

# MUNDESLEY Conservation Area



## Character Appraisal and Management Proposals



Adopted 26 November 2009

**North Norfolk District Council  
Conservation & Design Team**

Telephone: 01263 516165

E-Mail: [conservationanddesign@north-norfolk.gov.uk](mailto:conservationanddesign@north-norfolk.gov.uk)

Write to: Conservation & Design Manager,

North Norfolk District Council,

Holt Road, Cromer, NR27 9EN

[www.northnorfolk.org](http://www.northnorfolk.org)

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Braille, audio, large print or in other languages.  
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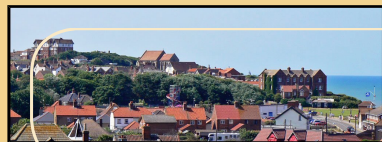
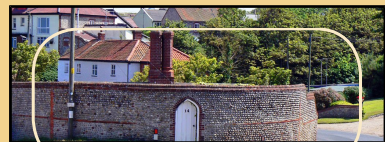
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# PART 1 CHARACTER APPRAISAL





# 1 Summary

## 1.1 Key characteristics

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

- Coastal location – the settlement’s position on high cliffs overlooking a wide sandy beach;
- The Mundesley Beck valley and Mouth create an undulating landscape and distinctive landscape feature;
- The historic buildings combine imposing late Victorian/Edwardian buildings and the flint cobble and thatch of the older coastal community of Mundesley;
- High flint boundary walls, often with arched door openings;
- There are important multi-functional green spaces e.g. Gold Park and the cliff top green along with mature garden vegetation.

## 1.2 Key issues

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

- Permitted development resulting in loss of architectural details, boundary treatment and detrimental alterations and extensions: Need to protect identified areas through Article 4(2) directions ;
- Need for siting and design of new development to reflect the historic context and prevailing character;
- Design and maintenance of the public realm including parking provision;
- Need to review the conservation area boundary;
- Need to adopt a list of Buildings of Local Interest;
- Retention and management of green spaces.



## 2 Introduction

### 2.1 The Mundesley Conservation Area

The Conservation Area was designated by Norfolk Norfolk District Council on 6 December 1975. Mundesley is located on the cliff tops of north-east Norfolk above a renowned beach. The Mundesley Beck passes through the village to enter the sea; its valley and former mouth adding interest to the landform here. A late Victorian and Edwardian building boom has left its mark on the settlement in the form of some imposing hotel buildings, guest houses, large villas and shops.

### 2.2 The purpose of a conservation area appraisal

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

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

In response to these statutory requirements, this appraisal document defines and records the special architectural and historic interest of the conservation area and identifies opportunities for enhancement. This appraisal conforms to English Heritage guidance as set out in Guidance on Conservation Area Appraisals (February 2006) and Guidance on the Management of Conservation Areas (February 2006).

Additional government guidance regarding the management of historic buildings and conservation areas is set out within Planning Policy Guidance Note 15: Planning and the Historic Environment (PPG15). Government advice on archaeology is set out in Planning Policy Guidance Note 16: Archaeology (PPG16).

This document therefore seeks to:

- Define the special interest of the conservation area and identify the issues which threaten the special qualities of the conservation area (Part 1: Character Appraisal)
- Provide guidelines to prevent erosion of character and achieve enhancement (Part 2: Management Proposals).

### 2.3 The planning policy context

This appraisal provides a firm basis on which applications for development within the Mundesley Conservation Area can be assessed. It should be read in conjunction with the wider development plan policy framework produced by North Norfolk District Council and national policy guidance. That framework is set out in a number of documents:

- North Norfolk Local Development Framework: Core Strategy (adopted 2008)
- North Norfolk Local Development Framework: Site Specific Proposals (timetabled for adoption December 2010)
- North Norfolk Design Guide, Supplementary Planning Document (adopted 2008)
- North Norfolk Landscape Character Assessment, Supplementary Planning Document (adopted 2009)
- Planning Policy Guidance 15: Planning and the Historic Environment
- Planning Policy Guidance 16: Archaeology and Planning



## Mundesley Conservation Area Character Appraisal and Management Plan

- Heritage White Paper, March 2007.  
‘Heritage Protection for the 21st Century
- Planning Policy Statement 15: Planning for the Historic Environment



## 3 Location and setting

### 3.1 Location and context

The settlement of Mundesley is located on the coast of north east Norfolk, some seven miles south-east of the town of Cromer. The landscape surrounding the village forms part of the Norfolk Coast 'Area of Outstanding Natural Beauty'. The long distance 'Paston Way' footpath runs through the village along the coastal path.

The coastline makes a vital contribution to the environmental quality of Mundesley as well as to the health of the local economy and the quality of life of its inhabitants and visitors to the area. It is recognised that coastal erosion could play a significant part in shaping the future of the built and natural environment of the village.

The current conservation area boundaries are primarily focused on two separate, older settlement areas of the village.

### 3.2 General character and plan form

The long, gently winding High Street and the area around the mill pool and the mouth of the Mundesley Beck are the focus of the two separate areas and represent older areas of settlement in the village. Both run approximately north-south. The two areas were more physically distinct but have now become joined by the Meadow Close and Beckmeadow Way development on former agricultural land between. The cliff top green on Beach Road and Gold Park remain as important open spaces between the two areas.

The general character of Mundesley Conservation Area is a mix of older coastal community and small Edwardian seaside resort. It contains predominantly nineteenth and early twentieth century buildings, some notably taller and more imposing than other

buildings of that period, alongside some older flint cottages, outbuildings and flint walls.

### 3.3 Landscape setting

Mundesley is situated on 15-18 metre high cliffs, overlooking a wide sandy beach. The valley of Mundesley Beck cuts through the village and, although the Beck is now partially culverted, diverted and reduced in size, the wide valley opening or former mouth of the river, remains a distinctive feature. The settlement is bounded by an area of heathland to the south-west which is now, in part, occupied by Mundesley Golf Course.

## 4 Historic development and archaeology

### 4.1 The origins and historic development of the area

As there have been no formal archaeological excavations in Mundesley, little is generally known of its historic development prior to the late eighteenth century, although a number of stray finds suggest the area has been continuously occupied over a long period.

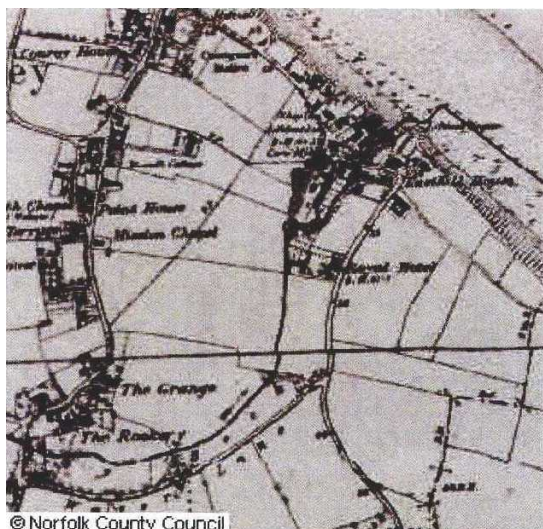


Figure 1 : Extract 1884 Ordnance Survey

Mundesley, including a church, is recorded in Domesday as 'Muleslai' when it formed part of the lands of the Norman lord William de Warenne. The church has some Norman fragments but was of predominantly fourteenth and fifteenth century date, prior to its re-building in 1903-4. Some medieval fragments of pottery and coins have also been found. As with many other Norfolk villages, at some time during the medieval period, the settlement appears to have shifted away from its original centre, leaving all but a small section of the nave of the church ruinous by the late eighteenth or early nineteenth century.

