

Gainsborough Town Centre Conservation Area Appraisal





1851 Map of Gainsborough

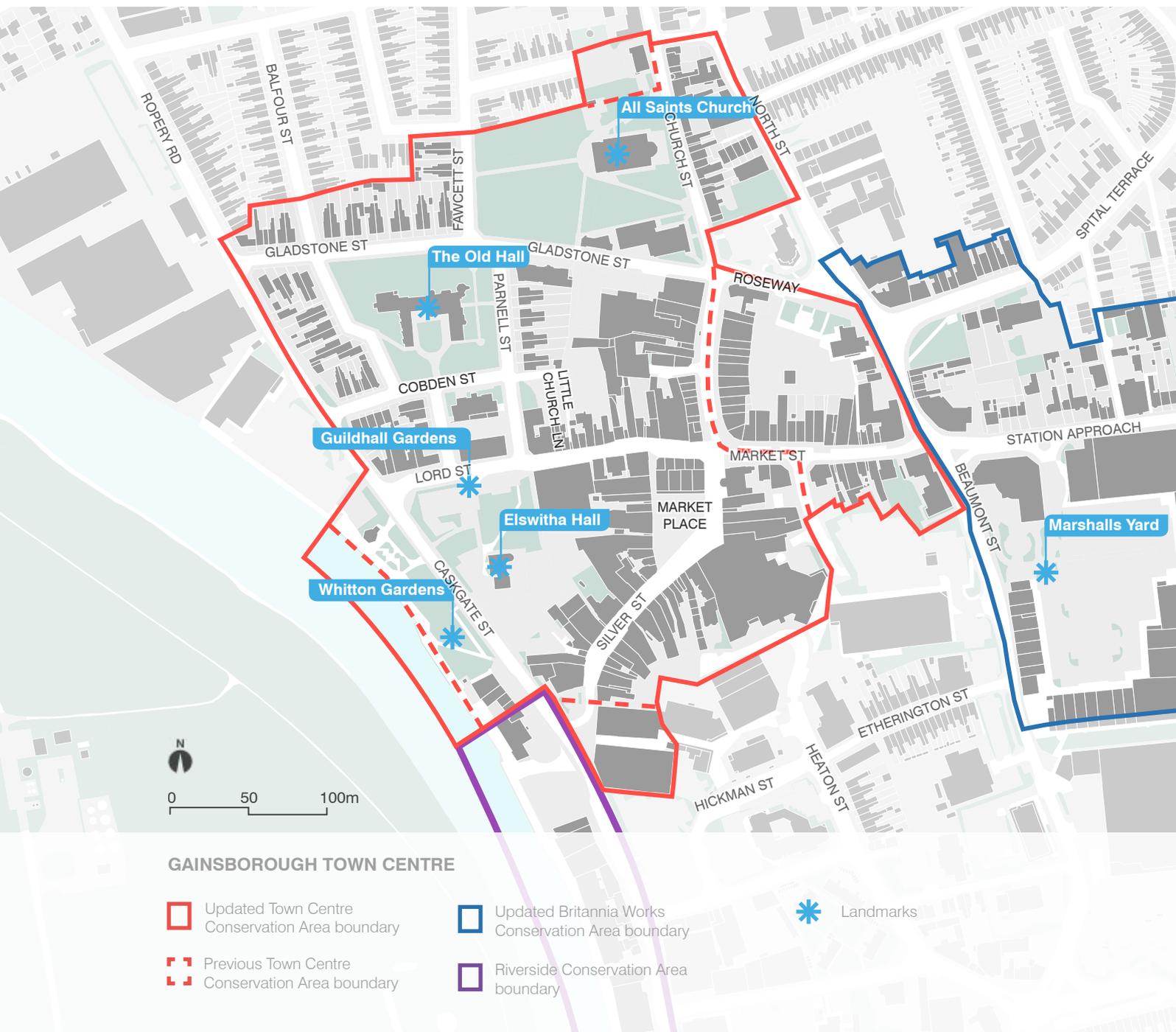
— Town Centre Conservation Area boundary



Not to scale

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GAINSBOROUGH TOWN CENTRE

- Updated Town Centre Conservation Area boundary
 - Previous Town Centre Conservation Area boundary
 - Updated Britannia Works Conservation Area boundary
 - Riverside Conservation Area boundary
- * Landmarks

INTRODUCTION

1.0

What is a Conservation Area?

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

Each Conservation Area has a unique character shaped by a combination of elements including buildings, materials, spaces, trees, street plan, history and economic background.

The aim of Conservation Area designation is to ensure that this character is not destroyed or undermined by inappropriate changes.

What is a Conservation Area Appraisal?

Local Authorities have a duty to review Conservation Areas from time to time. The preparation, publication and formal adoption of Conservation Area Appraisals is part of this process. Conservation Area Designation, Appraisal and Management: Historic England Advice Note 1 (March 2018) forms the basis of the Council's appraisals.

Appraisals identify the special qualities that make a place worthy of designation as a Conservation Area. They look at ways in which the character of a place can be preserved or enhanced and are intended to

inform future changes, not to prevent them altogether.

The Gainsborough Town Centre Conservation Area Character Appraisal (GTC-CACA) should be read in conjunction with its associated Management Plan, the Gainsborough Town Centre Heritage Masterplan (WLDC, 2017) and the Central Lincolnshire Local Plan (April 2017).

Paragraph 185 of the National Planning Policy Framework (NPPF) explains that Local Plans should set out a positive strategy for conservation of the historic environment.

Other national and local policy which is relevant to the Conservation Area Appraisal and management Plan can be found in Appendix A of this document.

Purpose

The GTC-CACA appraisal can be used to assess the impact of any proposed development on the Conservation Area and its setting. It can also assist in planning appeals, the development of planning policy and community-led initiatives.

The appraisal identifies opportunities for change and elements that would benefit from enhancement. This information can be used by local communities, individuals, the Council and other agencies to develop initiatives that

seek to protect or sympathetically enhance the Town Centre.

The appraisal also aims promote understanding and awareness of the heritage and visual significance of the Town Centre.

By identifying both significance and vulnerability the GTC-CACA can help attract funding for consolidation and improvements within the Town Centre.

It can be used as a planning tool, alongside the Heritage Masterplan, to help inform both planning applications and planning decisions.

Designation

The Gainsborough Town Centre Conservation Area was designated in 1986 because of its architectural and historic importance. The first Conservation Area Appraisal for the Town Centre was written in 1992. During the passage of the past quarter of a century there has been considerable change to the; use, physical form and condition of the Town Centre and these changes are reflected within this updated Character Appraisal.

Sources

This document examines the historical evidence for the development of the town of Gainsborough. The Lincolnshire Heritage Environment record (HER) has been consulted the full records with references can be found on the Heritage Gateway Website.

Reference has also been made to the works of H. E. Brace and I. Beckwith, both respected local historians, who carried out thorough research into the history and development of Gainsborough

National historic events have also been considered where they are likely to have had a bearing on the town's development.

Some historic books concerning Gainsborough along with local newspaper articles have also been examined.

Location and Setting

Gainsborough is situated on the east bank of the River Trent which forms the Lincolnshire/ Nottinghamshire County boundary. The town centre occupies a slightly elevated position, above the alluvial river valley. It is the major settlement within the West Lindsey District and is located at one of the few crossing points across the River Trent. The wider surrounding area is dominated by

arable farmland. The west bank of the Trent is largely undeveloped and provides the unique experience of being able to view open countryside from a historic town centre

Gainsborough lies on a crossroads, the A519 runs north from Gainsborough to Scunthorpe, the A631 runs east to Bawtry. The A6156 runs southwards from which access can be gained to Newark-on-Trent and the county town of Lincoln. Eastwards the A631 meets the A15 at Caenby corner which gives access to the M180 ultimately the ports of Hull, Immingham and Grimsby and the sea.

Gainsborough can be reached by railway from the north and south. Also nearby is Foss-Dyke which is a man-made canal linking the navigable River Witham with the Trent and gives access to the Midlands waterways and rivers.

Consultation

The draft Gainsborough Town Centre Conservation Area Character Appraisal (2019) will be subject to a formal consultation process in line with the requirements of the Central Lincolnshire Local Plan (2017) prior to adoption.



View from the Bright Street looking north towards The Old Hall



1.

2.



1. Gainsborough Market Place
2. View of Silver Street

GAINSBOROUGH TOWN CENTRE CONSERVATION AREA

2.0

As it is over 30 years since the designation of Gainsborough Town Centre Conservation Area and 20 years since its first appraisal, a review is considered necessary. Any changes which have taken place will be identified and their impact on the historic environment considered.

In 1966 Planning Policies for the town centre were produced and Gainsborough Comprehensive Development Area Map No 1 identified changes needed to improve what was then considered, poor layout and obsolete development. The first phase of those proposals had been implemented by the time the conservation area appraisal was published in the early 1992. These were largely focused on Caskgate Street including its realignment, the provision of a new car park off it and the creation of a public open space to its west. Rear vehicular service and circulation areas to the majority of premises on Silver Street and Market Place was also included.

Proposals for the second phase identified by Development Area Map No1 have now been carried out and these include:

- The pedestrianisation of Silver Street and part of Lord Street. Pedestrianisation has resulted in a change to the character of the Conservation Area.

- The provision of rear access to Lord Street and car parking off Little Church Lane. This resulted in the demolition of some buildings along Little Church Lane. Car parks and service areas generally tend to appear as gaps in the street scene. In many cases they highlight the areas of slum and yard clearance which took place last century.

Description in Brief

Gainsborough is located on the east bank of the Trent and the town centre is located on slightly raised ground close to the river. The situation of the town provides open views of undeveloped western bank of the river from close the town centre.

Although the periphery of the historic core has seen considerable, often unsympathetic, intervention during the late C20th the Market Place and the streets radiating from it retain the Medieval Street pattern which was reinforced by the large numbers of surviving late C18th and C19th buildings.

To the north of the commercial heart of the town are the Parish Church and the Old Hall. Both are Grade I listed and both are surrounded by attractive landscaped areas containing mature trees. Although this area has been much altered during the C20th it retains a distinctive, open and attractive

townscape character which contrasts with the area to the south.

The west of the town centre once contained part of Gainsborough port. This area was connected to the town centre by narrow lanes until the decline of the port and the introduction of Caskgate Street led to its transformation. Elswitha Hall (Grade II*) is located in this area, now devoid of its original setting and surrounded by parking and temporary green space.

Few buildings within the town centre are over four storeys in height, most are constructed from red brick and almost all pre-war buildings reinforce surviving medieval plot divisions. This give the historic core a strong unifying framework which has been able to cope with occasional more recent changes to this pattern.

The value of the Conservation Area to Gainsborough as a cultural as well as a socio-economic asset has been recognised by WLDC. Recent investment in the restoration and re-use of neglected and vacant properties brought forward by the Council in partnership with the private sector has led to the renewal of some town centre streets.

Building losses and development in the Town Centre Conservation Area

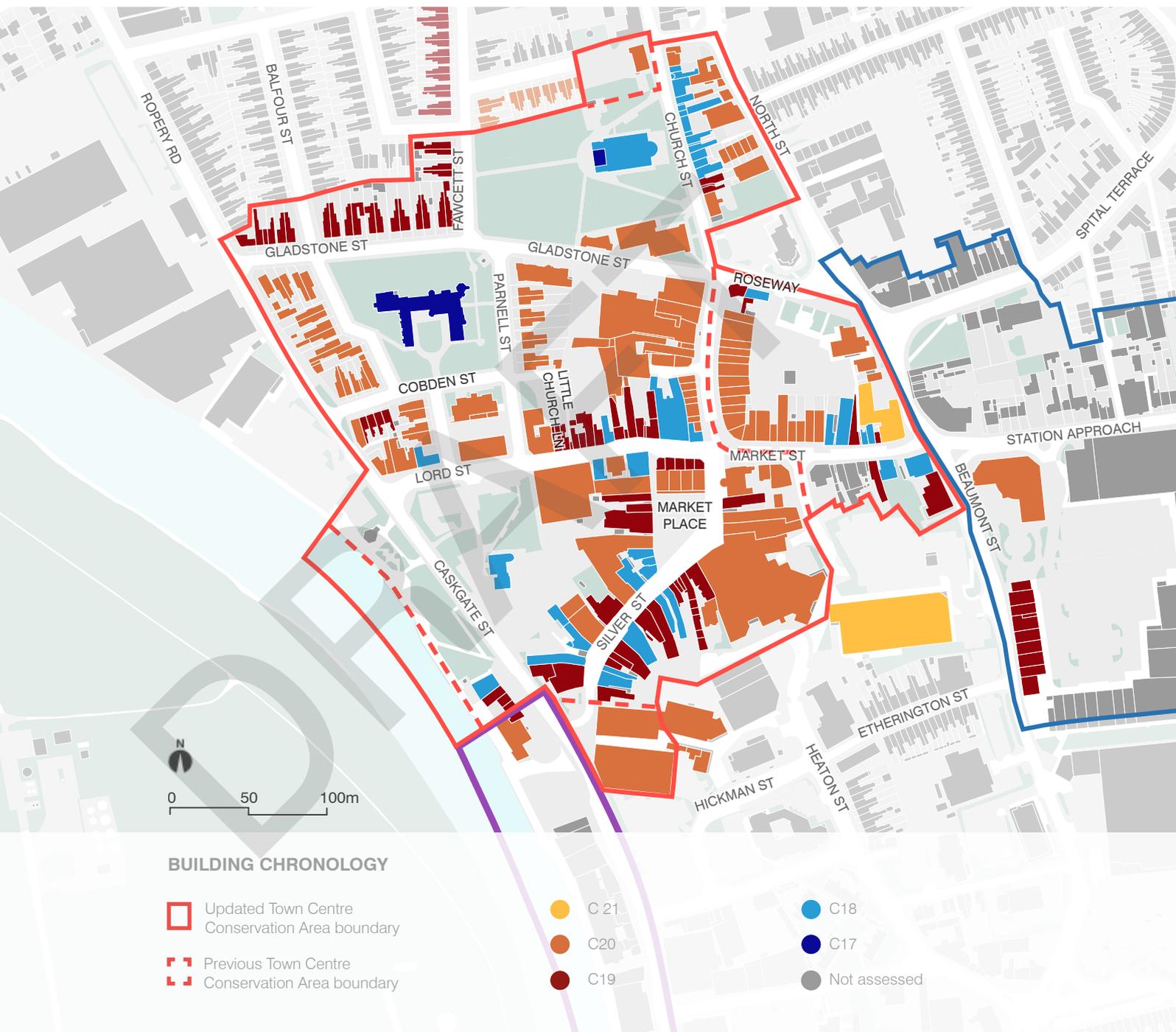
Since the Conservation Area was designated the following notable changes, in terms of development and loss, have taken place.

