

Cley-next-the-Sea

Conservation Area Appraisal and Management Plan

July 2018

DRAFT



**NORTH
NORFOLK**
DISTRICT COUNCIL

PURCELL 

How to Use This Document

For ease of use this document has been produced to be read on-screen as a PDF. It contains a series of features that make it easier to use and navigate between the sections.

Contents

The contents page allows users to navigate directly to the required section by clicking on the section heading. The first page of each section also has an individual contents page for navigation within that section.

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3.1 EARLY HISTORY

Artefacts, such as flint axe heads and pottery, from as early as the Mesolithic period (10000-4001 BC) have been found around Blakeney. Bronze Age (c2350-701 BC) and early Saxon (410-1065 AD) barrows (burial mounds) are located on the Blakeney Downs, and there was probably a small settlement in the parish in the Roman period (43-409 AD).⁰⁵

Navigation

The buttons along the bottom of each page allow you to jump to a specific section. Once you've clicked on a section, it will turn bold so you know which section you are in.



You can also use the buttons in the top right hand corner to jump to the contents, appendices, or back to the page you were previously on.



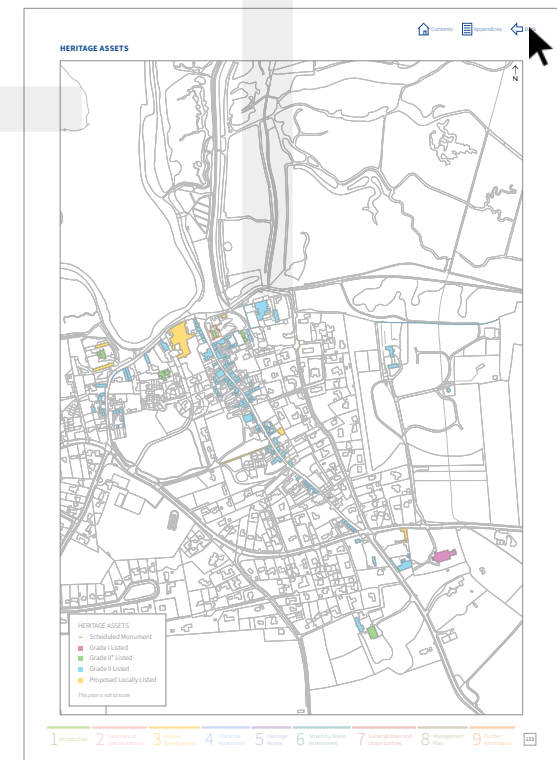
- Advertisements and other commercial signage may be subject to additional controls and/or require planning permission.
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Plans



When you see this icon, click to see a full-sized version of the plan (located in Appendix D).

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See [Section 1.1](#)
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Section 1

Introduction

This section gives an overview of the Cley-next-the-Sea Conservation Area, provides information about what conservation area designation means and its implications for development, as well as outlines the consultation process that has been undertaken to prepare this Appraisal and Management Plan.

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- 1.1 Cley-next-the-Sea Conservation Area
- 1.2 What is a Conservation Area?
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1.1 CLEY-NEXT-THE-SEA CONSERVATION AREA

The Cley-next-the-Sea Conservation Area was originally designated in 1974. The designation covers the coast road running east-west to the north, the windmill and High Street, Holt Road and The Fairstead/Church Lane leading southwards, and culminates at Cley Green and the Newgate area of the village. The Conservation Area takes in almost all of the built-up parts of the village plus an area of land to the west, extending to the east bank of the River Glaven which runs from north to south. To the north of the village lies an area of freshwater marshland between the village and the sea.

Note

The southern end of Cley-next-the-Sea is also known as Newgate.

1.2 WHAT IS A CONSERVATION AREA?

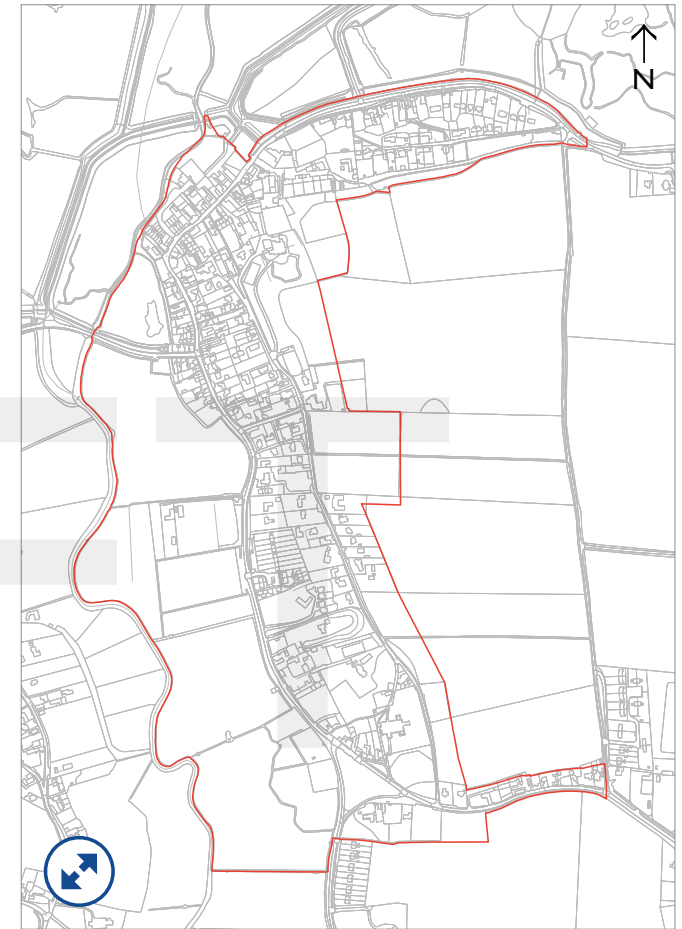
Definition of a Conservation Area

A conservation area is defined as an 'area of special architectural or historic interest the character of which is it desirable to preserve or enhance'.⁰¹

Designation of a conservation area recognises the unique quality of an area as a whole. It is the contribution of individual buildings and monuments as well as other features, including (but not limited to) topography, materials, spatial relationships, thoroughfares, street furniture, open spaces and landscaping. These all contribute to the character and appearance of an area, resulting in a distinctive local identity.

The extent to which a building, or group of buildings/ structures, positively shape the character of a conservation area comes from their street-facing elevations, the integrity of their historic fabric, overall scale and massing, detailing, and materials. Rear and side elevations can also be important, as can side views from alleys and yards or views down to buildings in valleys or low-lying topographies.

If the significant qualities of a conservation area are retained and inappropriate alterations prevented, the benefits will be enjoyed by the owners, occupiers and visitors to the place, including the ability to experience interesting and important heritage structures and places. It is in the public interest to preserve the area. Furthermore, preservation benefits individuals as a pleasant environment helps to maintain property prices.



Cley-next-the-Sea Conservation Area Boundary Plan © North Norfolk District Council. Reproduced by permission of Ordnance Survey © Crown copyright and database right [2009]. All rights reserved. Ordnance Survey Licence number 100018623.



Conservation Areas are governed under the *Planning (Listed Buildings and Conservation Areas) Act 1990* and the *National Planning Policy Framework (2012)* sets out the overarching requirement for local planning authorities to identify and protect areas of special interest (paragraph 126). North Norfolk District Council's (NNDC) Local Development Framework (LDF, adopted 2008) sets out the council's policies for guiding development within the district. Please see this link for the latest heritage related policy: <https://www.north-norfolk.gov.uk/section/planning/planning-policy/>

In addition to the policies contained within the LDF, NNDC has produced a Design Guide which includes guidance on appropriate alterations to historic buildings and within conservation areas. This guidance should be referenced when planning changes within the Wiveton Conservation Area and can be viewed here: https://www.north-norfolk.gov.uk/media/1268/north_norfolk_design_guide_adopted_2008_-web.pdf

1.3 THE PURPOSE AND SCOPE OF THE CONSERVATION AREA APPRAISAL AND MANAGEMENT PLAN

Understanding the character and significance of conservation areas is essential for managing change within them. It is therefore a requirement under the *Planning (Listed Buildings and Conservation Areas) Act 1990* that all local planning authorities 'formulate and publish proposals for the preservation and enhancement' of conservations areas within their jurisdiction, and

that these proposals are periodically reviewed.⁰² The proposals are normally presented in the form of a Conservation Area Appraisal and Management Plan, which defines and records the special interest of a conservation area, as well as setting out a plan of action for its on-going protection and enhancement.

Conservation Areas may be affected by direct physical change or by changes in their setting or in the uses of buildings or areas within them. A clear definition of those elements which contribute to the special architectural or historic interest of a place will enable the development of a robust policy framework for the future management of that area, against which applications can be considered.

Over time, conservation areas evolve and the characteristics which underpin their special interest may decrease in their integrity because of gradual alteration. It is therefore important to review and take stock of the character of a conservation area at intervals to ensure designation is still suitable and that the proper management of change is in place.

Often, conservation area boundaries have historically been drawn too tightly or include peripheral areas which do not contribute to an understanding of its character. Consequently, it is important to review the boundary and include/exclude buildings and spaces which do/not meet conservation area designation criteria.

This Conservation Area Appraisal therefore seeks to:

- **Record and analyse the special interest of Cley-next-the-Sea Conservation Area;**
- **Recognise the designated and non-designated heritage assets which comprise the Conservation Area;**
- **Identify issues relating to condition and pressures for change;**
- **Identify opportunities for the enhancement of the Conservation Area;**
- **Set out any proposals for changes to the Conservation Area boundary; and**
- **Provide guidance and recommendations for the positive management, preservation and enhancement of the Conservation Area.**

Although this document is intended to be comprehensive, the omission of any building, structure, feature or space does not imply that the element is not significant or does not positively contribute to the character and special interest of the Conservation Area. The protocols and guidance provided in Section 8 (*Management Plan*) are applicable in every instance.



The assessments which provide the baseline information for this Conservation Area Appraisal and Management Plan have been carried out utilising publicly-available resources and through on-site analysis from the public thoroughfares within the Conservation Area.

Definition of a Heritage Asset

The NPPF defines a heritage asset as: *A building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest. Heritage asset includes designated heritage assets and assets identified by the local planning authority (including local listing).*

1.4 WHAT DOES DESIGNATION MEAN FOR ME?

In order to protect and enhance the Conservation Area, any changes that take place must positively conserve the character and special interest that make it significant. Statutory control measures are intended to prevent development that may have a negative or cumulative effect on this significance.

- Planning permission will be required to totally or substantially demolish buildings or structures (including walls, gate piers and chimneys). This will also need a heritage statement (sometimes called a heritage impact assessment) as part of the application.
- The extent of permitted development (i.e. changes that are allowed without requiring consent from the local authority) may be restricted; for example, replacement windows, alterations to cladding or the installation of satellite dishes. Additional control may be sought through Article 4 Directions, which specifically remove permitted development rights.
- Trees with a diameter of 75mm or greater, measured at 1.5m from soil level, are protected. Any work proposed to these trees require permission from the local authority by means of a planning application. This allows the authority to determine whether a Tree Preservation Order (TPO) is necessary.
- Advertisements and other commercial signage may be subject to additional controls and/or require planning permission.
- Changing the use of a building (e.g. from residential to commercial) will require planning permission.

1.5 WHO HAVE WE CONSULTED WHILE PREPARING THIS PLAN?

It is a statutory requirement under the *Planning (Listed Buildings and Conservation Areas) Act 1990* for conservation area guidance produced by local authorities to be subject to public review, including a public meeting, and for the local authority to have regard to any views expressed by consultees.⁰³

The Draft Cley-next-the-Sea Conservation Area Appraisal and Management Plan is being made available for public consultation across a six-week period between XXXXXX and XXXXX 2018. This includes the publication of the draft document on North Norfolk District Council's website and a public consultation meeting held at XXXX on XXXX.

Other means of consultation carried out were:

- Discussions with Cllr. Karen Ward (Blakeney, Wiveton, Morston, Glaven Valley) and Cllr. David Young (Cley).
- NNDC and Purcell met with the Friends of North Norfolk in March 2018 to discuss with them the content, scope and aims of the Appraisals, followed by a site visit to view areas of the Glaven Valley Conservation Area.
- The Blakeney Area Historical Society's History Centre was consulted to access historical photographs and maps.



