

Yarmouth Conservation Area Appraisal



YARMOUTH
Town Council

Funded by Yarmouth Town Council

Produced by Barker-Mills

Conservation Consultants and the

Isle of Wight Council



Isle of Wight
Council

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Cover image: Yarmouth from the historic pier – once the primary visitor route into the town

This Conservation Area Appraisal of Yarmouth has been produced for Yarmouth Town Council by Barker-Mills Conservation Consultants. The survey and desktop research were undertaken in May and June 2022 and included a visit and walkabout of the conservation area and its setting on 29 and 30 June 2022. This document identifies the qualities and character of the Yarmouth Conservation Area and highlights key challenges and opportunities for its future management. The document has been written using **Historic England Advice Note 1 Conservation Area Appraisal, Designation and Management** and is based upon the existing conservation area boundary and designation.

The local planning authority reviewed and revised the document in January 2024 and are satisfied it is an accurate reflection of the character and appearance of the conservation area. This document was agreed on 12 January 2024 using an Officer Decision Record.

1 Introduction

- 1.1 Yarmouth is a small, planned town located in the north-west of the Isle of Wight. It is named for the small, Western Yar river. It has historically been one of the most important gateways to the Island and was the seat of the Governor of the Isle of Wight. It remains an important gateway for ferry passengers and goods from the mainland today. It was once served by a railway with services to Newport on the Isle of Wight although these ceased in the mid-20th century.
- 1.2 Yarmouth Conservation Area was first designated on 15 December 1969. The scope of this appraisal is based upon the existing boundaries of that designation.

2 Planning policy context

- 2.1 The designation and management of conservation areas is set out in national legislation in the Planning (Listed Buildings and Conservation Areas) Act 1990. Government planning policy concerning the historic environment under which conservation areas fall is explained in the National Planning Policy Framework (NPPF). Guidance to help understand how policy is implemented is contained in the National Planning Policy Guidance (NPPG) and both of these latter documents are available online. Further guidance on conservation areas can also be found on the Historic England Website.
- 2.2 The relevant local plan at the time of this appraisal is the Isle of Wight Island Plan Core Strategy 2012 and the Draft Island Planning Strategy. The Core Strategy policies cater for the unique characteristics of the Island. Policy DM 11 (Historic and Built Environment) expands on the Council's general approach to the historic and built environments set out in policy SP5 (Environment) and explains the approach that the Council will take in respect of the built and historic environment on the Island, giving specific guidance for planning applications.
- 2.3 Local Planning Authorities determine the areas in which it is desirable to preserve or enhance appearance and character and designate them as conservation areas. Local Planning Authorities also develop and publish proposals for the preservation and enhancement of conservation areas. This can be achieved in a number of ways but all of which should involve their local communities.

- 2.4** Conservation area designation introduces controls over the way owners can alter or develop their properties. However, owners of residential properties generally consider these controls to be beneficial because they also sustain, and enhance, the value of property within it. The Planning (Listed Buildings and Conservation Areas) Act 1990 requires local planning authorities to pay special attention to the desirability of preserving or enhancing the character or appearance of the area. The designation also enables control over demolition of unlisted buildings; control over works to trees; and some restriction on the types of development which can be carried out without the need for planning permission (permitted development rights). Further information on these controls should be sought before works are contemplated.
- 2.5** Conservation area designation does not mean that development cannot take place within the conservation area or within its setting. Designation means that special consideration will be given to applications within the conservation area to ensure that any demolition is fully justified and that schemes (which are acceptable on all other planning grounds) are of a suitable design, are high quality and appropriate to the special character. This additional level of consideration allows the local planning authority to insist upon the best possible standards of design within a conservation area, and equally to refuse development proposals on the grounds of poor design or quality.
- 2.6** A character appraisal defines the special interest of the conservation area that merits its designation and describes and evaluates the contribution made by the different features of its character and appearance. It supports the effective management of the area. The information within the appraisal should be used to inform development proposals to ensure the best chance of success at application.

3 Summary statement of special interest

- 3.1** Yarmouth Conservation Area is of special historic interest in illustrating a planned, medieval town and borough with a grid pattern layout. The important historic role of the town as a centre of trade and exchange with the mainland has survived, although that trade is now centred on tourism.
- 3.2** The architectural interest of the Yarmouth Conservation Area is its scale and compact nature, with a pleasing variety of traditional building types illustrating its evolution.

