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### **Ordnance Survey Plans**

- 1890 10,560
- 1929 1:10,560
- 1971 1:10,000

# APPENDIX I

## Relevant heritage legislation and planning policy context

This Heritage Statement has been prepared with particular (although not exclusive) reference to the following heritage planning policy and best practice guidance.

<b>Legislation</b>	Planning (Listed Buildings and Conservation Areas) Act 1990	Section 66(1) Section 72(1)
<b>Local Development Framework</b>	King's Lynn and West Norfolk Local Plan 1998 (saved policies)	Policy 7/4
	King's Lynn and West Norfolk Borough Council – Core Strategy (2011)	Policy CS05, CS08, CS12
	DRAFT Site Allocations and Development Management Policies Pre-Submission Document (submitted April 2015)	Policy F2.3 Policy F2.5
<b>National Planning Policy</b>	National Planning Policy Framework (2012)	Section 12
<b>Guidance</b>	Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets (2015)	
	Planning Practice Guidance (2014)	
	Hunstanton Conservation Area Character Statement (2009)	
	Conservation Principles, Policies and Guidance (2008)	

## **APPENDIX 4**

### **POLICY F2.2 – HERITAGE ASSESSMENT**

HERITAGE APPRAISAL

LAND EAST  
OF CROMER ROAD,  
HUNSTANTON

June 2015





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1. Relevant local and planning policy
2. Register entry



# I.0 INTRODUCTION

1.1. Beacon Planning Ltd. has been appointed by Pigeon Investment Management Ltd. to prepare a Heritage Appraisal to assess the impacts of the proposed development at land east of Cromer Road, Hunstanton, Norfolk. The application site is located on the eastern side of the A149, and is being promoted through the local plan process as site F2.2 (Site Allocations & Development Management Policies Plan).

1.2. This report follows an independent assessment of the setting of the nearby heritage assets and an assessment of the development proposals on their heritage significance. It has been prepared to support both the land allocation in the emerging local plan, as well as an outline application for planning permission.

1.3. This report satisfies the requirement of paragraph 128 of the National Planning Policy Framework (NPPF) which states that applicants must describe the significance of any heritage assets affected by a proposed development. It is also intended to help the local planning authority to discharge their duty to pay special regard to the desirability of preserving the setting of listed buildings and the special character and appearance of conservation areas as required by virtue of sections 66 and 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 respectively.

1.4. A site visit was made on 13 April 2015.



## 2.0 LEGISLATIVE AND STATUTORY CONSTRAINTS

- 2.1. There are no statutory designated heritage assets located within site F2.2.
- 2.2. Hunstanton Conservation Area abuts the application site on its southwestern corner. The conservation area is located on the western side of the A149 and is focused around the Victorian development of the town.
- 2.3. Old Hunstanton Conservation Area is located approximately 350m to the north of the northern boundary of the application site. This contains a number of listed buildings along Old Hunstanton Road to the north, and around Hunstanton Hall to the east. The impacts on these are considered as part of the assessment of the impact on the conservation area.
- 2.4. The parkland to Hunstanton Hall is Grade II registered and located approximately 400m from the eastern boundary of the application site. Please see appendix for the register entry.
- 2.5. There are many designated structures within the parkland, including Hunstanton Hall itself (Grade I). These are not visible from outside of the parkland boundary which forms their immediate setting. It is not considered therefore that the application will have any impact on the way in which these assets are experienced above and beyond those impacts on the setting of the parkland, and are not considered individually.
- 2.6. Listed buildings and their settings are protected via the provisions of section 66(1) of the Planning (Listed Building and Conservation Areas) Act 1990. This states that local planning authorities must pay special regard to the desirability of preserving listed buildings and their settings when exercising their planning functions. Special regard must also be paid to the desirability of preserving or enhancing the character or appearance of conservation areas by virtue of section 72 of the Act, however no specific mention is made of their setting.