Section 2

Summary of Special Interest

This section provides a summary of what is significant about the Cley-next-the-Sea Conservation Area in terms of its history, architecture and setting.



The Cley-next-the-Sea Conservation Area covers almost the entire built settlement of Cley village. Cley owes its existence to its proximity to the sea and the way in which, together with the other ports of the Glaven, it provided the only safe anchorage along the North Norfolk coast. Its location and its C-shaped layout were determined by its relationship to the channel of the River Glaven, on whose eastern bank was formerly was the busy port. However, with to the silting up of the river estuary, water and boats are noticeably absent from Cley apart from the small, largely concealed area of The Quay to the north-west.

The pattern of settlement at Cley and its historic buildings reflect its history as a port town, laid out to relate to its quays and incorporating warehouses and merchant's houses. The settlement pattern also illustrates Cley's very specific history in the devastating fire of 1612 which led to the port's rebuilding further north. The liner pattern and the separation of the church and village green, which once formed the centre of the village, from the main core of the village as it exists today are evidence of this.

The wealth derived from its time as a prosperous port in the medieval and early modern period has left a lasting imprint on the village's built fabric. It is seen principally in the glorious Decorated-style

church of St Margaret of Antioch but also in the fine buildings along the High Street, such as the Old Manor House, Sunbeams and the Old Customs House. The comparatively small number of Victorian and early twentieth century buildings illustrate the downturn in Cley's fortunes after the early nineteenth century. The historic buildings also evidence the engagement with international trade in their use of imported materials, such as Dutch pantiles and whalebone, in the style of the buildings, namely the Dutch gables, and in the names or former names of the buildings, such as the lost Zulu house names.

Cley's historic buildings are also rooted in the building traditions of their locality. The predominant building materials for houses, agricultural and educational buildings and boundary walls is flint, from small pebbles neatly coursed to chunky flints mixed with brick rubble. Red brick was used for dressings as well as for the higher status buildings; stone and gault brick are rare in the village as they could not be locally sourced. Roofs are mostly covered with red clay pantiles. Whilst some of the buildings in Cley illustrate wider, fashionable influences on their design from at least the seventeenth century onwards, the consistent use of local materials, especially flint, gives them a local vernacular touch.

The most significant historic buildings are acknowledged through national listing whilst this Appraisal sets out the buildings proposed for local listing for their contribution to the village. The principal historic buildings are the Grade I listed church, which dominates Newgate, the south end of the village, and the Grade II* listed Windmill, which not only presides over the northern end of the village but is a local icon that is frequently reproduced in images and symbols not only of Cley but of the North Norfolk Coast.

Cley, especially around the High Street, is densely built up and most of the green space within the village is private gardens, which are usually enclosed by flint and brick walls or hedges. However, Cley Green and the churchyard are important open green spaces at the south end of the village. The tree-lined narrow roads and tracks at the periphery of the village, Church Lane and Anterton Hill, are important buffer zones between the core of the village and the landscape around it, and provide a green backdrop to the village when viewed from the marshland. Another transition area is the Cley Hall grounds. The vegetation in the Conservation Area is also an important element of its character as the relatively few trees, rows of pine trees, gorse bushes and reed beds, and the absence of large oak trees are all illustrative of its proximity to the sea.



The setting of Cley contributes to its significance and interest. To the north of the village lies the vast open expanse of the salt marshes, which in the past were harvested and are now protected and used for recreation. The River Glaven Valley to the west is also important as the river was one of the determinants for Cley's existence and for its layout. Next to the salt marshes and river valley, the agricultural land around Cley is easy to overlook but it not only provides an essential element of the setting of the former farm buildings within the village but was also part of Cley's story as port because many of Cley's exports were agricultural.

Cley also has an important relationship with Wiveton and Blakeney, which were other ports of the Blakeney Haven. They contribute not only to the historic context for Cley but also are part of the physical setting with Wiveton, especially its church, prominent in views from Cley, as is the tower of Blakeney church.



Section 3

Historic Development

This section describes the history of Cley-next-the-Sea and discusses how the settlement pattern has developed over time.



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- 3.7 Historic Development Plan

Cley has early origins but flourished as an international trading port from the thirteenth century. A fire in 1612 resulted in much of the town being rebuilt further north and it continued as a port into the nineteenth century. Tourism has now replaced maritime trading as the key industry.

3.1 EARLY HISTORY OF CLEY-NEXT-THE-SEA

The name Cley derives from the old English name 'Claia', 'the place with the clayey soil', as recorded in the Domesday Book of 1086.⁰⁴ At this point, William I owned the land as an outlier of his royal estate of Holt.⁰⁵

The first written records documenting maritime trade at both Cley and Blakeney are from the mid-thirteenth century; at this time both settlements were established ports with a coastal and foreign trade based around fish. Medieval Cley lay south of the church by the river, rather than on the present location; the wide River Glaven enabled large ships to unload their cargoes at Cley, much further inland than would be possible today.

3.2 MEDIEVAL HEYDAY

In 1253 Cley was granted a weekly Friday market and a yearly fair on the vigil and feast of St Margaret; this fair was confirmed again in 1310.⁰⁶ St Margaret's Church was built in the fourteenth and fifteenth centuries; the ornate nature of the church and its impressive size indicates the past wealth of the medieval port. Cley was in fact superior in its trade activity to Blakeney well into the sixteenth century.

By the early sixteenth century the Glaven estuary was flourishing in terms of coastal and foreign trade, the former largely depended on salt fish, both Icelandic cod and ling, as well as locally caught cod, herring and sprats. Foreign trade stemmed mainly from the Low Countries, Norway and Iceland with imports centring around brick, iron, building stone and rope. Exports largely consisted of agricultural exports, barley, malt and grain. By 1590 the Glaven ports were enjoying their most thriving period.

The late fifteenth century Long House (now 1 and 2 Long House Yard), located in the northern part of the High Street, to the east of the Windmill, is the oldest

known house in Cley; it contains a fragment of a c.1500 wall painting, against the rear east gable wall, depicting a unicorn and mirror. Green Farmhouse, to the north of the church, the former centre of the village, has sixteenth century elements.⁰⁷

A 1586 map gives visual evidence of the position and size of Cley at a time when the port was at its most prosperous. It records Cley as a relatively large settlement, with 59 buildings, lying next to the main channel. The Blakeney channel is illustrated as much smaller than that leading to Cley, suggesting that Blakeney was less important as a port at this date.⁰⁸ Cley is not in its present position but centred around the large church with its prominent spire, the former heart of the village, which lay on the intersection of roads from Holt, Wiveton and Blakeney. Houses line an inlet, now Newgate Green, which may have been the former quay.⁰⁹ The map, whilst showing buildings such as churches, houses and mills, also includes pictorial details giving a sense of the local environment and industry, such as animals in fields, rabbits, a ship wreck, figures cockling on the beach and ship and fishes in the sea and along the channels.



Map of Blakeney Haven and the Port of Cley, nineteenth century facsimile of a 1586 original, thought to have been surveyed by John Darby (Image courtesy of Norfolk Record Office: MC 106/28/1)



3.3 CLEY IN THE SEVENTEENTH CENTURY

In 1612 Cley fell victim to a devastating fire and 117 buildings in the Newgate area, near the church, were destroyed.¹⁰ The fire, along with the silting up of the estuary, triggered the town's migration to the north towards the sea and new buildings were erected further downstream; this explains the church's dislocation from the centre. A few houses still line the green by the church marking the former site of the medieval port of Cley. Cley Old Hall, north of Cley Hall, dates from the late sixteenth / early seventeenth century.

During the seventeenth century, coastal trade increased; Blakeney and Cley were the major passage for the agricultural produce of north-east Norfolk. The main produce comprised barley, malt and fish, whilst London supplied wine, groceries, cloth and other materials. Blakeney and Cley's exports largely consisted of agricultural produce, yet they imported a range of objects, for example coal, iron, wood, luxury food items, spices and wine. By the early seventeenth

century, trade had reached France, Spain and in 1589 there had been mention of the first Blakeney ship sailing for the Mediterranean to source exotic goods and spices.¹¹ However, from the seventeenth century, foreign trade began to decline as routes required larger ships which were too big for the harbour and Blakeney and Cley began to rely more upon London, Yarmouth and Hull for exotic goods rather than trade overseas themselves.¹²

During this century landowners began reclaiming and draining marshland to increase the acreage of their pasture. In the 1630s, Van Hasedunk, a Dutchman, began enclosing marshes in Salthouse to the east. Sir Henry Calthorpe and, following him, his son Philip enclosed Blakeney marshes, during which he built a bank across the River Glaven in c.1637 with the aim to prevent the tides from reaching the church and the surrounding area.¹³ This obstructed the passage of ships to Wiveton and those of inhabitants of Cley living at Newgate. However, it was fortunate for Cley that the

majority of the settlement had shifted to the north; Wiveton on the other hand was on the landward side and her ships could no longer travel upstream. From this point, ships had to unload their goods at the newer Cley settlement and then take them by land to Wiveton and Cley (Newgate). The increased cost of transporting goods from Cley up to Wiveton seriously damaged trade and caused the decline of the port here.

The bank, combined with natural accretion, resulted in the silting up of the main channel of the Glaven estuary. Owing to local protest the Privy Council ordered Philip Calthorpe had to remove the bank. Philip Calthorpe, instead, embanked Blakeney marshes to the west of the Cley channel and Simon Britiffe did the same to his marshes to the east around 1650.¹⁴ Although these embankments did not interfere with trade at Cley, the rate of silting in the channel increased, contributing to the eventual decline of the port.¹⁵

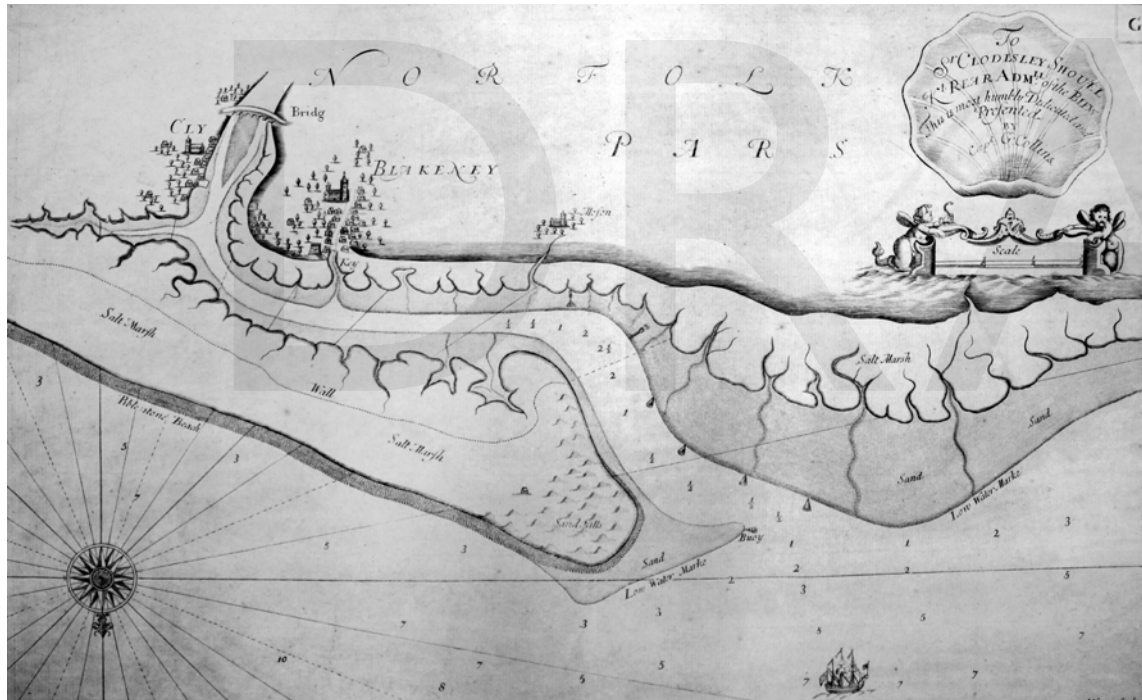
3.4 CLEY IN THE EIGHTEENTH CENTURY

Improvements to Cley's infrastructure were carried out in the early eighteenth century. For example, the streets were paved in 1738 and in 1739 a wooden bridge across the salt marshes to Wiveton was built.¹⁶ A map of c.1774 by Captain G. Collins shows a small cluster of settlement remaining around the church and a bridge crossing the estuary and linking Cley to the settlement