Key characteristics of Yarmouth Conservation Area

- **An extensive, low-lying setting comprising water and marshes.**
- **Panoramic views from north, east and west revealing the town in its setting.**
- **Strong historic relationship with the Solent in terms of character and appearance and the economy, maintained to the present day.**
- **Grid pattern of two principal routes with central urban space around the Market Square and Pier Street.**
- **Narrow residential streets to the east of the historic centre, with a commercial area to the west of the centre of more intimate scale.**
- **A commercial character to the centre with a mix of local and visitor facilities.**
- **Numerous alleys giving attractive glimpses of the Solent or the church tower.**
- **First floor bay windows and strongly defined boundaries to properties.**
- **Traditional materials including painted render, local stone and, more selectively, brick.**
- **A visually prominent church tower providing a landmark in the town despite its modest scale and height.**
- **Bustling character in the visitor season.**

4 Location and general character

Location

- 4.1** Geologically, the Isle of Wight is remarkably varied for its size, with distinct regions of contrasting landscapes and land use patterns. The landscape is dominated by the central ridge of chalk and upper greensand running from west to east across the centre of the Island and by a further block of chalk and upper greensand downland in the south-east. Yarmouth parish is located at the north-west corner of the Island and consists of the historic town of Yarmouth, the village of Thorley and a number of smaller isolated settlements including Tapnell. The area of the parish is around 691 hectares and comprises a diverse landscape with several local, national and international designations.

General Character

- 4.2** Yarmouth lies within the 'northern lowlands' Historic Landscape Character area. This area encompasses much of the land to the north of the central chalk ridge. It is mainly a lowland area but is moderately hilly in parts. The area is characterised by its extensive Solent coastline and by the creeks, inlets and estuaries punctuating that coastline. Drainage is provided by streams flowing northward into the Solent. Yarmouth is located on a small triangular peninsular bounded by the Solent to the north, the river Yar to the west and marshes to the south and east. The marshes were, historically, formerly the Draft Haven which was an area of open water at the mouth of the Yar and sheltered from the Solent. The

historic town sits within The Isle of Wight Area of Outstanding Natural Beauty.

- 4.3** Today, at the height of the holiday season Yarmouth is bustling and busy; its population at least doubles and tourists pour off the ferries on foot, in cars or with bikes. In summer carnival week draws visitors, as do the sailing regattas and, until recently cancelled the Old Gaffers Festival. The town has retained its historic, gateway, role and strong connections with the Solent and these make a strong contribution to its current character and appearance.

Economic profile

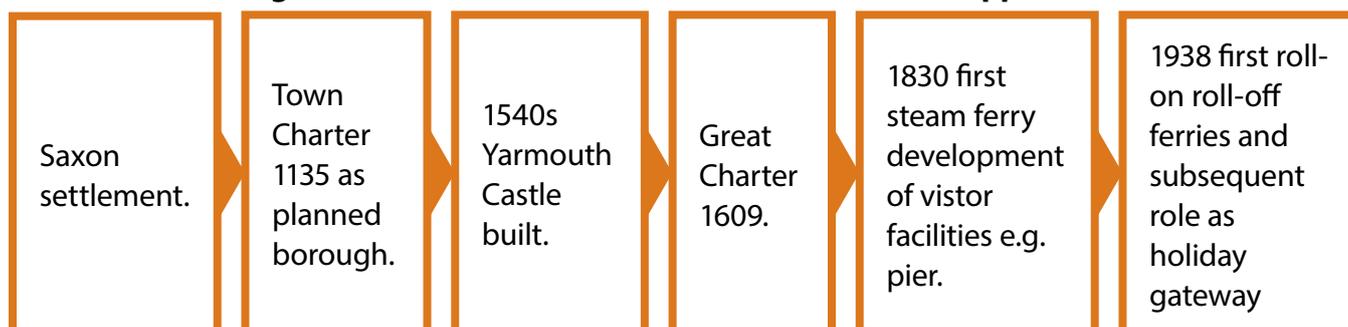
- 4.4** Although the wider Yarmouth parish is rural, the primary economic activity in the town relates to the visitor economy of the Isle of Wight, with many businesses catering primarily for that market. This includes shops, eating and drinking and marine businesses. Yarmouth is a significant centre of employment in the west of the island. One aspect of the role of Yarmouth as a gateway to the Island is the emergence of second or holiday homes which changes the character of the town, particularly out of season, and has an impact on the provision of valued services for local communities.

5 Historic interest

Archaeological interest

- 5.1** Yarmouth is of high archaeological interest for potential evidence relating to its earliest origins as a settlement and, importantly, evidence of the planned layout. Of particular potential are the town centre including High Street, Bridge Road, Quay Street, The Quay and St James' Street; the Old Churchyard of St John the Baptist; and the area south-east of the Old Churchyard.
- 5.2** The earliest records for a settlement at Yarmouth date from the 10th Century Saxon period and the payment of Danegeld by Aluric and Wislac living at 'Ermud' to prevent Viking Raids. The earliest names of the settlement included, variously, Ermud; Eremud; Eremue; Eremuth; Ermouth; and Erumouth and describe a 'muddy estuary'. Yarmuthe or Yarmouth becomes the established name by the 13th century, although different spellings and minor variations can be found subsequently.

