1.0 INTRODUCTION

1.1 Summary

Northampton is a large town with a long history. That history is very much evident in the town’s layout and, more immediately, in the buildings which line its streets. Little show is made of the many high quality buildings which lie in the town’s midst. Those frontages of heritage note struggle to compete with well lit attention grabbing shop front displays. The often subtle appeal that the historic building frontages have is invariably (on Abington Street in particular) diminished on account of their proximity to a relatively ancient built frontage of unyielding design.

In recent times trading in Northampton’s Market Square, and in retail generally, has been in decline. Whilst there is ample potential to raise the appeal of Northampton through heritage led regeneration, it is considered that the success of as much would only be fully realised if it were carried out in tandem with a raft of other initiatives to render the town more inviting to shoppers and visitors.

Nobody should be under any illusion that the process of turning the fortunes of this historic town around will prove a rapid venture. Heritage led regeneration takes considerable planning and those who have managed initiatives in other towns advise that it is usually only after 5-10 years that people can begin to see the benefits of their endeavours. Funders, fully appraised of the fact that they will need to support the project for the long-term, will be central to the process. To win their support those organizing the heritage led regeneration initiative will need to tailor a scheme which meets the town’s needs and responds in full to the aspirations of each potential funding body.

In order to steer a course towards successful funding applications the immediate priorities should be to appoint a heritage regeneration manager, broaden the building frontages’ study, forward some public realm proposals, commence a healthy dialogue with all potential funders and extend the consultation exercise to raise the scheme’s profile and to render it more representative.

1.2 The Document’s Scope

With a population of 200,100 Northampton is the largest town in the country. It sits at the heart of the biggest growth area outside London. The town has 88,000 houses with a further 32,500 planned to be built by 2026. By this date the population is projected to expand by up to 300,000. Northampton’s current challenge is to make the growth transform the town into a balanced green and prosperous European ‘Market City’ for the 21st century. Whilst housing growth is currently leading the way in the transformation of the town, the heart of Northampton also needs to reflect this dynamic growth. Capitalising on its central location in the UK and its distinct character, heritage and sporting legacy, the opportunity is to harness the place’s existing qualities, to make Northampton a sustainable and flourishing city. Northampton’s heritage has a key role to play in its regeneration.

Commissioned to provide evidence on which to plan future schemes of heritage led regeneration, this study commences with introducing texts considering Abington Street and the Market Square’s historic and existing form. The core of the document looks at the existing detractions from heritage appeal in Abington Street and the Market Square. Making a page by page record of the historic and existing form of each of the building frontages on the Market Square and Abington Street, the document identifies those frontages which, through their improvement, would significantly enhance the appeal of the setting as a whole. Drawings are provided detailing how each of these select frontages might be improved.

Whilst this building by building study provides a detailed analysis of ‘the asset’, the texts at the rear of the document consider the broader challenges, the potential funding opportunities and the key requirement to organise the heritage led regeneration works (and the planning of as much) in tandem with a raft of other town centre enhancements, not least to remedy challenges in relation to roads, access and traffic, parking and the public realm.

This study is the first phase in a process which will require many further phases. Purposefully limited in its scope, it is hoped that this document’s findings will provide a useful steer to those planning the future improvements to Northampton’s town centre and a stimulus for the commissioning of further studies, in the first instance for the frontages of the buildings on the Drapery, All Saints Square, Gold Street, St. Giles’ Street, Derngate and the other key ‘heritage’ streets in the town centre.

1.3 Consultation, Production and Acknowledgements

This study has been prepared with the support of a grant from Northampton Enterprise Limited. Commissioned by Northampton Borough Council to inform its planning for the enhancement of the Town Centre, the document has been compiled by Anthony Peers of Rodney Melville & Partners. All aspects of the study have been overseen by Mark Balkham who, alongside David Cattell, also of Rodney Melville & Partners, has undertaken the study of the Market Square’s alleyways or jitties. The lighting element of the study has been undertaken by Gerald Pepper of Gifford and the costings prepared by Ian Wilson of Firmingers. The process of typing up the text and collating the images, formatting etc. have been ably and patiently executed, respectively, by Susan Sheen and Stephen Gray.

The document has been prepared in close collaboration with those who have been undertaking (in tandem) the study of the Market Square and its trading operations and it has benefitted from significant input from several key personnel in Northampton Borough Council. Further to initiating and determining the parameters of the study, Mick Lorkins and Michelle Clare have helped steer the course of the research and consultation so as to maximise the document’s informativeness and usefulness. They have been ably supported by Katie Nial, AJ Gray and Jane Jennings whose keenness to procure information and facilitate have greatly eased the process of researching and compiling this study.

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M ore an investigation or an exploration than a straightforward study, the process of researching this document threw up findings and challenges which demanded flexibility in approach and a preparedness to re-direct efforts down avenues hitherto unconsidered. It is to the credit of the client team that, in their quest for a document which would prove of greatest value to the Town, all embraced the need to move on from the confines of the original brief to maximise the study’s long term potential value.

In researching the history of Abington Street and the Market Square the author was greatly assisted by the knowledgeable and extremely helpful staff of the Town’s Central Library and the County Records Office. Further invaluable information about the history of the Town Centre was provided by six members of Northamptonshire Natural History Society who, gathered by Alan Clark, kindly gave three hours of their time in discussing the former guises of each of the building frontages on Abington Street and the Market Square. The author is also particularly thankful to Paul Hobson, the Northampton Architect, who in an invaluable meeting, did not hold back in passing on his rich knowledge of the town’s architecture.

The regular ‘progress meetings’ held with Council Officers, Councillors, market traders and owners of shops on the Market Square proved an invaluable forum through which to test ideas and appreciate concerns, perceptions and viewpoints of those involved ‘at the coal face’.

A special meeting convened to discuss the study with owners and leaseholders of the properties on Abington Street and the Market Square proved particularly informative. The contents of this document were genuinely steered by the enthusiasm expressed for the notion of heritage led regeneration and the measured words of guidance proffered in relation to the ‘bottom line’ requirement of shopkeepers and their landlords for ‘open’ shop frontages.

Lastly the author would like to thank those who have provided information about other successful heritage led regeneration schemes with which they have been involved. Thanks are extended in particular to Francesca Machin, Aamer Valley Borough Council’s TH1 Officer and Alison Fisher, the Historic Areas Advisor for English Heritage in Yorkshire. Clive Fletcher of English Heritage has also been most generous with his time and thorough knowledge (gained through experience) of heritage led regeneration. Clive’s frank assessment of this study’s ambitions and his time available, proved extremely helpful. The team are also enormously thankful to him for his having led the group visit to look at the recently completed heritage regeneration works in the ‘evidently coming up in the world’ Newark on Trent.

In this document are reproduced a great number of images copied from a variety of sources. Whilst it has been possible to see through the necessary procedures in relation to the reproduction of the images copied from the collections of Northampton Borough Council and the Percy Thomas Partnership (now Capita Architecture), the task of tracking down the individual owners of each of the archival images sourced at the County Records Office and Northamptonshire Studies element of the Town’s Library would have proven a hugely time consuming exercise in its own right. Had time been taken away from the study to pursue reprographic consents the document would have been the thinner for it. It is hoped that one and all will appreciate that these images have been reproduced with the dual intent of ensuring:

i. that the readers of this document be better informed,
ii. the best for Northampton’s heritage.

1.4 The Process of Assessing Abington Street and the Market Square

Working towards the objective of providing guidance to those planning the enhancement of the Market Square and Abington Street, the first task was to gain a thorough understanding of the historic form of the frontages of the buildings on the Market Square and Abington Street. To this end the first weeks were spent researching in the Local Studies Library and Records Office. At the same time a photographic record was made of the frontages and an on foot and over the phone search was carried out to clarify details and addresses of the buildings, their occupants and owners.

In the ensuing process of transposing the findings of the above activities to the A3 pages (showing the historic and existing form of each of the frontages) it became apparent that the challenges in relation to the streetscapes’ heritage lay less with the detraction of modern fixtures and fittings than with:

i. the blight (on views down the street and across the square) of large and unsympathetic ‘modern’ developments.
ii. the introduction of unsympathetic modern shop fronts to historic frontages.

Where the initial plan had been to give equal consideration to each frontage, it became apparent that efforts to enhance the appearance of either the Market Square or Abington Street would be spent best in focusing attentions on the key detractor buildings and those historic buildings whose restoration would contribute most to the appeal of the streetscape. To this end historic buildings were isolated for special consideration, with drawings being prepared to illustrate how they might appear. Thought was also given to the option of entirely replacing the frontages of the key detractor buildings on the Market Square; Peacock Place and the Norwich Union building (No. 21).

The process of compiling the historic, analysis and proposal elements of the report were informed by a raft of consultation endeavours. In addition to the regular meetings held with Council Officers, market traders and the owners of buildings on the Market Square and Abington Street, an effort was made to let each of the owners/leaseholders on Abington Street and Market Square know of the study and have an opportunity to contribute to its content. Each owner and leaseholder was sent a letter inviting them to an event in the Guildhall. Even though the number who attended could have been greater, this gathering, advertised on the radio and in local newspapers, proved enormously instructive to the author.

The document has been prepared under the guidance of Mick Lorkins and Michèle Clare who, through providing helpful comments on drafts of the document at various key stages in its compilation, have helped shape its form.

As the process of undertaking this study revealed a requirement to open up new research avenues (whilst closing off others), so the form of the document evolved. It has been the preparedness of all involved to accept the need to adapt the approach, which will hopefully ensure that this document is, ultimately, of value.