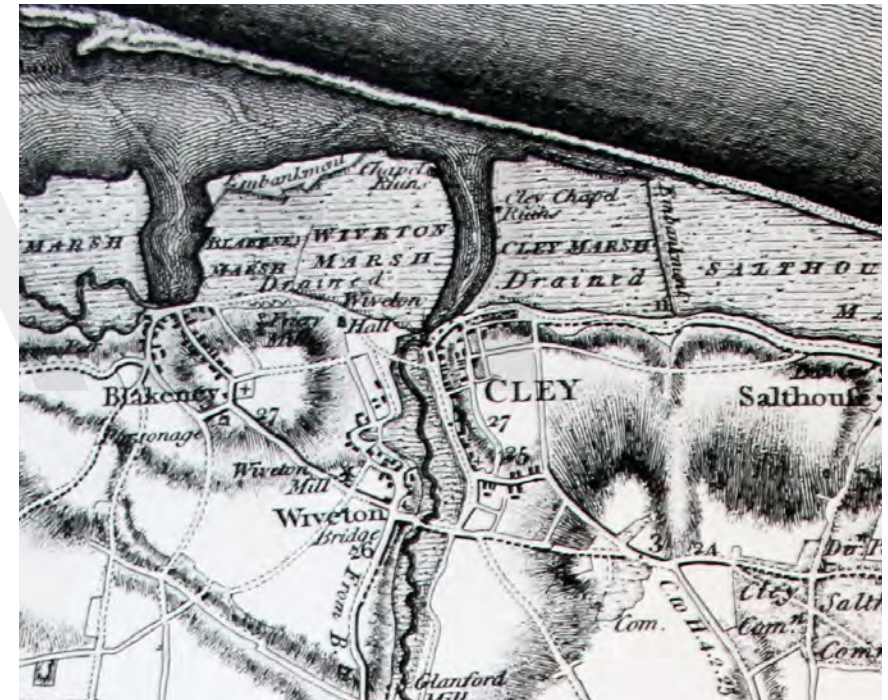
at Blakeney. The bridge depicted is probably the wooden bridge built in 1739.

Faden's map of Norfolk, dating to 1797, shows Cley's street pattern for the first time. This is easily identifiable as the street layout today, with the High Street running north-south and turning eastwards at its north end, Holt Road, The Fairhaven and Church Lane to the east

of the High Street, Town Hill, Old Woman's Lane and Anterton Hill all visible. Some further roads are marked around the area of Cley Hall. The church is shown at the south end of Holt Road. A general indication of buildings is given, which is in a similar pattern to today, with development concentrating on the High Street, Coast Road, north end of The Fairhaven, east side of Holt Road and around Newgate.



Map dedicated to Sir Cloddesley Shovell (Rear Admiral of the Blue) by Captain G. Collins, c.1774 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: Map Box XXX)



Faden, Map of Norfolk, 1797 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C9111.4261)

3.5 CLEY IN THE NINETEENTH CENTURY

Whilst in 1817, Blakeney was revived by an Act of Parliament which cut a new channel and improved the quay, Cley, where silting was a major problem was less active.¹⁷ The Cley Inclosure Act in the early 1820s restrained the revival of the port at Cley. The Act intended to reclaim the marshland on both sides of the Glaven by putting a bank and sluice across the river in a similar location to the bank installed in 1637. The Act inclosed lands in the parish of Cley, as well as those in Wiveton; landowners with the largest land holdings over the area include W. Buck, Lord Calthorpe and John Bolding.

Cley Windmill dating to c.1819¹⁸ is a famous landmark in Cley, located in a picturesque position

on the seventeenth century deep-water quay. It was first mentioned in the Norfolk Chronicle in June 1822 as ‘newly erected’; at this point the mill was powering two pairs of French burr stones, a flour mill and jumper.¹⁹



Tower Mill, Cley, undated (c. early twentieth century) (Image courtesy of Norfolk Record Office: MC 365/27PH1)



Plan of lands in Wiveton and Cley next the Sea, 1824 (Image courtesy of Norfolk Record Office: C/Sca2/39)

The 1841 Tithe map of Cley shows the church next to the green, at the south end of the village but does not show many other individual buildings. The street pattern is discernible though, with its similar layout to today, as well as a number of alleys and lokes connecting the High Street with The Fairhaven.

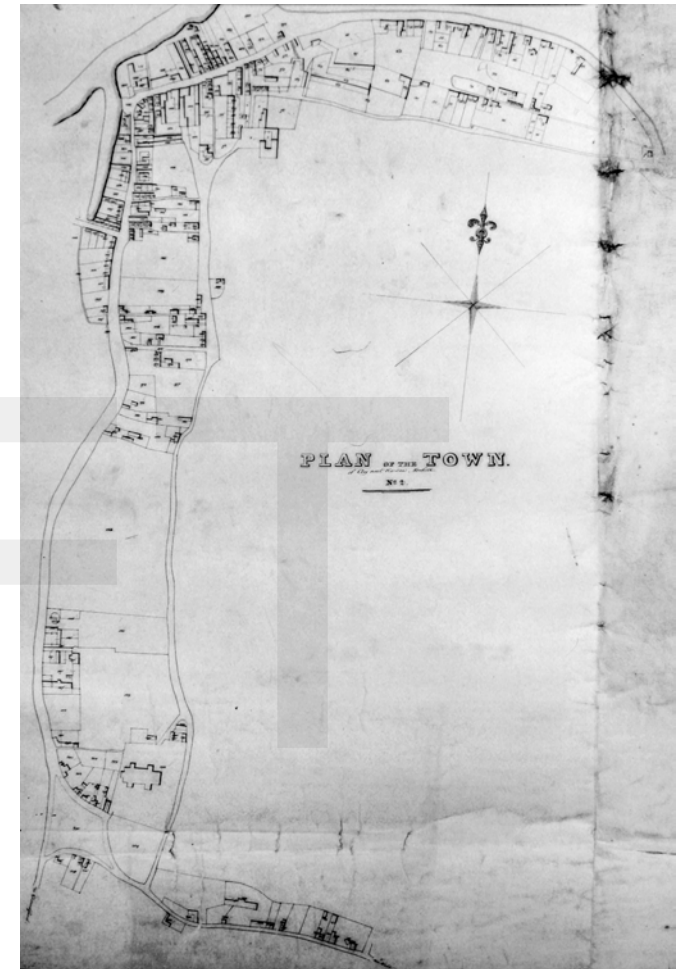
The 1870s/80s heralded the arrival of the railways to North Norfolk; this infrastructure which enabled cheaper and faster transportation of goods terminated the dwindling streams of trade to and from the Glaven ports.

The first OS map, in the 1880s, shows settlement at Cley in two parts; the main concentration of buildings lies to the north, whilst an intimate cluster of dwellings are positioned around the church. Development along the High Street, Quay and western side of the north end of Holt Road are easily identifiable as the buildings still there today, and the street pattern also matches with the present day. Along the Coast Road a number of small dwellings or outbuildings have been redeveloped as detached houses since the time of this map. Around Town Yard are farm buildings and detached dwellings, though

to the north and south, between Holt Road and Church Lane, are pockets of land still undeveloped, including a large stretch south of Town Yard down to the church. The southern end of the town is, comparatively, less developed. A few houses sit to the north of Cley Green, as well as St Margaret's Church, the biggest landmark in this area of the village. The only other notable settlements nearby are two farms, one to the north and one to the south of the church.



1886 OS map (National Library of Scotland)



One of the tithe maps for Cley next the Sea, Norfolk, 1841 (Image courtesy of Norfolk Record Office: DN/TA445)

3.6 CLEY IN THE TWENTIETH CENTURY

The 1906 OS map shows little change in the pattern of development from the 1880s. The first signs of redevelopment of houses along the Coast Road are visible through the construction of four detached houses at the east end of the village. More development, including The Green, had sprung up to the north of the church.



1906 OS map (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library)

By the 1920s, Cley had become a holiday town; tourism has remained as one of the key industries in the village since. The windmill, for example, was converted to holiday accommodation in 1921.

Photographs of the early twentieth century capture Cley a hundred years ago. The Church was one of the most photographed features of the village, with images showing the ruinous south transept (in this state from c.1600 and still preserved as a ruin today). One photograph demonstrates how the buildings next to the church have changed very little in the intervening period, with just a first-floor extension added to one house. Boundary walls remain an important defining feature of the churchyard.

Further photographs of a similar date show that the character of the High Street has also changed very little from today. The photographs show the tarmacked road and cobbled pavements, houses in vernacular styles, with flint or rendered brick the dominant materials. The rooflines are characterised by different heights and pitches of tiled roof with plentiful chimney stacks. The curved Dutch gable of the George Hotel makes it a notable landmark.



Cley church, undated (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE 3554)



Cley Church, undated (c. early twentieth century) (Image courtesy of Norfolk Record Office: MC365/26 PH1)



View of the High Street with the archway by the George Hotel on the right, undated (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE NS2975)



View of the High Street with the Fishmonger's Arms and the George Hotel, 1931 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE 5525)



View of the High Street with the George Hotel in the background, 1933 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE 17634)

Cley was well defended during World War Two, with a coastal battery at the eastern end of Blakeney point, comprising two gun emplacements, pill boxes, barbed wire defences and a complex of buildings, with a minefield to the east. A hexagonal pillbox, which formed part of the coastal defences at the Cley Battery, is located on Cley Eye.

Between the early twentieth century OS maps and the 1950 map, few developments occur and Cley maintains its form with the dislocated north and south parts of the village. Only one or two new houses have started to be constructed on the east side of Holt Road.



1950 OS map (National Library of Scotland)

Photos from the late 1940s and early 1950s show high water and flooding at Cley. The flood of 1953, which affected many Norfolk coastal settlements, broke down the embankment in places at Cley and Blakeney. An aerial photograph of the time shows the water reaching up to the buildings on the west side of the High Street. The water fills the marsh flats beside the River Glaven and this photograph perhaps gives an impression of the river before silting occurred.

An aerial photograph of Cley, taken in 1964, show that the area between the north and south sections of the village, which in 1950 was largely unoccupied, had been partially infilled by a few isolated, detached houses and a row of council houses on Holt Road, set back behind a service road. The church, however, still sits out on a limb from the rest of the village. In the late twentieth century this residential development continued, with most of the land between the north and south parts of the village infilled with detached housing, infilling of other small pockets of land and further houses built on the coast road.



The flood of 1953 with water flowing inland at Cley, 1953 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE 7079)



Aerial view of the north of Cley looking east, c.1964 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE 12092y)

Photos from the 1960s and 1970s again show how little the character of the village has changed over time, with vernacular materials and detailing, and low level but varied massing of most buildings, except for the prominence of the church and windmill. This character remains and is one of the key draws of the prominent tourism industry today.