- The demolition of the Guildhall, the site of which has been left clear providing a car park and is green space. This links visually with Whitton Gardens and provides an attractive public area.
- The Mart site has been redeveloped with the loss of market buildings which were set back from the road abutting the library. An office building has been constructed which fronts onto Lord Street. Although in terms of scale, style and materials this has no harmful effect on the Conservation Area, it has removed any reference to this area once having been the site of the cattle/poultry market and the annual fair.
- Demolition of buildings and the creation of Market Arcade to the southern end of Silver Street. This area is identified in the Gainsborough Town Centre Heritage Masterplan (GTCHM) as having a negative heritage value.

-
- The construction of the Travelodge Hotel has resulted in the demolition of The Sun Inn and No 37 Market Street and the partial demolition of the rear of No 27 and 29 Market Street and an outbuilding.
 - Small scale loss has occurred on the corner of New Street/North Street where a small car park has been made. This has not had a significant impact on the Conservation Area.
 - Small scale demolition on the west side of North Street took place to allow the construction of Charlottes Court. This has not had a significant impact on the Conservation Area.
 - Co-operative House site in the south east corner of the Market Place has also been redeveloped and the Lindsey Centre constructed.
 - The Marshall's Yard development is in Britannia Works Conservation Area which adjoins that of the Town Centre.



1. View of Lord Street looking west from Market Street



HISTORIC DEVELOPMENT

3.0

Early Medieval c410-1065

The early-Medieval period begins with the withdrawal of the Romans from England in 410. This was followed by a period of English colonisation. The choice of site for the establishment of Gainsborough is likely to have been influenced by the presence of a low mound, which provided a dry position above the Trent's flood plain. When the town flooded in 1947 that the oldest parts of the town were not affected. The raised site would also offer some defensive advantage by giving views over the river and the relatively flat countryside to the north and south enabling any potential invaders to be spotted. A riverside location was also desirable to provide good communication links and allow trade to develop.

The name Gainsborough is of Old English origin, and refers to the 'burgh' (fortified place) of Gaegn (a personal name). The Gainas were a small English tribal group who established and occupied the burgh hence, Gainsborough.

It is possible that the establishment of a fortified township was part of a plan devised by King Alfred the Great and that it was one of a ring of fortresses created to defend English territories against Viking raids. It is known that King Alfred (849-899 AD) had associations with the town and that he married Ealswith, a princess of the Gainas tribe, in 868.

The ninth-century Danish invasion appears to have been reasonably peaceful in Lincolnshire. The Danes generally settled in places with poor, un-productive soil and prompting them to eventually return to their homeland. The Danish invasions of the early eleventh-century were, however, far more aggressive.

The first historic reference to Gainsborough is in the Anglo-Saxon Chronicle, which records that Danish King Sweyn Forkbeard and his forces arrived and camped in the settlement in 1013. After over-throwing King Ethelred, Sweyn became King of England and made Gainsborough his capital. Sweyn died in December 1014 and was succeeded by his son Canute who was crowned in the town. Gainsborough was therefore a place of both strategic and political standing in early Medieval England.

Medieval 1066-end Fifteenth-Century

The Domesday Book (1066) records that land at Gainsborough belonged to Geoffrey de Wince and that it had a population of 12 sokemen (freemen) and 4 villeins (peasants). This would result in a total population of around 75-80 people. Beyond this reference there is a lack of both historical and archaeological evidence for this period making it difficult to trace the development of the town during this period.

3.0



1887 OS

 Updated Town Centre Conservation Area boundary

3.0

Nationally there was a period population growth in the thirteenth-century and it is reasonable to expect that Gainsborough's population also expanded. The economy is also likely to have developed. Gainsborough became a Borough in around 1200-50 and was granted a market charter in 1204. Two fairs, to be held at the manor were also granted in 1242 market and 1292.

Gainsborough prospered during the early C14th and its wealth at this time can most likely be attributed to the town's importance as a centre for wool trade. The street plan of the town dates back to this period of growth and wealth, and saw the original Church was constructed.

The later fourteenth-century saw a marked decline in the economy nationally due to the consequences of plague and famine. In 1348 the Black Death halved the country's population and it is reasonable to assume that Gainsborough's population was also depleted and growth of the town halted. One result of the Black Death was a scarcity of labour which resulted in an increase in wool trade because 'land that had taken 20 men to plough, sow and reap could run a flock of sheep that needed only a shepherd and a dog to attend'. Gainsborough with an already established wool trade would have increased its importance.

Post-Medieval (Sixteenth to end Eighteenth-Century)

Tudor England (1485-1603) was generally a period marked by radical change and upheaval. It was also a period when English trade generally flourished following the discovery of the Americas in the latter half of the sixteenth century. It is likely that the port at Gainsborough benefitted from this.

During the fifteenth and sixteenth-centuries, the port at Gainsborough grew as the one at nearby Torksey declined. Gainsborough was a key point for transshipping the products of early midlands industry such as Nottinghamshire coal. It was also a key point for the shipping and distribution of luxury goods from London, and many London merchants traded at its fairs.

The Stuart period (1603-1714) was a tumultuous one marked by years of Civil War (1642-51). Gainsborough was of considerable strategic importance during the Civil War. Although the town initially attempted to remain neutral, it was taken by Royalists in early 1643 at the Battle of Gainsborough. The town subsequently changed hands several times, being besieged and razed in the process. Town defences consisting of ditches and 'bull workes' were apparently still visible at the beginning of the nineteenth century.

3.0

Throughout the seventeenth and eighteenth-centuries the town's history and development is connected to its' growing importance as a river port. The population rose from 3,000 in 1720 to 4,506 by 1801. Some of that increase can be attributed to an influx of dispossessed people. Many had lost land and property following the Enclosure Acts 1795-1812 and had moved into towns seeking employment and accommodation. In Gainsborough this resulted in the process of infilling plots of land behind existing buildings.

Nineteenth-Century

The trend of rural depopulation continued in the nineteenth-century. A series of poor harvests and the repeal of the Corn Laws, which had protected British grain prices, resulted in an agricultural depression. This coincided with the rise of manufacturing and industry which necessitated a large work force and more people moved in towns.

This led to densification of development with the infilling of land behind existing properties and resulted in the creation of yards. These were very densely populated with inadequate sanitation and resulted in cholera epidemics in 1832 and 1849. In 1853 a map was drawn up in accordance with requirements of the General Board of Health, for the Local Board at Gainsborough 'for the purposes of the contemplated improvements in the sanitary

condition of that town.' This map clearly illustrates how tightly packed properties were. By 1871 the population of Gainsborough had risen to 7,564 and by 1901 it had grown further to 17,740.

Gainsborough obtained official Port status in 1840 and even had its own customs house (formerly located near Chapel Staithe). In 1849, however, with the coming of the railway also came the decline of the port as more goods were transported by rail. The town's importance as a regional centre consequently declined.

1.



2.



1. Market Place (date unknown)

2. Beaumont Street (date unknown)

3.0

Gainsborough's economy was revived by the establishment of William Marshall and Sons Co Ltd in 1848. They manufactured agricultural machinery, portable steam engines and threshing machines. By 1885 the site covered 16 acres and employed nearly 1,900 men. From 1867 onwards, Marshall's started building housing for their workers. James and Henry Marshall also established the Gainsborough Building Society enabling employers to purchase their houses.

In 1881 William Rose of Gainsborough produced the world's first wrapping machine. The first product to be mechanically wrapped for sale being tobacco. The technology soon developed to wrap confectionery, bakery products and tea, becoming and the company became Rose brothers in 1906.

20th-Century-21st-Century

Marshall's won contracts in World War I for the production of munitions including the Bristol Fighter bi-plane. In World War II (1939-1945) both Marshall's (at this stage, Marshall, Sons and Company (successors) Ltd) and Roses were both involved in manufacturing for the war effort. Marshall's became involved in the manufacture of a mini submarine and Rose's produced the famous Rose Turret for the Lancaster bomber.

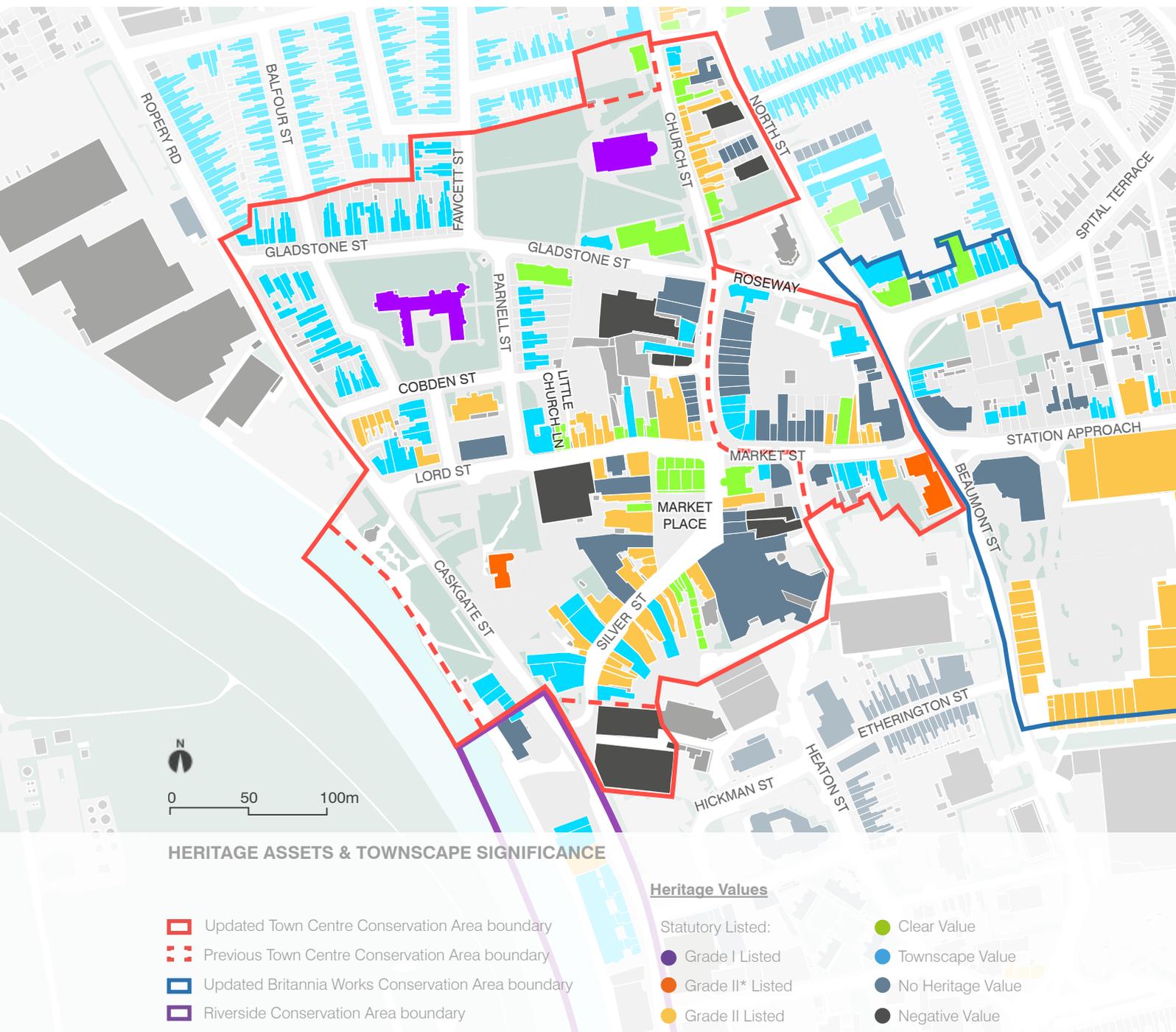
During the War Gainsborough was attacked during air raids and in the worst attack destroyed some buildings on Market Street and part of the Town Hall which resulted in post war re-building.

After the war in the 1950s' and 60's a comprehensive programme of slum and yard clearance ensued and parts of Market Street and Church Street were completely rebuilt with Church street being widened. In 1969 Caskgate Street was realigned and Bridge Street widened. The demolition of yards and poor-quality housing resulted in large areas of unused and under used land in the town centre.