Figure 1: Historic timeline. For further Sources see Appendix 1



Historic interest

- 5.3** Yarmouth has Saxon origins but was established as the oldest town on the isle of Wight with the granting of its first Town Charter in 1135. Planned medieval boroughs were established on tidal inlets at Newport, Yarmouth and Newtown in 12th and 13th centuries, to trade both locally and with the mainland. The estuaries also enabled tide mills to be established. The medieval boroughs all suffered from French raids and competition with larger mainland ports. Yarmouth was reputedly largely destroyed by French attack around 1543. It was re-established partly through the decision of Henry VIII to construct a castle at Yarmouth as part of his response to the threat posed by the French, as well as the subsequent, New Charter, granted to the town by Elizabeth I which included the right to have a second MP.
- 5.4** Expansion in the 17th century was underpinned by the grant of a 'Great Charter' in 1609 which included the right to hold a three-day fair over St James' Day. Construction began on a new church and, following the Restoration, the town prospered. The fortunes of Yarmouth were varied during the 18th century, reaching a low point around 1760 before gradually rising once again into the early 19th century and then undergoing significant expansion and improvement in the Victorian era. Dedicated ferry services across the Solent from Ryde to Portsmouth started in 1796, from Cowes to Southampton in 1820 and from Yarmouth to Lymington in 1830. The establishment of the first regular, steam-powered ferry service from Lymington in 1830 and the creation of a harbour in 1847 by building a breakwater across the mouth of the river, stimulated the expansion of the town.
- 5.5** The first bridge across the Yar opened in 1860, linking the town with Norton to the south-west and a new pier opened in 1876 offered an ideal landing for ferries and other passenger ships increasing visitor numbers. The establishment of the deliberately exclusive Solent Yacht Club two years later added social cachet to the town¹, augmenting those brought about by the association between the Isle of Wight and the Royal Family who had already established their favourite residence at Osborne. The Freshwater to Yarmouth to Newport Railway opened to passengers in 1889 and the importance of the pier to the economy and prosperity of the town led in 1894 to the creation of Pier Square which was created by demolishing a number of buildings in Bank Street in order to improve access and connections to the pier itself.

Figure 2: The town Hall with Pier Street to the right



¹It became the Royal Solent Yacht Club in 1947

- 5.6** The 20th century has seen a gradual decline in the population of Yarmouth from its peak in 1900, along with the transformation of its historic infrastructure to facilitate and sustain its role as an important gateway to the Isle of Wight. These improvements included a new slipway opened in 1938 to enable the first roll-on-roll off ferry to operate. This replaced the barges towed by paddle steamers and tugs which had previously been the only way to transport vehicles and livestock from the mainland. A further expansion occurred in the 1960s facilitated by reclaiming land from the river for the construction of the South Quay, now the primary arrival point for ferries. Later improvements to connections to the rest of the Island, avoiding the bottleneck of the historic High Street, resulted the construction of a bypass around the town to the south and, subsequently, a new bridge over the river Yar in 1987 which replaced the Victorian bridge of 1860 and facilitated two-way traffic for the first time.
- 5.7** The primary historic interest of Yarmouth is in its establishment as a planned town, based on a grid pattern centred on the High Street running east to west and originally with two churches, and contained within defensive boundaries. Its historic importance as a port in the 13th century was significant, although impacts from the Black Death and hostile raids by French and Castilian forces in the 14th Century were major setbacks to its growth and prosperity. Reestablishment in the later 14th and 15th centuries was again subsequently affected by French raids in the 16th century. This led to the establishment of Yarmouth Castle as part of Henry VIII's considerable programme of defensive structures built along the south coast of England in response. The unique form of its bastion is particularly evident approaching the town from the north and provides an important viewpoint for enjoyment of the Solent today. Adaptation of the defences in the mid-17th century included constructing an embankment across the entrance to the Yar and cutting a passage through from the Solent which had the effect of making Yarmouth an island town accessible only by water.

Fig 3: Yarmouth Castle and The George from the pier



- 5.8** 17th century prosperity and significance is represented by The George, one of the most important surviving secular buildings in the town and which is particularly visually prominent in approaches from the Solent. The Towers (formerly Stephens) in the High Street

and the modestly scaled Town Hall of 1763, on the site of the earlier town hall are similarly significant in illustrating the 18th Century development of the town. The Town Hall is a landmark in the historic centre of Yarmouth. The 19th century development is represented by the Pier, the buildings around the Pier Street and civic and religious building including the former Wesleyan Chapel in St James' Street, the Chapel in South Street and the Forrester's Hall in the High Street.

6 Spatial analysis

Settlement type

6.1 Yarmouth is a planned borough and town laid out on a grid pattern with the main east to west route of the High Street, centrally placed, and with originally the town and sea gates to either end. Originally Yarmouth also had two parish churches, at the east and west ends of the town; and the current parish church of St James was rebuilt south of the High Street in the 17th century. The north to south axis of the grid plan was subsequently emphasised by the creation of Pier Square in the 19th century connecting to St James' Street and providing a small, central public area at the junction of the two main routes.