The history of known cliff falls and continually retreating coastline makes it very likely that earlier settlement may have been lost to the sea as has been the case elsewhere on the north east Norfolk coast.

In view of its location, the history and development of Mundesley has been inevitably bound up with the sea. Its origins appear to be as a small fishing and farming community which, by the later eighteenth century had developed to also function as a watering place and minor health resort. Despite no natural haven, Mundesley was also involved with coastal trade, importing items such as coal and timber for the surrounding area, even into the twentieth century.

#### *Late Eighteenth and Nineteenth Century Mundesley*

By the late eighteenth century, Mundesley shared many characteristics with Cromer albeit on a smaller scale. Both were a similar mix of popular bathing place and fishing village, surrounded by agriculture and involved with some coastal trade and industry. (See appendix 2)

By mid century, five farmers were operating in the village while other industry included malting and milling. The village's former watermill was a well photographed local landmark until its demolition in the mid 20th century. The waterwheel and the millpool survive to mark the unusual positioning of the mill within the former mouth of the Beck.

#### *Late Victorian/Edwardian Resort*

Much of the Cliftonville estate was built in anticipation of an extension to the railway line from North Walsham. This was finally completed in 1898. At the opening ceremony, it was declared that there was '*no place more beneficial for the man whose brain was overwrought than Mundesley-on-Sea*'. During this period, just outside Mundesley and actually in



neighbouring Gimingham, the Mundesley Sanatorium was opened in 1899, capitalising on and reinforcing Mundesley's reputation as a health resort.

At a similar time, parts of old Mundesley were disappearing due to cliff erosion. There were at least four major cliff falls during the nineteenth century alone. A settlement area known as Town End, located beyond the Manor Hotel, was devastated by cliff falls in the late 1890s.

In 1906, the railway line was extended to Cromer and became known as the 'Poppyland Flyer'. A number of public buildings were also built in the early part of the twentieth century including the Trunch Road school in 1908; the Institute, also in 1908 which comprised library, reading room and tennis court, and the George II Coronation Hall and bowling green in 1911. The medieval parish church which was largely in ruins, barring a section of the nave, was restored in 1903-4.

The scale of development during this period can be clearly seen by a comparison of the First Edition Ordnance Survey map of 1884 and the Second Edition of 1905. The Second Edition shows the railway lines in place, the Cliftonville area laid out, the hotels built and a number of large villas on both Cromer and Paston Road. A number of terrace rows had also been constructed including Victoria cottages, Russell Terrace (1904), Railway Terrace, and Manor Road.

#### **4.2 The archaeological significance and potential of the area**

To date, there have been no formal archaeological excavations in Mundesley which means its early development is little understood. The stray finds do however indicate settlement over a long period.

The earliest entries on the archaeological record (for full details see entries in the Norfolk Heritage Explorer

[www.heritage.norfolk.gov.uk](http://www.heritage.norfolk.gov.uk)) relate to pre-historic beach finds of fragments of weapons and tools.

Aerial photography has identified traces of field systems in the vicinity that have been tentatively ascribed to the Iron Age or Roman period. A possible Roman road also passed through the parish from Cawston via Bacton. Other Roman finds include coins and a copper alloy military camp kettle.

A likely Saxon cemetery to the east of the settlement area was identified in the 1960s following the discovery of nine early Saxon (411 – 650 AD) cremation urns. Saxon brooches and an iron spearhead of a similar period have also been found.

The church is likely to have been the focus of earlier settlement but was already detached from the main settlement by the time Faden's Map was surveyed in the late eighteenth century. It is possible that sites of earlier settlement have been lost through cliff falls.

At present the village's archaeological record is dominated by a significant number of sites relating to the Second World War coastal defences with some structures such as the Emergency Coastal Battery and pillboxes extant.



## 5 Spatial analysis

### 5.1 Character and interrelationship of spaces within the area

The long meandering High Street runs the north-south length of the village settlement. At the northern end it intersects with the Coast Road, whilst at its southern extent it

is more rural in character. To the east of the High Street is the post war development on large plots, generally accessed by unmade roads which help maintain a rural character and soften the impact of modern infill development. This development has linked the High Street to the other area of older settlement 'centred' around the former area of milling and industry. Gold Park provides an important area of open space.



Figure 2 : Unmade road - Beckmeadow Way

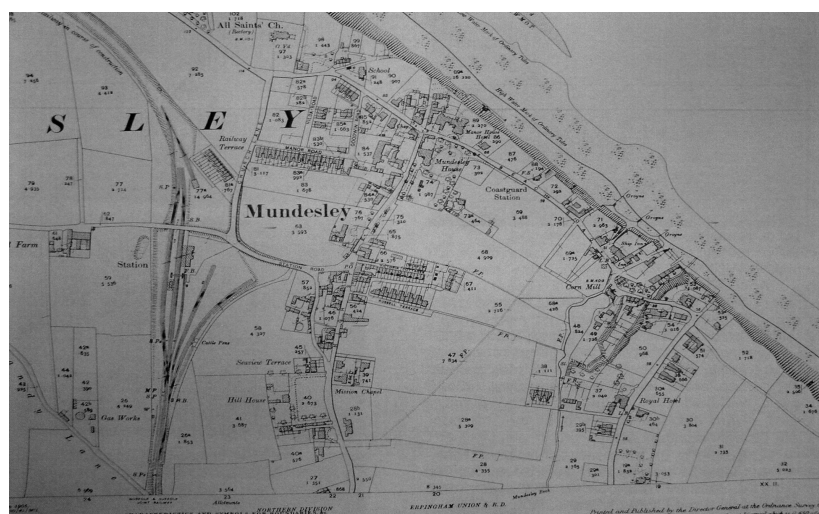


Figure 3 : Extract from Second Edition Ordnance Survey Maps



## 5.2 Key views and vistas

The key views and vistas within the Conservation Area are shown on the map.

The Manor hotel provides the main focal point within the Conservation Area due to its great size.

Three views in particular are found repeated on postcards and old photographs of Mundesley and together capture the essence of Mundesley.

- From Station Road– view of collection of buildings on High Street;
- From the Junction of Beach Road and High Street – view along Cromer Road, terminated by the church as the road bends;
- Looking west along the esplanade to the Manor Hotel.



Figure 4 : View of a collection of buildings on the High Street



Figure 5 : View looking west along the esplanade to the Manor Hotel

Other important views are:

- from the Esplanade on Beach Road looking out to sea;
- looking east through Gold Park to the rising cliffs beyond the settlement area;
- from the lower High Street, views between dwellings towards Stow windmill;
- from the southern end of the mill pool walk looking north;
- from the sharp bend on Paston Road, views of the sea to the north; across the settlement rooftops to the west; and along the clifftop to the east;
- beyond Church cottages to the sea from Cromer Road.