In 1990 the closure of Marshalls left a large vacant plot which has now been developed into Marshall's Yard shopping centre and is also home to the WLDC.



Lord Street (date unknown)



TOWNSCAPE & BUILT FORM

4.0

The town centre has three focal points which are centred on the Market Place, The Old Hall, and All Saints Church. These areas all have separate and distinct characters and are associated with different periods in Gainsborough's development. Up to the thirteenth-century it is likely that the Old Hall was the central focus of the settlement. It would have been home to the Lord of the Manor, possibly built on the site of the former defensive Burgh. In the twelfth-century after the granting of the town's Market Charter the emphasis would have at least partially shifted to the Market Place and the surrounding streets. In the eighteenth and early nineteenth-centuries with the development of the port, the emphasis shifted once more to the riverside. The Gainsborough poet and historian Thomas Miller writing in 1857, described Bridge Street as the 'principal street'.

The Medieval Core

Included in this section of the town are Market Place, Market Street, Church Street, the pedestrianised section of Lord Street (as far as Parnell Street) Little Church Street and Silver Street. Also included in this area are buildings on the west side of North Street as far the junction with Market Street and the Court House on the opposite corner with Market Street. This is a largely flat area but it

is elevated above the level of the River Trent. The town centre plan is that of a medieval town and is based on a crossroads formation. These streets are narrow and flanked on both sides by densely packed buildings which address the road. These streets still respect the alignment of the medieval streets and spaces.

A good proportion of these buildings date from the eighteenth and early nineteenth-century. There are also a large number of twentieth-century buildings. Broadly speaking the pre-twentieth-century buildings are mainly tall and narrow often of three or four storeys with plot widths reflecting the medieval plot divisions. The predominant building material is red brick, hand made on pre C 19th buildings and machine made on later ones. Roofs are generally covered with pan-tile, clay or blue slate roofs although there are numerous concrete tiled roofs.

The public realm treatment within the historic core varies, however recent improvements to surfaces within pedestrianised areas (Market Place, Lord Street and Silver Street) have employed a mixture of high-quality natural stone finishes including porphyry sets sawn York Stone. Beyond the retail heart of the town centre public realm treatment becomes more utilitarian with tarmacadam road surfaces and concrete (and occasionally stone footpaths).

4.0

1.



2.



3.



- 1. No 7 Lord Street, Grade II Listed
- 2. The Old Hall, Grade I Listed
- 3. 21 Market Place, Grade II listed

4.0

Open green spaces and trees are concentrated within the church yard and the Old Hall gardens. From the western end of Lord Street there are views into the open temporary green space provided by the former Guild Hall site; at the southern end of Silver Street there is a small public seating area, hard landscaped softened with shrubs and planting. Glimpses of trees can be seen at the edges of the Medieval core. From the western end of Market Street, for example, looking along Station Approach there are distant trees on the ridge to the east.

Market Street

The eastern end of Market Street forms a crossroads with Beaumont Street, North Street and Station Road. It is a very busy section of road and there is often queuing traffic waiting to turn into Marshall's yard.

Most of historic buildings on of Market Street are concentrated at it's east end including the historic Court House (Grade II*) and Friend's Meeting House (Grade II), both of which have eighteenth-century origins. On the north side of Market Street, sandwiched between a twentieth-century block of shops and the Travelodge, is an attractive range of 2, 3 and 4 storey buildings which have recently benefited from refurbishment and the insertion of new traditional pattern shops front. A combination of bomb damage in

World War II and street-widening mean that the west end of Market Street is entirely of twentieth-century origin. The post-war corner block is a carefully considered design which seeks to fit in with the established townscape of the town centre rather than challenge it.



View of Market Street looking east

Summary of Characteristics

- Diversity of buildings by age, aesthetics and materials
- Undulating roof line (excluding mid C20th development)
- Mid to late C20th buildings at west end of Market Street fit in comfortably with their historic neighbours
- Eastern gateway to the historic core now transformed by the construction of the hotel which sits opposite the Court House and Friends Meeting House
- Heaton Street framed by poor quality development

4.0

Market Place

Even though there is a significant amount of twentieth-century building surrounding the Market Place, this respects the feel of the place, with heights, building materials and fenestration patterns respecting traditional patterns. The main twentieth-century building of note is the 1926 Bank at the entrance to Market Place. This grand and ornate neo-classical composition is currently vacant. It is not listed but is of clear local heritage and townscape value. In the Market Place, the Lindsey Centre which occupies the whole of the south-east corner is lower in height than its historic neighbours. It does not dominate or detract from the historic buildings, being constructed from brick of a dark recessive colour.

The Market Place currently lacks a central focal point although there was originally a large drinking fountain here which is marked on the 1886 Ordnance Survey.



View of Market Place

Silver Street exits to Caskgate Street to the south and the Market Place connects to Lord Street, Church Street and Market Street to the north. The entry and exit points into these streets offer views that cover a large part of the historic town centre. Curtis Walk and Flag Alley are narrow pedestrian routes which connect to the Market Place both of which have considerable townscape value.

The pathway between 22 and 24 Market Place is a narrow alley which leads to rear of Silver Street and Ship Court. This is the best surviving example in the town of what Thomas Miller meant by 'windowless twitchells'.

Summary of Characteristics

- Effective enclosure of the space
- High quality public realm and traffic free environment
- Diversity of buildings by age, aesthetics and materials with late C20th buildings seeking to conform to established development patterns (materials, fenestration patterns, heights etc)
- Market Hall acts as the dominant and unchallenged focal point
- Strong northern gateway formed by the Market Hall and the former Nat West Bank.

4.0



18 Silver Street, Grade II Listed

Silver Street

Silver Street is defined by its gentle curve which allows views to be revealed whilst progressing along it. At either end of Silver Street, the townscape opens up, to the north into the Market Place and to the south into the public realm around Chapel Staith.

Silver Street historically continued to Chapel Staith, on the bank of the Trent, and the line of its former route is marked on the surface

of Caskgate Street which now interrupts the route.

On west side of Silver Street is an access point along the side of the Ship Inn running into Ship Court. This former carriage entrance leads to a car park, there are good views of the eighteenth-century Elswitha Hall along with a jumble of rear elevations.

At the southern end of Silver Street on the east side is Market Arcade which provides a route through to the bus station and car parking beyond the Conservation Area boundary.

Summary of Characteristics

- Diversity of buildings by age, aesthetics and materials
- Undulating roof line
- Gently sweeping building line which helps to obscure long views
- Consistent building line
- Medieval plot divisions largely extant
- Archways leading to some historic yards survive
- Some poor-quality shop fronts

4.0

Lord Street

At the eastern end of Lord Street is the crossroads formed by Market Place, Market Street and Church Street. From the crossroads the entrance to Lord Street is flanked by eighteenth-century buildings on the Church Street side and the early twentieth-century Edwardian elevation of the Market Hall on the opposite corner.

The pedestrianised section of Lord Street is the narrowest of the mediaeval streets in the town centre and the sense of high density is increased by the height of the buildings on either side which have few gaps between them. There is a slight curve in the line of the street and this contributes to the sense of enclosure.

The mixture of building styles, heights and ages, particularly on the north side of Lord

Street, coupled with the narrowness of the street make this an area of attractive townscape. There are a number of private alley ways leading from Lord Street which are no longer publicly accessible. Little Church Lane which runs between two early nineteenth-century buildings at the west end of Lord Street and joins Gladstone Road is a surviving publicly accessible alley way.

At the west end of Lord Street the corners are marked by a twentieth-century public house on the Parnell Street side (now vacant). This building effectively marks the end of the Medieval core and the start of twentieth-century development along Parnell Street.

On the opposite corner on the south side of Lord Street is an incongruous, single storey twentieth-century brick building retail building which has a negative impact on the Conservation Area.



View of the Church Street from Roseway looking south towards Market Street

Summary of Characteristics

- Diversity of buildings by age, aesthetics and materials
- Character changes from east to west
- Narrow enclosed street to east with surviving medieval plot divisions
- Long views to the east and west from selected view points
- Some poor-quality shop fronts

4.0



All Saints Church, Grade I Listed

Little Church Lane and Church Street from Market Street to Roseway

The entrance to Little Church Lane is narrow with tall, brick buildings in long plots on either side. The lane soon reaches an open space created by car parks on each side. There are glimpses from this point looking west across Parnell Street to the Old Hall.

The east side of Church Street has little historic character but is not without townscape value. A consequence of road-widening in 1969 was that new shops were set further back and the line of the medieval street was lost. On the corner of Church Street and Roseway is the attractive early twentieth-century facade of the Horse and Jockey (not listed but of local heritage value). The modern fast food outlet and car park to the north (outside the Conservation Area) is harmful to the continuity of Church Street and harms the setting of various heritage assets including the Conservation Area.

Summary of Characteristics

- Little Church Lane is a narrow historic pedestrian route which connects the commercial town centre to the Parish Church
- The Lane is partially bounded by red brick walls
- Church Street (South) contains few historic buildings but the commercial mid C20th buildings combine to create a distinct townscape which complements the historic core.
- Church Street buildings do not exceed 3 storeys and use traditional building materials.
- Diversity of aesthetics

All Saints Church and Church Street from Roseway to New Street

All Saints Churchyard provides a large open green space within the Conservation Area containing mature trees. The area provides a transition between old town and the residential streets of C20th housing to the north and west. There is a strong visual link between the south-east corner of the churchyard and the Old Hall and its grounds. The Churchyard has lost its railings and at some point consideration should be given to their reinstatement.

4.0

The west front of the church faces onto Fawcett Street and is framed by an avenue of mature Plane trees. On the east side of Church Street there is an attractive group of eighteenth-century buildings, many of which are listed. These vary in height and materials but form a cohesive visual composition and an attractive setting for the apse of the parish church.

This part of Church Street is a long straight road with uninterrupted views south and

north, its south-east corner is weakened by the site of a fast food outlet and car park. This building attempts (and fails) to screen itself from views from Church Street and the Conservation Area by introducing a brick screen wall. Ideally the gap in the historic line of Church Street currently filled by the screen wall and the parking to beyond it can at some point be repaired without harming the commercial interests located on the site. At the northern boundary of the Conservation Area, the Plough Inn business hub on one side and a shop at the junction with New Street, indicate the start of the twentieth-century development.



The Old Hall, Grade I Listed



Elswitha Hall, Grade II Listed*

Summary of Characteristics

- The Church is a major landmark within the northern part of the town centre
- The churchyard is dominated by mature Plain trees
- The openness to the churchyard contributes to the character of adjacent streets
- The buildings lining Church Street (North) provide an appropriate back drop and counterpoint to the Church (diverse in scale, material and aesthetics for forming an attractive unified composition)
- The Church Street frontage has been harmed at its junction with Roseway by the introduction of inappropriate recent development

4.0

New Street and North Street

New Street is very short and links Church Street to North Street. Only the south-side is in the Conservation Area and the only building on this side of the road (the corner shop) addresses Church Street.

The east-side of North Street forms the boundary of the Conservation Area as far as the fast food outlet on the corner with Roseway. There are few views into the heart of Conservation Area from North Street, just the occasional glimpse of the rear of top of historic buildings lining Church Street.

Summary of Characteristics

- C19th red brick two storey street
- Shop fronts to corner with Church Street
- Loss of boundary walls to street

The Old Hall, Elswitha Hall and Whitton Gardens

The western edge of the conservation area provides a contrast to the east with more generously spaced buildings, generous green spaces and trees.

The C15th Old Hall sits in the centre of a green space surrounded by late C19th and early C20th housing. The grounds



No 7 Lord Street, Grade II Listed

surrounding the Hall were much reduced in the early C20th when the Mart Yard located between the Hall and Lord Street was developed.

The grounds of the Old Hall with its mature trees have a visual connection with the other historic green space within the town centre located at the churchyard.

The combination of red brick and black and white timber frame construction found on the Old Hall has been interpreted by some of the twentieth-century semi-detached houses nearby.

To the south of the Old Hall is a green space and car park, which was the site of the former Guild Hall, which also provides the setting for

4.0

Elswitha Hall. To the west of Elswitha Hall, on the far side of Caskgate Street is Whitton Gardens. Caskgate Street acts as a physical barrier separating the gardens from the town however there is a visual link provided by green space and trees. Whitton Gardens form part of the Riverside Walk along the Trent with good views excellent distant views of open countryside to the west and, in places, back towards the town.