In parallel with the studies of the shop fronts, Gifford undertook a study of the existing and potential future provision of shop front lighting in the Market Square and on Abington Street. Sharing findings and providing steering guidance as necessary the activities of the Gifford’s team, and indeed the team (from Rodney M elville & Partners) who compiled the alleyways study, have been closely co-ordinated. The task of putting costings to the recommended activities has been masterminded by Firmingers.
MARKET SQUARE ANALYSIS

2.1 Market Square History

The history of Northampton can be traced back to Roman times. In the 12th century the town was transformed by Simon de Senlis from a settlement of a few hundred humble dwellings to one of the Midlands' key fortified military strongholds.

Open air trading took place in the churchyard of All Saints until 1285 when a Royal Charter was granted for a market to be set out in the centre of Northampton. The populace of Northampton was badly hit by the black death (1347). In the years following this plague there was evidently much new building work undertaken, not least about the Market Square. Several of the existing building plots on the Market Square are believed to date from this time (the breadth of a number of these burgage plots is thought to have been determined by the breadth of the ridge and furrow plots upon which the square fronting buildings were developed).

With a healthy number of visitors making their way through on the great road from the south east to Leicester and the north west, by the 16th century Northampton had evidently become a prosperous market town. In the reign of Elizabeth I there are recorded to have been 45 distinct crafts and trades undertaken in Northampton. This number was to have grown to 114 by the time George III succeeded the throne. In the intervening years a disaster befell Northampton in the form of the fire of 1675 which destroyed All Saints Church and no less 600 houses. The Welsh House is thought to be the only building on the Market Square to have survived the conflagration.

After the fire the new buildings constructed on the Market Square were evidently built on the alignment of those which had been burnt. The architectural and civic qualities of the post-fire Northampton led Daniel Defoe to write (in 1724) of it as “the handsomest and best built town in all this part of England ... finely rebuilt with brick and stone, and the streets made spacious and wide”.

If the handsome and decorative design of no.18 Market Square (one of the few pre-18th century frontages to survive on the Square) is anything to go by, the appearance of the Square in the early 18th century must indeed have been both appealing and impressive.

The majority of the existing frontages date from the 19th century, when Northampton evolved at an extremely rapid rate. A town of 7,000 inhabitants in 1801, the population had doubled by 1830. Thirty years later and that number had doubled again to 60,000. Trading in the town in the 19th century was markedly impacted upon by the improvements in transportation, first in 1815 with the opening of the Blisworth to Northampton branch of the Grand Union Canal and thirty years later with the coming of the railway to the town. In the early 19th century there are thought to have been more than 1000 shoe makers in Northampton. However, as the century progressed the nature of manufacturing changed with factories, employing large numbers of skilled crafts people, taking the place of the smaller workshops. The Market Square underwent major changes, not least in 1851 when the trading of cereals in the Square came to an end, being transferred to the newly built Great Hall within the imposing classically fronted Corn Exchange (at the west end of the Parade). The trading of livestock on the Square ceased in 1873 with the construction of a purpose built cattle market on Victoria Promenade.

In 1863 the Pump and Gas Standard (which had stood in the Market Square since 1805 and 1826 respectively) were replaced with a grand fountain. (The tradition of having an ornament in the Square was a long standing one: the first Market Cross was built in 1825, the second in 1535 and the Market Cross stump which graced the Square from 1675 [the year of the great fire] was replaced in 1780 by an obelisk). Built to celebrate the marriage of the Prince of Wales to Princess Alexandra of Denmark, the grand fountain was to survive until 1962, its base being removed in the early 1970s.

At the close of the 19th century a key development on the north side of the Square was in train. In 1901 the historic Parade House was demolished to make way for Emporium Arcade, the collection of shops located behind a frontage for which Pevsner reserved a particularly venomous description in his Buildings of England series.

Until the second World War Northampton's medieval streetscape survived in remarkably good order. Post war the rate of change was rapid. Between the mid 1950s and early 1970s extensive works were undertaken to clear the town centre 'slums' and at the introduction of the ring road was lost the clear (and remarkable) legibility of Northampton's six ancient roads (associated with the Town's six gates) which emanated from the Market Square.
The story of the Market Square’s historic buildings in the second half of the 20th century is also one of decline as fine buildings were lost to replacements with little visual or architectural merit to them. As Bridget Cherry stated in the (1973) Northamptonshire ‘Pevsner’, the majority of the new building on the Market Square and indeed on A bington Street provide “depressing evidence of this (the 20th) century’s aesthetic standards compared with the efforts made in the town after the 1675 fire”. The Peacock Hotel, described in Pevsner as the Square’s “most distinguished and conspicuous” building, was demolished in 1960 for another shopping arcade with a frontage considerably more bleak and unforgiving that of the Emporium Arcade. In the same decade (the decade in which Northampton was designated a ‘New Town’ [1968]), that stately centurion at the south east corner of the Market Place, a building whose frontage might best be described as inconsiderate.

The lack of awareness shown by this building (or rather the designers of it) of the architectural and visual sensibilities of the Square’s historic buildings was only to be trumped in the early 1990s at the construction of Peacock Place, a building whose frontage might best be described as inconsequent.

In the 1970s the decade between that which saw the construction of the uncelebrated Norwich Union House and Peacock Place, the north side of Market Square was almost entirely rebuilt. The development was evidently undertaken with careful consideration given to the existing form of the Square and the impact of any proposal on it. The scheme saw to the closure of Newlands, the road which ran north from the Square’s north west corner and to the demolition of Welsh House (for replacement with a frontage of the form the pre-fire house is originally understood to have had).

2.2 The Market Square and its Building Frontages: Existing Form

Introduction: Measuring 100.5 metres on its north south axis and 73.1 metres on its east west axis (5.9 acres), Northampton’s Market Square is (further to the conversion of Nottingham’s Market Square) understood to be the largest operating market square in the country (in comparison with other historic squares and quads; Queens Square in Bath measures 100.5 x 100.5 metres whilst the Great Court at Trinity College, Cambridge, measures 97.5 x 82.3m). The size of Northampton’s Market Square, which on account of its rising in level by 3 metres from south to north was once called ‘Market Hill’, is pronounced by the fact that the buildings about it, being between about 10 and 12 metres tall, are of a relatively modest height. The building frontages which bound the Market Square vary greatly in their age, architectural styles and qualities, the breadth of their plot and the materials of which they are faced. With the exception of one or two notable examples, the pattern and the rhythms created by this collection of frontages is, visually, most pleasing.

The West Frontage: The ‘rhythm’ of frontages is at its best on the west side of the Square where the visual appeal of the run of building fronts is contributed to by the subtle dressing forward and back in the plane of the properties, the variation in their heights and breadths and the use of a number of different historic facing materials. In this run of frontages the impact of the just two late 20th century building fronts of modern idiom is slight on account of their being slender and built of materials visually compatible with those of their neighbours.

The North Frontage: Whilst retaining quality historic buildings at its west end, the majority of the frontages on the north side of the square date from the 1970s. However it is patent clear that those who designed the frontages of these buildings gave careful thought to the potential impact of this development on the visual appeal of the Square as a whole. The subtle planar modulation, the variation in styles, the use of a collection of traditional facing materials and the changes in elevational heights ensure that this side of the Square respectfully mirrors the architectural rhythms of the historic frontages about the Market Square.

The East Frontage: Unfortunately the respect for the heritage, shown by the designers of the buildings on the Square’s north side, was not adopted by the developers of Peacock Place. In the materials of which it is constructed, its form, style and silhouette this bold and lengthy frontage dominates the Square’s east side, drawing the eye from the appealing, but subtle, charms of the run of historic frontages to the south of it.

The South Frontage: A further blight to the softly stated appeal of the historic frontages lining the southern half of the Square’s east side is Waterloo House, the hefty and uncompromisingly angular block of a building which forms a graceless eastern end to the Square’s south frontage. To the west of this robust edifice is a run of historic frontages which are both architecturally distinguished and have been little altered. Here, in the shaded south west corner of the Square, where the uncommon rate of survival is matched by a singular lack of ‘unfortunate introductions’, the frontages are of the greatest architectural, heritage and visual appeal.
3.0 ABINGTON STREET ANALYSIS

3.1 Abington Street: History

The fact that the Market Square has served a central civic and trading role in the Northampton’s long history means that there is extensive documentary evidence with which to furnish an account of its evolution. This is not the case for Abington Street, a thoroughfare which has provided access from the east to All Saints and the Market Square for centuries but which has never been the focus of attention in its own right. Whilst it might be imagined that this route into the centre of Northampton has Saxon or even Roman origins, the earliest documentary record of the road described as ‘A Abington Street’ (surviving in the form of deeds) dates from the 13th century.

A further record from the 16th century notes that the street was bounded on either side by houses which were in the most part private dwellings and that it was lined by no less than twelve ale houses. It might be imagined that of the 600 or so buildings alleged to have been destroyed in the fire of 1675, many would have been on Abington Street.

The use of the buildings lining this street as residences, continued well into the 20th century. It is more than probable that many of the properties also housed workshops. A Abington Street earned itself the reputation in the 19th century as the Harley Street of Northampton, being home to numerous doctors and their surgeries. However by the late 19th century, as is testified in the following extract published in the Northampton Herald on February 18th 1899, the buildings on A Abington Street were gradually being converted to use as shops.