Cley Channel, c.1960 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE 25723)



View across Cley Marshes with the church in the distance, 1974 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE photo box)



High Street, Cley, c.1960 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE 25721)



High Street, Cley, 1973 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE 23650)



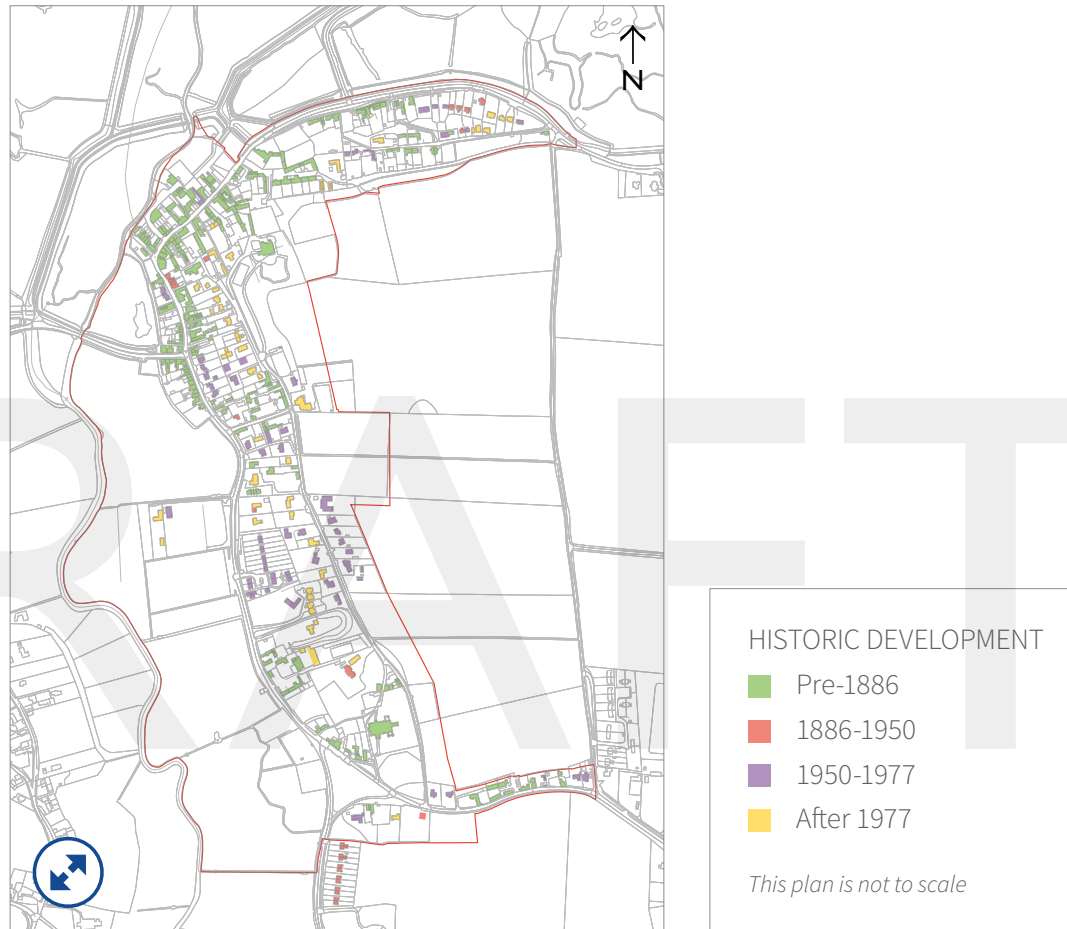
High Street, Cley, c.1960 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE 25722)



View of Cley Mill, 1975 (Image courtesy of Norfolk Heritage Centre, Norfolk and Norwich Millennium Library: C/CLE photo box)

3.7 HISTORIC DEVELOPMENT PLAN

This plan indicates the age of the existing built fabric of the main buildings and structures in Cley. It is mostly based on a comparison of historic maps with limited verification through viewing of the existing building from the street. Some buildings may have been constructed in phases but generally only the main phase is shown here. Some buildings may have been partially rebuilt or substantially repaired since they were first built but their footprint was unchanged and so the change is not obvious in map comparisons. Where this is the case, generally the building is coloured for the earliest date that it appears on the map.



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Section 4

Character Assessment

This section describes the elements of the Cley-next-the-Sea Conservation Area that contribute to its setting, architecture form, street pattern and townscape character.



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- 4.1 Location and Topography
- 4.2 Setting and Views
- 4.3 Townscape and Spatial Analysis
- 4.4 Architecture
- 4.5 Green Landscaping

4.1 LOCATION AND TOPOGRAPHY

The Cley Conservation Area covers almost the entire the village of Cley, following the historic development along the High Street, Holt Road and Church Lane. The Conservation Area is bounded on the west by the River Glaven, and encompasses almost all built development within Cley, ending at Old Woman's Lane. Areas presently excluded from the Conservation Area includes development on the eastern side of the south end of Old Woman's Lane, on the east side of Glandford Road and the development on the Coast Road east of Old Woman's Lane.

Cley is located within the North Norfolk Coast Area of Outstanding Natural Beauty (AONB). In addition, it is part of the area known as the North Norfolk Heritage Coast and the salt marshes to the north form part of the North Norfolk Coast Site of Special Scientific Interest (SSSI), which is the finest coastal saltmarsh in Britain and amongst the best in Europe.²⁰ It has a population of approximately 430 and is located roughly four miles north-west of Holt and 27 miles north-west of Norwich.²¹

The village is on gentle slope, which rises from the marshes south-eastwards to the area of Anterton Hill. Though the land along the main thoroughfares of Holt Road and the High Street are reasonably flat, Church Lane and the Fairstead slope up as they approach Anterton Hill to the north. The bedrock geology is principally chalk, formed in sedimentary deposits. Superficial geology includes deposits of clay.



This plan is not to scale. Base map © Google Earth 2018

CLEY LOCATION PLAN

- Norfolk Coast Area of Outstanding Natural Beauty
- North Norfolk Coast Site of Special Scientific Interest



4.2 SETTING AND VIEWS

Definition of Setting

The setting of a conservation area provides its physical context, reflecting the landscape character around it. Setting is made up of several elements beyond just topographical or natural parameters; it is also made up of sounds, smells, environmental atmosphere and the way people move around it and experience. It can contribute both positively and negatively to the significance of a site and can provide evidence of the historic context of a place. Views also form part of the contribution to the setting of conservation areas. They may include views from, to, within or across an area, taking into consideration the area's surroundings, local topography, natural and built features, and relationships between buildings and spaces.

The Importance of Views

The assessment of views within the setting of heritage assets is an important part of establishing its heritage value. A view may be significant for a number of reasons: it may clearly show a key building or group of buildings, it may show the relationship of one heritage asset to another or to the natural landscape, it may illustrate the unplanned beauty of a village-scape, it may tell the narrative of how a place has evolved over time, or it may show how a view has been deliberately designed. Views can be static or may change as a viewer moves through a place. They may be short or long range, or look across, through, to or from a heritage asset.



The setting of a conservation area provides its physical context, reflecting the landscape character around it. It can contribute both positively and negatively to the significance of a site and can provide evidence of the historic context of a place. Views also form part of the contribution to the setting of conservation areas. They may include views from, to, within or across an area, taking into consideration the area's surroundings, local topography, natural and built features, and relationships between buildings and spaces. At Cley-next-the-Sea the natural landscape setting is a key part of the character of the village. This is described below, together with details of Cley's relationship with the nearby Glaven Port villages and a discussion of views of the Conservation Area. The view photographs included in this Appraisal are a representative selection. The omission of any view imagery here does not mean they have no value.

4.2.1 Surrounding Landscape

To the south and east of the village lie arable fields, whilst to the west, south of the Coast Road, is agricultural land reclaimed from the silting up of the river banks. These provide open fields of crops or grass typically surrounded by hedges and some trees. Fields, particularly on the banks of the River Glaven, are often bounded by drainage channels. The character of the agricultural landscape is generally very green and lush, particularly in the summer time.

The River Glaven flows down the wide, flat valley between Cley and Wiveton to skirt the north-west corner of the village at The Quay before its course continues north towards the estuary, flanked by salt marsh and reedbeds.

To the north of the village, the salt marsh, natural and artificial brackish lagoons, reedbeds and maritime pasture of the SSSI provides important habitats for a variety of flora and fauna, including many nationally and internationally important breeding bird communities.²² The character of the marshes includes a flat, open plain of grasses and reeds, stretching northwards to broad open skies. Undulating hills around the village are still low lying and the sense looking south is also one of a wide, open landscape and sky.



The River Glaven from the bridge on New Road, looking south



Typical agricultural landscape off Old Woman's Lane



The salt marshes to the north of Cley



4.2.2 Relationship with Other Settlements

Cley is one of the group of villages, which also includes Blakeney and Wiveton, that formed the Glaven Ports historically. These were fishing ports in the medieval period, with origins as inlets around the coast which provided a base for longshore fishermen. Overseas imports of salt for the fishing industry lead to the expansion of the ports and by the early sixteenth century the Glaven estuary was flourishing in terms of coastal and foreign trade. The substantial medieval churches in these villages are testament to their former prominence as trading ports.

The landscape surrounding the villages has changed dramatically since that time. Previously a much wider estuary and river would have meant the landscape immediately surrounding Cley and Wiveton would have been dominated by water, with the river a prominent feature cutting between these two settlements.

Since the demise of trade and the silting up of the river and estuary, the connection between the Glaven Ports is via road or by the coastal path which runs out into the marshes from Blakeney to Cley. Agricultural land lies between these three villages, though Wiveton Hall also sits on the north side of the Coast Road approximately equidistant between Blakeney and Cley.

The villages are also connected by views, with views of Wiveton church visible from Cley and vice-versa. The tall tower of Blakeney church is also visible from Cley. Both Cley and Blakeney are both visible within the same vista when on the coastal path, while the slight set back of Wiveton from the coast means it is hidden from view. Views are discussed in more detail below.

All the villages have similarities in terms of the relatively small scale and massing of most buildings, and the use of brick and flint as the predominant building materials.

4.2.3 Views into the Conservation Area

A selection of numbered key views has been included here with further view images included in Appendix B.

The two major landmarks in the village are the windmill and the church. The windmill is the predominant structure in views of the north end of the village. There are many attractive views from the coastal paths across the marshes. In views closer to the village, such as from the bank north of New Road, the coastal path just north of the village and from the Beach Road, the assemblage of different buildings, generally of traditional materials with pitched or hipped roofs and chimneys, also form an important part of the views. Further away, such as from the coastal path near Blakeney, the buildings of the village are less distinctive and the windmill is the most prominent built feature. Of great importance in these views is the setting of the village, namely the salt marsh and reed beds, and the sense of wide open skies.

Also visible in views looking west from the coastal paths, Beach Road and Old Woman's Lane is the main tower and, sometimes the secondary tower, of Blakeney church. Unlike views of Cley or Wiveton churches, only the top of the tower or towers can be seen.

At the southern end of the village at Newgate, it is Cley church that dominates views into the Conservation Area. It is highly visible in views from Old Woman's Lane and the footpaths west of the lane. In most of these views, Wiveton church can also be seen, providing an interesting echo of the nearer Cley church. Cley church can equally be seen across the valley of the River Glaven from Wiveton, including glimpsed views along The Street and from Wiveton churchyard.

Apart from the footpaths and field entries, where there are breaks in the hedge, the village is hidden from Old Woman's Lane. Even from the footpaths, views of the layout and buildings of the village are generally curtailed by topography and street pattern.

Key views are included opposite, with further images located here ([hyperlink](#)).



