

## Buttermarket

One of the main shopping streets in the town and part of the market areas set out in the Norman period planning of the layout of the town. There are groups of handsome 18<sup>th</sup> and 19<sup>th</sup> C buildings on both sides, particularly to the north on the west side and south on the east, especially Lloyds Bank. Several of the commercial premises are quite small in scale, presumably reflecting historic plot sizes.

The nature of the street is very much that of a commercial shopping street, and its busy nature, especially on market days, is a very major part of its charm and appeal.

Shop fronts are a disappointment generally. It is not that there are so many that are modern, but rather that they are so mediocre in quality. An aspiration to improve their design and construction quality would be a good thing as would attention to maintenance.

Lighting is by high level lamps attached to the buildings and a single standard with some historic influence. Street finishes are asphalt with concrete pavings - these are further elements which might be improved to enhance the conservation area.



### 2 Buttermarket - Mistral

A building which in appearance could be any age between the early and mid 19<sup>th</sup> C, and in three storeys with stucco rendered walls above a modern almost fully glazed shop front at ground level, with a recessed entrance and two panelled mullions supporting a deep fascia and shallow stall riser. The three bays of fenestration above has quartered sashes in architraved boxes flush with the stucco face. Flush eave with, apparently, a clay tiled roof. Red brick chimney stack, plastic rainwater goods.

A building which would benefit from further research and one that makes a positive contribution to the conservation area.



### 3 Buttermarket - Toppers

A very small building in two storeys with a steep tiled roof containing an attic with a wooden framed dormer. The building is, presumably, late 19<sup>th</sup>/early 20<sup>th</sup> C with rough-cast render at first floor level and a modern glass shopfront at ground level with what appears to be a late 19<sup>th</sup>/early 20<sup>th</sup> C surround, with a large wooden corbel bracket, cornice and pilaster.

Fenestration is a single multi-pane sashes at first floor and casements to the attic. Red brick chimney stack, a wooden fascia hides forms a parapet at eave level.

Large and detracting air conditioning plant fixed above fascia.

While the shop front could be better, the building is, overall, positive in the conservation area.



### 23 Buttermarket - Marks and Spencer

An inter-war provincial Marks and Spencer building, designed in the house style of a sort of sub-Lutyens neo-Georgian building with 'art deco' stylistic affectations. The building is in three parapeted bays of a symmetrical composition with the centre bay breaking forward of the two flanking with two tall storeys and an attic with a clay tiled roof with three wooden framed dormers to each of the side bays. The first floor is in brown brick and to the latter has four bays of fenestration while the centre has a trio of feature windows in painted surrounds below a stone cornice and fascia, engraved with the shop's title.

At ground level are three large glass plate shop fronts, each with large fascia with more branding in raised gilt letters, The central bay has modern shop entrance doors. At the south bay is a panelled door with a rather detracting modern grille above, this has a low relief stone architrave, with a pediment in a sort of Dutch style. Fenestration otherwise is multipane sashes to the first floor flanking bays and casements to the dormers. The central windows on the first floor are casements with leaded lights. Attic accommodation is believed to have been added as part of significant store expansion in 1980s which saw major additions to rear including footbridge over High Baxter Street.

This is a rather good building with a distinctive house style of this quintessentially British marque, it makes a positive contribution to the conservation area.



### **28+ 29 Buttermarket- Phones 4 Ever, Former Argos**

A building which is a 20<sup>th</sup> C construction in a neo-Georgian style in two storeys with shop fronts at the ground floor and stucco rendered first floor below a clay tiled roof. Built originally as 'The Playhouse' cinema and theatre that opened in 1925 with seating for 700 and was constructed on the site of the Half Moon. Continued as theatre until closure in late 1950s when it was converted to retail use. The building is divided into five bays by projecting pilasters. For some reason and there are paired windows in the wider two bays and a single one in the centre bay, each having a multi-pane sash joinery.

The ground floor has, along with the shop modern shop fronts with deep fascias, a single accommodation door with a case with what appears to be older paneled linings and a modern paneled door—the lining throws some doubt over the provenance of the remaining fabric. There is plastic rainwater goods.

The building has limited architectural interest but remains, overall just about positive in the conservation area.



### **30, 31. 32 Buttermarket - Café Kottani, Johnson's and Goldsmiths**

Apparently built as a terrace in two phases with Nos 30 and 31 making a single phase and 32 another, the two being separated by a parapet breaking through what otherwise would be a continuous clay tiled roof. In two storeys of painted brickwork with gauged brick arches to the first floor openings, these buildings could be any date from the early 19<sup>th</sup> C. There are three bays of fenestration to the northern pair and two to No 32. The windows have multipane sash joinery in boxes which are flush with the face of the brickwork. The joinery is of a late 18<sup>th</sup>/early 19<sup>th</sup> C type. Below the first floor are three shop fronts each of which is modern with large glass windows to Nos 30 and 31 and a deep recessed entrance, with tall stall riser to No 32. Each has a deep fascia with signage.

Red brick chimney to the party wall parapet and cast iron rainwater goods.

These buildings appear to have some age and would benefit from further research, but certainly positive in the conservation area.



### **33 Buttermarket - Card Factory**

A mock Tudor early 20<sup>th</sup> C small commercial building in two stories, the ground floor having a mid-20<sup>th</sup> C shop front and the first floor being half timbered and gabled with a central shallow bay window with leaded casements. Clay tiled roof, cast iron rainwater goods. Occupies part of a site where four buildings on the eastern side of Buttermarket were damaged by incendiary bombs dropped during a Zeppelin raid in 1915.

A building which adds positively to the richness and diversity of the conservation area.



### **34 Buttermarket - EE Phones**

A mid 19<sup>th</sup> C commercial building in three storeys of white bricks with two bays of fenestration above a modern shop front with historic pretensions and having large glass panes. The windows have sash joinery with large panes of glass and are below painted gauged brick lintols.

Clay tiled roof with plastic rainwater goods.

A simple unassuming building which makes a positive contribution to the conservation area.