Summary of Characteristics

- Unified by openness of the spaces which surround (includes) them
- None of the spaces associated with the Halls or Whitton Gardens is historic but nevertheless all these spaces are of townscape value
- All three spaces all allow views of some of Gainsborough most important heritage assets

Lord Street from Parnell Street to Ropery Road

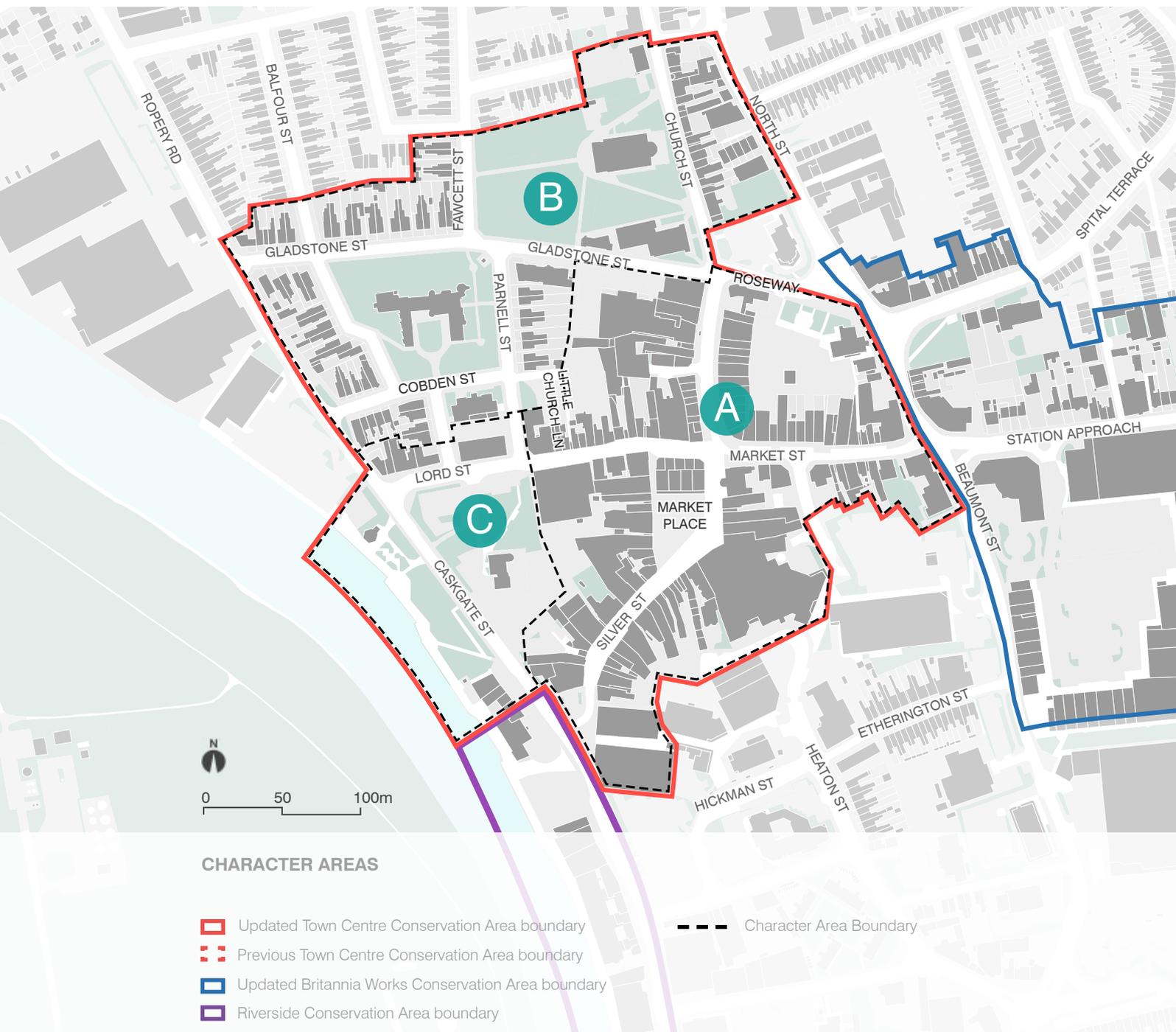
This section of Lord Street has a completely different character to the section within in the medieval core. It only has buildings on its north-side which overlook the car park and green space by Elswitha Hall. The buildings are nineteenth and twentieth-century and do not relate visually to those on the pedestrianised section of Lord Street. There is however a Grade II Listed eighteenth-century building on the western corner at the junction with Bright Street (No 7 Lord Street).

The western boundary of the Conservation Area runs alongside Ropery Road, taking in Whitton Gardens (laid out in 1973) and ends along Caskgate Street by Chapel Staith. At its northern end, along Ropery Road there is an industrial river front site.

Summary of Characteristics

- Loss of historic fabric to the west
- Long views to the east and west from selected view points
- Some poor quality late C20th development (ie B&M Bargains unit)
- Guildhall Gardens car park and temporary open space allow views of Elswitha Hall but harms the townscape of the town centre

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Character Areas

The streets and areas described above can be combined to form three broad character areas. The openness which is characteristic of the Church Yard, Whitton Gardens and the areas around the Old Hall and Elswitha Hall has been attributed to two distinct character areas.

A Market Place and Commercial Core

The area contains the medieval heart of Gainsborough with the majority of the surviving medieval street pattern. At the heart of the area, and acting as a hub and unifier is the historic Market Place. Streets are often narrow and are generally enclosed by red brick buildings of two to four storeys. Although there has been some late C20th and early C21st development within the area this has generally responded positively to the established character of the area.

B Church and Old Hall

This area is focused on All Saints Church and Gainsborough Old Hall together with their associated open spaces and the streets and adjacent buildings which provide these Grade I buildings with their immediate settings.

The late C19th and early C20th housing within the area is of modest architectural value but provides an attractive townscape context for both buildings.

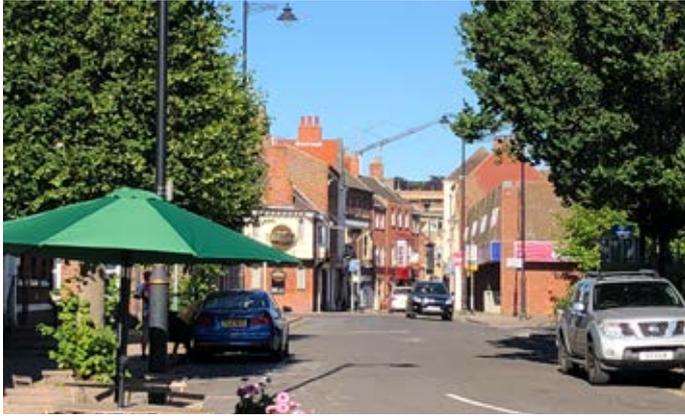
The east side of Church Street contains a varied group of attractive late C18th and C19th buildings which contribute positively to the setting of the Church.

C Elswitha Hall and Riverside

This area has witnessed considerable change throughout the late C20th. Elswitha Hall is located centrally within this area as an isolated survival surrounded by surface car parks, yard space and late C20th highways and open space. The north western section of Lord Street contains a row of attractive C18th and C19th properties (No 7 is Grade II listed). Whitton Gardens, located between the Trent and Caskgate Street dates from the late 1960's period of clearance associated with the introduction of the highway.

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- 1. View of the Lord Street looking east
- 2. View of All Saints Church Yard
- 3. View of Cobden Street looking south-east towards Gainsborough Library
- 4. Panoramic image showing crossroads of Church Street and New Street, looking south-east

SPATIAL ANALYSIS & PLAN DEVELOPMENT

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Introduction

The street plan of Gainsborough is of medieval origin and this is still discernible, even though in places streets have been widened, they still follow their original routes. The 1993 Town Centre Conservation Appraisal made reference to the streets being laid out by the Lord of the Manor in the early fourteenth-century, but does not state where this fact was sourced.

With regard to street names, H. W. Brace found the first historic reference for most of those in common use today can be found in the 'Gainsborough Court Leet Jury Book'. From this book we know that most of the street names were established by the mid-late seventeenth-century.

Development of Gainsborough would have been stimulated by good communication links and in particular the town's location next to the River Trent. This would have encouraged trade to develop which, in turn, would have led to establishment of a market of the granting of market charter in 1204. Routes from Chapel and Lord Staithes would have been established to transport goods to and from the river to supply the town, and the Manor House.

Sources

To trace the physical development of the town some of the best evidence can be found in historic maps. The earliest for Gainsborough 'A map of the arable land, and Pasture and Meadow in the precinct of Gainsborough with the town' of 1690. Historic maps do not always give an accurate representation of a place and it is not until the publication of Ordnance Survey maps in the mid to late nineteenth-century that accurate geographically based mapping becomes available.

The 1690 map of Gainsborough, for example, this depicts the Old Hall showing its grounds and gardens in some detail but the actual town centre is not distinct at all. This is because this map was produced for the particular purpose of identifying land ownership, other details were not considered as important.

Early maps also contain errors of scale and accuracy. 'Lands, Leyes, Meadows and Pasture in the precincts of Gainsborough belonging to Sir Neil Hickman' is another ownership map. It is a very stylised representation of the town and Market Place and Silver Street are not clearly identifiable.

Using maps to identify early buildings can be particularly problematic. For example, the 1748 map of the town shows buildings along Church Street which look similar to some of

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1. Open space at the junction of Silver and Bridge Street
2. View of Market Place, looking south from Market Street
3. View of Market Place, looking north-west
4. Open green space on the riverside. View looking east towards Elswitha Hall
5. Open space surrounding the Old Hall

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those which survive today but it cannot be assumed that they are the same as rebuilding using identical plots can take place.

Development of the Street Plan of Gainsborough

As the earliest map of Gainsborough is from the seventeenth century and few surviving buildings pre-date the eighteenth and nineteenth centuries, it is necessary to focus on the town development from this period onwards.

The early town was established around the site of the present day Old Hall which was a defensive Burgh. As trade increased so would the development of settlement particularly by the river and along the crossroads of the town followed. A more formal street plan was laid out in the fourteenth century. Growth of the early town was stimulated by the inland port and agriculture, sheep farming in particular.

Seventeenth Century

The 1690 map shows the Hall set in expansive grounds in the quadrant plan typical of a high status seventeenth century garden. There is an obvious close relationship between the Hall and Church and there are no other buildings between the two. The map

shows that there were buildings opposite the Church along the line of Church Street. Although it is tempting to see a resemblance with the existing buildings this cannot be proven. The town centre is not shown in any great detail but the market place can be seen and Silver Street is very faintly marked. The settlement is shown to be roughly triangular and concentrated around the church and the market place.

No buildings from this period survive in their entirety. It is, however, possible that some of the low two-storey buildings in the town have earlier cores. Several likely candidates can be seen on Church Street, with odd also examples on Market Street, Silver Street and Lord Street.

The Eighteenth Century

The 1748 map is stylised and shows Bridge Street and Silver Street running as a straight line from the River Trent forming a crossroads with Lord, Market and Church Streets. Buildings are shown mainly concentrated to the west side of town below the Hall, at the riverside and clustered around the junction of the four main streets. The Market Place is not clearly discernible but must have been near this junction.

In the period 1690-1750 the population of the Gainsborough was growing stimulated by the

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development of its' inland port, and yet when the 1690 and 1748 maps are compared, there is no significant expansion in the footprint of the town. Beckwith found an explanation for this citing evidence for the existence of many open spaces amongst the densely packed buildings. Apparently wills, probate inventories and deeds from the seventeenth century refer to gardens, orchards and yards attached to houses in the town. These spaces were being filled in to accommodate the growing population in preference to expanding into the surrounding agricultural land. Farmland was economically profitable and too valuable to build on. Infilling heralded the beginning of Gainsborough's notorious yards.

The Nineteenth Century

'Map of the Town and Port of Gainsborough and its Suburbs' (1851) by Denzil John Holt shows that the infilling of plots in the town centre and riverside had reached its capacity and some small areas of development had taken place on green field sites. Spital Terrace and Spring Gardens had been constructed to the east of the town. To the south, at right angles to Bridge Street, terraces were starting to be built on the new roads of, Hickman Street, Pillared House Lane and Willoughby Street. An indication of how serious a problem overcrowding had become is the fact that in

1853 a map of Gainsborough was produced for the 'purposes of the contemplated improvements in the sanitary condition of that town'.

Up to the mid-nineteenth century one of the striking features about Gainsborough is the amount of land given over to agriculture, market gardening, allotments and orchards. These abut the town, and in places encroach into it, along the north, south and east fringes. In the latter half of the nineteenth century this was to change. In the four years between the 1886 and 1890 Ordnance Survey, the town grew and expanded way beyond the core of the medieval town. There was a progressive loss of green space as large housing estates were constructed to house a rapidly expanding work-force.

These two maps also illustrate the massive scale of Marshall's Engineering Works which developed along the eastern edge of the town between Beaumont Road and the railway line. The footprint of the works covered an area almost twice the size of Gainsborough's medieval core.

Twentieth Century Town Plan

1920 Ordnance Survey map shows little increase in development. The two world wars in the first half of the century would have had an impact on both economic and population

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growth. The second half of the twentieth century saw the rise of economic competition and a decline in manufacturing industries generally.

The 1970 Ordnance Survey shows some sweeping changes to the town plan. In the 1950s and early 60s the clearance of the overcrowded, unsanitary yards finally took place. The worst of the nineteenth century property on the east side of Bridge Street was demolished leaving the neat rows of late-nineteenth century terrace housing. At the end of the 1960s, Bridge Street was widened and Caskgate Street realigned resulting in more demolition including a property at the junction of Caskgate Street and Lord Street called The Red House. This was replaced by The Guildhall.

A Large amount of building took place on Market Street and the southern end of Church Street. This involved clearing yards and widening the junction of Church and Lord Street. Large portions of Market Place were also rebuilt at this time.