Plan showing location of key views. A selection of numbered key views has been included here with further view images included in Appendix B. Base map © Google Earth 2018

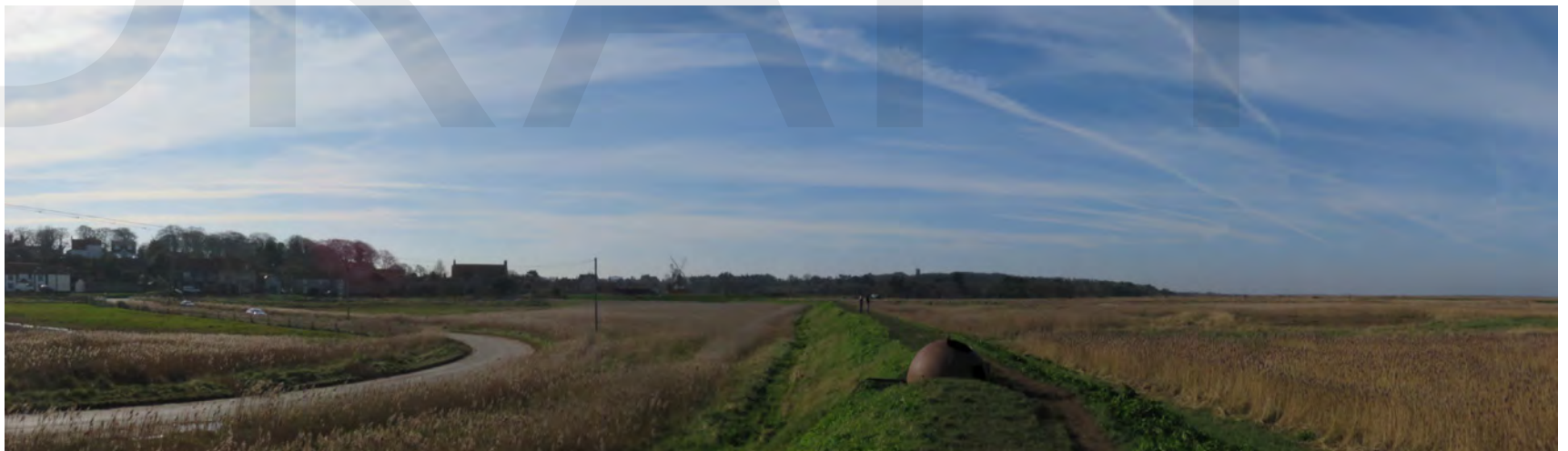
View 1

Key view from the path on the bank to the north of the Coast Road taking in the whole of the Conservation Area from north to south



View 2

Panoramic view from the top of the steps up to the Coast Path from the Beach Road taking in the north of the village, in which the Old Hall and windmill are prominent, and the vast expanse of salt marsh and open sky that is characteristic of the North Norfolk coast. The tower of Blakeney Church is another landmark in the view.





View 3

Cley as viewed from the Coastal Path at Blakeney.



View 4

View from the south track between Old Woman's Lane and Church Lane looking south across the backs of the dwellings and former farm buildings on the Holt Road and the churches of Cley and Wiveton.



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View 5

View from north track between Old Woman's Lane and Church Lane looking west across the Conservation Area towards the twin towers of Blakeney Church



View 6

View of Cley Conservation Area with the church particularly prominent viewed from Wiveton churchyard

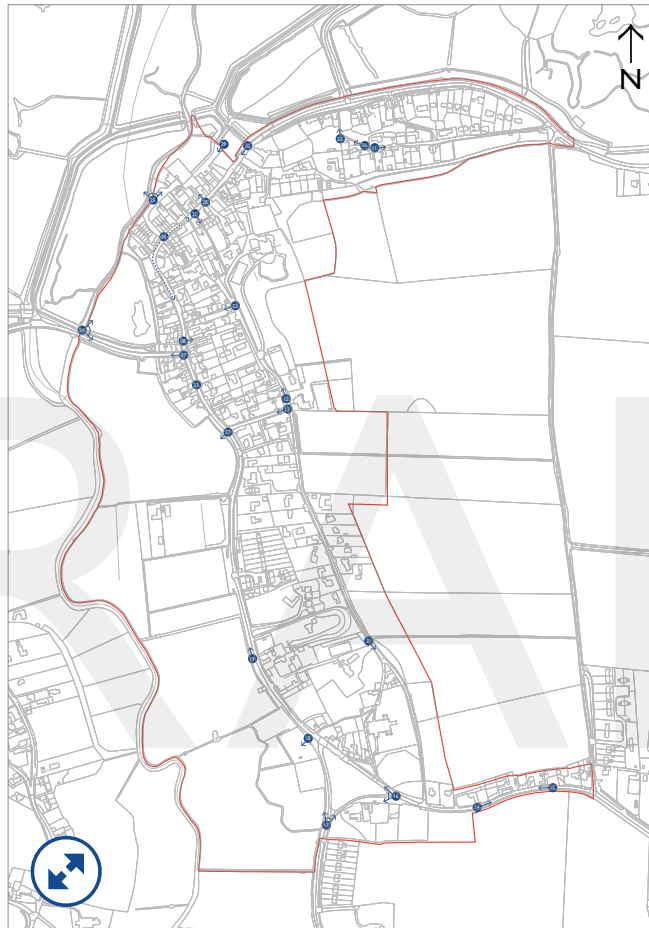


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4.2.4 Views within the Conservation Area

Views within the Conservation Area can be divided into four broad categories:

- Views along streets and across spaces, usually with no particular focal point but with reflect the character of the Conservation Area
- Views along the narrow lokes or alleys
- Views mostly along or from the peripheral areas of the Conservation Area that take in the marsh or river valley setting
- Views of particular landmark buildings, namely the Church and the Windmill.



Plan showing location of key views. A selection of numbered key views has been included here with further view images included in Appendix B. © North Norfolk District Council. Reproduced by permission of Ordnance Survey © Crown copyright and database right [2009]. All rights reserved. Ordnance Survey Licence number 100018623.

Views along Streets and across Spaces

At the north end of Cley, the High Street offers dynamic views, that is views that are appreciated as one moves and which change accordingly, along its length in both directions. The High Street is lined with a variety of different buildings. Whilst some of the larger and more distinctive ones, such as the Manor House, Old Town Hall House, the George and Sunbeams, draw attention, the tightly packed arrangement of buildings and the narrow street does not allow them to become focal points of views. The views along the High Street are therefore dynamic views of fortuitously juxtaposed buildings of differing styles, massing and materials that sit harmoniously alongside each other.

At the south end of Cley, there are views across Cley Green from different corners and angles. The low buildings crowd along the north and south sides whilst the church, set back from the green and up on a rise in the land, towers over them. Besides the open space of the Green, another important component of the views in Newgate is the flat river valley to the west with Wiveton church forming a landmark across the river.

The east arm of the Holt Road offers dynamic views of the traditional farmhouse, farm buildings and dwellings that are located on or close to the north side of the road. They contrast with the green boundary of the hedge on the south side, which breaks occasionally to offer limited views of the fields to the south, which have a higher ground level than the road.

View 7

View from High Street towards New Road. The variety of windows in the flint, brick, rendered and tiled building of Picnic Fayre reflect the traditional buildings found in Cley whilst the stalls outside contribute to the commercial character of this part of the village.



View 8

View north up the High Street. The view evolves as one walks along the street and different buildings come into view.





View 9

View east along the High Street



View 10

Key view south-west along the High Street looking from where the building density lessens. This view gives a good sense of the density of small scale buildings with a varied skyline dominated by chimneys. There are few trees and this, with the reeds, reflects the proximity to the marsh and the sea. The windmill is prominent to the north with the main tower of Blakeney church visible in the distance.



View 11

View east along Hill Top is characterised by traditional, small scale vernacular cottages and a narrow, unmade track defined by boundary walls.





View 12

View along The Fairstead from the junction with Town Yard



View 13

View west along Town Yard with the various cottages framing the street and the river valley opening up beyond



View 14

There are dynamic views in both directions along the east arm of the Holt Road that are characterised by the low farm buildings and traditional flint and brick dwellings lying close to the road on the north side and the open agricultural land concealed by hedge to the south.



View 15

There are dynamic views in both directions along the east arm of the Holt Road that are characterised by the low farm buildings and traditional flint and brick dwellings lying close to the road on the north side and the open agricultural land concealed by hedge to the south.



View 16

Panoramic view from the east corner of Cley Green with dwellings on the south and north sides as well as the pub and the open view across the river valley to the west.



View 17

View of buildings on the north side of the Green from Glandford Road on the southern edge of the Conservation Area





View 18

View from Holt Road across Cley Green



View 19

View looking north up the Holt Road towards the Lime Kiln Cottage



Views along Lokes and Alleys

There are several lokes, alleys and yards that run usually at right angles from the main streets. These are characteristic of the Conservation Area with a consistent set of characteristics, albeit varied depending on the different loke or yard. The lokes, alleys and yards offer very tight views bounded by small scale traditional buildings, usually of flint or brick, and high flint walls. The most attractive views are arguably those along Old Post Office Loke and into Wright's Yard.

In addition, views looking out of these towards the salt marshes or the river valley give a sense of the landscape context of the Conservation Area. The best examples are the alleys between Hill Top and the Coast Road.



View 20

View down the footpath bounded by high flint walls towards the marsh is characteristic of the village



View 21

View south down the loke off the High Street opposite the Customs House is a typical constrained view framed by flint walls and traditional vernacular dwellings



View 22

View east along Old Post Office Lane, which is bounded by small flint and brick cottages



View 23

View down Wright's Yard from the High Street, which is framed by traditional flint cottages





Views giving a sense of the setting of the Conservation Area

Contrasting with the dense building at the core of the village, the roads and footpaths at the edge of the Conservation Area offer views that contrast the assemblage of small scale traditional buildings with the vast expanses of salt marsh, open flat river valley and large skies that are fundamental elements of the setting of the village.

Whilst most views are from peripheral areas, one of the key views is from the west end of Hill Top, where the land drops away to the marsh beyond and a fine vista of the salt marshes opens out.

View 24

Key view from the path on the bank above New Road at the edge of the Conservation Area looking back towards the Conservation Area. The panoramic view encompasses the more densely built up area to the north along the High Street and the sparser southern end of the village. It also takes in the important elements of the villages setting including the reed beds and river valley.





View 25

Panoramic view from the bridge to the Quay. It extends from Blakeney Church tower visible above the Wiveton Hall estate, the hall itself glimpsed through the trees, across the open expanse of the marsh beyond the river channel to the windmill standing above the Quay.



View 26

Key view from Hill Top looking over the typical red clay pantile roofs of the cottages lower down the slope towards the vast expanse of marsh beyond. It is marred by the prominent electricity pole and the terraced deck.



View 27

View looking over the river valley towards Wiveton church from the junction of Town Yard and the Holt Road





Views of Landmark Buildings

As noted, the two main landmarks in the village are the windmill and the church. Whilst these feature prominently in views into the conservation area and in other general views, there are also points at which they form the principal feature in the view, such as at key points along the south end of Church Lane and along the High Street.

There are other buildings, which due to their location in the streetscape, form the terminus to views. Fairstead House provides the focal point of views south along The Fairstead, although in itself, it is not an especially arresting building. Similarly, Knoll House provides the focal point of views south at the kink in Church Lane. The view of the vernacular classical façade is framed by trees whilst the railings on the low flint walls further reinforce this framing effect.

View 29

From footpath at north edge of the Conservation Area provides a typical view of the windmill standing above the reed beds.



View 28

From the end of Howes Yard provides a direct view of the windmill above the traditional buildings in the foreground.



View 30

South down Church Lane towards Knoll House, which is framed by trees





4.3 TOWNSCAPE AND SPATIAL ANALYSIS

4.3.1 Street and Plot Patterns

Historic plot boundaries and patterns are important in defining how a settlement has developed over time or where change has occurred, and are therefore important to preserve where they survive. They can relate to historic open spaces, routes, gardens and ownerships. They can also demonstrate how buildings were sited practically to relate to an original function, for aesthetic reasons to relate in a picturesque way to a garden, or in order to make them prominent in the landscape, as in the case of the church.

The village of Cley is a linear C-shaped settlement with buildings as often arranged along paths and alleys as along vehicular roads. It is concentrated along the primary roads of the Holt Road, High Street and Coast Road with secondary parallel streets, Church Lane, The Fairstead and Hill Top. At the south end of the village, Cley Green is a triangular space bounded by roads. A T-junction between the High Street, Holt Road and New Road forms a more crowded focal point at the north end of the village.