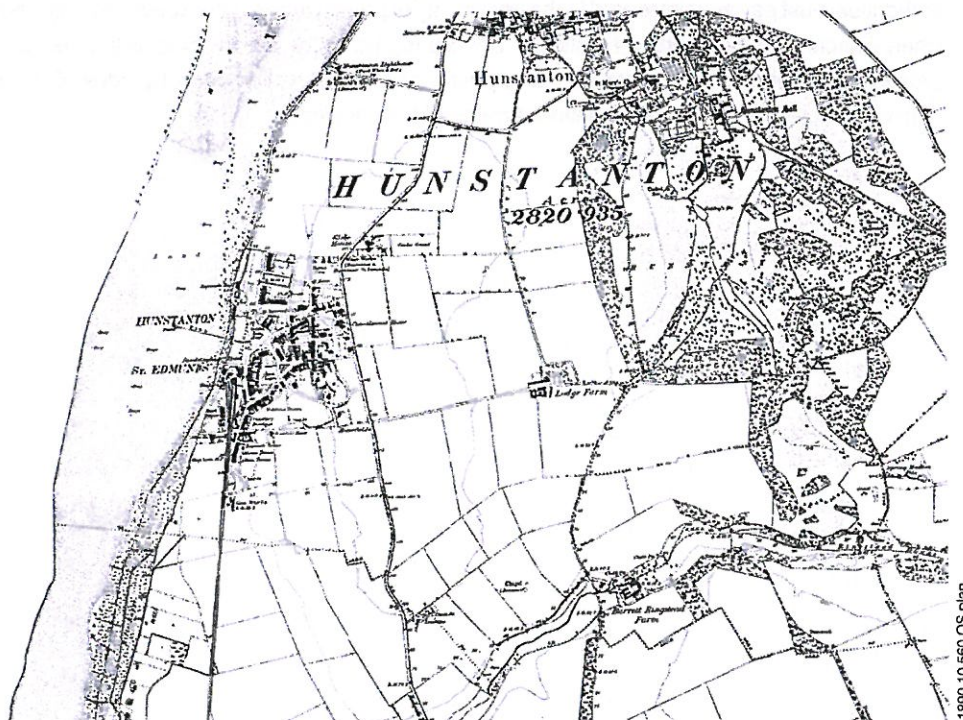
## 3.0 HISTORY OF THE AREA

3.1. Occupation at Hunstanton goes back many years as part of wider prehistoric activity in this part of Norfolk. The earliest known evidence of human activity can be dated to the Mesolithic and Neolithic eras, with flint scrapers, flakes and cores having been found. The Icknield Way passes through Ringstead nearby, and archaeological evidence has identified Bronze and Iron Age finds. Occupation continued through the Roman period, with a fort nearby at Brancaster and the Peddars Way passing to the east.

3.2. The name 'Hunstanton' comes from the Old English for Hunstan's village or homestead – 'Hunstan's tun'. There is evidence nearby of Anglo Saxon occupation, with a settlement at Old Hunstanton dated to AD 500. By the time of the Domesday survey in the C11, the settlement was referred to as 'Hunestanestuna'.

3.3. The manor of Hunstanton was granted to Ralph Fitzherluin, whose daughter married Roland L'Estrange. This began a long dynasty, with the manor remaining in the Le Strange family ever since. The manor house is located to the east of Hunstanton at Hunstanton Hall. The current building on the site dates to C17 and later, with elements including the gatehouse as early as C15. The majority of the hall unfortunately burnt down in the C19 which initiated a major restoration, only to suffer a similar fate in 1951. This prompted the division of the hall into private apartments and their subsequent sale.

3.4. The 1890 1:10,560 Ordnance Survey (OS) plan shows the extent of Hunstanton Park, appearing as a well-treed feature within an otherwise agricultural landscape. The park has its origins as a deer park in the C15, which was then developed in the C16 onwards as walled and