Figure 6 : A View from the southern end of Mill Pool Walk looking north.





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**Figure 7 : View from the lower High Street between dwellings towards Stow windmill**



**Figure 8 : View looking east through Gold Park to the rising cliffs beyond the settlement area**



**Figure 9 : A view beyond Church Cottages to the sea from Cromer Road**

## 6 Character Analysis

### 6.1 Activity, prevailing or former uses within the area

Despite the general decline of British seaside resorts in recent decades, Mundesley has endured as a well known and popular resort. The visitor information centre alone receives an average of 8000 visitors during the holiday season. The form of holidays and accommodation has however, altered. Two of the large hotel buildings are now put to other uses, a number of the larger properties have been sub-divided and a number of chalet and caravan parks have been established on the periphery of the settlement.

The High Street has, in general, retained a mix of commercial and residential uses over a long period. However, during the nineteenth century, at least three of the larger High Street properties were farmsteads, and the area which is now the entrance to Gold Park, was the village pond. The late nineteenth century saw a shift away from this essentially rural character to embrace Mundesley's role as smart seaside resort. The shops at 17-19 High Street were built on the site of farm buildings for Ivy Farm and other High Street farm buildings were demolished at a similar time. Farming was also a part of life to the south of the High Street around Beck House and The Grange until more recently. The farm buildings there survived to become house-conversions with no farming activity now evident in this location.

This late nineteenth century also saw the building of hotels such as The Manor and new residential streets such as Victoria Road and Russell Terrace, which were built with seasonal letting of rooms or apartments in mind.

Mundesley still provides holiday accommodation. The Manor and The Royal are still functioning hotels, however in the twentieth century demand has shifted more towards low cost caravan or chalet holidays. These are mainly located outside the main settlement area, although The Dell Chalet Park falls within the conservation area boundaries. A number of other properties in the village are let for holiday use.

Much of the sea front area was largely undeveloped in the nineteenth century other than the industrial area gathered around the Beck Mouth where the various gangways are located. The extensive range of outbuildings shown on nineteenth century maps are largely gone with one or two converted to residential use. A number of the properties here are currently let as holiday cottages. Other areas such as Town End and Church Cottages survive to mark the route of the former coast road and earlier settlement.

### 6.2 Character areas

There are two areas within the conservation area that form small commercial areas. The High Street and Station Road junction forms a village centre with a range of shops and facilities. The Beach Road, Cromer Road and High Street crossroads area is more leisure related with a hotel and swimming pool, bar, club, Chinese take-away, tea rooms and also a convenience store.

#### ***High Street, Station Road and Back Street***

Where Station Road meets the High Street the road space opens out, similar to a small market place. This area forms the commercial centre of the village with many shops and facilities located around this core. The buildings which house shops generally open straight onto the street, in contrast to the more residential parts of the High Street.





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The buildings here are of a wide variety of styles and scale, ranging from the single storey thatched florists; small cobble flint hardware store; large Edwardian three storey semi-detached greengrocers and chemists (no.s 17-19); and a tall 1930s shop parade (Nos 7-13). A rough surfaced shopper's car park is located here along with Mundesley's small visitor information centre (no.15 Station Road), housed in a prefabricated timber structure on the car park.

The grouping of the L-shaped red brick and flint Ivy Farmhouse and cottage; the red brick single storey post office building with its decorative barge-boards and coat of arms and No's 17-19 High Street, form a distinct and recognisable Mundesley grouping when viewed from the Station Road perspective.

A further building here which dates from Mundesley's key growth period 1890-1914 is Gordon House (Nos 32-36 High Street), a pair of shops built in 1898 by George Gordon, whose initials form part of the decorative datestone. These are of red brick and render with plaitile roof.

The tree lined boundary to the west of High Street/north of Station Road makes a positive contribution helping to screen the new development behind it thus helping this area to retain its historic character.



Figure 10 : 17-19 High Street



Figure 11 : Shops in Station Road

### ***Beach Road and Cromer Road Area***

At the Beach Road and Cromer Road junction is another cluster of buildings with predominantly commercial uses. This grouping is dominated by the elaborate red brick and terracotta Manor Hotel, adapted from an earlier Manor House by J B Pearce for Bullards Brewery. The hotel has various attached buildings and facilities, including the Bar Victoriana, a hairdressing shop and swimming pool. The late 19th or early 20th Centre Melbourne House (2, 4, 6 High Street/1 Cromer Road) occupies the corner of the High Street/Cromer Road as a convenience store with a tea room attached to it in a separate later building on the High Street side, and its car park along the Cromer Road. Opposite is an empty and neglected former shop of similar era (2-8 Cromer Road) with good period detailing.

This grouping includes some good examples of Mundesley's late Victorian/Edwardian architecture and provides an important range of amenities to both local people and visitors, but is generally adversely affected by neglect, unsympathetic alterations, poor quality car parking areas and signage.



Figure 12 : Spar store, 2 High Street



Figure 14 : Town End looking towards the High Street.



Figure 13 : Beach Road/Cromer Road Commercial Area and the Manor Hotel, Beach Road.

The remnants of the former cliff top settlement area of Town End are also located here to the north of the Manor Hotel. The remains of a former roadway which once ran along the cliffs now stops suddenly at the end of the settlement. The older buildings are of cobble and brick although much altered. Photographs exist of various lost buildings here which were generally flint cobble and thatch. A flint wall with arched doorways can also be seen, a characteristic found repeatedly throughout the conservation area.

## **Residential Areas**

### **High Street (northern end)**

The Mundesley High Street is a long gently winding road. Its character alters along its route as it changes between mainly commercial, residential, and semi rural character and uses. The sense of enclosure also alters as the road narrows and widens, the building line varies, and boundary treatment switches between flint walls, hedging and fencing of varying forms and height. Most of the buildings along here are of nineteenth century and Edwardian date, with some more recent infill.

The northern part of the High Street includes a series of large detached properties usually with mature gardens and flint wall boundaries. Mundesley House, on the east side (now sub divided) and Nos. 8, 16 and 18 are generally well preserved, and along with the flint wall boundaries and mature vegetation, make a positive contribution to the conservation area here.

Both No. 8 and Mundesley House have had new dwellings inserted into their former grounds. The development behind no.8 can only be glimpsed over the high flint boundary wall. Those inserted along the High Street to the south of Mundesley House are more apparent. The High Street widens where the new entrances are located, forming a



passing place for traffic which is surfaced in plain asphalt. The continuation of the flint boundary wall however means the overall impact of the passing places is neutral.



Figure 15 : Number 18 High Street



Figure 16 : Number 8 High Street



Figure 17 : The northern end of the High Street

### **High Street (south)**

To the south of the commercial centre, the predominantly residential High Street resumes. The width of the High Street alters within this section from an enclosed single lane section leading out of the commercial centre as far as The Gables (no.45) from which point it becomes two way again.

On the east side of the High Street, there are a number of large detached properties in mature gardens. Unsurfaced roads off the High Street, are also a feature here, leading to new developments behind.