“Within the past two or three years there has been a marked improvement in many of the shop fronts of A Abington Street, as well as in the Drapery and Gold Street and elsewhere in Northampton, and in the latest is the very handsome front of the premises of Wooding Brothers nearly opposite the Post Office, which were opened as a shoe shop on Saturday, and attracted considerable attention. The premises, which were formerly occupied by Mr. A. Phillips as a woolen warehouse, have undergone thorough transformation. There is a frontage of 28 feet with a door in the centre. The double shop fronts are of polished teak, fitted with slate glass nearly to the top. There are leaded lights of pretty design, in the centre being oblong plates of silvered glass. The show cases are in the latest style of window decoration, and afford ample scope for the display of the choice goods manufactured by the firm.”

In this commentary can be observed the obvious interest at the time in the quality of the shop fronts. This pride in the appearance of the improved or new frontages on A Abington Street was to reach its zenith in the years immediately prior to the first World War when the southern side of the thoroughfare was graced with the opulent New Theatre and the handsome Public Library. Both were constructed of stone in the fashionable civic classical idiom. This pride in design was not to be restricted to public buildings: through the late Victorian period and the reign of Edward VII the new shops and private residences built on A Abington Street were invariably graced with show frontages. The people of Northampton’s pride in their town was reflected in other ways: embracing modern technology, in 1913 the Nation’s third set of traffic lights were erected at the junction of Fish Street and A Abington Street. The tradition of embracing modernity was to continue: In the inter-war years (the period when the centre of retailing in Northampton shifted from Gold Street to A Abington Street) on A Abington Street were constructed several buildings with appealingly decorative frontages designed in the Art Deco style.

Unfortunately this pride in the appearance of the streetscape, shown by the town fathers, inhabitants and shopkeepers in late Victorian period through to the second World War, seems not to have been so handsomely expressed in the second half of the 20th century.

The first efforts to address the severe bottleneck at the eastern end of A Abington Street were made immediately before World War II. (Such was its narrowness that the double tram lines in the western part of the street [introduced for horse drawn trams in 1881 and used by electric trams from the early 20th century until 1932] had to converge to a single track to pass through the tight thoroughfare at the Street’s eastern end). In the 1930s the buildings which bounded the south side of the Street between Drychurch Lane and Wood Hill and no. 20 A Abington Street and Fish Street were demolished and the buildings which replaced them constructed on an alignment several metres to the south. The process of street widening was completed in 1947 when the buildings on the south side of the street between Drychurch Lane and no. 20 A Abington Street were demolished and the new buildings also constructed on an alignment to the south of those which they replaced.

Whilst the architectural qualities of the frontages of these immediately pre and post World War II buildings pale in comparison with those constructed in the decades before, their mild manner ensures that in no way do they detract from the streetscape’s visual appeal. Unfortunately as much cannot be said of the several extensive developments which in the last decades of the 20th century were to see the demolition of handsome historic buildings on the north side of the street for the replacement with buildings of little or no architectural merit. The most regrettable of these was that which saw to the loss in the mid 1970s of the imposing stone built (in the early 1870s) and architecturally distinguished Notre Dame Convent, for replacement in the early 1980s with a brick edifice whose design and form, to put it charitably, does little to enliven the streetscape’s appeal.

The inexorable evolution of the street, from being one lined with buildings of mixed uses, to one dominated by shops, can be charted by the demolition in the 1950s of the last houses occupied as residences and in 1960 with the replacement of the magnificent New Theatre for a shop. (It was in this year also that the historic Peacock Hotel on Market Square was demolished for replacement with a shopping arcade). A Abington Street’s transformation to being a place dedicated to shopping was concluded in the 1980s with the pedestrianisation of all but its easternmost part.
Abington Street is now a bustling place where striking shop frontages and it should be said, all too familiar high street window displays vie with one another to woo passers by. The competition for your regard is such that it would be easy to walk the street’s length without taking in the architectural qualities of the building frontages which stand above the attention seeking shop fronts.

The 1973 Pevsner description of Abington Street, “where there is much (architectural) variety but little quality” might be regarded as a little harsh. However, since the publishing of that assessment there has been much demolition, particularly on the north side of the street, and the replacement buildings have contributed little or nothing to the street’s appeal (the extent of demolition and unkindly alteration is reflected in the fact that only the western third of the street was considered merit worthy enough for inclusion in the All Saints Conservation Area).

The treatment of the paving, lighting and furniture has, over recent decades, only further diminished the street’s appeal. The recently completed Public Realm Implementation Framework singles out Abington Street as the retail street in Northampton which has “particularly suffered through inappropriate shop frontage renovations, graffiti, dereliction, closure or detrimental uses for the appropriate setting”. This same document, which describes Abington Street as a “priority street” having a “significant role as Northampton’s primary external retail corridor”, laments the manner in which it was pedestrianised: “with wall to wall (non natural) pavers, inappropriate in scale and lacking in definition and invention the street, it notes, has been rendered “devout of interest”.

However, Abington Street can boast a few 19th century survivals of architectural quality and is blessed with several handsome early to mid 20th century frontages. It is a shame that the somewhat haphazard appearance of the public realm elements, the visual detraction of the late 20th century developments and the dominance of the shop frontages have successfully contrived to draw attention away from the handsome upper parts of a fair portion of the street’s buildings. These ‘dormant but handsome’ upper façade elements could, and should, prove to be the asset through which Abington Street can re-find its distinctiveness.

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Details from the insurance maps of Northampton showing the layout and occupancy of the properties on the Market Square and Abington Street as surveyed in 1899 (in pink) and 1905 (bleached)
5.0 ASPECTS OF DETRACTION DRAWINGS

The Square’s East Side: As Existing

The Square’s East Side: Detractions

MARKET SQUARE: EAST AND NORTH SIDES: ASPECTS OF DETRACTION

- Frontages of relatively recent construction, unsympathetic in their design, detailing and proportions
- Frontages of relatively recent construction which contribute nothing to the Square’s heritage appeal
- Recent shop fronts designed with little respect for the architecture of the building elevation’s historic upper storey
- Fascia boards whose bold and / or uncompromising design detracts from the facade’s appeal
- Fixtures which draw the eye away from the frontage’s appeal

The Drapery, South: As Existing

The Drapery, South: Detractions

The Square’s North Side: As Existing

The Square’s North Side: Detractions
NORTHAMPTON MARKET SQUARE:
WEST AND SOUTH SIDES: ASPECTS OF DETRACTION

- Frontages of relatively recent construction, unsympathetic in their design, detailing and proportions
- Frontages of relatively recent construction which contribute nothing to the Square’s heritage appeal
- Recent shop fronts designed with little respect for the architecture of the building elevation’s historic upper storey
- Fascia boards whose bold and / or uncompromising design detracts from the facade’s appeal
- Fixtures which draw the eye away from the frontage’s appeal
6.0 THE SITE PLAN

6.1 Introduction to the Site Plan

The site plan provides a guide to the site, recording the names of all the shops and offices, as well as detailing the location of the Listed Buildings on Abington Street and the Market Square. The plan also provides opportunities to make note of the heritage ‘status’ of the majority of the buildings around the Market Square in terms of their requirement for, and suitability to, heritage led regeneration. Here, colour coded circles identify the age of the frontage, whether it has been compromised by secondary alteration and whether archival evidence survives to tell of its historic appearance. Numbers within these colour circles indicate the extent to which works will potentially enhance the heritage appeal of the frontage (and also its setting) [1 being low, 5 being high].

Similar numbered colour circles identify those historic frontages on Abington Street which have a requirement for and would be suited to heritage led regeneration. In this street, where there are many detractor buildings, indication is also given on this plan of those building frontages which, if specially lit, might (through drawing the eye of those walking down it) enhance the street’s appeal.

The colour coded numbered circles, for the select building frontages on both Market Square and Abington Street, can also be found on the pertinent building frontage analysis pages.
It is considered that raising the appeal of Market Square and A bington Street will be most effectively and economically achieved through focusing enhancement works on key buildings. The reason for each selected having been isolated for treatment are indicated on this plan by coloured circles. It is envisaged that those buildings which have not been recommended for enhancement (and therefore have no coloured dot beside them) will benefit from the elevation of the heritage, architectural and visual appeal of the area as a whole by virtue of the improvements being undertaken to their neighbours.

**Key**
- Heritage frontage worthy of attention: Historic frontage with modern elements, but for which archival evidence of historic form survives.
- Heritage frontage worthy of attention: Historic frontage with modern elements. A rchival evidence of historic form yet to be found.
- Heritage frontage worthy of attention: Frontage constructed in the first half of the 20th century with modern elements but for which archival evidence of historic form survives.
- Modern frontage whose appearance greatly detracts from the heritage significance of the Market Square/A bington Street and, if improved would significantly lift the visual and architectural appeal of its setting.

**Key to Listing categories**
- Grade I
- Grade II
- Grade II*
- Locally listed
- Frontage of relative modernity

**Key**
- Inter-war frontages
- The lighting of which would greatly improve the architectural appeal of A bington Street

**Key plan identifying buildings and their frontages which are listed; of relative modernity; worthy of feature lighting and meriting future attention**
7.0 THE A3 BUILDING FRONTAGE ANALYSIS PAGES

7.1 Introduction to the history and ‘as existing’ images pages

On the following pages can be found images of each of the building frontages on the Market Square and Abington Street. Although the frontages vary greatly in their age and more particularly quality, each is illustrated with a photograph of its existing form together with archival photographs of how it (or the frontage[s] which previously occupied its location on the street/square) appeared in the past.

Each of the reproduced archive images on the left-hand side of the page is referenced to identify its provenance (NRO: Northampton Records Office; NCL [NS]: Northampton Central Library, Northamptonshire Studies; NBC: Northampton Borough Council Collection) and where the date of the photograph is known, that date is prefixed to the (in parenthesised) details of provenance.

Those building frontages selected as meriting particular attention are identified with the same colour coded numbered circles as reference on the introductory site plan.