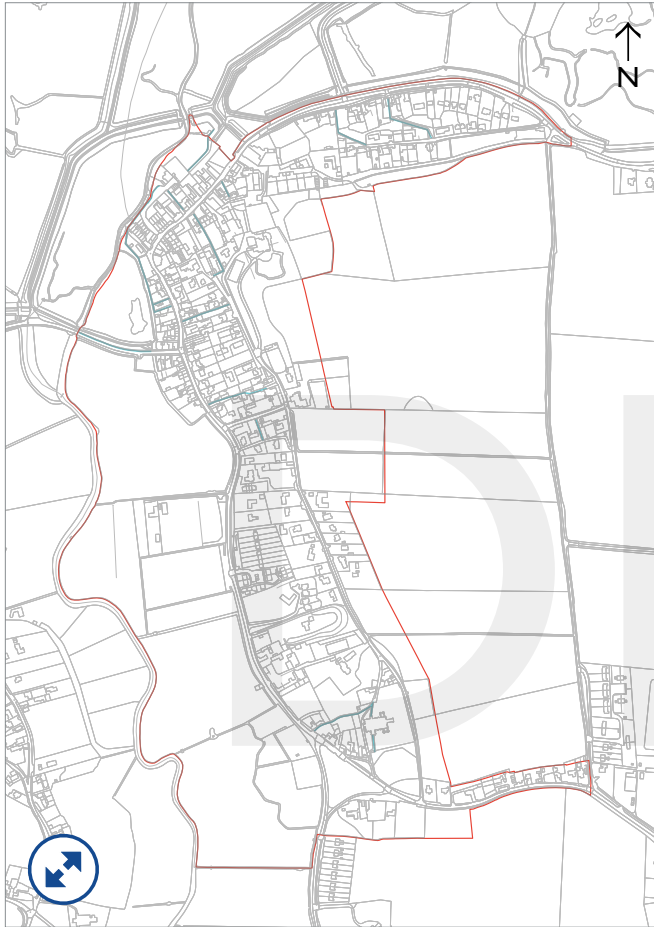
Along Holt Road, the Coast Road and much of Church Lane there is only development on one side of the street. However, the hedges and trees along Holt Road and Church Lane mean that there are only glimpsed views of the river valley and farmland beyond. Along the Coast Road, by contrast, there is a sense of openness with the vast expanse of the marshes to the north.

Along the High Street, New Road and the west side of the north end of Holt Road the buildings are generally built on or close to the street, with some parts of the High Street not even having a pavement. Buildings are densely packed and plots are generally narrow with yards or small gardens to the rear of buildings. Many dwellings are arranged with their gable end facing the street to maximise the amount of building on the plots. There are views into the former stable yards of the George and Sunbeams from the High Street. The George's beer garden and the car park by the converted maltings both offer open space in contrast to the tightly packed houses. There are also glimpses at intervals down the narrow lokes and yards between some of the houses.

There is a similar density of building along New Road, the very north end of Holt Road, and the south end of The Fairstead, as well as the lokes in the village core. There is also a similar though lesser density of building along Town Yard. There are pockets of dense building with lokes on a short section of the Coast Road and on the east arm of Holt Road, the historic dwellings are built up to the street.

However, along The Fairstead, the rest of Holt Road and the Coast Road, Church Lane, on the knoll above the church, north and south of Cley Green, and on Hill Top, buildings are generally set further apart in their own garden plots. Most of the plots are of relatively recent creation.

The former farms, Old Hall Farm, Green Farm and to a lesser extent Newgate Farm, interrupt the general pattern of plots, with the converted barns and outbuildings representing a different pattern of settlement with buildings set around yards and a pattern of less concentrated development. There are also larger houses that sit in substantial plots: Cley Hall off The Fairstead, and Chalk Pits, The Hollow and The Green to the north and east of Green Farm.



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Plan showing pedestrian routes within Cley Conservation Area
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4.3.2 Public Realm

Public realm includes the treatment of spaces around buildings, such as surfacing, signage and street furniture. In Cley there is not a great deal of managed public realm, with limited number of pavements for example, and no designed public spaces. Instead the character of Cley derives from its rural character and anything overly manicured would lead to an inappropriate suburban character. There needs to remain a sense of this natural character, with grass or small plants growing along the edges of lokes, for example, not necessarily being an issue unless they are actually causing damage to built fabric.

Surface paving throughout the Conservation Area on all principal roads is tarmacked, apart from the east end of Hill Top, which is rough track. Footpaths leading off the High Street are paved with textured setts, whilst other footpaths are unpaved. Gravel is only used in the main public carpark next to the Village Hall and along some private drives.

Although all the main traffic routes through the village are tarmacked, none are provided with a continuous pavement, except for the Coast Road and New Road leading out of the village. On both Holt Road and the High Street, there are only small sections of pavement; this is a significant factor in summer, where the high volume of pedestrians in the road can cause problems along the narrow High Street. There is no pavement along the narrower, secondary roads of Church Lane, The Fairstead and Town Yard.

Along the High Street there are a variety of bollards of different materials, heights and designs, some linked by chain or rope, that individual owners have erected to deter vehicles getting too close to their property. Public street furniture includes footpath signage, bins and a K6 telephone box. The profusion of cables from the electricity and telegraph poles are intrusive. The large residents' car park by the converted maltings has an unattractive floorscape consisting of a mixture of patches tarmac and concrete.

Along the Coast Road, there is an increasingly rural character to the public realm with grass verges flanking the road. Bus stops are demarcated with simple signs and small areas of concrete paving to minimise their impact on views of the salt marsh. Timber fingerposts provide discrete signage to footpaths whilst standard highways signage directs traffic and indicates speed limits. A failing concrete bench and a red dog waste bin detract from the character of the public realm.

Similarly, around Cley Green, blue and gold bins and a modern telephone box jar with the rural village green character. The brick and pantile bus shelter, however, is more in keeping. There are various timber benches and picnic benches south of the churchyard.

The main public carpark for Cley is located off The Fairstead adjacent to the Village Hall. It is a large gravelled area, enclosed by a hedge. There is some modern street lighting in this carpark, as well as a recycling centre in the north-west corner, and a portaloo, serving as the only public toilet in the village.



K6 Telephone box, Grade II Listed



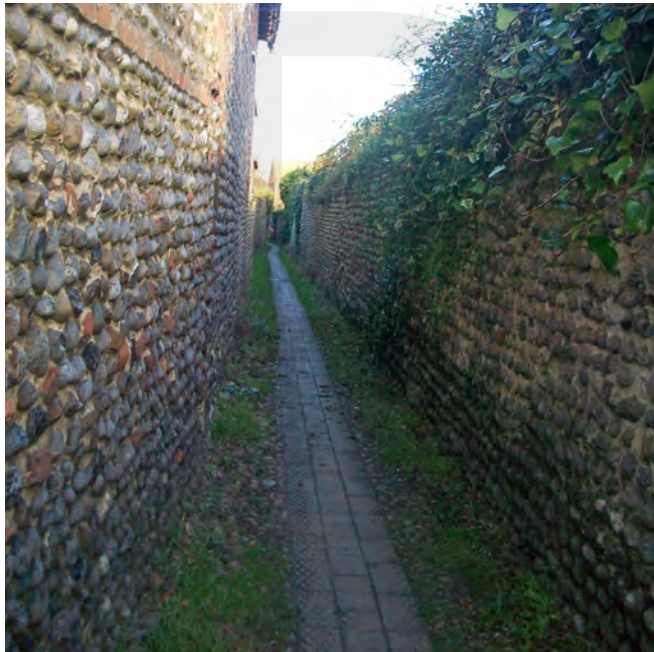
Main village carpark



Wooden bollards protecting the façade of the house



Detail of the paving to the footpaths



Footpath leading between the Fairstead and the High Street



Bus shelter



Private resident's carpark on Holt Road



4.4 ARCHITECTURE

4.4.1 Scale and Massing

Scale relates to the size of a building and is influenced by the number of storeys and also the height of each storey, which affects the eaves height of a building. Two buildings adjacent to each other that are both two storeys high may be of different scales if one building has taller storeys and therefore a higher eaves height. Scale also relates to the size of the building in terms of its width and/or depth.

Massing relates to the volume of a building or its different components and how different volumes relate to each other.

The buildings across the Conservation Area are generally relatively small in scale. Most are one or two storeys, some with attics, and often with fairly low eaves heights. Some of the buildings along the High

Street are taller, being a full three storeys in height, and the eaves heights are also higher along the core of the High Street. Across the Conservation Area, modern buildings generally have higher eaves heights than many of the historic buildings. Cley was not a designed village and there is no sense of the larger scale buildings having been deliberately placed as landmarks at the junctions or corners of the High Street.

The largest scale building in the village is the church at Newgate, which is also of a larger scale than the church in neighbouring Wiveton. The scale of the church is amplified by the relatively small scale of most of the buildings around it and its situation on a slight rise. The Three Swallows pub, for example, is notably low in its eaves height. The recently constructed building to the south of the church disrupts this pattern of scale as it is larger in scale than the houses around it.

Other larger scale buildings include:

- The former Chapel in the High Street;
- The former Primary School in The Fairstead;
- Cley Hall;
- Cley Old Hall;
- The Old Customs House; and
- The George.

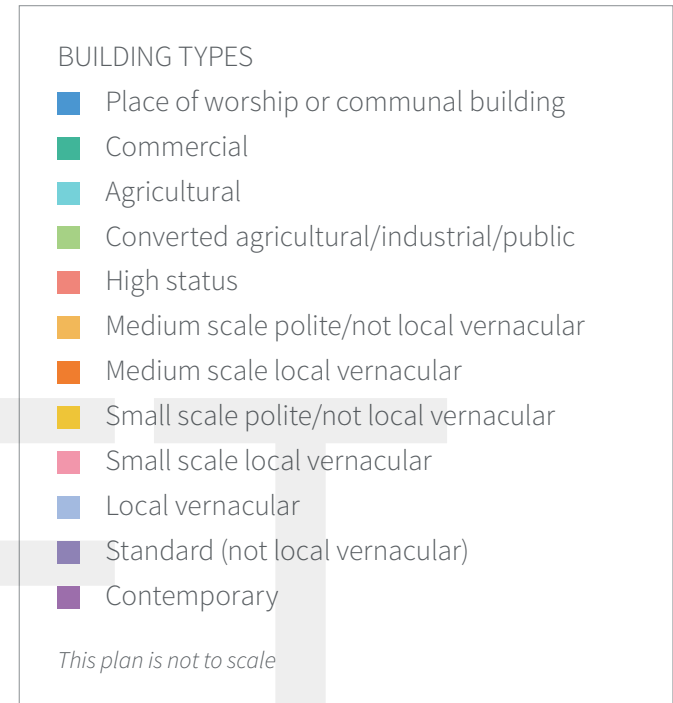
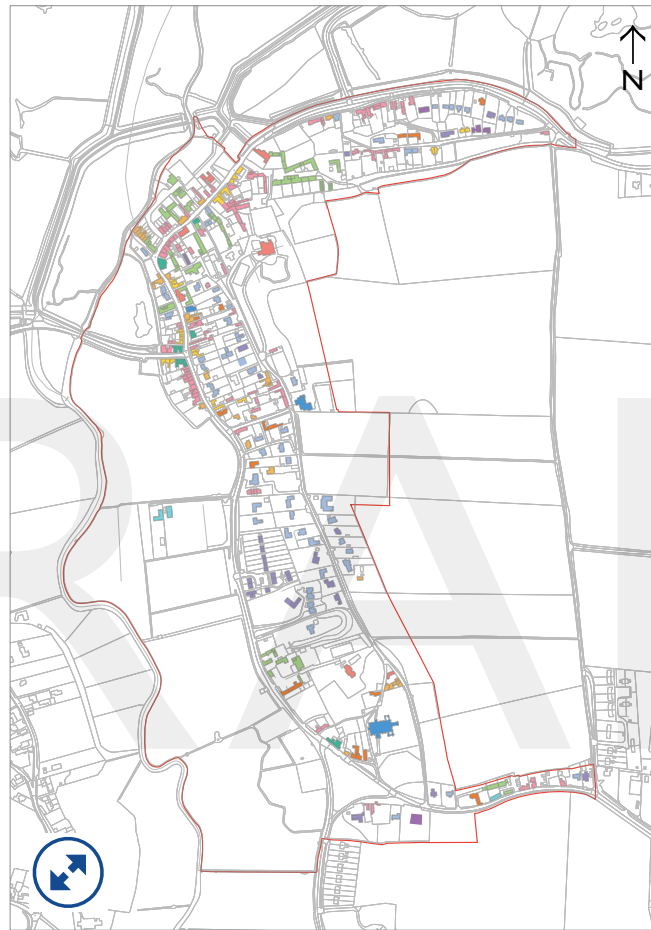
These buildings should remain noticeably larger in scale than the buildings around them.

The buildings along the High Street are closely massed with different ranges often reflecting different periods of development in a building's history. By contrast, the buildings in the remainder of the Conservation Area are generally more simply massed. Many buildings, such as those along most of Church Lane and much of the Holt Road, are single-phase construction buildings.