There are several notable buildings in this section including Russell Cottage (no. 31) and The Gables (no. 45) which both have good flint cobble facades; an 1840s Gothic Baptist chapel with decorative upper façade created from flakes of shell; the late eighteenth Century Cowper House (no.33), one of the few listed buildings in the village; and two large Arts and Crafts style buildings No.s 49-51 and 53. New dwellings have been inserted behind Cowper House and on the High Street alongside 49-51.

The Western side of this section of the High Street is rather more mixed. It includes Northfield House (formerly Hill House), a large early nineteenth century hipped roof dwelling with highly glazed black pantiles, set back from the road. This was the original site of the Mundesley Bible Conferences which were later moved to Gold Park. The frontage, which was a large tree lined lawn and drive, is now partly taken up by a bowls club. The house itself has been subdivided and suffered some unfortunate alterations. Also on the western side of the street is Point House, a fine early nineteenth century redbrick and pantile dwelling. Amongst the other buildings along this section are some smaller residences such as Sea View Terrace, a red brick nineteenth century short row of terrace cottages and the Avenue which is similar in form to a fishermen's yard



with cottages around a narrow gravel yard. The cottages are heavily altered and one is constructed from a former outbuilding.



Figure 18 : 49-51 High Street

terrace in one continuous line. Unusually, however, the street kerbs, surface drains and setts all appear original to the street and are a rare survival. The street is adversely affected by both on-street parking and the dense network of overhead wires.



Figure 20 : Victoria Road



Figure 19 : Seaview Terrace

Mundesley has a number of residential areas situated off main streets, often on unmade roads. Tucked away off the central shopping area of the High Street are two areas of terraced housing, Victoria Road and Russell Terrace built during Mundesley's growth period 1890-1914, and beyond them the early nineteenth century row of former Coastguard Cottages. Victoria Cottages is a simple red brick terrace enclosing a short narrow lane. The terrace runs along one side with a shorter run opposite. Only around 40% of the houses now retain their original doors and windows and fewer still retain their bracketed section of porch which originally ran along the



Figure 21 : Russell Terrace

Russell Terrace, parallel to Victoria Cottage to the south, is a substantial Arts and Crafts terrace row of 1904, rather hidden away to the rear of Russell Cottage along one side of an unmade road. The setting benefits from mature boundary vegetation visible from the land to the rear of Cowper House. The terrace is of three storeys and features pebble dash panels, bay windows, storm





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porches, decorative chimneys and other detailing such as knapped flint panels and diamond shaped windows. Despite some window replacements, the front façade survives relatively unspoilt, although is somewhat cluttered with satellite dishes. Parking is again an issue although this street is much less congested than alongside Victoria Cottages.



Figure 22 : Coastguard Cottages

A further terrace of five white-painted former coastguard cottages are located beyond these two terraces, oriented to the east. These were built in 1812, along with a watch house on the sea front off Beach Road. The five cottages were designed to house a chief officer and four men. Although partly visible from Gold Park, the cottages are well hidden, having only pedestrian access via front and back alleys and their gardens enclosed by high walls.

### **Beck Mouth**

There is a further cluster of buildings in largely residential use, collected around the Beck Mouth area. The main Paston Road/Beach Road snakes through the settlement while the terrain rises and falls. Several gangways and beach access routes are located in the opening of the cliffs here. This area was once a hub of industry including coastal trading, milling and malting. Cliff House (No.1), sited in a commanding position on the cliff top, was the home of

Francis Wheatley, merchant and coastal trader. His house overlooked a vast range of warehouses and outbuildings during the nineteenth century. New dwellings have been inserted on the site formerly occupied by Wheatley's buildings and along the line of the Beck, linking up with a late nineteenth century terrace closest to the sea. The overall effect is of a jumble of buildings and terraces. Several of the properties in this area are let for holiday use.

The older buildings in this part of Mundesley are largely constructed of flint and flint and red brick. Cliff House and No 23 both have the fine decorative cobble facades found elsewhere in the conservation area. A further notably ornate building, No. 14, Beach Road consists of a pair of flint, single-storey Gothic style cottages, listed grade II, which are tucked into a low walled area immediately north of Beach Road. Although listed as early nineteenth century, these are not shown on the 1839 tithe map and are presumably of mid 19th century date.



Figure 23 : 23 Beach Road



Figure 24 : 14 Paston Road

### ***Semi rural***

To the south of No. 53, the character of the High Street alters; the road is wide with pavements and from here on the current boundary is primarily focused on the eastern side of the road; the west side being predominantly local authority housing and later buildings. Two high status buildings, The Grange and Beck House, are located here along the east side with various house-converted former farm buildings and Dairy Court, a small new development. The southern end of the High Street, splits three ways. After crossing a small bridge over the Beck, the conservation area boundary continues eastwards along Water Lane. A cottage on the corner appears to be a former lodge for Beck House. The Beck crossing and Water Lane section has extensive tree cover and chicken and horse keeping are in evidence, along with some new infill development, partially obscured by tree cover.



Figure 25 : Grange/Water Lane Area

A further area with semi rural aspects is the mill pond of the village's former watermill. The Mill House and the waterwheel of the mill survive and are visible from Beach Road. The mill pool is, however, hidden from general view to those passing through the village. A footpath runs along the western length of it. Views of the water are blocked for much of the length by a rather outgrown hedge line. This does, however, provide useful habitat around the water. Several dwellings have been built along the eastern side and the mill pond has become visually linked to their gardens, detracting from the otherwise rural feel on that side.

Adjacent to the mill pond is the former mouth of the Beck, known as the Dell. The Dell is another of Mundesley's tucked away places, it is a shady, steep sided, tree lined place, now occupied by a series of 1960s holiday chalets. The chalets are small, few in number, partly subterranean and their roofs have a covering of moss, all lessening their overall impact.





Figure 26 : Mill Pool

### **Public Areas**

Whilst these areas do include some residential elements, they are essentially public areas.

### **Gold Park**

Gold Park is a multi-functional space gifted to the people of Mundesley in 1939. The High Street entrance, formally the village pond, is flanked by two twentieth century buildings, one Edwardian and much altered; the other is of later date and now a hairdressing salon. Between the two buildings are formal concrete flower beds, two large shelters and a modern bus shelter. The area appears to act as an important meeting and gathering space. Aside from its recreational uses, the park is used as overflow parking in the summer and activities such as car boot sales at other times. It suffers visually from having no boundary of its own. Instead this is formed from the array of private boundaries that back onto it. The entrance area is also cluttered with modern bus shelter and hard concrete edged flower beds and might benefit from a simple enhancement scheme.

### **Cromer Road**

Whilst not currently included within the conservation area boundary, there are a range of public buildings and spaces here

including the library adapted from the former 1840s school, medieval church, church rooms and Wesleyan chapel. This area also includes 'Church Cottages', an early nineteenth century terrace of cottages and a section of former roadway that previously looped around the cliff top to Town End but now disappears over the edge of the cliff. There are also a series of tall late Victorian/Edwardian villas. Other buildings here include the Haig Club, formerly 'Ocean View' which is much altered, the Coronation Hall built 1911-12 and the home of Mundesley festival. The modern Chinese takeaway building, a former Public House, is the only negative element.