The 1992 Town Centre appraisal was noted that there were many un-used and under-used plots of land in Gainsborough. These would have obviously resulted from the extensive demolition programme. These spaces are now largely given over to car parking and service areas for shops. Another result of the yard clearances was the

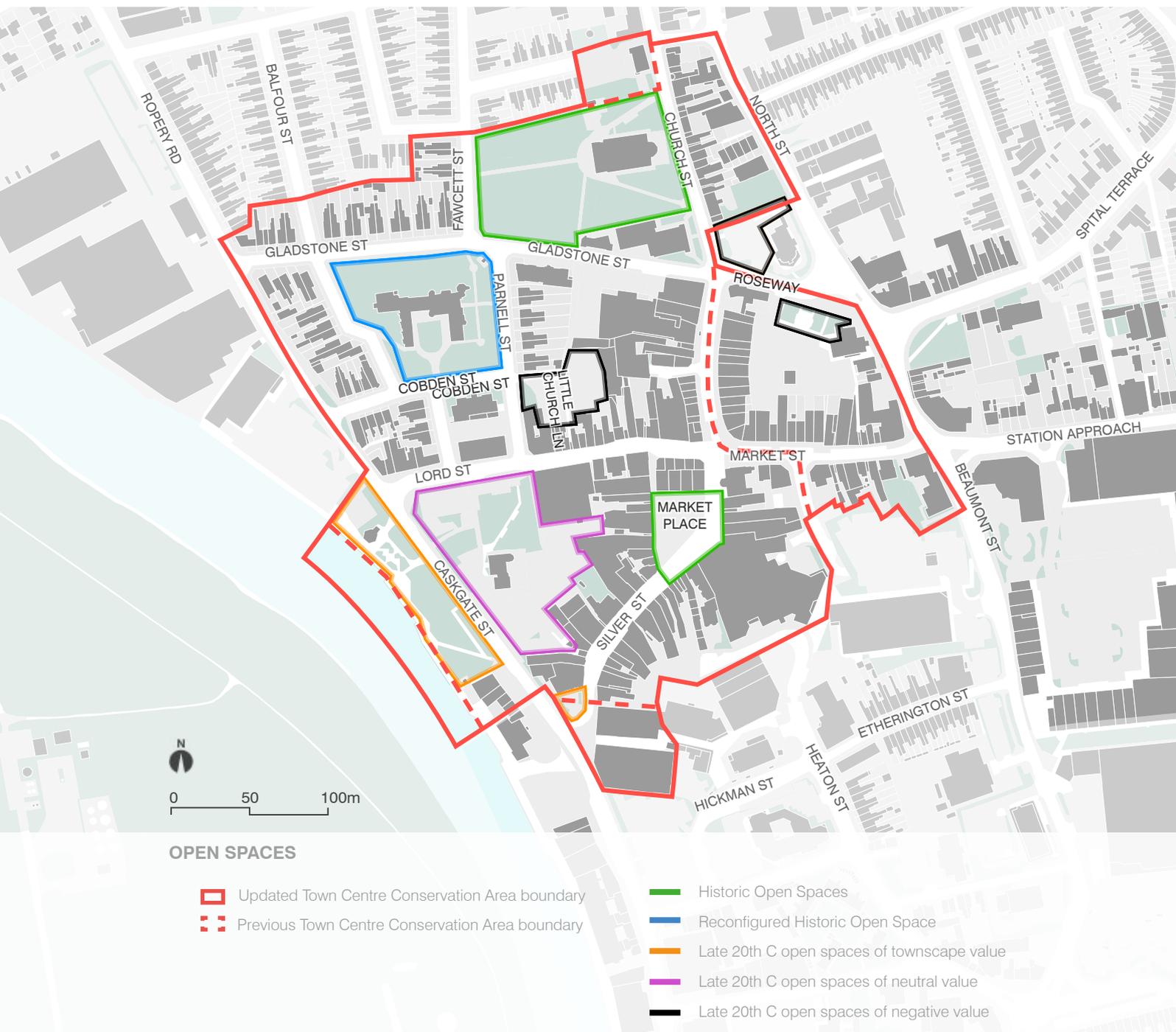
reduction in the number of passage ways between in the town as they too were lost in the demolition process.

The Twenty First Century

The re-use of Marshall's yard as a shopping centre and the relocation of the WLDC Offices to this site transformed Gainsborough town centre. The development moved the focus of commercial and retail activity within the town centre and resulted in new pedestrian movement patterns being established.

The development of the Lidl store, and its associated car park, just outside the Conservation Area to the south-east and the construction the Travel Lodge Hotel on Market Street both provide welcome investment in the town centre but do little to reinforce the special character of the Conservation Area.

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Open Space

Within the Conservation Area there are two principal historic open spaces which has survived largely unaltered, at least in plan, both of which help to shape the character of the town centre as a whole. These are All Saints Church Yard and the Market Place. Both spaces have seen considerable change to their settings and to the nature of their enclosure during the past 150 years but their form survives. Any development which might harm the character of these two important undesignated heritage assets should strongly resisted.

The open space surrounding the Old Hall was significantly altered in the early C20th when the Mart Yard, which separated the Hall from Lord Street was lost and when the gardens and orchards which separated the Hall from the Parish Church were developed. The current open space surrounding the Hall is an early C20th arrangement but nevertheless provides it with attractive setting and the composition as a whole, which includes the adjacent residential streets, is of considerable townscape merit.

The open space to the west of Elswitha Hall (Guildhall Gardens) and Whitton Gardens (located between Caskgate Street and the Trent) result from the construction of Caskgate Street in the 1960's. Neither space is of any heritage value however the visual

link between the west front of Elswitha Hall and the River is of some townscape merit and Whitton Gardens are a valued local amenity.

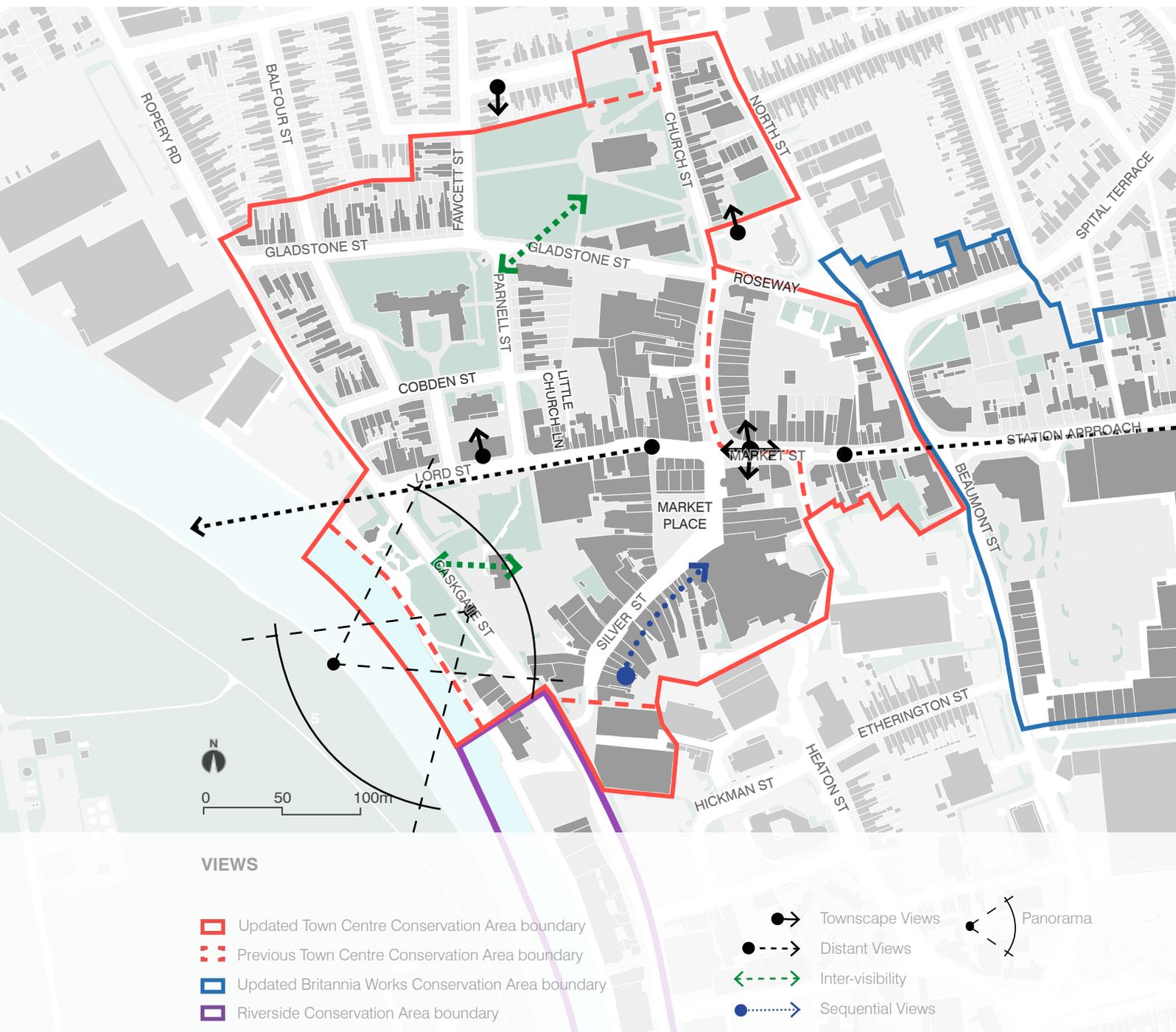
Other larger open spaces within and adjacent to the town centre are generally surface car parks or yards which are harmful to the special character of the Conservation Area.

Trees

Market Place and the historic streets proximate which radiate from it do not contain any trees. At the western end of Lord Street there are some trees present on the Guildhall Gardens open space. The main concentration of mature deciduous trees is found in the Church Yard where an impressive avenue of Plane trees leads to the west front of the Church. Other trees are located within the Church Yard and around the Old Hall. These trees make a positive contribution towards the special character of the Conservation Area.

Elsewhere trees associated with late C20th landscape schemes can be found in Whitton Gardens and to the west of Elswitha Hall.

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Setting & Views

Setting

The settings of all the designated heritage assets within the Conservation Area are important and contribute to their individual significance. The settings of the Old Hall, All Saints Church and Elswitha Hall are all vulnerable (see Assessment of Occupancy and Condition). Any changes to the settings of these Grade I and II* must not result in visual harm. The setting of County Court building (Grade II*) provides an example of how gradual erosion of context can harm heritage significance.

Elsewhere in the Conservation Area settings of the large number of Grade II listed buildings are also important and must be protected. The loss of non-designated heritage asset and townscape buildings which contribute positively to settings should be resisted.

Inappropriate development which might fail to respond established character by introducing inappropriate scale, form, materials or layout harmful to setting should not be pursued by developer and/or identified and addressed during pre-application discussions.

Views

Within the Conservation Area there are a number of important views which help to inform its special character. Some of these provide distant views of surrounding countryside and the Trent and help to reveal the unique setting of the town. Others are conventionally framed townscape views.

The following description of views within or of the Conservation Area is not exhaustive but is focused on those of particular note where every effort must be taken to avoid harm to the existing composition.

Townscape Views

Of particular importance are the framed and acute townscape views of the Old Hall and All Saints Church.

The junction of Church, Lord and Market Streets with the Market Place provides a viewpoint from where much of the historic commercial town centre streets, spaces and buildings can be appreciated.

Distant Townscape Views

There are important framed views of the distant landscape beyond the town centre looking west along Lord Street towards the Trent and Nottinghamshire and

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looking east along Market Street toward the low wooded ridge and the cemetery.

Sequential Townscape Views

The curve of Silver Street provides a dynamic experience with elements of townscape gradually being revealed as progress is made towards the Market Place.

Intervisibility Views

The historic relationship between the Old Hall and All Saints Church along with their respective open spaces should be protected and where possible enhanced. Views in both directions are equally important.

The visual relationship between Elswitha Hall and the Trent only dates from the late

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C20th but the indivisibility here enhances and benefits both locations and should be protected.

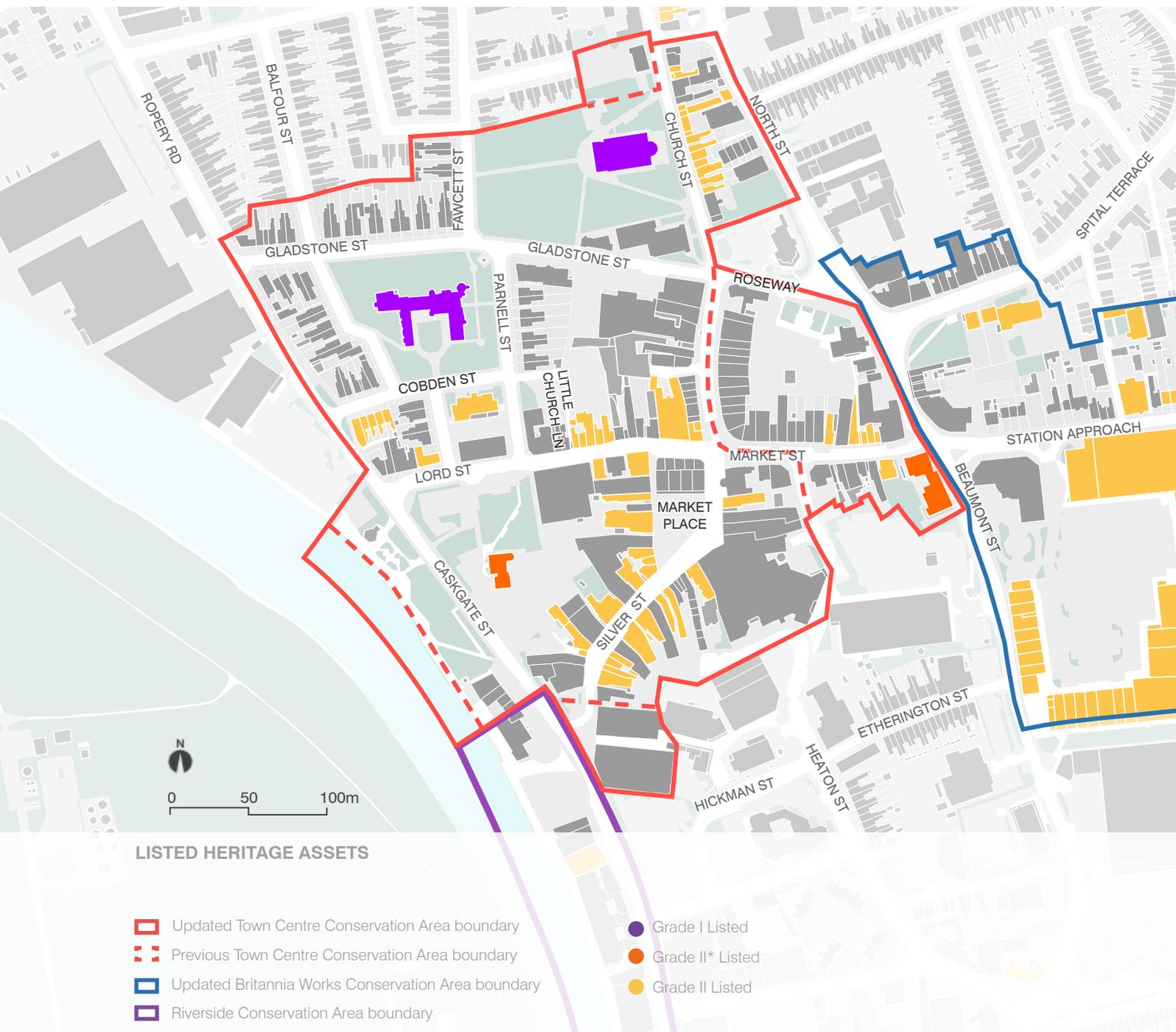
Panoramic Views

The views from Whitton Gardens and the east bank of the Trent looking west over water and beyond an open agricultural

landscape is an unusual and distinctive prospect from an inland town centre. The view from the west bank looking east is also important. In both cases the condition of the west bank falls under the jurisdiction of Bassetlaw District Council.