Each photograph of the building frontage ‘as existing’ is annotated with red arrows identifying fixtures and fittings which detract from the frontage’s visual appeal. Beneath each ‘as existing’ photograph are texts detailing the history of the frontage and that which went before it. Beneath this is set out ‘guidance’ detailing the work which might be undertaken to enable this frontage to make a greater contribution to the area’s heritage appeal.

In some instances, where the frontage is of relatively recent construction, the guidance is simply to focus efforts elsewhere. In the case of heritage frontages the guidance can be specific. Where such guidance merits fuller consideration, the history and ‘as existing’ images pages are supplemented by a further A3 page illustrating the frontage’s as existing and potential form.

7.2 Introduction to the ‘Potential Form’ Pages

For each of those buildings considered best suited to heritage led regeneration, a page has been dedicated to explaining the manner in which alterations could be undertaken to its frontage. Featuring an ‘as existing’ photograph against which to compare appearances, these pages show drawings outlining how the frontage might be improved. Each of the ‘potential form’ drawings is annotated, with texts detailing the nature and extent of the proposed works.

These drawings have been prepared to provide guidance and must not be seen as prescriptive, not least because they have been sketched without access having been gained to the buildings’ interiors. Thus for instance, whilst these drawings have been prepared with access requirements borne in mind, they must only be treated as indicative for full inspection of internal layout would be required if access issues were to be sufficiently addressed. Furthermore, these ‘wish list’ drawings have been prepared without discussing the requirements of either the freeholder or the leaseholder. Any future frontage redesign must begin with the requirements of the occupant for unless their aspirations are met, and the new shop front designed to perform to the benefit of the occupant, it will fall short of its purpose and long-term regeneration aspirations will fail to be realised.

The schemes outlined in the potential form drawings are in almost every incidence based on evidence found in archival photographs. In some cases the historic evidence cannot be interpreted literally, for example, in those instances where the historic frontage featured one entrance and the frontage now has two separate accesses to two independent premises. The drawings also reflect a required pragmatism to avoid unnecessary expenditure and, in line with the Borough Council’s policy, new shop fronts are shown glazed with toughened glass to negate the requirement for (visually unappealing) security roller blinds or shutters.
Early to mid C19. Stucco with entablature, parapet, 4 storeys, tall panelled Doric pilasters to upper floors. Corner block, each front with 3 sash windows with glazing bars; 1st floor cornices and central pediments. Modern shop front.

Nos 1, 5, 7, 8, 12 and 13, Market Square form a group.

**Listing Description**

MARKET SQUARE II GV 232153 LB0300 4

9 Dec 1968
No. 1 (Victoria House)
NN1 2D84

Commentary: Shop frontage clearly wholly re-modelled in relatively recent times. The detailing and appearance of the replacement shop frontage is mild mannered but inflexible in that it does not allow access onto the Market Square.

Guidance: There is pictorial evidence of the form of the building’s mid 19th century shop frontage. As a future desirable activity it is recommended (not least so as to ensure adaptability) that restoration to this form (complete with an entrance on to the Market Square) be undertaken.
1 Market Square
Existing and potential form

As existing, 2008

As proposed

Removal of existing shop frontage for replacement with frontage replicating that recorded in the 1842 print

Large Light

Alarm

Box, conduit & cabling

Plate covering something
Commentary: The circa 1970 photograph provides clear evidence that this frontage is not historic. The 1970s re-fronting was undertaken in an exemplary fashion and the frontage is a contributor to the Market Square’s visual appeal.

Guidance: It is suggested that heritage enhancement efforts be expended elsewhere.
Commentary: The circa 1970 photograph provides clear evidence that this frontage is not historic. The 1970s re-fronting was undertaken in an exemplary fashion and the frontage is a contributor to the Market Square’s visual appeal.

Guidance: It is suggested that heritage enhancement efforts be expended elsewhere.
19 Market Square
Historic and as existing form

Local Listing Description
4, Market Square

Approximate Date: Pre 1850 (More like 1930s)
Conservation Area: All Saints
Adjacent to a Listed Building: Yes

Storeys & Use(s):
- Ground floor: Estate Agent (Spencer)
- 1st floor: Building Society (N & P)
- 2nd floor: Employment Agency (ECCO)

Group Value: Yes

Description: Red brick, flat roof behind parapet. Ground floor: modern shop front. Upper floors: wide casement windows across front, divided by brick pillars. Central part of 1st floor windows is under brick arch with concrete infilling.

Special Features: Good composition of detailing and a well-proportioned building.

Alterations: Only ground floor.

Building at Risk: No

Historical Association: Architectural/Technical
Significance: Not specially distinguished, but fits in with the character of the west side of the Market Square.

Commentary: Subdivision of the lease and the desire of each lessee to advertise itself distinctively has significantly impacted on the frontage’s architectural appeal. The impact on the shop front and fascia is echoed above where the architectural statement of the of the ‘Serlian’ window is thrown off balance through its southern light being boarded over for the purposes of signage.

Guidance: Promote scheme to redesign the frontage to enable the building to be read as a single entity and the simple charms of its design restored.
4 Market Square
As existing and potential future form

As existing, 2008

As proposed

Existing signage board removed
Lettering of occupants fixed to replacement shop front
Existing shop front removed
New shop front with a design which complements the 1930s architecture above
Treatment to be determined. Further to discussion of owner / occupants’ requirements. Option to treat infill in contemporary manner to be considered.
Listing description
MARKET SQUARE II GV 232154 LB0301 4 9 Dec 1968
No. 5
NN1 2DL
C18. Whitewashed brick, Welsh slated roof with gabled casement dormer.
3 storeys and attic, quoins, cornice. 2 sash windows with glazing bars in
shallow reveals under flat arches with keystones. Modern shop front.
Nos 1, 5, 7, 8, 12 and 13, Market Square form a group.

Commentary: Dormer window missing its historic glazing bars. The form of these glazing bars can be observed
in archival photographs.

The shop front has evidently been re-designed in relatively recent times. Other than the colour, which jars with the
grey paintwork of the walling above, the shop front detracts little from the appeal of the frontage as a whole.

Guidance: Unless a clear photograph showing the form of the historic frontage is found it is recommended that
efforts to enhance this frontage be limited to:
  i. ensuring that, through redecoration, its upper and lower parts might be read more harmoniously.
  ii. the restoration of the fenestration of the dormer window.
5 Market Square

As existing, 2008

Existing shop front removed for replacement with shop front which matches that recorded in the NRO photograph

As proposed

Introduce glazing bars to dormer window to match those seen in NRO photograph
### Local Listing Description

**6, Market Square**

- **Approximate Date:** Pre 1885 (More like 1930s)
- **Conservation Area:** All Saints
- **Adjacent to a Listed Building:** Yes (between two LBs)
- **Storeys & Use(s):**
  - Ground floor: Betting Office (Ladbrokes)
  - 1st floor: Solicitor (Eckford Rands)
- **Group Value:** Yes
- **Description:**
  - Old red brick with stone quoins, pantile roof, "Mansard" type with flat middle section and 3 dormer casement windows. Brick chimney stacks either end.
  - Ground floor: somewhat old-fashioned shop front, with 7 small, opening, showcase windows; doorways at either end with fluted pilasters (without capitals); plain band above.
  - Upper floors: 3 windows per storey, symmetrically arranged; 2nd floor casement, with glazing bars. 1st floor sash, with similar glazing bars: central window is in stone frame with triangular pediment.
- **Special Features:** A well-proportioned building with good detailing.
- **Alterations:** Shop front changed on change of use from public house to Licensed Betting Office in 1976 - otherwise little change.

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**Commentary:** The 1959 photograph provides evidence of the fact that since that date the northernmost window has been turned into a door and the central door has been removed, along with the dwarf wall, to create an expansive plate glass shop front.

**Guidance:** The impact of these relatively recently made changes would be greatly reduced were the paint removed from the shop front’s pilasters and fascia or, alternatively, these elements were painted in a colour to match the colour of the frontage’s quoins. In the long term the heritage appeal of this frontage would be greatly enhanced if the great height of the plate glass windows was reduced through the restoration of the shop front’s dwarf wall and shop front to something of the form recorded in Percy Thomas Partnership’s drawing of c.1974.
6 Market Square

As existing, 2008

As proposed

Existing shop front removed for replacement with shop front which matches that recorded in the NRO photograph

Introduce glazing bars to the dormer windows to match those seen in NRO photograph
7 Market Square

Listing description
MARKET SQUARE II GV 232155 LB03024 9 Dec 1968
No. 7
NN1 2DL
Mid C19. Stucco, Welsh slated roof with box dormer. 3 storeys and attics, bracketed cornice. 1 sash window to each upper floor. Modern shop front. Included for group value.
Nos 1, 5, 7, 8, 12 and 13, Market Square form a group.

Commentary: Shop frontage which in its design, form and colour greatly detracts from the visual and architectural appeal of the frontage over it.

Guidance: Further efforts should be made to find a clear visual record of this frontage’s historic form, for the informed restoration of the shop front would prove a worthwhile contribution to the visual appeal of the Market Square.
8 - 9 Market Square
Historic and as existing form

Listing description
MARKET SQUARE II GV 232156 LB03034 9 Dec 1968
No. 8
NN1 2DL
C19 front. Stucco, Welsh slated roof with box dormer and cornice. 3 storeys and attics. 1 window to each floor. Modern shop front. Included for group value.
Nos 1, 5, 7, 8, 12 and 13, Market Square form a group.