### **Beach Road Sea Front**

This area is not currently included within the conservation area boundary but is an important open public space providing views to the sea. The Beach Road sea front area to the east of the Manor Hotel includes a large Edwardian villa Barmston (No.9); an important open green space with benches and 1930s style shelters, also the former coastguard lookout of 1928, now a tiny museum. There is also a parade of 1960s shop units open seasonally. A small public garden to the south of the road next to the grounds of Mundesley House with good quality iron entrance gates, is also worthy of inclusion in the conservation area.



Figure 27 : Shelters on Beach Road Sea Front

### **Architectural and historic qualities of the buildings**

Mundesley has five quite diverse buildings that are Grade II listed, being of special architectural or historic interest:

- No. 14 (The Dell), Beach Road: Pair of 19th Century Gothic style single-storey cottages in flint with brick dressings. Converted to single dwelling.
- Brick Kiln, Cromer Road: Early 19th Century conical tower kiln, now part of Kiln Cliffs caravan site.
- Church of All Saints, Cromer Road: Medieval parish church, rebuilt from ruinous state in early 1900s
- No. 33 (Cowper House) High Street: Late eighteenth century (although listed as later) brick and pantile (now rendered) 3 bays, sash windows and central door way with semi-circular arched head and fanlight.
- The Rookery (now Beck House), Water Lane: Early nineteenth century brick and flint, irregular plan house. Façade of 5 bays and 2 storeys.

Most of the buildings fall in three distinct groupings, as follows:

- The vernacular tradition of older Mundesley – the small fishermen and workers' cottages probably of early nineteenth century date, built of large flint cobble or flint and red brick; flint outbuildings; and boundary walls. There is also a cluster of thatched buildings in the High Street.
- The second group are a number of early to mid nineteenth century detached dwellings which are a hybrid of polite design and vernacular materials and techniques. These include a number of well executed flint cobble facades.
- The final group are those buildings of late nineteenth and early twentieth

century architectural styles, often with an Edwardian, seaside or Arts and Crafts flavour. Little information is readily available to identify the work of known architects, although Pevsner does single out the Manor Hotel, on Beach Road by J B Pearce, the architect of Great Yarmouth town hall and the former agricultural hall in Norwich.

### **6.3 Key unlisted buildings**

The Mundesley Conservation Area includes a number of buildings which although unlisted still make an important contribution to the character of the Conservation Area and are of local architectural and/or historic importance.

It is proposed that the following buildings be considered for inclusion on a 'local list' which should be formally adopted by the Council in accordance with Local Development Framework policy.

- Manor Hotel, Beach Road– by J B Pearce late 1890s, apparently developed from an earlier manor house. Commissioned by Bullards Brewery. Potentially listable.
- No. 1 High St (Mundesley House) Large L –plan red brick and sash windows (some horizontal sliding type) Potentially listable.
- No. 15 High St, Mundesley Post Office, late 19th/early 20th century. Single storey Red brick.
- No. 16 High St – substantial Victorian house with small pebble façade.
- No. 18 High St, Bay House – large Edwardian red brick with roughcast projecting gables, sash windows, wide porch.
- Ivy Farmhouse and Cottage, High Street – c.1830s L-plan red brick, sash windows replaced.



- Victoria Terrace (off High Street) – built for T L Wakelin red brick , wide sash windows and porch
- Russell Terrace (off High Street) – fine quality Arts and Crafts terrace built in 1904. Good detailing. Rough cast bays, knapped flint panels, diamond windows. Few uPVC windows at present. Terrace appears relatively unaltered, good article 4(2) candidate.
- Russell Cottage, High Street – c. 1840s decorative small pebble flint façade with keyed red brick dressings and thatched roof, in excellent condition . Potentially listable.
- 17-19 High St - tall Edwardian shops and flats. Key buildings in village centre.
- The Gables – late 19th C flint cobble façade with brick detailing and crow-stepped gables.
- Baptist Mission Chapel – 1843 Gothic – unusual decorative upper façade of shell or flint flake galleting. Potentially listable.
- Herga House – large semi-detached Arts and Crafts house (pre 1905)
- 60 High St, Prospect House – early 19th Century farmhouse red brick, with giant order corner pilasters and decorative cornice, sash windows and raised and fielded doorcase.
- 53 High St – large Arts and Crafts villa (post 1905).
- The Grange, High St – Arts and Crafts house with datestone of 1900 –red brick and flint with brick diaper work, plaintile roof and elaborate chimneys. Three storey projecting porch with pedimented door and window and decorative consoles to either side.
- 23, Beach Road - small pebble flint decorative façade.
- No. 1 Cliff House, Paston Road – 1830 built by Francis Wheatley – small pebble flint decorative façade. Potentially listable.

Also, subject to being included in the Conservation Area:

- Former small school on Cromer Road, 1840s flint and white brick. Now library.



Figure 28 : The Grange High Street, currently unlisted



Figure 29 : Russell Cottage High Street also unlisted

## 6.4 Local details

Cobble flint construction is a feature throughout the conservation area. These are usually of a style found along the Norfolk Coast, being whole, large cobbles laid at an angle in courses.

Cobble flint walls are a feature of the conservation area. Many of these feature arched door openings fitted with solid timber doors. Presumably this arrangement was to provide outdoor areas with some protection from the elements.



A number of buildings also have fine decorative small pebble flint facades. These pebbles are uniform in size and randomly laid but very closely packed, hiding the mortar.



Figure 30 : One of the many arched door openings in high flint walls.



Figure 31 : Example of one of Mundesley's decorative flint pebble facades.

Arts and Crafts style buildings, characterised here by pebble dash panels, bay windows, decorative chimneys and plain tile roofs, are also a feature of the conservation area, notable examples include:

- Russell Terrace
- The Grange
- Herga House and its neighbour
- 53 High Street



Figure 32 : Russell Terrace an Arts and Crafts building



Figure 33 : Mundesley's Arts and Crafts style buildings 49-51 High Street

## 6.5 Prevalent and traditional building materials and the public realm

Large cobble flint is the local building material for the lower status dwellings, sides and rear of other dwellings, outbuildings and walls. The higher status buildings are generally constructed of red brick. There were two village brickworks in the late nineteenth century, located at either end of the settlement along the cliff top. The later Edwardian/Arts and Crafts buildings are of red brick with parts rough cast rendered and usually feature plaintile roofs.



Staffordshire blue kerbing is found intermittently throughout the Conservation Area. It is still 'in situ' along both sides of the Victoria Cottages terrace row and along parts of the High Street.



Figure 34 : A good example of coursed flint work within the Conservation Area



Figure 35 : Another example of coursed flint within the Conservation Area



Figure 36 : Kerbing detail within the Conservation Area

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

There are few examples of formal tree planting in public spaces within the conservation area other than the entrance to Gold Park. However garden trees and mature vegetation are of considerable importance throughout the conservation area. Prominent examples are marked on the map. This has often helped soften the effects of new infill development. For example, the new development off High Street/Station Road is partially screened by a combination of flint walls and tree lined boundary.