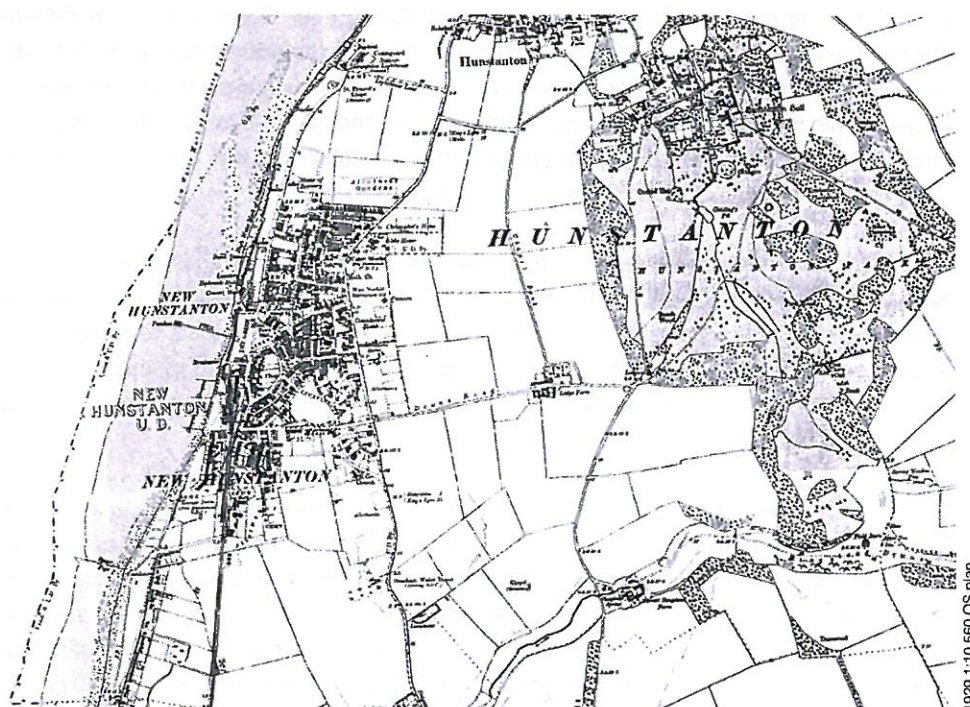


moated gardens which were greatly extended in the C19. The tithe map of c. 1840 shows much of the land along what is now the park's western boundary as agricultural fields, with some limited stands of tree planting. The parkland was concentrated to the eastern side of the track which runs north-south to the west of the hall. This is consistent with Faden's depiction of the parkland and hall in 1797. Expansion in the latter half of the C19 saw tree planting to the west of this track, forming the buffer along the parkland's western boundary that survives today.

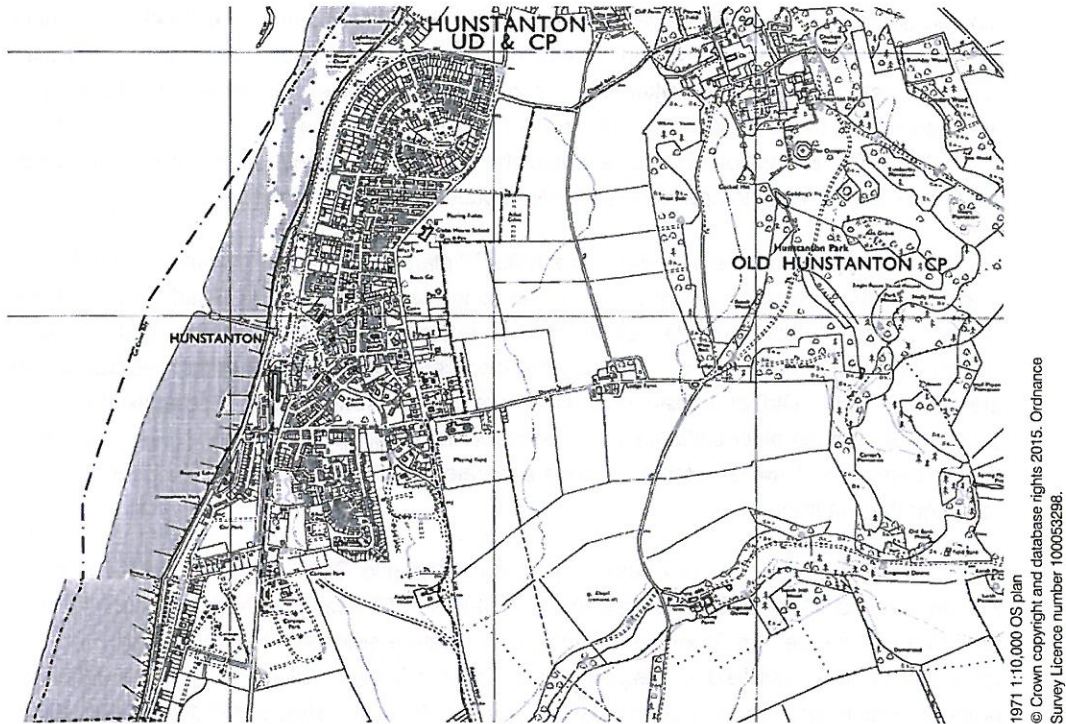
3.5. The application site is shown on the 1890 OS plan as a separate field within an agricultural landscape, surrounded by open land. The existing road (Chapel Bank Road) to Hunstanton Hall across the northern boundary of the site was in place at this time. The earlier tithe map of c.1840 shows the application site as the same land parcel, suggesting that the field boundaries are of some age. 'Old' and 'New' Hunstanton are clearly shown as two geographically distinct settlements, with the older settlement located to the north adjoining Hunstanton Hall. The newer C19 settlement of 'New Hunstanton' stands separately to the south, located between the main road and the sea front.