Commentary: No. 8. The archival photographs provide evidence of the fact that this frontage has been subject to several phases of alteration. Not least of these was that, post 1959, which saw the frontage raised in height and its roof pitch made correspondingly shallower. The modern re-facing of the ground floor of no. 8 is out of keeping on account of the material used as well as the form of the arrangement.

Guidance: Removal for replacement with a shop frontage aping that seen in the 1959 photograph would greatly enhance the heritage appeal of this quality run of historic building frontages.

Commentary: No. 9. The frontage of no. 9 is considerably more visually appealing than that of its similarly dated neighbours to the south.

Guidance: The visual integrity of the frontage and appeal of the streetscape would be improved if the fascia signage were designed to work with the architecture (in the way that that seen in the early 1960s photograph does).
Commentary: It is understood that No. 11 is the plot on Market Square which has the longest run of surviving rental records. The deeds for this property run back to the 14th century. The frontages are anything but ancient. These relatively modern buildings contribute nothing to the Market Square’s architectural appeal. They stand out from their neighbours on account of their height and the bold statement of the windows, the form of which is untempered by glazing bars. However, the materials of which the larger of these buildings are constructed limit the extent to which the frontages detract from the appeal of nearby historic frontages.

Guidance: To attempt to reduce the negative impact of the extant fenestration through the introduction of traditional style windows would almost certainly produce frontages of a curious and unsatisfactory hybrid appearance. Should the opportunity arise, efforts should be taken to replace the existing frontages with frontages restoring the form of the lost, but photographically recorded, historic building fronts.
12 Market Square

**Listing description**
MARKET SQUARE  II GV  232157 LB0304 4  9 Dec 1968
No. 12 NN1 2DL
One building with no. 32 Drapery (see p. 38).
C18 front of red brick. Welsh slated roof with cornice, gabled dormer. 3 storeys and attics, quoins. 2 sash windows with glazing bars under stucco lintels. Modern shop front. Included for group value.
Nos 1, 5, 7, 8, 12 and 13, Market Square form a group.

**Commentary:** It is clear that this frontage has been much altered over the years. Note in particular, in the archive photographs, the early 20th century introduction of a parapet pediment, and on the frontage the late 20th century brickwork beneath the level of the first floor cills. Whilst the existing (evidently relatively recently installed) shop front is mild mannered, its faux ‘heritage’ appearance and the fact that it extends across the relatively recently constructed frontages of the two buildings to the north, greatly detracts from the historic appeal of the whole.

**Guidance:** Careful consideration to be given to the option to install a new shop frontage to match that seen in the 1959 photograph.
**Listing description**

MARKET SQUARE  II GV  232158 LB03054  19 Jan 1952
No. 13
NN1  2DL
C18. Ashlar, Welsh slated roof with cornice. 3 storeys, 1st and 2nd floor bands. 4 sash windows with glazing bars, 1st floor segmental arches, 2nd floor flat arches. Altered ground floor.
Nos 1, 5, 7, 8, 12 and 13, Market Square form a group.

**Commentary:** It is understood that the existing shop front was introduced in 1967. It is not known how the frontage appeared before. The brilliance of the white paint, used in the decoration of the upper floor’s windows, gives these elements undue prominence in the frontage’s appearance.

**Guidance:** As the shop front is handsomely designed and marries well with the frontage above, it is recommended that heritage enhancement efforts be expended elsewhere. When the 1st and 2nd floor windows require redecoration it is recommended that a less brilliant white paint be used.
14 Market Square

Local Listing Description
14, Market Square

Approximate Date: Pre 1885
Conservation Area: All Saints
Adjacent to a Listed Building: Yes
Storeys & Use(s):
  - Ground floor: shop (Snappy Snaps)
  - Upper floors: vacant
Group Value: Yes (probably)

Description:
- Ashlar, roof probably tiled, but hidden behind high parapet.
- Ground floor: shop front - the old James Bros shop front. On RH side, panelled wooden door (to upper floors) between plain columns topped with pediment, with low arch above keystone.
- Upper floors: 4 windows per storey; middle two grouped together between fluted pilasters with ionic capitals. Windows are casement, metal framed, with glazing bars to upper section, probably same date as the shop front. Very tall stone chimney stacks at either end.
- Roof contains doorway on to flat section by parapet.
- Osborne Jetty side not of much interest. Large ugly signboard at eaves level.

Special Features:
- Classical detailing

Alterations:
- Vacant upper floors give air of neglect.

Architectural/Technical Significance:
- A good example of late Victorian commercial building.

Commentary:
J.W.R. Whitehand (1984) notes that this building, which has frontages on to Market Square and the Drapery, was built in 1925 for Pearl Assurance Co. to the designs of F.W. Dorman of Northampton. The frontage’s design appears (from the photographic evidence) to have been inspired by the form of the frontage which it replaced. The early 20th century façade survives in remarkably good order. The leaseholder reports that the fascia board was installed with the permission of the Local Authority. Whilst drawing the public attention to the services offered within, the arresting colours of this photographic retailer significantly detract from the architectural appeal of the façade as a whole.

Guidance:
Clearly the brand colours are central to the marketing of Snappy Snaps. However, efforts should be made to encourage the owner to reduce the impact of the extant arrangement through:

i. the replacement of the fascia board with lettering cut out (as seen next door at Barclays).
ii. the redecoration of the structure, which supports the shop front’s glazing, in a colour to match the colour which the window frames above are decorated. (Archival photographs provide evidence of the fact that the frames of the upstairs windows were once decorated with a dark paint). Efforts might also be made to reduce the impact on the façade’s architecture of the signage in the upper part of the frontage’s north doorway.
15 Market Square

Local Listing Description

15, Market Square

Approximate Date: late 19th century.
Conservation Area: All Saints
Adjacent to a Listed Building: No, but near to many
Storeys & Use(s): 3
Bank (Barclays)
Group Value: Yes

Description: Yellow stone (ashlar), slate roof. Fairly plain facade except for small carvings high up on each side. 3 windows per storey, except ground floor, where a door takes the place of one of the windows. Rectangular sash windows in frame of stone mouldings, arched above. 2nd floor windows and parapet project above eaves level. Osborne Jetty side has large expanse of plain wall, then 2 similar windows on 1st & 2nd floors: modern metal-framed window on ground floor.

Special Features: Classical proportions.
Alterations: No evidence of unsympathetic alterations.
Building at Risk: No
Historical Association: Architectural/Technical
Significance: A good example of late Victorian commercial building.

Commentary: The appearance of this frontage prompts the thought that it was built in the first decade of the 20th century. It looks as though it has survived remarkably little altered. However the photograph incorporated in Percy Thomas Partnership’s report provides evidence of the fact that in the mid 1970s the frontage’s ground floor element wore a completely different look. It is not known when the extant ground floor frontage was installed or whether it was designed with knowledge of the frontage’s original form. The appearance of the restored frontage is most convincing. The frontage’s appeal is diminished at ground floor level by the cluster of bins sited in front of it.

Guidance: Aside from encouraging the re-siting of the street furniture to a less heritage sensitive part of the Square, it is suggested that heritage enhancement efforts be expended elsewhere.
16 Market Square

c. 1900 (NRO: Phipps Brewery Photographs No.262)

Commentary: Frontage thought to have been constructed in the inter-war years. (See the alleyways’ element of this study). Detructions from the frontage’s visual and architectural appeal include the modern windows at ground floor level (which it might be imagined replaced windows of the type seen above), the large vent between these windows and the downpipes of the rainwater disposal system.

Guidance: A means could be found of re-designing the ground floor windows to enable them to let in light and accommodate the ATM machines whilst appearing more visually coherent with the fenestration above. Options for the concealment of the down water pipes might also be considered.
17 Market Square

Listing description
MARKET SQUARE II GV 232159 LB0306 4 19 Jan 1952
No. 17 (Drury Chambers)
NN1 2DL
C17 and later. Stucco front of 3 storeys with ornate entablature on fluted Corinthian pilasters springing from 1st floor level. 5 sash windows in architrave surrounds; 1st floor cornices and 2 pediments, console brackets. Ground floor shop front.
Nos. 16 to 19 (consec) Market Square form a group.

Commentary: Whilst this building probably dates from the post-fire (1675) re-development of the Square its frontage is clearly later. As Bridget Cherry puts it in the Northampton ‘Pevsner’: “Stately early Georgian but probably re-faced”. The photographs of the shop front in the 1960s and 70s provide evidence of the form which the fenestration, and the Art Nouveau fretwork before it, took before the shop front was (beneath fascia level) replaced with the extant full height glazing arrangement.

Guidance: The restoration of the shop front to the form recorded in these photographs (including the raising of the dwarf wall and reintroduction of the pilaster in the eastern element of the frontage and reintroduction of the fretwork) would greatly enhance the architectural appeal of this the most handsome corner of the Market Square. The appeal of the whole would be considerably enhanced through removal of the existing white fascia board for replacement with lettering (in the manner seen in the lower of the two photographs). Paint analysis will help inform the colours which might be used in future redecorations of this frontage.
**18 Market Square**

**Historic and as existing form**

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**Listing description**

MARKET SQUARE  II* GV 232160   LB0307  4  19 Jan 1952
No. 18  NN1  2DL
C17 and later. Stucco front with bracketed cornice. 3 storeys and attics, dormer window. 3 windows, swag window aprons to 2nd floor, central window flanked by Ionic pilasters. Door and fanlight on left in wooden surround under hood. Nos. 16 to 19 (consec) Market Square form a group.

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**Commentary:** Grade II* listed and featuring 17th century ornamentation quite possibly by the celebrated Edward Goudge, this is the outstanding frontage in the Market Square. This frontage’s value is heightened by virtue of its being located in the best preserved corner of the Square.