4.4.2 Building Types and Design

This section considers the different building types that can be found in the Cley Conservation Area and the architectural design associated with them. The buildings in the Conservation Area are predominantly in residential use but a proportion of these have been converted from other building types and, although altered, are recognisable as being of a different type of building originally. For example, there are very few buildings that are still in agricultural use in the Conservation Area but there are several that have been converted into dwellings and still retain their agricultural character. The plan adjacent indicates building types. The subsequent text considers four principal building types:

- Residential;
- Farm;
- Commercial; and
- Public and Communal.



Plan showing types of buildings in Cley Conservation Area © North Norfolk District Council. Reproduced by permission of Ordnance Survey © Crown copyright and database right [2009]. All rights reserved. Ordnance Survey Licence number 100018623.



Residential Buildings

Most of the buildings within the Conservation Area are residential dwellings. There are a tremendous variety of styles employed for residential buildings in the Conservation Area. Stylistically, there are houses that reflect the fashionable architectural tastes from all periods from the seventeenth century onwards; some of those styles were regional but increasingly were national styles. The materials selected affects the character of each building. There are few buildings that do not incorporate flint to some degree in their design but those that do not tend to have a more universal appearance less characteristic of the vernacular of the Conservation Area.

The scale of dwellings varies significantly. The largest residence in the village is Cley Hall but there are other examples of high status residences across the village, including The Green and Knoll House at Newgate, Sunbeams and the Old Manor House on the High Street and Old Cley Hall. These houses are larger in scale and more refined in their design.

Along the High Street, dwellings may be of a small or medium scale but generally are politer in their design. Many have brick, rendered or painted façades and incorporate sash windows. Away from the High Street, many of the historic residential properties are small in scale and more vernacular in their design and use of materials, for example through the use of larger flints.

There are, however, isolated examples of universal buildings such as the two cottages forming Richmond Terrace on Hill Top, a typical pair of late Victorian red brick cottages, and Ingleside, a typical red brick, early twentieth century villa on the Holt Road.

There has been a considerable amount of building in Cley since the middle of the twentieth century, particularly between Newgate and the core of the village to the north, as well as east of the main village core along the Coast Road and Hill Top. The modern houses in Cley can be divided into three groups. The first are those houses and bungalows of a standard design that could be found anywhere in the country, such as those in Lime Kiln Close or the Box House on Hill Top. Further examples can be found just outside the Conservation Area on the Glandford Road and Old Woman's Road. Most dwellings built since the 1980s, however, have incorporated some amount of flint and usually clay pantiles that, with varying levels of success, has given these buildings the characteristics of traditional local vernacular buildings. The third type of modern buildings are those that have been constructed in an entirely contemporary style. Some, such as Marshlands, have been well designed and executed, and should be regarded as the heritage of the future.



Sunbeams, an example of a high-status house employing a vernacular style, with prominent Dutch gables.



Rendered cottage style development along the High Street



The Gables, High Street. A high-status house to a classical design.



Detached modern house on Holt Road



Modern cottage development along the High Street



Detached modern house on Hill Top



Farm Buildings

There are three former farms within the Conservation Area: Newgate Farm to the south, Old Hall Farm to the north and Green Farm to the east. The barns and outbuildings form distinct complexes within the Conservation Area but the character of the buildings has been changed from purely agricultural buildings by their conversion to residential. Apart from one outbuilding at Newgate Farm that appears from the road to retain an agricultural use, the only other agricultural buildings within the Conservation Area are the two buildings to the east of Holt Road. These are modern block buildings with asbestos roofs.

The historic agricultural buildings, by contrast, are predominantly flint with red brick dressings and clay pantile roofs. They vary in scale from large barns to smaller outbuildings and tend to be grouped around yards. To facilitate conversion, new windows have been inserted into what would have once been mostly blank walls. Windows are typically painted timber casements, which help to preserve a sense of a historic character.



Green Farm



Newgate Barns

Commercial Buildings

Historically there were many more commercial buildings in Cley and these included the warehouses that were essential for the merchants to store their imported and exported goods in. Many of the formerly commercial buildings have been converted, as have formerly industrial buildings such as the maltings on the High Street and the Windmill. Whilst such buildings retain characteristics of their commercial or industrial pasts, they have been changed by their conversion. Similarly, there are buildings that have changed uses, such as the house now known as Sunbeams, which was built as a house in the eighteenth century but served as The Fishmongers Arms for many years in the nineteenth and twentieth centuries before being converted back to a house.

Today there are two distinct types of commercial building left in Cley: shops and pubs.

The shops are often similar in style to the smaller houses that line the High Street but are distinguished by signs and large windows or shop fronts at ground floor level. They are concentrated at the junction of the High Street and New Road, and further north along the High Street itself. Although not designed as such, one of the buildings near the Windmill has been converted to a shop.

There are three buildings that are still in use or legible as public houses. The Three Swallows on Cley Green is a comparatively small scale building with a long rendered façade punctuated by windows. The currently empty public house on the north stretch of the High Street is similar in style. The George, by contrast, is a later construction with a prominent decorative gable and its red brick façades are decorated with terracotta string courses, cornices and door hood incorporating dragons.



The Three Swallows



The George Public House



Shop frontage to the High Street



Shop frontage to the High Street

Public and Communal Buildings

There are a small number of buildings in Cley that fall under various categories (public, communal, educational and place of worship) but can be grouped as those originally open to the general public for no commercial gain. This group comprises the Church, former Methodist Chapel, Village Hall, Old Town Hall, former Institute and Old School House. There is no unifying style typology across this group other than that they are designed for a particular purpose and are generally of a larger scale. Apart from the Church, located at Newgate, the others are all in the north-east core of the village.

The flint and stone Church of St Margaret of Antioch is one of the landmark structures of the village and dates from the fourteenth and fifteenth centuries. The grandest of the churches in the Blakeney Haven, it is unusual amongst Norfolk's many fine churches for its Decorated tracery.

The former Methodist Chapel on the High Street is one of the few gault brick buildings in the village. Large pilasters and a doorcase comprising both pilasters and engaged columns contribute to the unsophisticated Classical façade, which has a gable in lieu of a pediment.

The Old Town Hall was built in 1896 and, apart from its terracotta plaque, looks like a Victorian house with pairs of bay windows and timbered dormer windows. The red brick and flint Old School House, located at

the end of The Fairstead, is a single storey building of a large scale. Its tall windows are typical of a building of its type. The other Victorian building in the group, the former Institute on the High Street, has a large decorative gable end though a modern extension in front of it has diminished its impact. The former Institute has been much more altered as a result of its conversion and no longer appears as though it were once a public building.

The Village Hall, at the junction of Church Lane, Town Yard and The Fairstead, was built in 1978. Its proportions are awkward as it lacks height relative to its width. The red brick elevations are enlivened by brick cornice detailing.



The Old School House



Cley Church



The former Methodist Chapel



The former Institute



The Old Town Hall

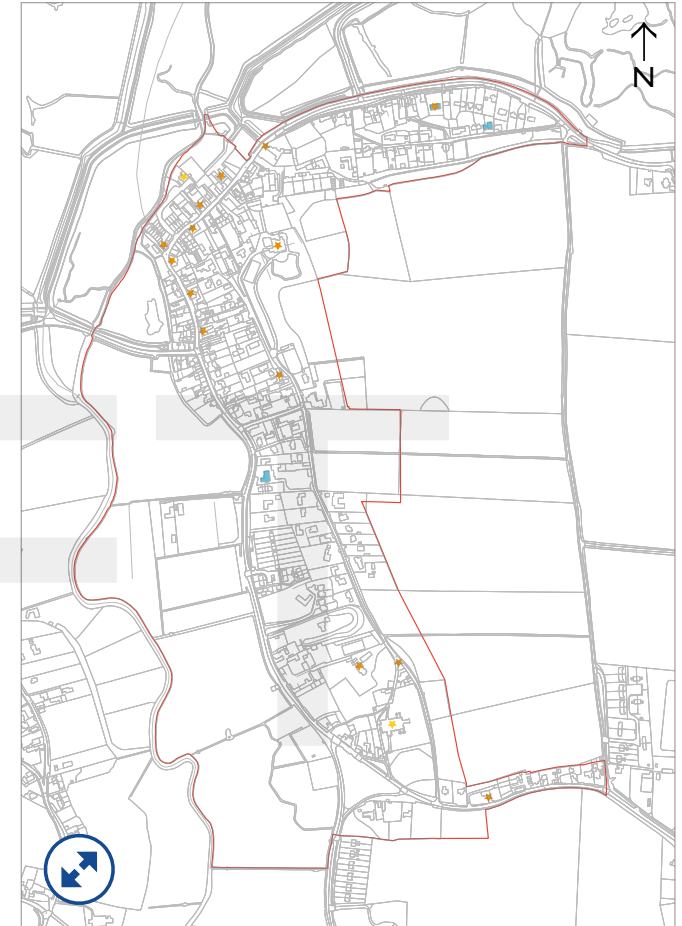


The Village Hall

LANDMARK BUILDINGS

- ★ Major Landmark
- ★ Local Landmark
- Modern building of merit

This plan is not to scale



Plan showing landmark buildings within Cley Conservation Area © North Norfolk District Council. Reproduced by permission of Ordnance Survey © Crown copyright and database right [2009]. All rights reserved. Ordnance Survey Licence number 100018623.



4.4.3 Typical Materials

Within the Conservation Area, as with Norfolk more typically, the most common building material is flint. A number of different flint walling techniques have been used. These include:

- Cobbles;
- Coursed flint;
- A mixture of flint and brick construction; and
- Knapped flint, found on areas of the Church and other high-status buildings.

Along the High Street, there are numerous instances of the flint being rendered or painted, though this is less common towards the peripheries of the village.

On most buildings, the flint walls have been paired with brick detailing, such as window surrounds, coins and string courses. However, there are also a number of wholly brick-built buildings throughout the village, representative of its prosperity as a medieval port. Typically, the brick used is red in colour, though there are examples of buff gault brick on certain key

buildings, such as the Old Chapel. There is a mixture of painted, rendered, or un-treated brick within the Conservation Area, and some late nineteenth century properties employ terracotta detailing. Stone is uncommon within the Conservation Area, though can be found on high-status buildings such as the Church, and on the medieval arch on the High Street. One unusual use of materials is whale vertebrae on Whalebone House on the High Street.

Almost all the roofs within the Conservation Area are constructed of clay pantiles, either coloured red or black (Dutch glazed), though there are some exceptions, such as the Church, which has a partly leaded roof, and the Old School House, which has a slate roof.

Windows are typically timber, though there is some usage of uPVC on modern build housing and, unfortunately, some of the historic buildings. Doors are also most commonly timber, often with glazed sections, whilst some modern properties have uPVC doors.





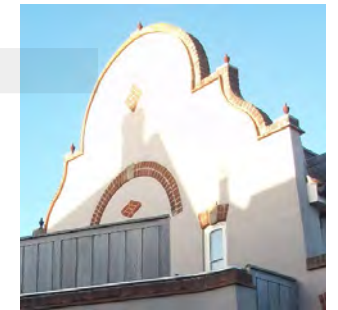
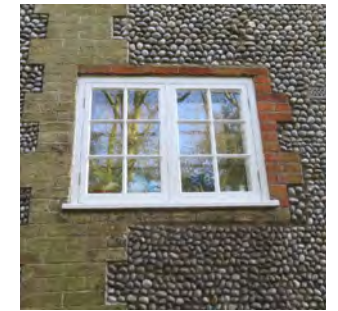
4.4.4 Architectural Details

The properties in the Conservation Area are built in a variety of styles, though the most prevalent is the use of a simple vernacular classical style. This is expressed through symmetrical façades and, on higher status buildings, classical door surrounds and window detailing. Another significant stylistic motif common throughout the village is the use of Dutch Gables, indicative of the former importance of trade with the Low Countries.