3.6. Hunstanton as it is now known grew up in the mid C19. It was the terminus of the Hunstanton and West Norfolk Railway which arrived in 1862 after the encouragement of Henry Styleman Le Strange. Le Strange's vision was to create a seaside resort to rival Brighton. He appointed William Butterfield to prepare a master plan for a new settlement. The layout that was prepared was based around open spaces, and the architectural style of the buildings looked to materials and construction as a forerunner of the Arts and Crafts movement that was to come later in the century. Just as the railway 'lifeline' arrived, Le Strange died suddenly, passing the estate to his son Hamon who oversaw its rapid expansion.

3.7. The second half of the C19 saw the growth of the seaside resort, complete with hotels, boarding houses, shops, private residences, gas works, bathing machines, and even a pier. At its







1971 1:10,000 OS plan  
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heart was the Town Hall, constructed in 1894, which stood next door to the Royal Hotel. This was the first new building to be built in the resort nearly 50 years earlier.

3.8. The town continued to grow throughout the early decades of the C20, infilling as well as extending on the northern and southern fringes. The late Victorian and Edwardian villas that comprise the northern portion of the Hunstanton Conservation Area opposite the southwest corner of the application site are evident on the 1929 OS plan. Expansion continued after the Second World War, with the 1971 1:10,000 OS plan showing significant new areas of housing at the northern end, with additional extensions to the south. The general planning of the town centre however, with the central green and pier remained unchanged. As a result of this expansion, the land on the western side of the A149 opposite the application site was densely developed with bungalows arranged in a distinctive pattern of concentric curves

3.9. Development on the eastern side of the main road (A149) was sparse throughout the first half of the C20. Glebe House at the northern end and Lodge Farm at the southern tip – both visible on the first OS map – were the largest developments on this side of the road, which otherwise had an open character comprising either small scale buildings or open spaces such as allotments and a recreation ground. The land to the southeast was agricultural, divided into a series of fields with linear field boundaries.

3.10. By the time of the publication of the 1971 OS plan, development had started to overspill onto the western side of the road. A major new development was the construction of what is labelled on the plan as 'Hunstanton Secondary Modern School' on the southern side of Downs Road. This was constructed within the northern half of an existing field. The southern portion of this field forms the application site and follows the historic field boundaries. A housing development was constructed opposite on the northern side, complete with fire station. By the time of the 1982

OS plan, the housing had substantially increased, with new development including Nursery Drive, Pine Close and Cypress Place.

3.11. Hunstanton Secondary Modern is now known as the Smithdon High School. It was officially opened in March 1955, and was designed by Brutalist architects Peter and Alison Smithson. It was named after the Smithdon Hundred, a historic administrative area which broadly forms the school's catchment area. It continues in use today with over 1000 pupils.

3.12. Old Hunstanton was predominantly focussed upon development around Old Hunstanton Road and Hunstanton Hall in the C19 and earlier. In the first decades of the C20, development spread northwards along a spur leading from the coastguard cottages on the northern edge of the village. This development was likely prompted by the success of Hunstanton to the south which brought many holiday makers to the area with tourism now forming the mainstay of the local economy. Throughout the C20, the area in between has been gradually infilled with residential development fitted loosely around the roads, leaving areas of open land which green the village.



## 4.0 STATEMENT OF SIGNIFICANCE

### 4.1. Introduction

4.1.1. The National Planning Policy Framework (NPPF) makes clear that local planning authorities require applicants to demonstrate an understanding of the significance of any 'heritage asset' affected by a development proposal. It also makes clear that the level of information required should be 'proportionate to the assets' importance, and no more than is sufficient to understand the potential impact of the proposal on their significance' (paragraph 128).

4.1.2. A 'heritage asset' is defined in Annex 2 of the NPPF as an element 'identified as having a degree of significance meriting consideration in planning decisions because of its heritage interest.' This includes statutorily designated heritage assets and assets identified by the local planning authority (e.g. local listing).