It is thought likely that this building’s new shop front was introduced in about 1960 when Ray and Vials solicitors moved out and Phelan and Agutter became the new occupants.

**Guidance:** The survival of a 1959 photograph which clearly shows the primary form, of the since compromised frontage at ground floor level, provides a remarkable opportunity to remove the (far from well fitting) 1960s shop front for restoration of the primary arrangement. Paint analysis would provide evidence to help inform those choosing colours for future schemes of redecoration. (Note: the [probably historic] tradition of painting the window frames and their surrounds in different colours)
18 Market Square
Existing and potential future form

As existing, 2008

As proposed

Paint analysis is on elements of frontage at 1st and 2nd storey levels

c.1960s shop front removed and ground floor element of frontage restored to its primary form (using materials to match those in the construction of the frontage at 1st and 2nd floor levels)
19 Market Square

Listing description
MARKET SQUARE II GV 232161 LB0308 4 19 Jan 1952
No. 19
NN1 2DL
Late C18 or early C19. Stucco front of 4 storeys with bracketed eaves cornice. 3 sash windows. Ground floor C19 savings bank front.
Nos. 16 to 19 (consec) Market Square form a group.

Commentary: This is the best preserved of the Market Square’s historic frontages.

Guidance: It is suggested that heritage enhancement efforts be expended elsewhere.
### Local Listing Description

20, Market Square

<table>
<thead>
<tr>
<th>Approximate Date:</th>
<th>Pre 1885</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation Area:</td>
<td>All Saints</td>
</tr>
<tr>
<td>Adjacent to a Listed Building:</td>
<td>Yes</td>
</tr>
<tr>
<td>Storeys &amp; Use(s):</td>
<td>3 plus attics, Building Society (Market Harborough)</td>
</tr>
<tr>
<td>Group Value:</td>
<td>Yes</td>
</tr>
</tbody>
</table>

**Description:**
Stone & red brick, slate roof.
Ground floor: “Government Offices” style in rusticated stone blocks, with 3 arched windows and door with decorative fanlight under similar arch.
Upper floors: 4 windows per floor, rectangular, 12-pane sash, 2nd floor windows with stone sills and keystone above. Windows are set in stone, with vertical brick bands between each. Balustrade above eaves cornice, with 4 attic dormer sash windows in similar style to 1st & 2nd floor windows, with shallow gables. Roof is “Mansard” type with flat central section, similar to no 6, Market Square.

**Special Features:** Classical detailing.

**Alterations:**
Ground floor has modern window frames and door.

**Building at Risk:**
No

**Historical Association:**
Architectural/Technical

**Significance:**
A good example of mid-Victorian commercial building.

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**Commentary:**
This building was built in the late 1920s for A.P. Hawtin and Sons of Northampton to the (for its time [1928] conservative classical) design of F.H. Allen of Northampton. The frontage survives in remarkably unchanged form. However, its appearance and architectural impact are compromised by the stark white fascia board which runs the breadth of the façade between the ground and first floor levels.

**Guidance:**
Efforts should be made to encourage the leaseholder to replace the fascia board with lettered signage (of the type used by Barclays at no. 15 Market Square) whose scale, form and siting responds more sensitively to the façade’s architectural form.
21 Market Square
Historic and as existing form

Commentary: Standing at the principal entrance to the Market Square and commanding the landmark position at the head of Abington Street, this substantial building serves as the very bleakest of introductions to the historic Market Square. Built in the early 1960s to the design of A.W. Walker and Partners, Norwich Union House’s bold angularity demands the attention of those walking past and its unforgiving massing dominates views across the Market Square. The building demolished (in 1964) to make way for this challenging edifice was handsome and classical in its proportions and style. (Named ‘Waterloo House’ it is thought likely that it would have been constructed at a date soon after 1815).

Guidance: The extant building is under-utilised. It is understood that much of its floor space has not been rented for considerable lengths of time. Its owner might be looking for opportunities to remedy the situation. Occupying the landmark position at the head of Abington Street and at the gateway to the Market Square, this site has great potential both commercially and also in terms of its setting the tone for people’s experience of the Market Square. The Market Square and town as a whole, would greatly benefit from replacing the existing ill fitting edifice with a landmark building of modern idiom whose massing, materials and architectural language responds to those of the historic buildings in the vicinity. Such an edifice might be an entirely new construction or take the form of a re-fronting of the existing building.
Commentary: This building has clearly undergone several major phases of alteration over the course of the last century. The decorative external plaster notes a date for the building’s construction of 1677. The early (pre-Doffman era) photographs show no. 22 Market Square (also no. 1 – 2 Abington Street) to have been a three storeyed shop selling wines and spirits. The photograph of 1914 shows that by this date the building had been converted to two storeys (presumably by Doffman and quite probably during the first decade of the century) with the upper storey windows elongated and re-fenestrated with partially decorated leaded lights in the (semicircular framed) upper sashes. Compare the weightiness of the between window (almost certainly primary) decorative swags seen in the pre-Doffman photograph with the slender swags in the 1914 photograph and it can be appreciated that all of the extant decorative frontage plasterwork dates from the ‘Edwardian’ scheme of alteration. The date at which no. 23 Market Square was adjoined to no. 22 (and its fenestration adjusted to match) is not known. Evidence of a further scheme of improvement in the 1960s can be found in the listing description of 1968 which makes mention of (presumably recently executed) repairs and restoration.

Guidance: Observe the extant form of the shop frontage with that seen in the images of the building when in Doffman’s ownership, or before, and it can be observed how compromised the frontage currently is. Sited at the meeting point of Abington Street and Market Square and this having two frontages, the informed restoration of this landmark building would greatly improve the historic appeal of both Abington Street and the Market Square. As the building now just has two storeys and its external elements at first floor level all date from the ‘Edwardian’ scheme, any restoration should look to restore to an appearance in the Doffman era rather than the Gilbey’s.
Whilst it retains something of its 17th century appearance the several major schemes of alteration have markedly changed this frontage. The extent and nature of the past alterations would render it a challenge to isolate an era (or guise) to which to restore. A further challenge to the potential of restoring this particular building’s shop front to its historic form lies in the fact that its existing broad expanse of window frontage and ‘cut through the corner’ arrangement will almost certainly be perceived to be of very great commercial value to the existing leaseholder and freeholder.

Whilst not attempting to restore any historic arrangement the proposal thus seeks to enhance the frontage’s visual and heritage appeal through:

i. enlivening its lower parts through breaking up the visual monotony of the existing arrangement
ii. ensuring dialogue between the elevation’s upper and lower parts
iii. drawing attention to the fact that this frontage incorporates two historic building plots

It is hoped that the above can be achieved whilst retaining the ‘cut through the corner’ arrangement and enough glass frontage to ensure that the proposal might be acceptable to leaseholder and freeholder alike.
Commentary: This frontage is thought to have been built in the first decade of the 20th century. The shop front is modern and does not complement the architecture about it as it might.

Guidance: The 1967 photograph provides evidence of the primary form of this shop frontage. Consideration should be given to the option of restoring the front to a form which will replicate the primary arrangement (with the plate glazing running down to a dwarf wall).
24 Market Square

Replace existing shop front with arrangement which replicates the shop front’s primary form.
Commentary: Almost certainly built in the 1930s this charming frontage is now somewhat dominated by the existing fascia advertising. The shop frontage has also evidently been subject to alterations.

Guidance: Efforts should be made to restore the primary appearance of this shop frontage. Improved pictorial evidence of the 1930s form of the shop front will be required if an informed restoration is to be achieved. Negotiations will be required with the leaseholder to ensure that in the future the frontage’s signage works with the architecture instead of competing with it.
Remove existing fascia board and ground floor level cladding and glazing, reworking shop frontage to more closely echo this frontage’s primary form.

Restore lost elements of downpipe.
Commentary: Although it seems entirely compromised at shop front level, the historic form of the upper storeys of this narrow frontage survive in reasonable order. It is understood that an application has been lodged to redesign the building’s shop front and undertake limited works to the upper parts of the frontage.

Guidance: The existence of a high quality Phipps Collection photograph (of the frontage in about 1900) presents an excellent opportunity to restore the entire frontage to its historic form (from an informed standpoint).
26 Market Square
Potential restored form

- Repair window frames and introduce new glazing bars to replicate appearance of window recorded in the historic photographs.
- Fabrication of new timber window to match that seen in archival photographs.
- Introduce new platt course to replicate that seen in historic photographs.
- Remove straps and make good of 20th century window.
- Relocation of soil and soil vent pipe to less visually obtrusive location.
- Construct new shop front to match that seen in archival photograph.
- Restore cornice.
Commentary: Those who have studied Northampton’s Medieval development have asserted that the size of the building plots on the east side of the Market Square (notably 26 & 27 Market Square) correspond in their breadths to the breadths of the ridge and furrow plots which existed in this location until its development in the years following the Black Death (1347). This frontage was clearly aggrandized at its transformation to use by the Northants Property Mart (note the introduction of the moulded surrounds to the windows). The extant shop front is modern and does not ‘fit’ as well as it might with the arrangement above.

Guidance: The two archival photographs present evidence of historic guises to which the shop frontage could be restored.
27 Market Square
Existing and potential future form

- Remove existing shop front for replacement with a timber built shop front which replicates the form of the shop front seen in the archival photographs

- Remove existing light

- Remove strap
Commentary: Although the building which Peacock Place replaced was brutally ugly, it respected the historic patterns of the Market Square’s architecture:

i. in its height and the latitudinality of its profile.

ii. through reflecting in its design the former location of the building which stood between the Peacock Hotel and the Grade II* listed no. 32 Market Square.