One of the most important green spaces is the Beach Road green, or esplanade. It allows panoramic sea views; provides bench seating on the cliff top and in shelters. Its various elements form a familiar image of Mundesley. It provides the link between the two parts of the conservation areas currently designated, and is important as an undeveloped space in this location.

Gold Park is another important undeveloped green public space, the largest in the conservation area. Aside from its designed entrance area with flower beds and trees, the main park acts as more of a functional space, including providing car park during the summer months.

There is also a small public park off Beach Road. Mature trees on one side create a pleasant partially shaded space. The brick and galvanised metal Adventure Island boundary on the east side is a negative aspect though.





Figure 37 : Trees screening the new development off the Station Road/High Street



Figure 38 : The contribution of mature vegetation along the High Street.

## 6.7 Erosion of character

- There are two derelict buildings within the conservation area, with several others in need of maintenance.
- There has been some unsympathetic treatment of historic buildings e.g. poor shop fronts and a number of UPVC windows have been inserted into historic buildings.
- New developments have had a neutral impact on the character of the conservation area.
- There has been some loss of large gardens/open spaces through infill development.
- Car parking areas (e.g Station Road), would benefit from enhancement. Car

parking at The Manor and convenience store could also be considerably improved through more sympathetic surfacing and reduced signage clutter.

- In general, the flint walls and hedging boundary trees within the conservation area help to knit together often quite diverse buildings and areas. However a number of poor boundary treatments were noted. Gold Park at present borrows an array of private boundaries and would benefit from having its own consistent boundary. The bowling club at Northfields also has a mixture of boundaries and would also benefit from an improved boundary hedge or fence.



Figure 39 : An example of cluttered signage within the Conservation Area



Figure 40 : Poor quality parking area within the Conservation Area.





## Mundesley Conservation Area Character Appraisal and Management Plan

There are several parts of the conservation area where buildings or areas do not necessarily enhance the special character of the area, but at the same time do not detract from its overall character.

Most of the modern development within the Conservation Area falls into this category and includes the new developments on west side of High Street/Station Road along with other High Street Infill - No's 1a and 3, 47a and 47b, development to the rear of Cowper House. Much of their potential negative impact is mitigated by either mature vegetation and or flint walls and unmade roads, however, the cumulative effect of the infilling is to weaken the historic nature of the Conservation Area.

### **6.8 General condition**

Overall, the condition of the Conservation Area is fair. There are some examples of particularly well maintained historic buildings (Bay House and Russell Cottage) and some very good elements, rather hidden from general view (e.g. Russell Terrace). The continued erosion of character of unlisted buildings through unsympathetic alteration is of major concern. Two empty and neglected historic buildings were also noted (2-8 Cromer Road and 43 High Street). There is some lack of cohesion within the Conservation Area and a risk to the strength of historic character through piecemeal infill developments.

### **6.9 Problems, pressures and the capacity for change**

The North Norfolk Local Development Framework (LDF) has identified Mundesley as a service village. This brings the possibility of further residential development. However, the currently preferred sites lie outside of the Conservation Area.

The Conservation Area in Mundesley has not benefited from any significant enhancement schemes or area initiatives in recent years. Indeed the lack of listed buildings and protective legislation means much of the conservation area has been vulnerable to inappropriate and unsympathetic alterations.

A number of the unlisted historic buildings exhibit some loss of character through inappropriate alteration and repair. These changes were no doubt carried out with the best of intentions by owners in order to keep their properties in good order.

Other pressures evident in Mundesley include garden infill development which has led to a weakening of the quality of the Conservation Area and the loss of mature gardens/open spaces.

Unsurprisingly in view of the popularity of Mundesley during the summer months, there is considerable demand for car parking, creating overspill from the designated car park areas into Gold Park and along residential streets.

There are also two buildings in key positions in the village, which are unsympathetic to their surroundings and if sensitively redeveloped have the potential to improve the appearance of the area considerably. These are the 1960s commercial building of four units on Beach Road and the Chinese takeaway building on Cromer Road.



**Figure 41 : The 1960s commercial development on Beach Road**

Although outside the Conservation Area, the Adventure Island Park off Beach Road has a negative impact upon it, particularly through the choice of modern brick and galvanised steel fencing and the very tall helter skelter that has been inserted in recent years.



**Figure 42 : Adventure Island Park off Beach Road**



## 7 Community Involvement

Involving the community is an important part of the appraisal process and involves:

- Making leaflets available at key village locations such as the library;
- Making contact with key community groups and providing on request briefing sessions;
- Holding a public exhibition;
- Publishing the draft appraisal on the council's website, accompanied by an electronic comments/feedback form;
- Use of media and press releases (as necessary);
- Evaluation.



## 8 Recommendations and Conclusion

See also Part 2 Management Proposals

### 8.1 Suggested boundary changes

Suggested boundary alterations: See Management Proposals 2.1

### 8.2 Summary of issues - SWOT analysis

The following section provides a summary of the SWOT analysis (strengths, weaknesses, opportunities, threats) identified during the appraisal process.

#### Strengths

- Popular coastal destination with dramatic setting;
- Prevailing Edwardian resort identity;
- Many high quality flint vernacular buildings and walls;
- Large multi-functional green space;

#### Weaknesses

- Erosion of character of historic buildings through permitted development;
- Poor quality public realm;
- Unimaginative new development;
- Lack of parking provision (in summer months);
- Seasonal nature of activity.

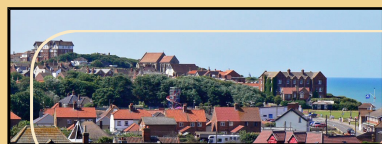
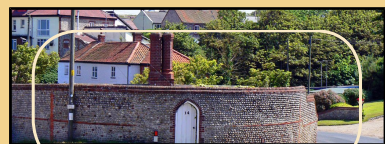
#### Opportunities

- New build or redevelopment should positively contribute to and enhance the character of the conservation area and reflect local distinctiveness.

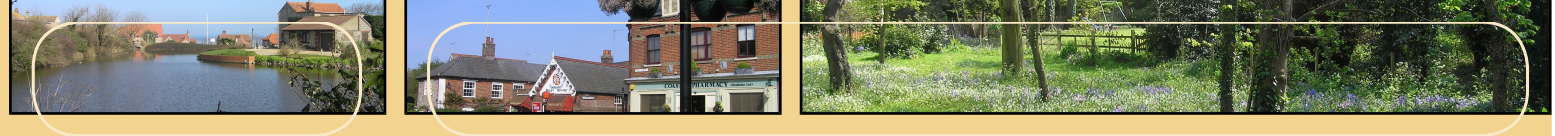
#### Threats

- Continuing loss of original architectural details and use of inappropriate modern material or details;
- Poor quality new development: new housing with no local distinctiveness;
- Infill garden development, loss of mature garden space and dilution of historic character;
- Rigid and unthoughtful application of design codes (such as New Homes Standard);
- Coastal erosion and associated implications.

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







## 1 Introduction

Part 1 of this document, the Character Appraisal has identified the positive qualities of Mundesley which make the conservation area special and distinctive and which should be conserved and enhanced.

Part 2 of this document, the Management Proposals, builds upon the negative features which have also been identified and brings forward a series of proposals for enhancement and change. The Management Proposals were adopted by the Council's Development Committee on 26 November 2009.