Windows are typically either wooden casement or sashes, though there is a variety of different styles of each. Casement windows, though wooden, tend to be modern replacements, designed to be in-keeping with the historic character of the village. Sash windows are more common in the north end of the village along the High Street. There are a number of uPVC windows throughout the village, but these tend to be in modern properties. There is a mixture of door styles throughout the Conservation Area, though especially along the High Street, the doors are solid rather than part glazed.

Brick detailing employed throughout the Conservation Area takes the form of dentilled cornices and alternating quoins, this motif also being employed to frame doors and windows. On certain properties, the bricks have been picked out in white, to distinguish them from the dark flint used for walling. Other common details include the use of name or date plaques on houses or walls, often picked out in terracotta or brick.

Chimneys are an important element not only of individual buildings but the collective roofscape of the village. Chimneys are vulnerable elements and many have been rebuilt, some several times. The size, height and design of chimney pots vary and reflect the different ages of construction. Most chimneys are red brick and typically are found at the gable ends of buildings. Where this is not the case, chimneys usually rise centrally through the ridge line. Unfortunately a large number of chimneys have television aerials or satellite dishes affixed to them.



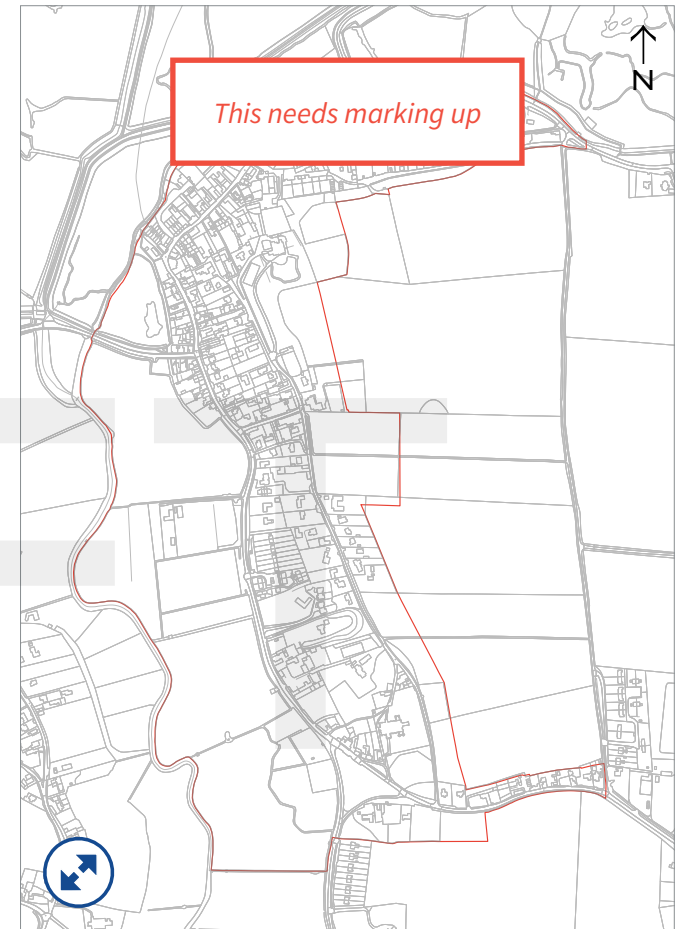
4.4.5 Boundary Treatments

The predominant boundary treatment within the Conservation Area is walls. These are most commonly flint though some incorporate brick dressings or brick rubble. There are many flint walls demarcating boundaries between properties, and between properties and the public realm, whether that is streets or alleys. They are a very important feature of the Conservation Area. Some sections of walling around the former Customs House and associated with Green Farm, Holt Road are specifically listed at Grade II status. As well as historic walling of varying heights, there are many examples of modern flint or flint and brick walls throughout the village.

The other common boundary feature is hedging, sometimes in conjunction with a verge, as along much of Church Lane. Hedges are also found along Hill Top and the Coast Road.

Fencing is a much less common boundary feature in Cley. In short sections, such as along the boundaries of a couple of properties on Church Lane, the impact is limited. The long stretch of tall timber fencing topped with chicken wire at the east end of the Coast Road has a more suburban character that detracts from the Conservation Area. Similarly, the rusty, collapsing chainlink fencing along the footpath between the Holt Road and the churchyard is unattractive. There is a short section of railings bordering the east of the Churchyard on Church Lane, replacing a former historic wall.

Cley's proximity to the sea and its vulnerability to flooding means that coastal sea defences are necessary. Along the rear of properties to the western side of the High Street, the sea defence takes the form of a high concrete wall, which regrettably detracts from the character of the Conservation Area and restricts views across the marsh. However, the potential damage to the village's many heritage assets from flooding means that the sea defences are essential.



Plan showing boundary treatments within Cley Conservation Area © North Norfolk District Council. Reproduced by permission of Ordnance Survey © Crown copyright and database right [2009]. All rights reserved. Ordnance Survey Licence number 100018623.



Concrete walling to footpath at west of High Street



Listed wall and railings outside of Custom House



Grade II listed wall to Green Farm



Modern walling imitating the historic style



Railing to Church Lane



4.5 GREEN LANDSCAPING

4.5.1 Open Spaces and Greens

There are a number of open areas within the village. The largest of these is the group formed by Cley Green and Churchyard at the south of the village. Cley Green is a large triangular area of open space, formed at the junction of Holt Road and Glandford Road. Separated from the Green by the road is the Churchyard, which is a wide enclosed area. It is divided into two sections, only the north of which contains gravestones. The south is enclosed as a large square of lawn and mature trees. A modern extension to the Churchyard has been formed to the east of Church Lane.

Recreational space is provided at the Village Hall, where a children’s playground has been constructed to the rear of the Hall. To the south of this space is a substantial area of land used as allotment gardens. Both these areas only fall partly within the Conservation Area.

Within the centre of the village itself, there are almost no open spaces, due to the densely developed nature of the High Street. The one open area is the beer garden attached to The George, laid out with picnic benches. This area opens out at an important corner of the High Street, allowing views both east and south.

One major open space associated with Cley, though largely falling outside the Conservation Area, are the coastal paths which cross the marshes. These run between Blakeney and Cley, as well as to Cley Beach and across the marshes to the east, a particular haven for birdwatchers.



Cley Village Green



Allotment Gardens west of Old Woman's Lane






Cley Churchyard



Beer garden attached to The George



OPEN SPACES, TREES AND VEGETATION

-  Significant Green Space
-  Important Trees
-  Woodland

This plan is not to scale

Plan showing open spaces, trees and vegetation in Cley Conservation Area © North Norfolk District Council. Reproduced by permission of Ordnance Survey © Crown copyright and database right [2009]. All rights reserved. Ordnance Survey Licence number 100018623.



4.5.2 Trees and Vegetation

Cley's proximity to the sea is reflected in both its comparatively few trees, especially at the north end of the village, and the types of trees that grow in the village. Pine trees of different varieties, which are better suited to sandy soils, punctuate the skyline and contribute, along with gorse bushes, the reeds and salt marshes, to the character of the landscape in and around the village.

There are particularly few trees along the High Street and the few that exist, usually in private gardens, are generally relatively small. Hill Top, by contrast, has more trees, which together with those along Anterton Hill, contribute to a backdrop of trees on top of the hill when viewed from the marshes. The grounds of Cley Hall have the most extensive area of trees at the north end of the village.

The southern end of the village is generally greener than the more densely built up northern end. The two arms of the Holt Road have some trees on the undeveloped side of the road with a particular cluster opposite Green Farm. On the developed side of the road, the trees, which are a mixture of pines and deciduous trees, are located in private gardens and along access roads. In the fields of the river valley to the west of the village, small trees can be found along field boundaries and these serve to frame views of Wiveton church.

The small trees on Cley Green are less significant than the larger mature trees planted around the green space south of the churchyard. The cluster of trees in the grounds of The Green, a large dwelling on Church Lane, form an important group of trees and a backdrop to views from Cley Green and are a component of views of the church.

Church Lane's character contrasts considerably with that of the Holt Road in part because of the comparative proliferation of trees. Important groups flank the lane just north of Knoll House, framing views of the listed building, whilst characteristic rows of pine trees punctuate boundaries south of Enfield, the White House and Goldfinches. The various trees in the grounds of the dwellings conceal the buildings and, together with the prevalence of hedges and shrubs, often on verges, create a leafy character to Church Lane.

The main open grassed area is the Village Green, which is planted with mature trees at the south corner, though these are not evergreen, which greatly affects the appearance of the Green in the winter months. The sense of open space around the Village Green is complimented by the Churchyard to the immediate north. This too is planted by mature trees at its south end, which screen the graves from view of the road.

Much of the southern portion of the Conservation Area has a green feel, due to the hedgerow borders and connection to open fields in the east, west and south. This is also true in the north-eastern section of the Conservation Area, along Anterton Hill. Within this grouping, Church Lane and the Fairstead present some of the greenest spaces due to the denser tree planting along the western side of the road; this is particularly true of the Fairstead, which benefits from tree planting in the gardens of Cley Hall.

The densely developed nature of the High Street mean that this space lacks much greenery, the few elements being associated with gardens of private houses.

Section 5

Heritage Assets

This section provides details of those buildings or structures that are nationally designated, as well as information regarding buildings proposed for the Local List. It also gives details of archaeological potential within the conservation area.



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- 5.2 Listed Buildings
- 5.3 Locally Listed Buildings
- 5.4 Heritage Assets Plan
- 5.5 Archaeology Summary

5.1 INTRODUCTION

The Cley-next-the-Sea Conservation Area contains numerous individual heritage assets, principally Listed Buildings but also potential Locally Listed Buildings.

This section of the Character Area Appraisal outlines the heritage assets within the Conservation Area and is accompanied by a detailed audit of heritage assets in Appendix C.

The audit has been carried out by means of visual examination from public thoroughfares only. The principal intention is to identify these heritage assets, not to provide a fully comprehensive and detailed assessment of each individual building. It should not be assumed that the omission of any information is intended as an indication that a feature or building is not significant. A detailed assessment of significance specific to a building or site within the Conservation Area should be carried out prior to proposing any change.

Also included in this section is an overview of known archaeological finds in the Conservation Area. The potential presence of archaeology will be a factor in determining the appropriateness of development, as it is a heritage feature which warrants protection.

5.2 LISTED BUILDINGS

Listed Buildings are designated under the *Planning (Listed Buildings and Conservation Areas) Act 1990* for their special architectural or historic interest. Listing gives them protection as alterations, additions or demolitions are controlled by listed building consent, which is required by local planning authorities when change is proposed. Listing ranges from Grade I (the highest level of protection) through to II* and II.

There are 33 listed buildings within the Conservation Area. Generally, these are concentrated along the High Street, though there are a cluster of listed farm buildings to the south of the village, along Holt Road. The concentration of Listed Buildings along the High Street represents the commercial importance of the town and its relocation to this area following the fire in 1612, with many being associated with mercantile and other commercial purposes.

Outbuildings associated with Listed Buildings are likely to be within their 'curtilage'. That is, a building or structure which is associated with a Listed Building and has been since before July 1948. This could be, for example, a wall attached to a Listed Building or a farm within a farmyard where the farmhouse is listed. In case of curtilage listing, the curtilage listed structure has the same level of protection as the main Listed Building and will be subject to the same Listed Building Consent procedures.

The location of listed buildings is shown on [page XX](#) and listed in detail in Appendix C.

5.3 LOCALLY LISTED BUILDINGS

A Locally Listed Building is one that has been identified as having a degree of significance meriting consideration in planning considerations, but which are not formally designated.²³ The creation of a Local List allows a community and local planning authority to identify heritage assets that are valued as distinctive elements of the local historic environment and provide clarity on what makes them significant. This in turn helps to ensure that strategic local planning can adequately manage their conservation.

Historic England gives advice regarding the assessment criteria for locally listed buildings in *Advice Note 1: Conservation Area Designation, Appraisal and Management* (2016). The document advises that locally listed buildings should be positive contributors to the overall character of the local area and that their historic form and value should not have been eroded.²⁴ Locally listed buildings usually have qualities such as being a landmark building, being designed by a named architect, being associated with an historic event or being associated with a designed landscape. NNDC also have their own adopted criteria for locally listed buildings, which include, age, rarity, landmark quality, group value, archaeological interest and social value.