Built in 1989 – 90 the existing Peacock Place building dispensed with any such respect for the site’s past or the architectural rhythms of the Market Square’s historic frontages. With the roof line broken by ‘gables’ – as seen nowhere else on the square (the Peacock Hotel had itself had a modest central pediment) and broad and tall ‘through storey’ windows, (which also challenge all precedent on the Square) Peacock Place conflicts with the architectural language of the Market Square in a fashion that might be described as coarse and deeply undistinguished.

Furthermore the frontage fails users and leaseholders through the fact that:

i. over the ground floor windows there is no dedicated means (such as a traditional fascia board) by which the shop owner can advertise his/her presence.

ii. at first floor level the potential of the broad and tall windows to provide handsome views of the square is blighted by the cill heights being too high.

In the early 1970s Percy Thomas Architects, the firm who designed the new frontages for the redeveloped side north side of Market Square, produced two documents which both gave careful consideration to the form of the historic buildings around the Market Square. Whist they might be regarded by some as bland and un inventive, Percy Thomas Architect’s designs reflect the care taken by the Practice to understand and respond to the architecture of the locality. Here, as seen in the Market Square’s other historic frontages, the façade is broken into elements, with frontage heights, widths, style and materials varied to create a rhythm in sympathy with the historic precedent. It is patently clear that no such careful consideration was given to the setting by those responsible for planning Peacock Place.

Guidance: The heritage appeal of the Market Square would benefit enormously from the removal of Peacock Place’s existing frontage, which is a considerable detractor. Built with traditional materials and with a form which will (as the Square’s north frontage buildings do) reflect its designers’ appreciation of the buildings of this Square’s existing historic rhythms, the replacement façade should be of innovative design in a modern idiom. The goal of creating an exciting new frontage, which responds well to this impressive historic setting and sits in harmony with its neighbours, is a challenge which merits being put out to competition.
Peacock Place: Constructed in 1989 - 90 on the site of the former Peacock Hotel. Frontage dimensions approximately 44.5m in length by 10m in height (to eaves level)

The Peacock Hotel: Built in the seventeenth century and demolished in 1960. (NRO:P.1774)

The following rationale for the removal of the existing frontage for replacement with an improved frontage has been formulated on a number of assumptions. Not least of these is the estimated length and height of the new facade; accurate on site measurements have not been taken. The detailing for the potential new frontage is based on the notion that 31.6% of the frontage would be given over to windows. This assessment is based on an average of the ‘window to overall frontage size’ percentages of the old Peacock Hotel and a sample of quality historic frontages in the Market Square (the four surviving historic buildings on the Square’s south side).

New Frontage Options

1.0 Removal of existing frontage for replacement with frontage using contemporary language constructed with traditional materials (e.g. stone, brick, render)

2.0 Removal of existing frontage and for restoration (in stone or blockwork and traditional render) of the form shown in the archival photograph NRO:P.1774 (including stacks and pitched roof fronting the Square)
**Commentary:** The historic frontage survives in good order and the signage of its occupants has been designed in such a way as to minimise detraction from the frontage’s architectural appeal. It is hoped that other frontages on the Square might be elevated to share the handsomeness of its appearance.

**Guidance:** The glazing of these window openings is clearly secondary. It is probable that the elevation was originally glazed with windows glazed in a fashion comparable to that seen in the oriel. Further research should be undertaken to see if any evidence can be found of the windows’ historic form.

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**Listing description**

**MARKET SQUARE**  II*  232163 LB03094
19 Jan 1952
Nos 32 and 32A
NN1 2DQ

Last quarter of C17, altered early C18. Ironstone, Welsh slated roof with cornice. 3 storeys, floor bands, quoins, plinth. 5 sash windows. No. 32 has fine staircase of post-fire (1675) date.
The southernmost of the shop fronts on Welsh House photographed immediately prior to their removal (NBC Collection)

As existing, 2008

Commentary: The existing frontage is a work of restoration undertaken at the time that the Grosvenor Centre was built. Replicating the form of the 1595 Welsh House (seen [top left] in an 1830's water colour and bottom left in an 1863 photograph). To make way for this restoration frontages of some historic interest (photographed centre bottom and right bottom) were demolished. Elements of both the exterior and the interior (for example the over-bay decorative carving and the staircase) were saved for re-use in the new building.

Guidance: Ostensibly dating from the 1980s this frontage is of limited heritage interest. Its undoubted visual appeal is little challenged by the signage erected by the building’s occupants. It is suggested that heritage enhancement efforts be expended elsewhere.

Listing description
MARKET SQUARE II 232177 LB0320 4
19 Jan 1982
No. 2 Newland Walk (Welsh House)
NN1 2EB
Rebuilt front of house dating from 1595. Dressed stone with freestone dressing. 2 storeys and attics. steeply pitched stone slate roof. 3 ogee shaped gables with finials. 5 stone mullioned casement windows. 1st floor plaque on right carries date, 3 heraldic shields, an abbreviated motto in Welsh and the initials WEP. May have belonged to John Parker, sergeant at law.
Commentary: Shop frontage clearly re-modelled in relatively recent times. The re-modelling is less sympathetic than that executed on the building’s east frontage.

Guidance: A re-design of the shop frontage to complement the architectural elements above would enhance the visual appeal of this elevation. Informed restoration to an earlier guise would require an historic photograph to be procured.
1 Market Square, north face

As existing, 2008

As proposed

Existing shop front removed for replacement with frontage replicating that recorded in the 1842 print
Commentary: Sited at the corner of Market Square and The Drapery, this building was constructed for Werff Bros. of Birmingham to the (1953) designs of H. Bloomer and Son, also of Birmingham. The shop frontage is a more recent introduction and is thought likely to be coeval with the north frontage of no.1 Market Square.

Guidance: This frontage occupies a key location at the junction of The Drapery and Market Square. Further efforts should be made to seek out archival photographs (of the historic appearance of this frontage as well as that which it replaced) to inform future planning as to its treatment.
### Local Listing Description

**3. The Parade**

<table>
<thead>
<tr>
<th>Approximate Date:</th>
<th>Mid 19th century.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conservation Area:</td>
<td>All Saints</td>
</tr>
<tr>
<td>Adjacent to a Listed Building:</td>
<td>Yes</td>
</tr>
<tr>
<td>Storeys &amp; Use(s):</td>
<td>4 plus attics</td>
</tr>
<tr>
<td>Ground floor:</td>
<td>Retail (Optician)</td>
</tr>
<tr>
<td>Upper floors:</td>
<td>Solicitors</td>
</tr>
<tr>
<td>Group Value:</td>
<td>No</td>
</tr>
<tr>
<td>Description:</td>
<td>Largely stone building resembling the stern of an Elizabethan Man-of-War. Ground floor: modern shop front. 1st/3rd floors: stone, slightly recessed with flanking triangular panels: casement windows with stone mullions &amp; transomes and leaded lights extend across most of the width, and diminish in size with each storey. Sections separated by narrow round pillars which terminate above the 2nd floor windows in semi-orbs with stone mouldings above. Prominent shaped modillions to otherwise plain cornice, below large, shaped gable with central leaded casement windows and circular medallion above. Tall chimney stacks.</td>
</tr>
<tr>
<td>Special Features:</td>
<td>A fine classical facade, well-mannered, imposing elevation.</td>
</tr>
<tr>
<td>Alterations:</td>
<td>Gable originally stone, plastered over recently (in last 20 years).</td>
</tr>
<tr>
<td>Building at Risk:</td>
<td>No</td>
</tr>
<tr>
<td>Historical Association:</td>
<td>Architectural/Technical Significance:</td>
</tr>
</tbody>
</table>

#### Commentary:

Frontage thought likely to date from the last decade of the 19th century. The frontage is constructed of Hornton Stone which has delaminated in places and been ‘repaired’ using what look to be cementitious mortars. These appear to be exacerbating the decay. The extant shop frontage is a relatively recent introduction. Long distance archival photographs of the Drapery provide evidence that the primary shop front was removed between 1953 and 1965. A member of the Northamptonshire Natural History Society recalls the shop front to have had two glazed street front windows with a deep glazed arcade at its centre.

#### Guidance:

Pictorial evidence of the primary form of this shop front will be required if an informed restoration is to be achieved.
Pre 1874 (NRO:P.1618)

Listing description
MARKET SQUARE II 232164 LB0310 4
9 Dec 1968
Nos 4 and 5 The Parade
(Formerly the Odeon Cinema)
NN1 2EA
C19 Neoclassical front. Stucco, 4 storeys. Rusticated ground floor with 3 arched openings. Upper floors have tall Ionic attached columns in antis. 1850 by Alexander and Hull. Formerly the Corn Exchange.

Built as The Corn Exchange to the designs of G. Alexander and W. Hull in c.1850, the building’s construction cost of £8,000 was met by public subscription. The mid 19th century lithograph (top left) by T.J. Rawlins (Ref.NRO/P4058) provides evidence of the fact that over the years the building has been much changed.

Commentary: At the construction of the Corn Exchange in the early 1850s the tradition of wheat, barley and other cereals being traded in the Market Square came to an end. This building was also used for concerts, public meetings and dances. Between the dates that the (bottom two) photographs were taken (c. 1910 and the early 1960s) the cornice, the Corn Exchange’s modillions and ornate frieze were removed, along with the blocking course urns (it is not known whether the supported coat of arms was ever constructed). At the introduction of an extra storey the fenestration was modified and the window pediments replaced with an altogether less decorative arrangement. At ground floor level the windows were removed from the outer two arches for replacement with steps up to new door openings. The majority of these alterations are understood to have been undertaken at the Corn Exchange’s conversion in 1920 to use as the Exchange Cinema. The cinema, which was to have its name changed to ‘The Odeon’, closed in 1974 when it became a bingo hall.