Figure 4: Yarmouth Conservation Area (indicated in red)



Boundaries

- 6.2** The boundaries of the conservation area follow the outline of the historic settlement along the Solent to the north and the river Yar to the west and mirrors the probable line of the town defences to the south west corner; before turning north along the west side of South Street to then run south of the High Street along its eastern section. The boundary extends south again at the south-east corner of the town to incorporate the historic churchyard to the demolished church of St John the Baptist.

Character areas

- 6.3** The conservation area has two broad character areas comprising east of Pier Street, Market Square, St James Square, and St James Street (Character Area 1) and including and to the west of Pier Street, Market Square, and St James' Street (Character Area 2). These are assessed in more detail in Section 7 below. There is a transition between the areas and the boundaries between the two are not hard and fast.

Open and green spaces

- 6.4** The churchyard of St John the Baptist is the most extensive green open space within the conservation area, although located at its edge. Further important green spaces are located to the north of the historic High Street, the private garden of Deacons to the east of North House; the grounds of the Royal Solent Yacht Club adjacent to Pier Street; the small hidden and intimate churchyard space associated with the Church of St James on St James Street; the gardens and grounds of the Community Hall of Yarmouth and District (CHOYD), which houses the town council office; and the open area of grass and verges to the west of Coastguard Cottages along the western boundary of the conservation area. The most important urban open spaces are Pier Street, Market Square, and St James Square which now comprise the heart of the historic town.

Trees

- 6.5** A positive feature of the conservation area is the presence of mature vegetation throughout the area in addition to the green spaces identified above. There is an important group of trees around the old churchyard and an impressive birch by The Towers in the High Street. Further impressive trees are located in the grounds of Gordon House at the junction with Basketts Lane and the large pine on the south side of St James Close. Significant, large trees are also found at intervals along the shore north of the Royal Solent Yacht Club, The Towers and The Deacons, which are particularly prominent from the Solent and especially the pier.

Figure 5: The striking tree in St James' Street with the church tower beyond



Setting

- 6.6** The primary aspects of the setting of the conservation area that make a positive contribution to its character and appearance are the topography and the presence of water. The gentle descent approaching Yarmouth from the east enables large areas of the landscape setting to be appreciated, and in particular the low-lying marshes to the south, which were formerly the Draft Haven. Expansive and extensive views of the Solent are available from large parts of the setting as well as from within the town. Experiencing the town from the pier, once an important point of arrival, makes a significant contribution as part of the setting. In this context the decision not to include the whole of the pier within the conservation area boundary appears unusual, but reflects the choice at that time to demarcate the boundary at low-water mark.
- 6.7** The low-lying topography to the west and south-west of Yarmouth allows long range views approaching the town, although the setting is dominated by transport infrastructure including the ferry port, the bus station and car parks with their associated activity. Approaching from the south, the setting of the conservation area is characterised by later, largely 20th century residential development which contrasts with the more open approaches from north, east and west.
- 6.8** The presence of the Solent is also appreciable from within the town, particularly in glimpsed views down alleys and lanes from the High Street. The activity and bustle associated with the arrival and departure of ferries just outside the conservation area is visible in long distance views from the setting west and east of the town and make a particularly strong contribution to its character. The Common, whilst outside the conservation area, is immediately adjacent the eastern boundary and this green open space contributes positively to the setting of the conservation area.

Views

- 6.9** The grid plan and intimate scale of Yarmouth enables many intriguing views and glimpses within and across the town to be appreciated. There are also a number of more extensive townscape views including:
- a long-range view from the east approaching The Common towards the pier and the ferries beyond, with the lighthouse in the backdrop revealing the connections between the town and the Solent;
 - a long-range view over the wetlands to the south-east of the town which includes the panorama to the high ground south of the town;
 - a long-range view from Bouldnor Road to the east of the Conservation Area looking north over the Solent and the large open skies above; with the yachts and other vessels in the middle ground and Lymington in the backdrop illustrating the connections to the mainland;
 - mount viewpoint looking in an arc east to west with the panorama over The Common illustrating the abrupt eastern edge of the historic town;
 - views west from the eastern end of the High Street revealing the attractive scale and grain of the historic development;
 - looking north down Refuge or Tower Lane towards the Solent and the mast of the Royal Solent Yacht Club, revealing the connections with the sea from the heart of the conservation area;
 - looking west along the High Street to the Town Hall;
 - looking south from Pier Street and Market Square towards the church tower;
 - looking west along Bridge Road from the junction of St James Street and Market Square towards the masts of boats in the harbour and the wooded ridges beyond;
 - looking north from St James Street towards the church tower, the large tree by St James House and the former Wesleyan chapel spire;
 - looking north east from the south west corner of the conservation area to the church tower and chapel spire;
 - looking east from the verge adjacent to Coastguard Cottages and over Harbour Cottage at the church tower rising above;
 - expansive views looking south from the pier offering panoramas of the town, and notably the church and Yarmouth Castle, illustrating the relationship with the Solent;
 - views from Yarmouth Castle and the pier over the Solent and the approaches to the town from the sea;
 - looking east along Quay Street, an important historical approach to the town centre, terminating with a view of Market Square.