4.1.3. Significance is also defined in Annex 2 of the NPPF, as the value of any heritage asset to this and future generations due to its 'heritage interest'. It goes on to say this interest may be archaeological, architectural, artistic or historic, and/or derived from the asset's setting.

4.1.4. This section will identify the heritage interests of the assets affected, along with the contribution made by their setting with a greater focus upon those elements potentially affected by the proposed development.

### 4.2. Old Hunstanton Conservation Area

4.2.1. There is no character statement available for this conservation area. The assessment below draws upon an understanding of its historic development supplemented by a site visit.

#### Archaeological Interest

4.2.2. This interest has the potential to inform about the past activities, and provides evidence about the substance and evolution of a place and the culture that made it, especially in the absence of written records.

4.2.3. There are no scheduled archaeological sites within the conservation area boundary that would suggest that the area has high archaeological interest. Whilst find spots and archaeological features are located throughout, it is considered here that the primary interest of the conservation area lies in the special quality of its historic buildings and landscapes.

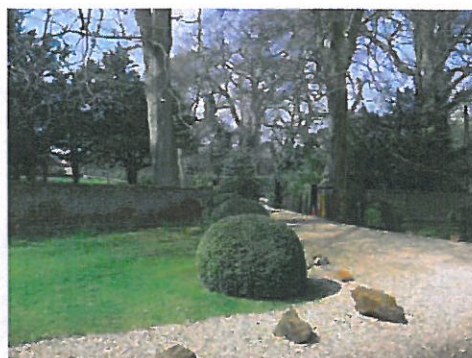
#### Architectural and Artistic Interest

4.2.4. These are interests in the design and general aesthetics of a place and can arise from conscious design or fortuitously from the way the heritage asset has evolved. Architectural interest relates more to the design and construction of the asset, artistic interest deals with other aesthetic aspects.





Old Hunstanton Conservation Area



View to driveway leading to Hunstanton Hall

4.2.5. The main core of the historic village grew up to either side of Old Hunstanton Road. The main road is lined with listed buildings dating from the C17 onwards. These are predominantly cottages and farmhouses built to support the local population reliant upon fishing and agriculture. This is with one or two exceptions, with the late C18 The Lodge, now a public house, and mid C19 school houses standing out.

4.2.6. The scale of development is predominantly modest, although with some larger complexes such as The Big Yard mixed in. The materials palette is reasonably uniform, with red clay pantile roofs a particularly strong feature, and slate found less commonly. Red brick and carstone walls reinforce the distinctive red colouring of the village.

4.2.7. Architectural detailing is relatively restrained, with the buildings being most commonly vernacular in style with little architectural pretention about them. This in itself lends the village a particular charm and pleasing informality. The Lodge is a notable exception, with its sash windows and canted bays to the east elevation.

4.2.8. A second cluster around the church is separated from the main core of the village via a country lane. Set in a slight hollow and reached via green lanes, this part of the village has a particularly secluded character. The impressive church dominates its surroundings, with its tower end on to the road forming a landmark in views towards and across this part of the village. The road ends at the entrance to the private drive to Hunstanton Hall. The boundary of the conservation area extends to include the Hall, along with the ornamental gardens to the west. Although much altered and rebuilt, the Hall (Grade I listed) is a key architectural feature within the conservation area, and forms an important artistic set piece with its registered landscaped gardens.

### Historic Interest

4.2.9. Historic interest derives from the way past people, events and aspects of life can be connected through a place to the present, often by the meanings of the place for the people who relate to it or for whom it figures in collective memory or experience.

4.2.10. The conservation area grew around a small coastal settlement supported by local agriculture and fishing as reflected in the surviving modest vernacular dwellings that are testament to its rural past. A spur to the north includes some early C19 coastguard cottages which are evidence of its close relationship with the sea.



4.2.11. The coastguard cottages were possibly funded by Henry Styleman Le Strange of Hunstanton Hall. The Hall is a key historic landmark in the local area that has shaped its development over centuries, not least with Le Strange's support for and promotion of 'New' Hunstanton as a Victorian seaside town in the C19. Much changed over the centuries, the Hall itself illustrates the changing fashions in architecture and landscape, and shares a close relationship to the development of both 'Old' and 'New' Hunstanton.

### Setting

4.2.12. Historic England has recently published new guidance on the setting of heritage assets, 'Historic Environment Good Practice Advice in Planning Note 3: The Setting of Heritage Assets' (March 2015). This supersedes the guidance document published in 2011. It carries forward the assessment steps for assessing the contribution made by the setting to the significance of an asset, and the impacts of development on this setting (assessment steps 2 and 3 respectively). The following assessment follows Assessment Step 2 set out on pages 9 and 10 of the 2015 document.