Guidance: The alterations to this building have been so comprehensive that it would prove extremely costly to restore the frontage to its primary form. Whilst the frontage might now be less architecturally appealing than it has been in the past, it is still a handsome net contributor to the Market Square’s historic and architectural appeal. It is recommended that energies to enhance the heritage merits of frontages are expended on other buildings.
Commentary: Mid 19th century bank building demolished and replaced in the late 1970s with a frontage built in a modern idiom to the designs of Percy Thomas Partners Architects.

Guidance: This modern frontage does not unduly detract from the visual rhythm of the Square’s historic frontages. It is recommended that energies, to enhance the heritage merits of the Square’s frontages, be expended on other buildings.

If in the future, these buildings were to be replaced, it is sincerely hoped that in its design any new frontage would respond to the patterns, rhythms, forms and materials of the Square’s frontages. It is also hoped that if economies are to be made in the building’s design and detailing, the planning of the frontage is spared such cuts.
Commentary: 19th century frontages demolished and replaced in the mid to late 1970s with a frontage built in a modern idiom to the design of Percy Thomas Partners Architects.

Guidance: This modern frontage does not unduly detract from the visual rhythm of the Square’s historic frontages. It is recommended that energies, to enhance the heritage merits of the Square’s frontages, be expended on other buildings.

If in the future, these buildings were to be replaced, it is sincerely hoped that in its design any new frontage would respond to the patterns, rhythms, forms and materials of the Square’s frontages. It is also hoped that if economies are to be made in the building’s design and detailing, the planning of the frontage is spared such cuts.
9 The Parade

1888 Parade House, which was to be pulled down in 1901 to make way for the Emporium Arcade (NRO:P.1248)

1972 The Emporium Arcade: built in 1901, to the designs of Moseley and Scrivener of Northampton. There was a major (but ultimately unsuccessful) campaign in the early 1970s to save this building from demolition (NCL[NS]).

Commentary: 19th century frontages demolished and replaced in the mid 1970s with a frontage built in a modern idiom to the design of Percy Thomas Partners Architects.

Guidance: This modern frontage does not unduly detract from the visual rhythm of the Square’s historic frontages. It is recommended that energies, to enhance the heritage merits of the Square’s frontages, be expended on other buildings.

If in the future, these buildings were to be replaced, it is sincerely hoped that in its design any new frontage would respond to the patterns, rhythms, forms and materials of the Square’s frontages. It is also hoped that if economies are to be made in the building’s design and detailing, the planning of the frontage is spared such cuts.

As existing, 2008
12 The Parade

Commentary: 19th century frontages demolished and replaced in 1978 with a frontage built in a modern idiom to the design of Percy Thomas Partners Architects.

Guidance: This modern frontage does not unduly detract from the visual rhythm of the Square’s historic frontages. It is recommended that energies, to enhance the heritage merits of the Square’s frontages, be expended on other buildings.

If in the future, these buildings were to be replaced, it is sincerely hoped that in its design any new frontage would respond to the patterns, rhythms, forms and materials of the Square’s frontages. It is also hoped that if economies are to be made in the building’s design and detailing, the planning of the frontage is spared such cuts.
Commentary: This building has clearly undergone several major phases of alteration over the course of the last century. The decorative external plaster notes a date for the building’s construction of 1677. The early (pre-Doffman era) photographs show no. 22 Market Square (also no.1 – 2 Abington Street) to have been a three storeyed shop selling wines and spirits. The photograph of 1914 shows that by this date the building had been converted to two storeys (presumably by Doffman and quite probably during the first decade of the century) with the upper storey windows elongated and re-fenestrated with partially decorated leaded lights in the (semi-circular framed) upper sashes. Compare the weightiness of the between window (almost certainly primary) decorative swags seen in the pre-Doffman photograph with the slender swags in the 1914 photograph and it can be appreciated that all of the extant decorative frontage plasterwork dates from the ‘Edwardian’ scheme of alteration. The date at which no. 23 Market Square was adjoined to no. 22 (and its fenestration adjusted to match) is not known. Evidence of a further scheme of improvement in the 1960s can be found in the listing description of 1968 which makes mention of (presumably recently executed) repairs and restoration.

Guidance: Observe the extant form of the shop frontage with that seen in the images of the building when in Doffman’s ownership, or before, and it can be observed how compromised the frontage currently is. Sited at the meeting point of Abington Street and Market Square and this having two frontages, the informed restoration of this landmark building would greatly improve the historic appeal of both Abington Street and the Market Square. As the building now just has two storeys and its external elements at first floor level all date from the ‘Edwardian’ scheme, any restoration should look to restore to an appearance in the Doffman era rather than the Gilbey’s.
New shop frontage on both Market Square and Abington Street sides

Corner pier re-aligned to sit flush with building’s south and west faces
**Commentary:** Although little pictorial or documentary evidence has been found in relation to this frontage, its applied ‘timber framing’ is of a language popular in the first years of the 20th century. Whilst the shop is evidently a relatively modern introduction, its glazing is not too expansive and the signage (compared to other buildings in the locality) is respectful of the architecture upon which it is planted.

**Guidance:** Any restoration of the (possibly) early 20th century shop front will need to be informed by better quality archival photographs than those which have been sourced to date.
Commentary: To date no early photographs of this building have been sourced. When constructed (by the look of the brickwork in the early 19th century) the upper two floors of this property (in all probability a residence) were lit by three street fronting windows. From the look of the infilling brickwork, the infilling of these windows appears to have been an early alteration. The extant shop frontage is relatively modern.

Guidance: Any restoration of this frontage will need to be informed by better quality and older archival photographs than those which have been sourced to date.
7 - 9 Abington Street

Listing description

7-9, Abington Street

Approximate Date: 1937
Conservation Area: No
Adjacent to a Listed Building: No

Storeys & Use(s):
- 3
  - Ground floor: Retail (three units)
  - 1st floor: Retail
  - 2nd floor: Retail

Group Value: No

Description:
Modern shop fronts at ground floor.
Stone clad building with nine large metal framed windows at each upper level. Fluted apron below each top floor window. Windows flanked by fluted columns (ten in total). Plain cornice to parapet wall.

Special Features:
- Carved head of a deer above central window.
- Decorated fluted columns.

Alterations:
- Carved head of a deer above central window.
- Decorated fluted columns.

Building at Risk: Developed for the British Shoe Corporation
Historical Association: Built for the British Shoe Corporation
Architectural/Technical Significance: A fine example of a 1930's commercial building.

Commentary: Developed by Sterling Estates, London this frontage was built to the (1936) design of Hillier, Parker, May and Rowden of London. Unfortunately no frontal photograph has been sourced in the archives to gain a better understanding as to how the primary shop frontages appeared. The carving of the Stags Head in the central bay’s high level stonework is allegedly a reference to the fact that on this site was previously located an inn of that moniker.

Guidance: The qualities of this 1930s frontage (and indeed others dating from that decade on Abington Street) should be brought to the attention of pedestrians through the lighting of its (their) upper parts.
Commentary: Although no documentary evidence has been found to tell of the evolution of this evidently much altered collection of frontages, the signage in the photograph dated 1960 provides a clue that the partial demolition of this collection of (probably mid-Victorian) frontages took place in the early 1960s. Whilst the westernmost of the gabled bays appears to have been spared the demolition ball, the form of the brickwork in its gabled neighbour and the small easternmost brick built element prompts the understanding that these parts were dismantled and rebuilt in the early 1960s. The architectural appeal of the arrangement is utterly compromised by the intrusion of the c.1989 entrance to Peacock Place.

Guidance: If a scheme is to be undertaken to rid the Market Square of the unappealing frontage of Peacock Place, consideration should also be given to the removal of this shopping centre’s entrance frontage on Abington Street. Any redesign of the frontage should be undertaken in full knowledge of the way in which this frontage has evolved over the last century and in its design should respond sympathetically to the style, form and materials of its neighbours.
Commentary: This frontage forms part of the Prudential Assurance development, the construction of which was completed in 1973. The Architect for this development was K.C. Wintle. This development saw to the demolition of Phillips’s charmingly distinctive shop.

Guidance: This ‘modern’ frontage is one of a significant number on the north side of Abington Street. The misfortune is that the construction of this undistinguished frontage, and the building behind it, required the demolition of historic buildings of considerably greater architectural and visual appeal. Degrading the street’s heritage appeal, the great number of these bland modern frontages is such that it would be an enormous undertaking to attempt to improve the street’s architectural appeal through making improvements to them. It is recommended that those seeking to raise the heritage appeal of Abington Street draw attention away from the modern buildings through improving, properly lighting and drawing attention to those heritage buildings on the street:

i. which occupy landmark sites,
ii. which merit works of restoration,
iii. for which documentary evidence survives against which to implement an informed restoration.
Commentary: This frontage forms part of Prudential Assurance development, the construction of which was completed in 1973. The Architect for this development was K.C. Wintle.

Guidance: This ‘modern’ frontage is one of a significant number on the north side of Abington Street. The misfortune is that the construction of this undistinguished frontage, and the building behind it, required the demolition of historic buildings of considerably greater architectural and visual appeal. Degrading the street’s heritage appeal, the great number of these bland modern frontages is such that it would be an enormous undertaking to attempt to improve the street’s architectural appeal through making improvements to them. It is recommended that those seeking to raise the heritage appeal of Abington Street draw attention away from the modern buildings through improving, properly lighting and drawing attention to those heritage buildings on the street:

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