## 2 Issues and recommendations

### 2.1 Review of conservation area boundary

***The following four changes were made to the Conservation Area boundary in order to further identify areas which make a contribution to Mundesley's special character:***

- Extend the Conservation Area along Beach Road to link the two currently separate parts of the Conservation Area (between the Manor Hotel and the Lifeboat Inn).
- Extension to include the public garden on Beach Road and number 5 High Street to link with Gold Park.
- Extend the Conservation Area to the west along Cromer Road to include All Saints Church and Trafalgar Court. This area makes a significant contribution to character of Mundesley and forms an important entranceway, instantly evoking a sense of place.
- Extend the Conservation Area west to include the railway houses on Church Lane and Manor Road for their historic value.

### 2.2 Alterations to unlisted buildings and Article 4(2) direction

Many of the unlisted buildings in the Conservation Area have been adversely affected by the loss of original architectural details and building materials, including the replacement of original timber sash or casement windows and timber doors and the inappropriate treatment of historic elevations.

Where single family dwellings are concerned, these alterations can normally be carried out without planning permission. Development of this kind is called 'Permitted

Development' and falls into the various classes which are listed in the Town and Country Planning (GDP) Order 1995. Powers known as Article 4 Directions allow the Council to withdraw some of these permitted development rights in the interest of preserving and enhancing the character and appearance of the Conservation Area. Article 4 Directions will be considered to prevent further erosion of the historic character of the Conservation Area.

- The Council will consider Article 4 Directions to protect buildings that retain original features from inappropriate alteration. The primary focus will be on dwelling houses that have been identified on the accompanying appraisal map as making a positive contribution to the character and appearance of the conservation area.
- The Council will encourage property owners to reverse unsympathetic alterations and to reinstate architectural features, such as windows, doors and boundary walls, on historic properties, with modern replacements in the style and materials of the originals.

***An Article 4 Direction was served on Russell Terrace in order to protect the uniform Edwardian façade of the terrace and its unique detailing.***

### 2.3 Buildings of Local Interest

Mundesley contains a good number of historic buildings that are unlisted, but which make a positive contribution to the character of the conservation area. This is either due to their age, materials, relation to surrounding historic buildings, architectural detailing, village scene value or a combination of these factors. PPG15 (paragraph 6.16) gives provision for local authorities to draw up lists of locally important buildings which make a valuable contribution to the local scene or local



history, but which do not merit national listing. These buildings will be given additional consideration, however they will not enjoy the full protection of statutory listing.

***The following buildings were included on the Local List:***

- Manor Hotel, Beach Road
- No. 1 High Street (Mundesley House)
- 15, High Street (Mundesley Post Office)
- 16, High Street
- 18, Bay House, High Street
- Ivy Farmhouse and Cottage, High Street
- Victoria Terrace (off High Street)
- Russell Terrace (off High Street)
- 17-19 High Street
- The Gables, High Street
- Baptist Mission Chapel, High Street
- Herga House
- 60, High Street/Prospect House
- 53, High Street
- The Grange, High Street
- 23, Beach Road
- 1, Cliff House, Paston Road
- Former small school on Cromer Road

## **2.4 Development pressures**

Some developments in the conservation area, whilst approved when built, are now considered out of character with the area due to their inappropriate design, siting, scale or materials.

The diversity of building styles and types that is characteristic of Mundesley is a strength and should be reflected in new development. The siting of new dwellings must be considered with particular care.

The North Norfolk Design Guide provides guidance that is specific to North Norfolk. General guidance for good design in historic areas is provided by the English Heritage,

Building in Context: New development in historic areas, and the joint English Heritage and RIBA publication Capital Solutions.

## **2.5 Buildings at Risk**

At the time of writing there were no 'Buildings at Risk' within the Mundesley Conservation Area.

## **2.6 Tree management**

There are currently two Tree Preservation Orders in the Mundesley Conservation Area. In addition anyone proposing to cut down, top or lop a tree in a conservation area is required to give six week's notice to the local planning authority (subject to a range of exceptions including small trees or dead, dying or dangerous trees).

## **2.7 Public realm and green spaces**

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

The Council will encourage informed enhancement schemes at the Gold Park such as boundary treatments and enhancement of the entrance area.

The highway environment is of particular importance and the Council will continue to liaise with the Highway Authority and ensure, that the agreed palette of materials is adhered to, especially in respect of size and tone of 'yellow lines'.



### 3 Monitoring and review

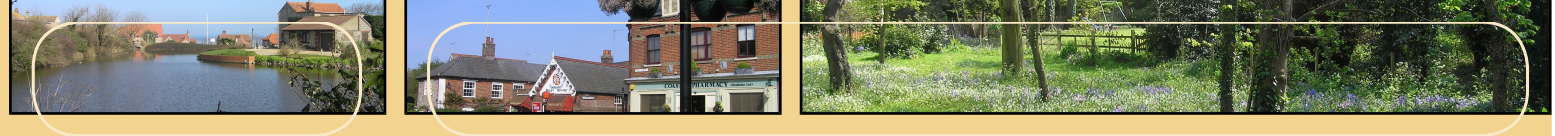
As recommended by English Heritage, this document should be reviewed every five years from the date of its formal adoption. It will need to be assessed in the light of the emerging Local Development Framework and changing national government policy. A review should include the following:

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

It is possible that this review could be carried out by the local community under the guidance of a heritage consultant or the Council. This would enable the local community to become more involved with the process and raise awareness of the issues, in particular the problems associated with enforcement.

Finally it is accepted that the successful management of Mundesley Conservation Area will depend on the support from local residents and businesses, together with regular monitoring and an effective enforcement strategy to ensure that the recommendations in this document, are implemented.

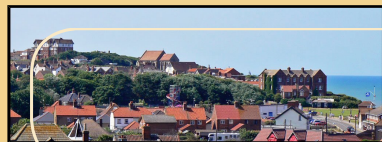
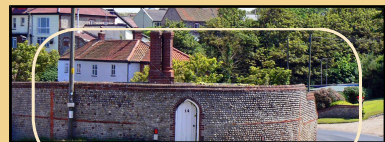




## 4 HELM as resource

Further extensive guidance on the local management of the historic environment can be found on the online resource Historic Environment Local Management at [www.helm.org.uk](http://www.helm.org.uk)