Figure 6: Example of important view looking south from Pier Street



7 Architectural interest and built form

- 7.1** The overwhelming impression of the built form of Yarmouth is its compact scale and, generally, intimate character. The grid plan is still discernible, complemented in places by narrow lanes and alleys, including those which lead off from the High Street towards the Solent and those from South Street into Alma Place and Victoria Mews. The Conservation Area has two broad character areas although the boundaries between the two are not hard and fast.

Character Area 1: East of Pier Street, Market Square, St James Square and St James Street

- 7.2** This is principally the High Street and South Street where the character is now predominantly residential, although there are still commercial uses at the western end of the High Street as it approaches the town centre, many with traditional timber shopfronts. The modest scale and sense of intimacy is particularly evident, and emphasised by the narrow width of the High Street and proximity of buildings set at the back of pavements towards its western end. There is a similar character in parts of South Street. The scale of buildings is generally two storeys and comprising mostly of cottages and terraces, the majority of which are set at the back of pavements. Taller, three storey houses are interspersed along the central and eastern sections of the High Street and set further back, but with stone or brick boundary walls or railings maintaining the building line.

Figure 7: Character Area 1 looking west along eastern section of the High Street



- 7.3** Gardens or private space at the front of many of the properties, where they exist towards the eastern end of the High Street, are generally narrow and small scale. Metal railings on low walls are a feature of several 19th century properties, particularly along the south side of the street. Other boundary treatments, where present, are typically stone or brick walls or railings. The gardens are well tended and provide splashes of colour and soft vegetation that enhance the appearance of this section of the High Street. Marlborough and Solent Cottages on the south side of the High Street are at right angles and have significant open space in front, although this is generally screened from street level by boundary walls. Recent developments in the High Street have continued the pattern of defined boundaries at back of pavement or limited set-backs from the street and a particularly successful example is on the north side which has a modern house set back from the road, but maintains the predominant building line with a high boundary wall.
- 7.4** The notable exceptions to this general pattern are North House and The Towers, both on the northern side of the High Street. The impressive scale of North House, which is set back behind formal gardens and railings, is also enhanced by the significant open area of gardens to the east. This land is owned by the Deacons opposite and is an important, private, green space that is nevertheless prominent in the street scene. The Towers is less visually prominent, largely hidden behind its entrance wall although the increased height and scale of the building is still appreciable.
- 7.5** The materials in this area are overwhelmingly traditional and vernacular for the older, generally 18th and early 19th century, buildings. This includes natural Island stone used in both dressed and rubble forms, left natural, unpainted and some with brick detailing. There is significant use of brick in red and orange, with the occasional use of flared headers and yellow detailing. Painted finishes, both over brick and render is particularly noticeable on buildings of all ages. Roofs are predominantly either slate and low pitched, or clay tile at a

steeper pitch. Ridge and hip details vary from orange and dark glazed terracotta to lead, and chimneys are common and important contributors to the roofscape. Roof eaves tend to be parallel to the street although some parapets and the occasional gable are present. Rainwater goods vary in material and design. Historically, timber windows, both casement type and small pane sashes, were characteristic although many have been replaced with modern softwood casement and some are now plastic. Attic dormer windows exist but are not dominant and several nicely proportioned timber entrance doors remain on many small cottages along the High Street, some retaining timber doorcases or lead covered bracketed hoods. A particular feature of properties in the eastern area of the High Street is the use of bays on the upper, first, floor; often glimpsed in views down the alleys, which adds a picturesque quality and one often found in seaside or coastal towns where views of the water were, and still remain, desirable.

- 7.6** The commercial uses at the western end of the High Street retain their traditional timber shopfronts with both flat and canted fascia's, the latter under lead covered cornices and placed upon decorative pilasters which frame the shopfront. There are a mixture of recessed and flush doorways, and shop front frames (and mullions) incorporating deep and slender decorative mouldings. There is a notable absence of transom lights in the traditional shopfronts, generally reflecting the small scale of the shops and the buildings along this part of the high street. Advertisements are predominantly placed upon fascia's although there are some small projecting signs hanging from iron brackets, all with a notable absence of any form of illumination. There are examples of modern Dutch canopies (fixed and retractable), which while functional, are notable for their overtly modern appearance in this traditional area.