### The asset's physical surroundings

4.2.13. The northern conservation area boundary is tightly drawn around the ribbon development along Old Hunstanton Road but extends northwards along Sea Lane to take in the coastguard cottages. The immediate setting of the northern and western boundary of this northern portion of the conservation area is therefore predominantly characterised by the later C20 development of the village that took place gradually over the century. This is with exception of the northwestern spur which looks out directly over the sea.

4.2.14. To the south of the historic development along Old Hunstanton Road is some C20 'backland' development but the setting is otherwise predominantly characterised by open fields. This open space creates physical separation between Old Hunstanton and Hunstanton itself to the south. Chapel Bank Road runs broadly parallel to Old Hunstanton Road before turning northeast towards the southern portion of the village. At the eastern end it meets Cromer Road just south





View across application site towards Old Hunstanton from Hunstanton

of the northern limit of Hunstanton. It creates a distinct landscape feature that forms a sense of division between Old and 'new' Hunstanton. The application site lies to the south of this feature, situated opposite C20 development in Hunstanton. As an open field, it contributes to the wider rural and agricultural setting of the conservation area.

4.2.15. To the south of the southern spur of the village is the registered park and garden of Hunstanton Hall, the majority of which has been excluded from the conservation area designation and therefore forms its setting. To the east, the conservation area is surrounded by open agricultural fields that separate the village from other hamlets beyond such as Holme.

4.2.16. Although relatively flat, the land rolls gently. The village sits slightly lower than Hunstanton to the south, with the A149 travelling along a high ridge. The southern spur is lower still, recessed in a hollow and accessed via small rural lanes. The nature of the topography, together with groups of mature tree planting along the western edge of the boundary create a sense of separation of this part of the conservation area visually and spatially from the agricultural fields to the west which form the wider setting.

4.2.17. In the wider setting, to the west of the conservation area is the coast, with the lighthouse within the Hunstanton Conservation Area a prominent feature. Clearly the village shares a close physical and visual relationship with the sea, an association which is particularly important and contributes to its significance.

### Experience of the asset

4.2.18. The conservation area is clearly experienced as part of the larger Old Hunstanton village. Although a discrete settlement, it lies in close proximity to Hunstanton which has extended northwards over the late C20. Whilst the setting is predominantly rural in character, Old Hunstanton shares a close spatial and visual relationship with Hunstanton such that the two are often experienced together. Separation is maintained by agricultural land on the eastern side of Cromer Road (A149) and open green land on the western side around the lighthouse although this is fleeting, with a stretch of only c.250m of road in between. Views towards the roofscape of

Old Hunstanton are gained from the northern end of Hunstanton when travelling northwards along Cromer Road, such that the settlements are very much linked.

4.2.19. Clear views towards the sea can be gained looking west along Old Hunstanton Road from within the western portion of the village, giving it a strong coastal character, and from the northwestern spur around the coastguard cottages. To the south of the village are open fields with hedged field boundaries, such that these views towards and from the conservation area overlook agricultural land. Nevertheless, the sense of the sea is pervasive and the village very much has an overall coastal character.

4.2.20. The built form of the southern spur around Hunstanton Hall, including the Hall itself, is well shielded by the landscaping and topography. There are no longer range views towards this part of the village from Cromer Road looking east, or indeed from Chapel Bank Road until at close range.

4.2.21. The conservation area shares a close historic and aesthetic relationship with the parkland setting to the south of Hunstanton Hall, the majority of which does not lie within the conservation area boundary. The predominantly rural setting of the conservation area complements the vernacular character of the buildings within the village, and aids an interpretation of its historic development as a rural fishing and farming community. There is a close functional relationship with the surrounding agricultural land and nearby coast. This relationship has changed over the C20 as farming and fishing have given way to tourism, rendering its coastal location an integral element within its setting.

### **4.3. Hunstanton Conservation Area**

4.3.1. This assessment has been undertaken with reference to a site visit as well as the Character Statement prepared in 2009.

#### **Archaeological Interest**

4.3.2. The Character Statement does not establish any archaeological interest, with the section under this heading noting that there are no scheduled monuments within the conservation area boundary (p. 30). With the exception of the ruined medieval chapel, the built fabric is C19 and later, and with no known archaeological sites of national significance there is nothing to suggest that this conservation area has particular archaeological interest.