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REVIEW OF HERITAGE ASSETS

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Gainsborough has a concentration of surviving C19th buildings located within the town centre which help to shape the character of the Conservation Area. There is a loose unity of appearance which is achieved through the scale and proportion of buildings and the use of a restricted palette of materials. In addition, most buildings within the historic core respect the historic building lines.

There are 64 individual Listed Buildings and structures in Gainsborough Town Centre Conservation Area covered by 46 list entries. Two are the highest category of historic and architectural importance, Grade I. These are the Old Hall and All Saints Church. Three are Grade II*, Elswitha Hall and its' gate piers and the County Court. The remainder are Grade II Listed. There are also many unlisted historic buildings which retain features of historic and architectural or townscape interest. These also contribute positively to the character and appearance of the Conservation Area.

Above ground evidence for buildings earlier than the sixteenth century is scarce. Several factors have contributed to the loss of early buildings in Gainsborough.

The English Civil War. It is known that in 1654 the town was attacked resulting in the destruction and damage of some buildings.

Dilapidation through both age and use of construction materials which were not durable

such as thatch, timber and earth.

The Great Rebuilding. - W. G. Hoskins suggested that a period of rebuilding took place in England from 1570-1640. The catalyst for this was wealth produced by a thriving agricultural economy and an increasing desire for privacy. R. W. Brunskill suggests that there would have been a regional time lag and in the north of England the dates for rebuilding would have been 1670-1720.

A serious fire on Lord Street in the late eighteenth century destroyed some early buildings.

Prosperity and associated redevelopment associated with the growth of the port in the mid C19th.

Air raids in World War II caused damage and destruction to buildings on Market Street.

Clearance of poor quality-housing and road widening in the twentieth century.



All Saints Church, Grade I Listed

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Early buildings

There are no complete surviving buildings contemporary with the medieval street plan. The only known fabric surviving from this period are found in the tower of All Saints Church and some parts of the Old Hall. HER 55528 refers to 'The remains of the last standing medieval building, the late-fifteenth or early sixteenth century timber-framed Old Lamb Inn, located in the east corner of Market Place, behind a baker's shop, were demolished in 1968'.

The earliest surviving construction in Gainsborough is the fourteenth century tower of All Saints Church. This conforms to the 'decorated' period of English Gothic.

The Old Hall is the earliest surviving secular building in the town centre. The listed building description puts it as late fifteenth century, between 1471-1484. The HER describes it as 'a complicated building consisting of the great hall and two wings, and a fourth side which was demolished in the English Civil War'. This date places it at the end of the Tudor period and timber frame set on a brick wall is typical of this time.

The Eighteenth - Early-Nineteenth Centuries

The majority of eighteenth century buildings in Gainsborough appear to date from the latter half of the century. Earlier ones include; The Friends Meeting House on Market Street (1704), All Saints Church, excluding the Tower (1736-44), 68-70 and 88-90 Church Street.

Apart from its tower, All Saints Church was rebuilt between 1736-44. It was designed by an architect called Smith from Leicester. The eighteenth century section of All Saints Church is very much inspired by James Gibbs (1682-1754). Gibbs was an extremely influential architect and it is possible that Smith may have used one of his pattern books when designing the church. Typical Gibbs devices are the pediment to the roof with its' stone balustrade and the Serliana window in the apse. The window surrounds, with over-sized stone blocks set around a moulded architrave, have central keystones and are supported by bracketed sills. These are known as Gibbs surrounds.

Ornamental features generally became popular in the eighteenth century were door hoods, panelled doors and refined mouldings. Decorative lintels, sills and string-courses became more popular. Pediments were introduced and used above windows and door openings. Fanlights over doors were also popular. The eighteenth century

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witnessed the rise of the professional classes who began to build their own large houses set in private grounds. Examples that survive in the town centre include The Court House and Elswitha Hall. Higher status buildings include more detail and ornamentation as they were and outwards expression of wealth.

Elswitha Hall is a good example of a 'polite' eighteenth century house. Its front elevation is of a symmetrical design with decorative features considered fashionable at that time. The roof is of a shallow pitch and, although not hidden by a parapet, the wide eaves with a decorative (modillion) cornice help to disguise its presence. The sash windows are set in shallow reveals with flat brick arches forming the lintels. The front door surround is very elaborate and imposing it has large brackets supporting a broken segmental pediment, this may have been copied from a pattern book. The door-opening has a fanlight above.

No 7 Lord Street and No 72-78 Church Street also express some of these details. The Church Street properties are particularly interesting as the list description says they are an early-eighteenth century row of houses. This was another common device, to build a row or terrace to give the impression of one large property.

Sash windows become popular in the eighteenth century and in the town centre

these are set in brick surrounds. Side jambs are not commonly found in the town, and some properties do not have window sills expressed on the outer wall. Sills on eighteenth century building are usually flush with walls and usually become projecting in the nineteenth century.

Lintels are found on all properties and there are a number of different types. They are often set in shallow or segmental arches, sometimes they have voussoirs (wedge shaped brick or stones). Often they moulded or rusticated (types of dressing treatment) almost always they have a pronounced central keystone brick.



Elswitha Hall, Grade II Listed*

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Other details found are brick or stone cornices, string-courses and stone blocking courses. Cornice bands can be seen below eaves-level and these can be moulded, dentilated or modillioned (types of dressing detail). String-courses are horizontal bands of either brick or stone, they are decorative features marking the division of storeys adding interest a large flat expanse of brick, there are many examples in the town centre. Blocking courses provide a solid visual base to a building, they can plain or moulded. There are several examples in the town including the one to the shop on the corner of Lord and Market Street.

Few historic doors from the eighteenth century survive in the town centre. They would have been lost as ground floors of houses became shops. As the nineteenth century progressed and shop fronts became larger, more would have been sacrificed. Six-panel doors were typical of the eighteenth-century, often with fan-lights over.

As the nineteenth century progresses buildings become easier to distinguish from those of the late eighteenth century. With windows once more providing the biggest clues to age. In the later nineteenth century windows contained fewer subdivisions and larger panes of glass. Typical nineteenth century sashes have two panes to each half sash. Projecting sills beneath windows were also more widely used.

Oriel windows, which were bay windows to upper storeys, also became popular. There is a good example on Lord Street and the windows have decorative paterae (circular ornaments) to their under-sides. By the Edwardian period bay windows were popular to the ground floor of dwellings and some can be seen in the housing around the Old Hall. In addition, sash openings to the upper floor become more elongated in appearance with decorative stone lintels above and projecting stone sills below.

With regard to doors, overlights were still popular above openings. Doors typically have four panels as opposed to six often the top part is glazed allowing more daylight in to the interior. Boot-scrapers are another feature that became popular and one or two remnants can be found in the town. The town streets would have been dirty there was poor sanitation and cattle would have been present on market days. There was a cattle market in Mart Yard on Lord Street and the 1853 map of the town refers to beast market on North Street near the entrance to Market Street.

By the mid to late-nineteenth century there was a wealth of historical, architectural styles to imitate and it was a period of architectural revivals. Nationally there was an academic debate as to the various merits of Gothic versus Classical taste. The later half of the century into the early-twentieth century was a period when new types of purpose built buildings were constructed, banks,

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the town hall and the library for example. In the Edwardian period in particular these prestigious and prominent buildings exploited features from Jacobean, Classical and Baroque Architecture.

Later-Twentieth Century to Twenty-first Century

These later buildings occasionally do not conform to the established aesthetic of the historic town. There are some examples of 1930s Art Deco influenced buildings dotted throughout the town such as the former Cinema on Church Street and The Canute on Silver Street. These buildings generally respect established building lines and fit in comfortably within the street scene despite their contrasting approach to design and materials.

Later twentieth century buildings, like the shops on the Corner of Church and Market Street have more of a horizontal emphasis rather than vertical which predominates in the core of the town. These buildings nevertheless respect building lines and height conventions.

Some late-Twentieth to twenty first century buildings have referenced the polite classical style of the earlier eighteenth and nineteenth century buildings in the town. The design of the building on the Mart Yard site has

referred 7 Lord Street. Market Arcade seems to attempt to recreate an early nineteenth century yard. The Travelodge on the corner of Market Street and Beaumont Street has employed neo-Georgian motifs however its crude composition and excessive scale are architecturally unconvincing and are alien to the character of the Conservation Area.



View from the car park to the rear of the new Travelodge building on the corner of Market Street and Beaumont Street.

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1. Examples of blocked in windows on Church Street
2. Buildings on Church Street
3. Hopper head on the old Court House, Market Street
4. Doorway of No 7 Lord Street

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Summary of Building Materials and Features

The appearance of the town centre conservation area is largely harmonious. This is because of the predominance of red brick as a construction material for all ages of building. The scale of building, which are mainly 2, 3 and 4 storeys also has a unifying effect on appearance of the town.

Roofs are generally constructed from; pan tile, clay tile or Welsh blue slate and are often hidden behind parapets. Stone or brick decorative eaves cornices are quite commonly found. String-courses are common and are occasionally constructed from contrasting stone. Historic rainwater goods, where they survive, are cast iron and there is an elaborate example of a hopper head on the Court House building.

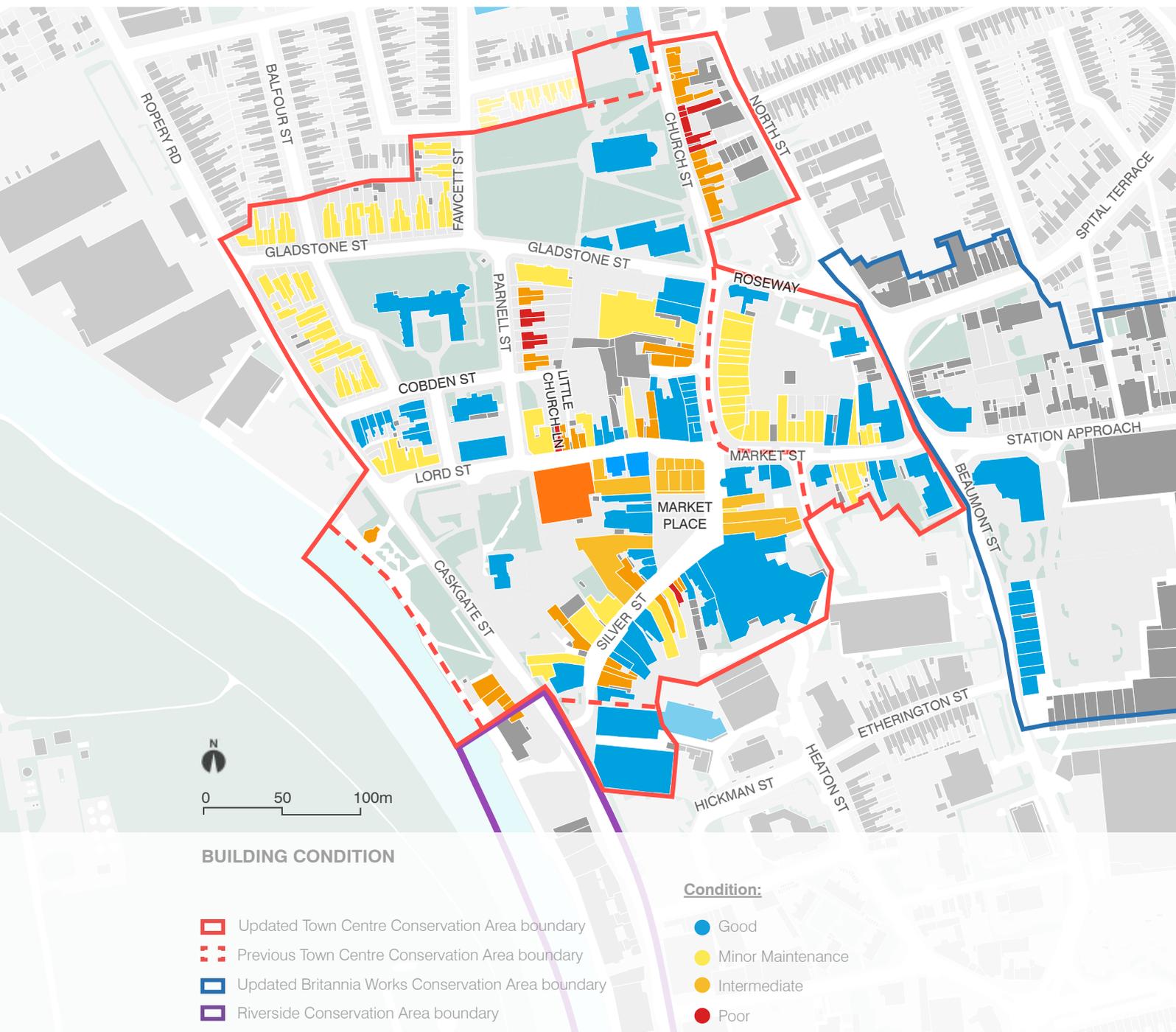
Use of stone is restricted to dressings as it is generally alien to the area and there are no local quarries. All Saints Church is the only completely stone building in town. Red brick is the predominant building material.