Character Area 2: Street Including and to the west of Pier Street, Market Square, St James Square and St James' Street

- 7.7** Market Square and the western half of the conservation area, including Quay Street is more obviously commercial, although St James's Street is primarily residential at its southern end. The scale of the buildings around The Square is more significant and comprises two storeys, several with attic dormers, rising to three storeys along the west side and in the gabled bay of The Bugle Coaching Inn and both sides of Quay Street. Almost all properties are set at the back of pavements defining the building line, with the notable exception being the Town Hall. Although modest in scale, it is visually prominent as it steps forwards of the general building line and its brick elevations (and hipped clay tile roof) contrast with the painted render, and , natural unpainted stone used for the majority of the buildings in this character area. There are brick buildings, some painted, some with flared headers, but these are less common. There are other notable exceptions which use decorative timber framing in an Old English revival style. These include the Bugle and Wheatsheaf Inns and the commercial building (currently On the Rocks) at the junction of Bridge Road and St James Street. Roofs are either slate or clay tile and ridge and hip details vary from orange and dark glazed terracotta to lead. Chimneys tend to be dominant features and important contributors to the roofscape which is dominated by eaves parallel to the street, although there are some exceptions with gables. Rainwater goods vary in material and design. Historically, timber windows, both casement type and small pane sashes, were characteristic although many have been replaced with modern softwood casement and some are now plastic. Attic

dormer windows and first floor bay windows are present but do not dominate. There are also several nicely proportioned timber entrance doors with timber doorcases or lead covered bracketed hoods

Figure 8: Character Area 2 east side of Market Square at the junction with High Street



- 7.8** To the west of The Square, bounded by Quay Street to the north and Bridge Road to the south and west, is a rectangular area bisected by Wheatsheaf Lane and Jireh Place which is more intimate in scale and contains several, small, commercial businesses. Quay Street to the north leading onto the Square is the location of Yarmouth Castle and also The George, two of the most historically and architecturally significant buildings in the town. This area also contains a concentration of public houses including The Wheatsheaf, The Bugle, The George and The Kings Head.
- 7.9** The northern end of St James Street immediately to the south of St James Square continues the commercial character. The tower of the church of St James is conspicuous, despite its modest scale and is complemented in views looking south by the spire of the old chapel. There is a noticeable reduction in activity as you move south from the commercial into the residential section of St James Street.
- 7.10** The most obvious feature of this character area is the impact of car parking. Pier Street contains a short-term car park with further spaces arranged at an angle to the street in Market Square and St James Square. The on-street parking further south in St James Street has less impact as it is parallel to the street and, because the road is one way, is only along one side.
- 7.11** The commercial uses in this character area vary in terms of use and design, with a combination of traditional frontages comprising shopfronts, public houses, restaurants and cafes, and notably the ferry terminal. There are several later and modern shopfronts, although most are traditional and reflect those in the High Street (see paragraph 7.6). Advertisements vary depending upon the business but most are incorporated sensitively, for example, predominantly placed upon fascia's, and there are some small projecting signs hanging from iron brackets. Illuminated advertisements are not common, with most relating to the businesses which operate later in the evening. There is more example of canopies, which again, while functional, are not always the most sympathetic addition, unlike those which form an integral part of the fascia and cornice of the shopfront.

8 Heritage assets

8.1 The conservation area contains a number of statutorily listed buildings and one Scheduled Monument. There are no registered landscapes. At the time of writing, there are five locally listed buildings. The assets listed below are the ones currently within the boundary that are on the National Heritage List for England (NHLE). This list is continually updated and clarification of whether any building within the conservation area is listed can be sought from the website of the Isle of Wight Council or that of Historic England which maintains the NHLE.

Listed buildings

High Street (north side)

- **Shandon, Shore House** Grade II (List UID 1209429)
- **Walled Garden to the Deacons adjoining North House** Grade II (List UID 1220703)
- **North House** Grade II (List UID 1290868)
- **Railings to North House** Grade II (List UID 1292668)
- **Eremure Hall** Grade II (List UID 1220655)
- **The Towers including Tower Cottage and attached wall** Grade II (List UID 1292669)
- **Gazebo to rear of The Towers** Grade II (List UID 1290855)
- **Peelers** Grade II (List UID 1290838)
- **Ye Olde Sweet Shop** Grade II (List UID 1209431)

High Street (south side)

- **The Deacons** Grade II (List UID 1209430)
- **Kevack, The Mooring** Grade II (List UID 1209427)
- **Eremue, Gull Cottage** Grade II (List UID 1220659)
- **Marlborough House** Grade II (List UID 1209428)
- **Solent Cottage** Grade II (List UID 1290852)
- **Wall and Gate to Marlborough Cottage** Grade II (List UID 1220676)

South Street

- **Grove Place** Grade II (List UID 1221061)
- **Grove House** Grade II (List UID 1209436)
- **Marston Mews Studio Cottage** Grade II (List UID 1221067)