#### **Architectural and Artistic Interest**

4.3.3. The conservation area has been divided into five character areas, comprising the town centre, the cliffs and squares to the north, east Hunstanton, The Avenues to the north east, and South Hunstanton. In general, the architectural interest stems from its Victorian development as a seaside resort, complete with hotels, guesthouses, civic buildings and private housing. Whilst there are few individually listed buildings within the conservation area, the large majority of its buildings have been identified as making a positive contribution. This points to the consistency of quality in the built form across the conservation area.





4.3.4. The centre of the town was laid out informally, with buildings arranged around large open green spaces. This was the vision of architect William Butterfield, a friend of Le Strange with a shared interest in the Old English style. Butterfield set the development around a series of green open spaces, with buildings of varying scale grouped irregularly around these greens and gardens. This open layout made maximum benefit of the coastal location, with bracing views to the sea available throughout the town centre.

4.3.5. Later developments were laid out more formally, including the gridded streets and formal terraces along Cliff Parade and Cliff Terrace. Those in 'The Avenues' sub-area closest to the application site date from the turn of the century. The area is predominantly residential, comprising rows of terraced and semi-detached housing built to standard designs. Some have architectural features of particular interest, continuing the Arts and Crafts theme first established by Butterfield in the mid-C19 somewhat ahead of its time.

4.3.6. The materials palette throughout the conservation area is distinctive of the local area, with carstone, slate and red brick common throughout, along with terracotta detailing and stone window dressings.

### **Historic Interest**

4.3.7. Focussed upon the Victorian town, Hunstanton is an excellent example of the growth in sea bathing and holidaying that became a major Victorian and Edwardian pastime. The town's close relationship with the sea is expressed in the town's layout, architecture and building typology. The town's close association with the Le Strange family of Hunstanton Hall, who was a keen driver behind the town's growth, adds to its historic interest.

### **Setting**

#### ***The asset's physical surroundings***

4.3.8. Hunstanton town stands at a high point on the geological shelf which lends the area special geological interest and the town its renowned striped cliffs. This location gives the town its 'exposed

and bracing situation' as described in the Character Statement (p.2). The sea forms the edge of the town on its western side, contiguous with the western boundary of the conservation area.

4.3.9. To the south and north, the conservation area abuts later C20 development which shares little architectural relationship with the character of the conservation area. To the north, this comprises a large development of residential housing laid out in a radial arrangement which is particularly unlike the spatial development of the earlier part of the town. Beyond are the listed chapel and lighthouse, located at the end of a spur which takes in the green esplanade characteristic of Victorian and Edwardian seaside resorts, with open green space beyond further still forming a break in development between Hunstanton and Old Hunstanton to the north.

4.3.10. To the south is further residential development before the town gives way to open space separating the town from Heacham located in the next valley.

4.3.11. The eastern aspect on the eastern side of the A149 is predominantly rural, overlooking fields with the tree boundary of the parkland to Hunstanton Hall visible in the distance. This is with the exception of the housing development on the north side of Downs Road which dates from the second half of the C20.

#### ***Experience of the asset***

4.3.12. Clearly the sea is integral to the setting of the conservation area, with the coastline being the *raison d'être* of the development of the Victorian resort. This dominates the town centre, with the open greens and esplanade allowing wide views outwards over The Wash.

4.3.13. From the south, the asset is very much experienced as part of a larger town which has undergone significant expansion in the second half of the C20. Whilst this has maintained the seaside holiday character of the town, much of this is poor quality that contributes little (if anything) to the special character and historic interest of the conservation area.

4.3.14. The town has not expanded as significantly on its northern side, although the large development on the northern boundary has consumed the previously open land between the Edwardian terraces along the conservation area's northern boundary and the lighthouse. This has changed its previously open setting to one of late C20 residential development, and has extended development towards Old Hunstanton.

4.3.15. Views from the northern spur around the lighthouse look across to Old Hunstanton, and the two settlements share a close visual as well as spatial relationship. When travelling into Hunstanton from Old Hunstanton and vice versa, although there is a green break in development, this is fleeting and the two settlements – although physically, historically and architecturally distinct – appear closely related as identified above.

4.3.16. The A149 forms the boundary on its eastern side. The eastern side of the road including the application site is far less developed, giving the conservation area a green and quiet edge on this aspect.