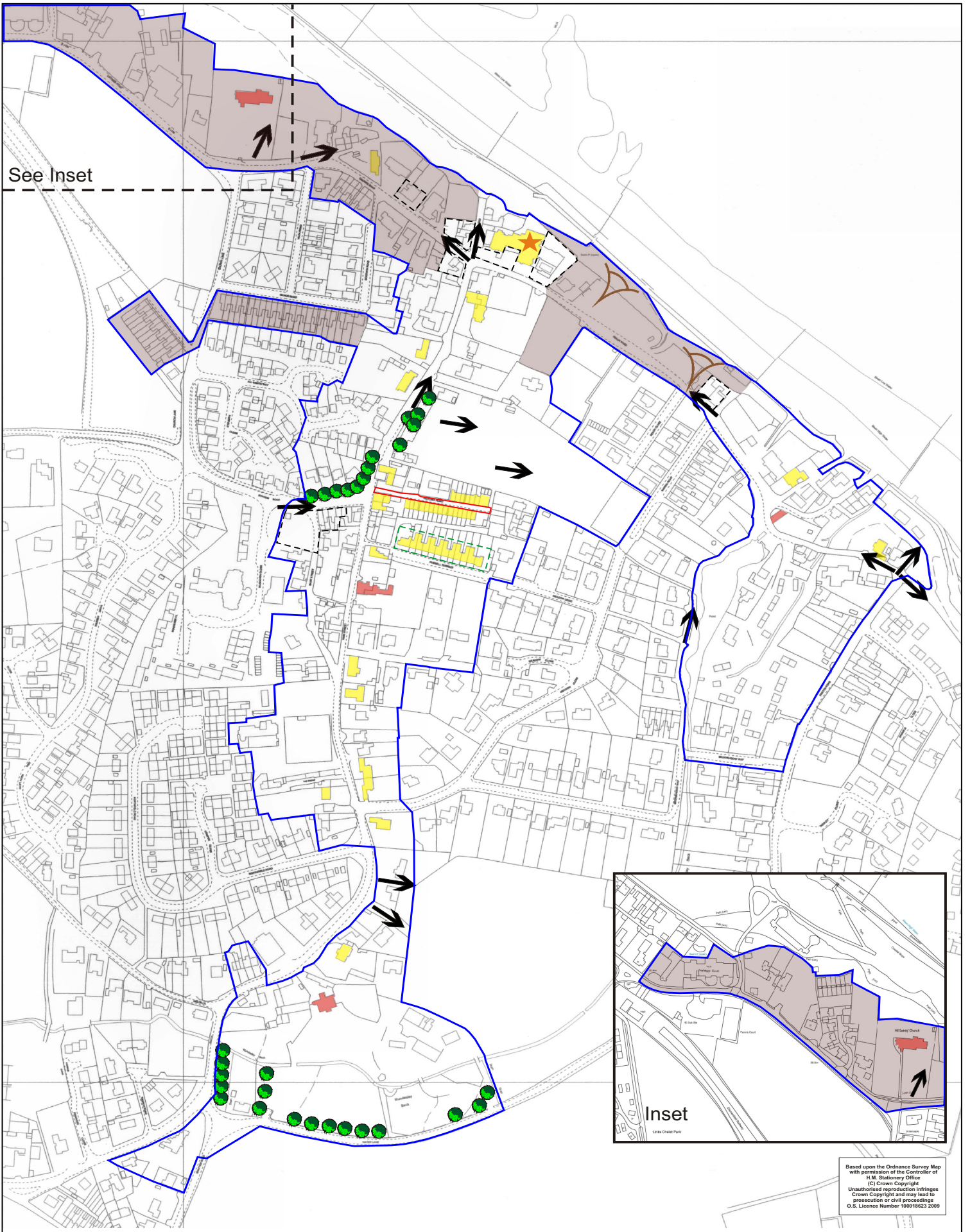
# APPENDICES







## 1. Mundesley Conservation Area Map



See Inset

Inset

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- |  |  |  |  |
|--|--|--|--|
| <ul style="list-style-type: none"> <li> Buildings of local interest</li> <li> Important trees/groups</li> <li> Important views/vistas</li> </ul> | <ul style="list-style-type: none"> <li> Proposed Article IV</li> <li> Listed Building</li> <li> Focal Point</li> </ul> | <ul style="list-style-type: none"> <li> Negative Buildings/Spaces</li> <li> Panoramic View</li> <li> Important Ground Surface Treatment</li> </ul> | <ul style="list-style-type: none"> <li> Area Included within Conservation Area</li> <li> Adopted Conservation Area Boundary</li> </ul> |
|--|--|--|--|





## 2. Village History

### Health Resort

Mundesley enjoyed a longstanding reputation as a health resort for both body and mind. It is known to have been frequented at the end of the eighteenth century by the poet William Cowper when suffering bouts of melancholia, and features in his correspondence of the time. A bathing machine was advertised as early as 1770 and rooms ‘for the season’ were being advertised in 1791. Whites Directory of 1845 describes Cromer and Mundesley as ‘the most fashionable bathing places in Norfolk’. By this time, the visitor facilities for the bathing season included three inns, several lodging houses, bathing machines, a warm bath and other accommodation. A number of Norwich School Artists – Thomas Lound, James Stark, J Stannard and Robert and J B Ladbroke all visited and produced work there in the first half of the 19th Century.

### Fishing Village

In 1816 the Norwich Mercury reported that the largest catch and cure of herrings in Norfolk took place at Yarmouth, Mundesley and Cromer (with Mundesley curing about half that of Cromer). The Mundesley fishing fleet by the mid nineteenth Century consisted of four large herring fishing boats and seven smaller boats for crab and lobster. The trade seems to have gradually declined during the latter nineteenth century.

### Industry

Despite no natural haven, Mundesley imported coal and timber and exported grain for the surrounding area even into the twentieth century. The sailing barges were anchored up and were unloaded on an ebb tide with the goods then pulled up gangways to the clifftop by donkeys or mules. A key figure in this industry during the nineteenth century was Francis Wheatley, a local landowner and merchant of some note who imported 25-30 cargoes of coal each year. Wheatley built himself a large house on the clifftop in 1830 (Cliff House) overlooking a timber yard, coal yard, warehouses and granary. He also built massive protective sea walls and is generally credited with the development of Mundesley in the early part of the nineteenth century. During this period, the population of Mundesley more than doubled from 201 in 1801 to 454 by 1841. It then stayed at a similar level until the 1870s. A comparison between the 1839 Tithe Map and the 1884 first edition Ordnance Survey map shows little change in the shape of the village during this period.



### 3. Mundesley Population Figures

Mundesley population figures from Census Returns (Source: Norfolk County Council)

•	1801	204
•	1831	436
•	1841	454
•	1861	438
•	1871	437
•	1881	377
•	1891	411
•	1901	680
•	1911	770
•	1921	1211
•	1931	990*
•	1951	1227
•	1961	1558
•	1971	1536
•	1981	1766
•	1991	2256
•	2001	2695

\*Part of parish of Knapton transferred 1925.

## 4. Sustainability

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

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

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

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

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



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## 6. Contact Details

### **North Norfolk District Council**

Conservation Design and Landscape Team  
Council Offices  
Holt Road  
Cromer  
NR27 9EN

Tel: 01263 516165

Fax: 01263 514802

Email: [conservationanddesign@north-norfolk.gov.uk](mailto:conservationanddesign@north-norfolk.gov.uk)

Web: [www.northernorfolk.org.uk](http://www.northernorfolk.org.uk)

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

### **Norfolk County Council**

Building Conservation Team  
County Hall  
Martineau Lane  
Norwich  
NR1 2SG

Te: 01603 222705

Fax: 01603 224413

### **Norfolk Landscape Archaeology**

Union House  
Gressenhall  
Dereham  
Norfolk  
NR20 4DR

Tel: 01362 869280

Fax: 01362 860951

Email: [archaeology+environment@norfolk.gov.uk](mailto:archaeology+environment@norfolk.gov.uk)