The Square

- **Bugle Hotel** Grade II* (List UID 1209437)
- **Harwoods Chandlers** Grade II (List UID 1292634)
- **Dolphin Cottage** Grade II (List UID 1290658)
- **Print Shop, The Coffee House** Grade II (List UID 1221154)
- **The Town Hall** Grade II (List UID 1292635)
- **Jireh House** Grade II (List UID 1209438)

Bridge Road

- **The Wheatsheaf Inn** Grade II (List UID 1292666)
- **Quayside 1,2,3 and 4 Bridge Road** Grade II (List UID 1209425)
- **Harold Hayes and HM Custom front wall** Grade II (List UID1290913)
- **Quay Lodge** Grade II (List UID 1290909)
- **Wall to Number 1 and 2 Quay Lodge** Grade II (List UID 1220629)

Quay Street

- **The Kings Head Public House** Grade II (List UID 1220813)
- **The George Hotel** Grade II* (List UID 1209432)
- **Yarmouth Castle** Grade I (List UID 1292631)

Pier Street

- **Yarmouth Pier** Grade II (List UID 1220794)

St James' Street (east side)

- **Parish Church of St James** Grade II* (List UID 1209433)
- **War Memorial Churchyard of Parish Church of St James** Grade II (List UID1292632)
- **Monument to John Urrey, North of West Tower of Parish Church of St James** Grade II (List UID 1221031)
- **Monument adjoining John Urrey's Monument to South of Parish Church of St James** Grade II (List UID 1209434)
- **Port House** Grade II (List UID 1221043)

St James Street (west side)

- **The Old house** Grade II (List UID 1221056)
- **The Cottage, The Old Cottage** Grade II (List UID 1209435)
- **Methodist Church** Grade II (List UID 1220907)
- **Landguard** Grade II (List UID 1220873)
- **Old Rectory Cottage, The Old Rectory** Grade II (List UID 1292633)

Scheduled monuments

- **Yarmouth Castle** (List UID 1009391)

Locally Important buildings and positive contributors

- 8.2** The following buildings are highlighted as being of historic or architectural interest and therefore make a positive contribution to the special character and appearance of the conservation area. The assessment has used the checklist provided by Historic England in their guidance². It should be noted these buildings help shape the character of the area but the omission of a building from this list does not imply it does not contribute positively.

Quay Street

- **The Terrace** – late 19th century, early 20th century (former lifeboat station?) rubble stone and tile roof.
- **Saltings** – late 19th century, early 20th century painted brick, clay tile roof gable bargeboards.

Pier Street

- **Gossips Café** – 1927 brick and weatherboard with slate roof.

High Street

- **The Old Dairy** – 1898 blue and grey brick slate roofs timber shop fronts.
- **Foresters Hall and Cottage** – 1870s built for Ancient Order of Foresters.
- **Pinings, Pinings Corner and Tresco** – 19th century cottage terrace formerly part commercial.
- **Nelson Cottage** – 19th century formerly part commercial, red brick with burnt headers and a slate roof.

²Conservation Area Appraisal, Designation and Management Historic England Advice note 1 (second edition) published February 2019 pages 20-21, paragraph 49, highlighted box and table 1

- **Solent View Cottage and Mariners** – 19th century painted brick with slate roofs and crested terracotta finials.
- **Ossian Cottage** – 1856 painted brick slate roof with large diagonal cross ridge end stacks.
- **The Little House** – possibly 18th century core, painted render, clay tile roof.
- **Tanners** – 19th century stone rubble ground floor painted brick above, slate roof with dentilled eaves.
- **Mulberries** – 19th century painted brick, slate roofs with large end ridge stack.
- **The Wight House** – C19 core much modernised painted weatherboard.
- **Eastern Cottage (Florins?)** – early to mid 18th century painted render, brick cross ridge stacks.
- **Yew Trees and Cottage to east** – 19th century and 20th century painted render clay pan tile roof and end ridge stacks.
- **Ailsa, Swann Cottage and Lavender Cottage** – Early 19th century channelled painted render to ground floor, painted brick above, slate roofs with gables and decorative pierced bargeboards.

St James' Street

- **St James House** – late 19th century orange brick, painted stone and render decoration, slate roofs with pierced terracotta ridges and decorative bargeboards.
- **The Old Chapel** – Wesleyan 1881 coursed dressed stone, trefoil head lancet windows, slate roof.
- **Saxonbury** – 19th century random rubble with yellow brick quoins, slate roof with brick cross ridge end stack.

Jirah Place

- Building dated 1845 of dressed stone but an unfortunate concrete tile mansard roof and plastic windows.
- **1-6 Coastguard Cottages** – Late 19th century yellow brick with red brick dressings slate roofs with yellow brick cross ridge stacks. These have been heavily altered although their scale and general form remain legible.