1853 map of the town indicates that most of the streets in Gainsborough were surfaced with stone. There is little surviving evidence of this.

There is no evidence of historic street furniture surviving. There are two red pillar boxes in the north east corner of the Market Place.

One is nineteenth century market VR, the other is twentieth century marked GR. All the street lighting in the Conservation Area is modern. The Gainsborough Heritage Centre has an example of one of the town's original street lights on display.

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Assessment of Occupancy & Condition

The Gainsborough Town Centre Heritage Masterplan was informed in part by a survey of building occupancy and condition within the Conservation Area. It is self-evident that the former results in the later. Many of the vacant or under-occupied buildings within the historic core are also poorly maintained. There are however other buildings which are fully occupied but where commercial margins and/or lease conditions have resulted in property neglect.

Since the production of the Gainsborough Town Centre Heritage Masterplan was published in 2017 there has been considerable effort applied by WLDC to ensure that vulnerable buildings of heritage value are restored and where necessary adapted to allow full occupancy. A partnership between the Council and the private sector has successfully seen the transformation of a group of listed and locally important buildings on Market Street.

The section of Church Street to the east of All Saints Church contains a concentration of poorly maintained listed buildings which form a group and also provide the setting for the Church. Several properties located on the east side of Parnell Street opposite the Old Hall are suffering from major subsidence. These form part of a group of four pairs

of identical semi-detached houses which contribute positively to the setting of the Hall. In the case of both Church Street and Parnell Street every effort should be taken to avoid loss.

As the quality of the physical environment within the town centre improves, as a result of the above interventions, it is hoped that demand for property will increase and that landowners of other neglected and dilapidated buildings will be encouraged to unlock the increasing potential of these assets.



Poor condition facade, Market Place

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- 1. John Robinson Memorial Congregational Church
- 2. 3 Market Place
- 3. Former Town Hall (2-8 Market Place)
- 4. 40-34 Lord Street

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Locally Important Buildings

Within the Conservation Area there are a number of buildings of local architectural and historic significance which contribute positively towards its special character. These some of these buildings may be worthy of consideration for placing on the statutory list.

Work carried out in connection with the preparation of the Gainsborough Town Centre Heritage Masterplan and the Gainsborough Neighbourhood Plan helped to identify buildings of local heritage significance worthy of being place on a Local List.

Of particular note are the former National Westminster Bank located at the junction of the Market Place and Market Street. This massive, inter-war neo-classical building sits a highly visible junction where the town centre streets converge. The completeness of the building (including its interiors) combined with the quality of its design and construction indicate that it should be considered for listing.

The former Town Hall, which faces both the Market Place and Lord Street should be placed on the Local List and could, subject to further investigation, be put forward for inclusion on the statutory list. This building, like its neighbour to the east (the former National Westminster Bank) is considerable townscape value, providing focus and

enclosure to the Market Place and also visible views from most of the central street. It forms an informal group and gateway to the Market Place with the former bank. The contrast of the C19th and early C20th northern section with the post war section to the south (resulting from bomb damage) is architectural curious and important to the storey of Gainsborough.

Many of the other buildings of local importance are either architectural important in their own right, such as the Congregational Church on Church Street or modest townscape buildings which help to provide unity to the composition of streets (and also contribute positively to the settings of listed buildings).

Appendix C provides a illustrated list of locally important buildings together with a location map.

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Aerial view of Market Street and North Street

ALTERATIONS TO THE CONSERVATION AREA

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The Appraisal of Gainsborough Town Centre Conservation has highlighted the need for changes to the boundary. There are four areas now considered worthy of inclusion in the Conservation Area on the grounds of historic and/or architectural merit. The boundary changes are illustrated on the town centre map show on page 4.

1. Market Street (north and south), Church Street (east), Roseway (south) and Beaumont Street (west). Part of this area was formerly included in the Britannia Conservation Area, but it has more in common with the town centre. The historic buildings such as the County Court Building and the Friends meeting house have more connection with the town centre than the Britannia Works. Market Street contain a variety of designated and non-designated heritage assets. The 1960's retail and office building which turns the corner from Market Street to Church Street reinforces development heights and plot widths within the Conservation Area. The building whilst later than many of its neighbours has some architectural merit and has townscape value.

2. The Plough Inn, Church Street. It relates to the shop on the corner opposite of Church Street and New Street and they provide bookends to the northern boundary of the Conservation Area on Church Street. Both buildings mark the transition from the historic town to late-nineteenth early twentieth-

century housing development. The Plough Inn (37 Church Street) is a locally important building in its own right (see Appendix C) but also makes a positive contribution to the character of Church Street and the setting of All Saints Church.

3. The Southern end of Silver Street including Market Arcade. This area was historically more obviously part of Silver Street. The Market Arcade development respects the line of the former passageway called 'Clarkson's Yard' on 1886 Ordnance Survey Map. This area was part of the south-eastern quadrant on the medieval town. Although this area does not contain any buildings of heritage or townscape value the space defined by the junction of Silver Street and Caskgate Street is of considerable townscape merit and helps to define the historic southern gateway to the medieval core.

4. The Conservation Area boundary is extended to the District boundary with Bassetlaw which runs down the centre of the Trent and is consistent with the boundary approach adopted by the Riverside Conservation Area.

7.0



Aerial view of Gainsborough Market Place

POLICY CONTEXT



Legislative and Policy Framework- Production of the Management Plan

Planning (Listed Buildings and Conservation Areas) Act 1990

- 1.1 The designation of conservation areas and the legal duties towards their care now falls under the provision of the Planning (Listed Buildings and Conservation Areas) Act 1990. Firstly S69 of the act gives local planning authorities the power to recognise areas which are considered to be of “special architectural and historic interest the character and appearance of which it is desirable to preserve and enhance” and define them within a boundary and designate them as a conservation area. Gainsborough Town Centre Conservation Area is one of 25 conservation areas designated within West Lindsey.
- 1.2 It is under S71(1) of the act that a duty is placed on the Local Planning Authority to “from time to time to formulate and publish proposals for the preservation and enhancement of conservation areas”.
- 1.3 In determining planning applications associated with buildings or land within a conservation area the duty in law under S72 (1) of this act is that “special attention shall be paid to the

desirability of preserving or enhancing the character and appearance of that area”.

National Planning Policy Framework (July 2018)

- 1.4 The National Planning Policy Framework sets out Government planning policies for England and how these are expected to be applied. It identifies how planning policy is to contribute to the achievement of sustainable development through economic, social and environmental factors. A core principle of the NPPF is to “conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations”. The NPPF seeks to promote positive planning which can shape and direct development. Refer to chapter 16, ‘Conserving and Enhancing the historic environment.’

1.5 This Conservation Area Appraisal is intended to accord with the NPPF and be a positive planning tool which will identify issues within the Conservation Area and the opportunities available to address the issues. It will help facilitate further projects and direct decision making in a manner which will preserve and enhance the character and appearance of the Conservation Area and help create a vibrant market town that is at the heart of the community and has opportunity for future economic growth.

Central Lincolnshire Local Plan (Adopted April 2017)

1.6 Planning law requires that applications for planning permission must be determined in accordance with the development plan unless material considerations indicate otherwise. Relevant material considerations may include other legislative direction, statutory guidance or other general guidance but such considerations should be weighted accordingly. The Central Lincolnshire Local Plan (April 2017) contains planning policies for a number of local authorities including those for West Lindsey District Council.

1.7 Central Lincolnshire Local Plan Policy LP25: The Historic Environment states:

‘Conservation Areas Development within, affecting the setting of, or affecting views into or out of, a Conservation Area should preserve (and enhance or reinforce it, as appropriate) features that contribute positively to the area’s character, appearance and setting. Proposals should:

- Retain buildings/groups of buildings, existing street patterns, historic building lines and ground surfaces;
- Retain architectural details that contribute to the character and appearance of the area;
- Where relevant and practical, remove features which are incompatible with the Conservation Area; Retain and reinforce local distinctiveness with reference to height, massing, scale, form, materials and lot widths of the existing built environment;
- Assess, and mitigate against, any negative impact the proposal might have on the townscape, roofscape, skyline and landscape;
- Aim to protect trees, or where losses are proposed, demonstrate how such losses are appropriately mitigated against’.

A

1.8 Central Lincolnshire Local Plan Policy LP26: Design and Amenity states;

'All development, including extensions and alterations to existing buildings, must achieve high quality sustainable design that contributes positively to local character, landscape and townscape, and supports diversity, equality and access for all. Development proposals will be assessed against the following relevant design and amenity criteria.

Design Principles

All development proposals must take into consideration the character and local distinctiveness of the area (and enhance or reinforce it, as appropriate) and create a sense of place. As such, and where applicable, proposals will be required to demonstrate, to a degree proportionate to the proposal, that they:

- Make effective and efficient use of land;
- Maximise pedestrian permeability and avoid barriers to movement through careful consideration of street layouts and access routes;
- Respect the existing topography, landscape character and identity, and relate well to the site and surroundings,

particularly in relation to siting, height, scale, massing, form and plot widths;

- Incorporate and retain as far as possible existing natural and historic features such as hedgerows, trees, ponds, boundary walls, field patterns, buildings or structures;
- Incorporate appropriate landscape treatment to ensure that the development can be satisfactorily assimilated into the surrounding area;
- Provide well designed boundary treatments, and hard and soft landscaping that reflect the function and character of the development and its surroundings;
- Protect any important local views into, out of or through the site;
- Duly reflect or improve on the original architectural style of the local surroundings, or embrace opportunities for innovative design and new technologies which sympathetically complement or contrast with the local architectural style;
- Use appropriate, high quality materials which reinforce or enhance local distinctiveness, with consideration given to texture, colour, pattern and durability;

- Ensure public places and buildings are accessible to all: this should not be limited to physical accessibility, but should also include accessibility for people with conditions such as dementia or sight impairment for example.

Gainsborough Town Centre Heritage Masterplan (2016)

- 1.9 The Gainsborough Town Centre Heritage Masterplan is an unadopted document which provides guidance on both the consolidation of the towns historic core as well as approach which should be adopted when considering new development. The area covered by the is more extensive than that covered by Conservation Area and includes additional streets to the north, east and south. The Masterplan contains a number of objectives for protecting and enhancing Gainsborough's historic core and where appropriate these have been repeated in the Management Plan, thus providing them with policy weight.
- 1.10 Since the publication of the Gainsborough Town Centre Heritage Masterplan in 2016 there have been a number of initiatives and developments brought forward which affect (or will affect) the character and appearance of Conservation Area. These are as follows:

Regeneration Partnership

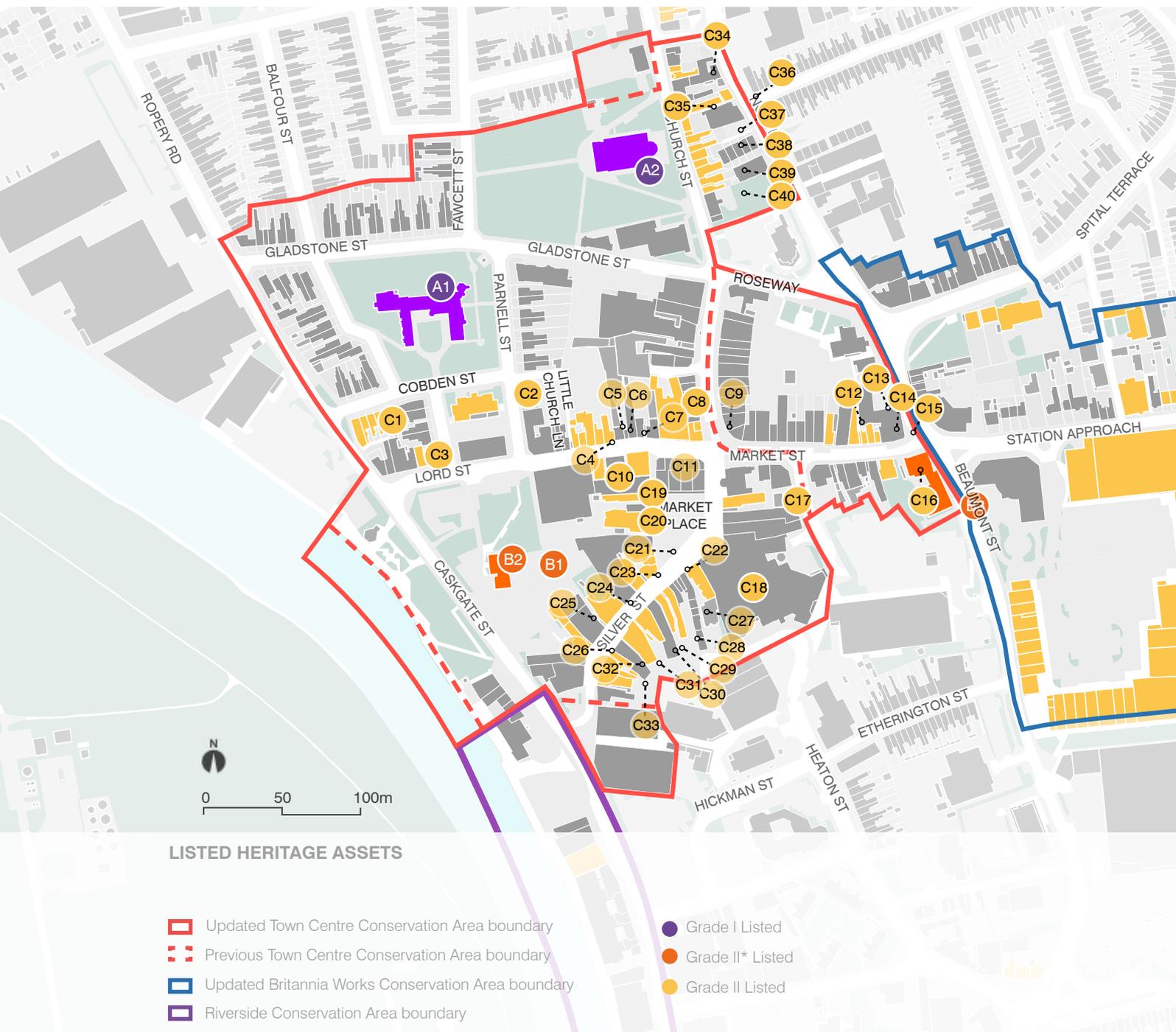
- 1.11 West Lindsey District Council has selected a strategic development partner who is preparing proposals for a number of key sites located within the town centre and beyond. These include proposals for the former Guildhall site and the land adjacent to Elswitha Hall. Ensuring that future development response sympathetically to the historic environment is both a national and local statutory requirement. In addition, any scheme affecting the Conservation Area and/or its setting must respond positively to the objectives set out within the Management Plan.

A



1851 Historic map, locating All Saint's Church and Guild Hall

A



LISTED HERITAGE ASSETS

- Updated Town Centre Conservation Area boundary
- Previous Town Centre Conservation Area boundary
- Updated Britannia Works Conservation Area boundary
- Riverside Conservation Area boundary

- Grade I Listed
- Grade II* Listed
- Grade II Listed

LISTED BUILDINGS

B

Grade I

A1 The Old Hall



A2 Parish Church of All Saints



Grade II*

B1 The Elswitha Hall



B2 Gatepiers to Elswitha Hall



B3 County Court Buildings



B

Grade II

C1 2A, Ropery Road, 1-7 Cobden Street



C4 31 & 33 Lord Street



C2 Gainsborough Library



C5 The Tiger Inn



C3 7, Lord Street



C6 37, Lord Street



B

C7 39, Lord Street



C10 24, Lord Street



C8 White Hart Hotel



C11 32, Lord Street



C9 51, Lord Street, 1, Church Street



C12 25, Market Street



B

C13 29, Market Street



C16 Friend's Meeting House



C14 31 & 33, Market Street



C17 5 & 7, Market Place



C15 35 & 37, Market Street



C18 21, Market Place



B

C19 22, Market Place



C22 38, Market Place (Premises Occupied by Curters)



C20 30, Market Place



C23 4, Silver Street



C21 34 & 36, Market Place

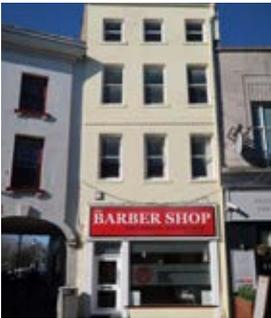


C24 10, Silver Street



B

C25 16, Silver Street



C28 5 & 7, Silver Street



C26 18, Silver Street



C29 11 & 13, Silver Street



C27 1 & 3, Silver Street



C30 15, Silver Street



B

C31 21 A, Silver Street



C34 88 & 90, Church Street



C32 23 & 25, Silver Street



C35 84 & 86, Church Street



C33 27, Silver Street



C36 80 & 82, Church Street



B

C37 72 - 78, Church Street



C40 62 & 64, Church Street



C38 68 & 70, Church Street



C39 66, Church Street

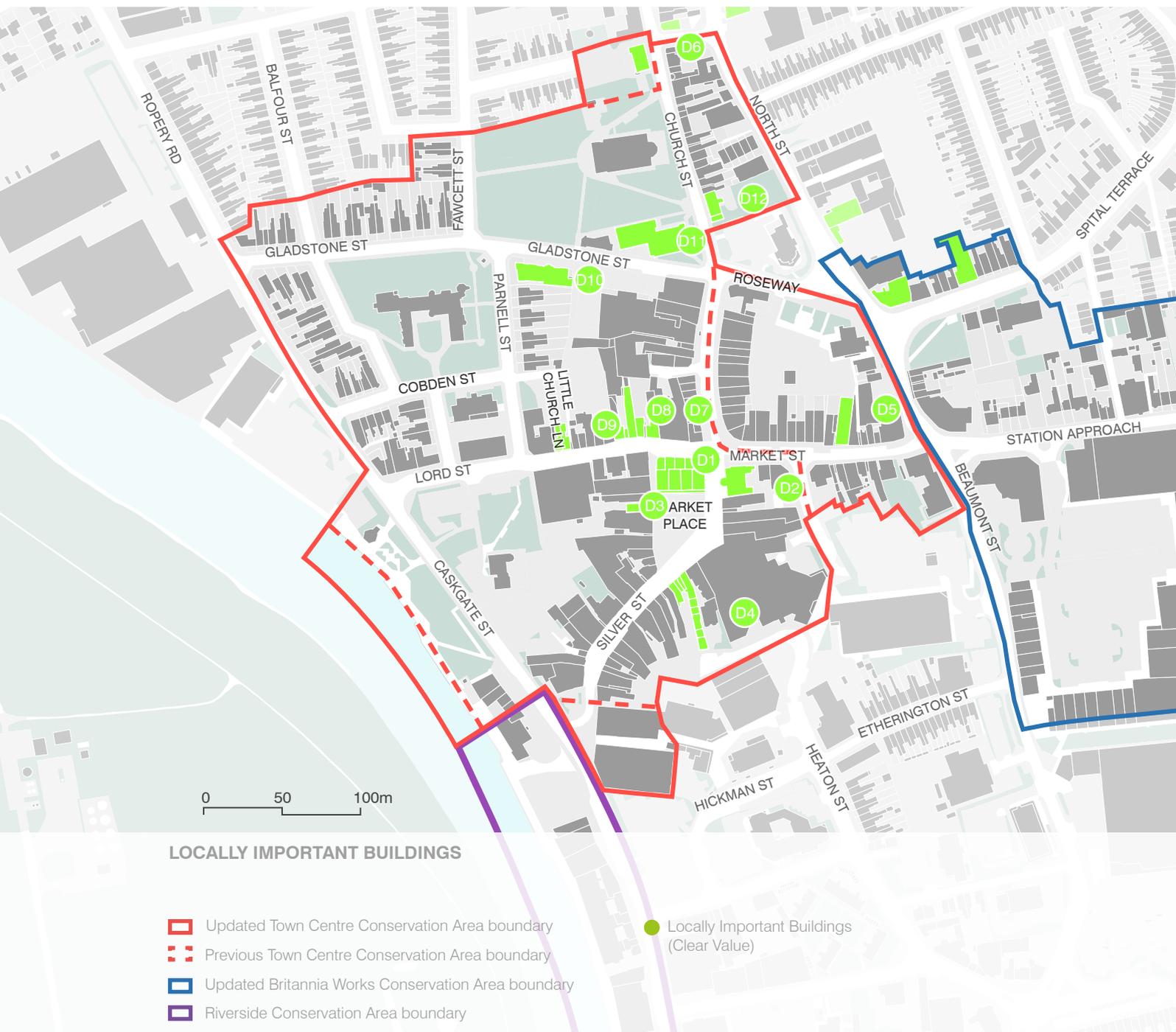


B



Aerial view of The Old Hall

B



LOCALLY IMPORTANT BUILDINGS

C

Locally Important Buildings (Clear Value)

D1 2-8, Market Place, Former Town Hall



D4 23-27, Market Place



D2 3, Market Place



D5 27, Market Street



D3 24, Market Place



D6 37, Church Street



C

D7 47, Lord Street



D10 Gainsborough House



D8 43 & 45, Lord Street



D11 John Robinson Memorial Congregational Church



D9 27 & 29, Lord Street



D12 Friendship Hotel, No.56 Church Street





Aerial view of Gainsborough town centre

D

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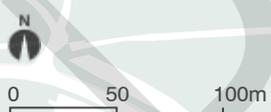
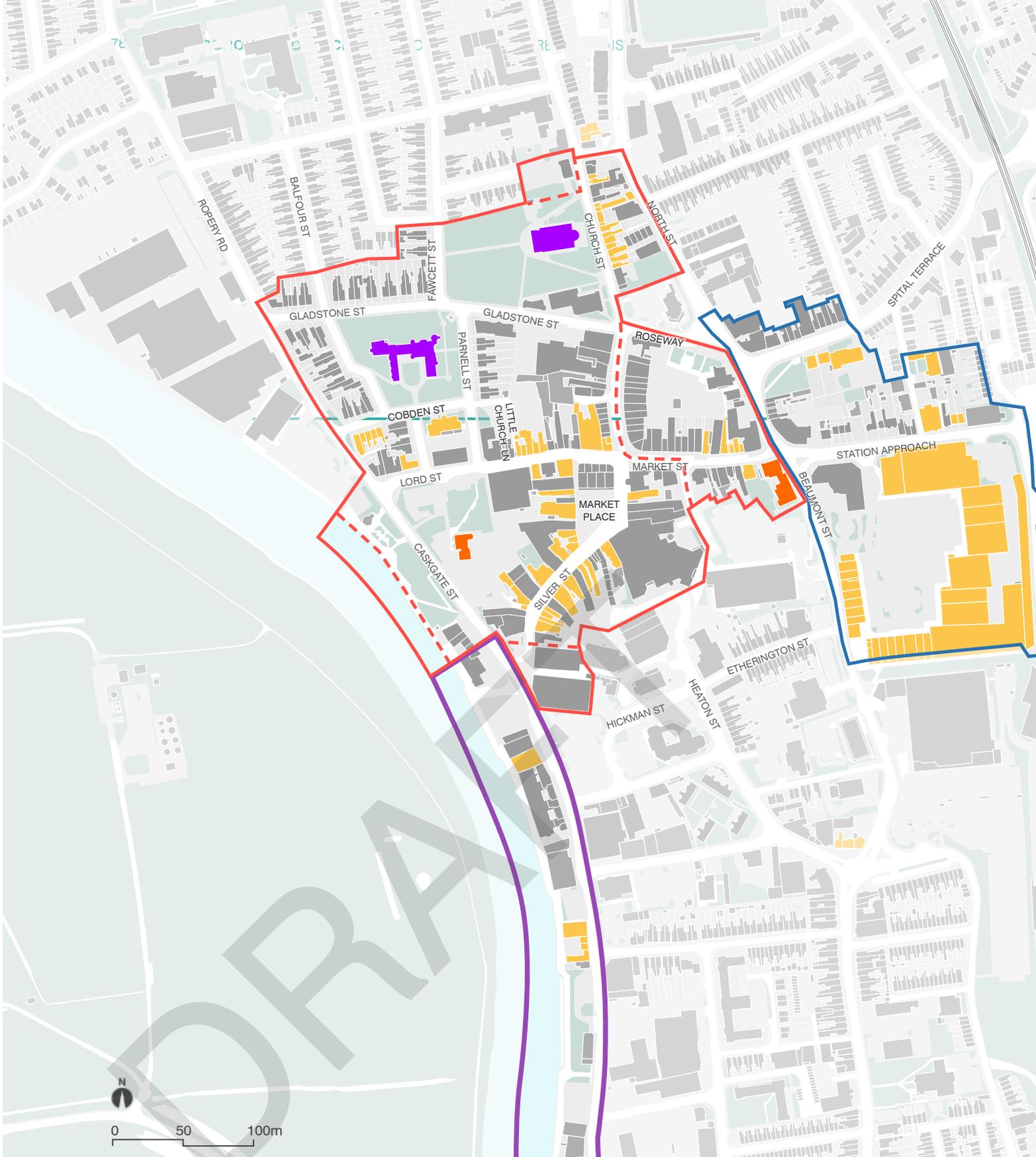
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GAINSBOROUGH TOWN CENTRE CONSERVATION AREA

- Updated Town Centre Conservation Area boundary
- Previous Town Centre Conservation Area boundary
- Updated Britannia Works Conservation Area boundary
- Riverside Conservation Area boundary

- Grade I Listed
- Grade II* Listed
- Grade II Listed

Aerial view of All Saints Church



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