South Street

- **Chandlers and Malt House Cottage** – late 19th century orange brick and yellow brick bands to Chandlers, double gables with decorative pierced bargeboards.
- **The Chapel** – late 19 non-conformist chapel now house, painted brick, tall small-pane lancet windows withth century decorative tracery under four centre-arched heads, gable porch with four centre-arch to door and attached decorative railings.
- **Plevna House** – 19th century altered in 20th century with island rubble stone side wall,

painted brick front, projecting bay windows and margin lights to central first floor sash.

- **Halfmoon House** – 19th Century, red brick with flared headers, small pane sash windows with cast iron window guards.
- **1 and 2 Victoria Cottages:** 19th century villa pair, square plan central stack, slate roof and small pane sash fenestration.
- **May Cottage, Tyntern, Admirals Cottage and Anchor Cottage** – 19th century cottage terrace blue brick header bond with yellow brick dressings, slate roofs with deep eaves. Arched heads to doors with reeded imposts and cast-iron fanlights, majority fenestration of small-pane, timber sashes.
- **1 to 5 Coronation Cottages and cottage to the north** – early 20th century red stretcher brick with the cottage to the north in polychrome brick including yellow brick bands and dressings, slate roofs, and painted brick return.

Alma Place

- **Cottage terrace along north side** – two storeys red brick with some yellow brick dressings, slate roofs with ridge stacks, small pane timber sash fenestration.
- **Cottage terrace along south side** – two storeys red brick, slate roofs with ridge stacks, small pane timber sash windows.

Other positive features

- 8.3** There are many incidental positive features in the conservation area illustrating its past character and importance, these include, in particular, boundary treatments both to front and rear and sections of historic stone paving which survive intermittently. Of particular note are:
- the brick and rubble wall along the garden of Wight House on the east boundary of the conservation area;
 - the railings and boundaries to North House
 - cast iron railings to the Old Church (former chapel) in St James Street;
 - the drinking fountain by gossips Café with associated remains of 19th century vent pipe or street lamp. The interpretation plaque in the wall and K6 telephone kiosk;
 - heritage street lighting in the form of lamps attached to buildings which reduces pavement clutter;
 - interpretation plaques including the town sign in the Market Square and at the south end of St James Street;
 - cast iron bollards and stone pavement along the east side of St James' Street outside Saxonbury and Port House;
 - metal bollards in locations around the Square including adjacent to Jireh House tea room;
 - stone entrance piers to St James' close;
 - surviving stone bumper and paving along Wheatsheaf Lane;

Figure 9: positive features paving and railings



Negative features

8.4 The principal negative feature in the conservation area is the impact of car parking and traffic management. In addition, there are a limited number of small, incidental features, that have a negative impact upon the appearance of the conservation area including:

- telegraph poles including along the High Street with overhead cables;
- the tired public realm and unsightly bin storage in Pier Street;
- the unsightly damaged chain link fence behind the stone wall along the High Street;
- the tired and patched surfaces to Alma Place;

Figure 10: Alma Place – attractive planting can't disguise the patchwork nature of the surfaces



9 Challenges and opportunities

9.1 The principal challenges facing the conservation area include:

- the loss of historic windows and their replacement with poorly designed windows with inappropriate details and materials that harm the appearance of the properties;
- sustaining the local, resident communities in the context of increasing number of second or holiday homes;
- the extensive and visually intrusive car parking in Market Square and Pier Street which erodes the experience of the heart of this historic town;
- the tired looking public realm to the south of Gossips Café, and unsightly waste bins and clutter;

9.2 The principal opportunities are

- the creation of meaningful and active public space in Pier Street, providing an inviting link to the pier and enhancing both the historic significance of the listed structure but also the character and appearance of the conservation area;
- further publicly accessible interpretation of the history of the town;
- enhancing the setting west of the conservation area by reducing the visual impact of car parking and transport infrastructure and providing better and more inviting pedestrian links into the town to encourage visitors to pause on disembarkation from the ferry;
- enhancing the small green area with the bench at the south end of St James Street on the east side, providing more shelter from the noise of adjacent traffic and producing a more inviting appearance;
- promoting enhancements to roof materials and windows to Jireh Place which is in a prominent location at the heart of the conservation area.

Appendix 1: Sources of further information

- **A History of the County of Hampshire: Volume 5**
Ed. William Page (London, 1912), British History Online www.british-history.ac.uk/vch/hants/vol5
- **Yarmouth AD 1135: An historical guide to the Ancient Town**
Kevin Shaw pub 2012 for Yarmouth Town Council
- **The Buildings of England: Hampshire and the Isle of Wight**
Nikolas Pevsner and David Lloyd, pub Yale.
- **The Yarmouth and Thorley Final Community Plan**
prepared by Yarmouth Town Council
- **The National Heritage List for England (NHLE)**
accessible on the Historic England website
- **Historic England 2019 Conservation Area Appraisal, Designation and Management Second edition, Historic England Advice Note 1**
Swindon. Historic England.

If you have difficulty understanding this document, please contact us on 01983 823340 and we will do our best to help you.

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