

# 1. Market Place, South Parade & Cheapside



In medieval times South Parade was known as Corn Hill or Corn Market and, as the name suggests, was the place where corn was sold until the corn market building was constructed in Nottingham Street 1854. A replica corn cross currently stands in the area in recognition of this trade. There were formerly four market crosses in the town and a modern reproduction Butter Cross has also been erected in the Market Place which is dedicated to former Town Warden, the late Gilbert King.

Cheapside also has medieval origins, formerly called Bothe Row, relating to the covered market stalls that once lined the street, and latterly Butchers Row (until 1863) again witness to commercial activity of the day. This area is still the focus of town centre retail activity, now a pedestrian preference area and home of the twice weekly open air markets where the area is transformed by stall radiating out along the adjacent streets. The open air market takes place on a Tuesday and Saturday and is an extremely ancient institution being recorded as a profitable concern as early as 1077 and certainly dating back from Saxon Times.

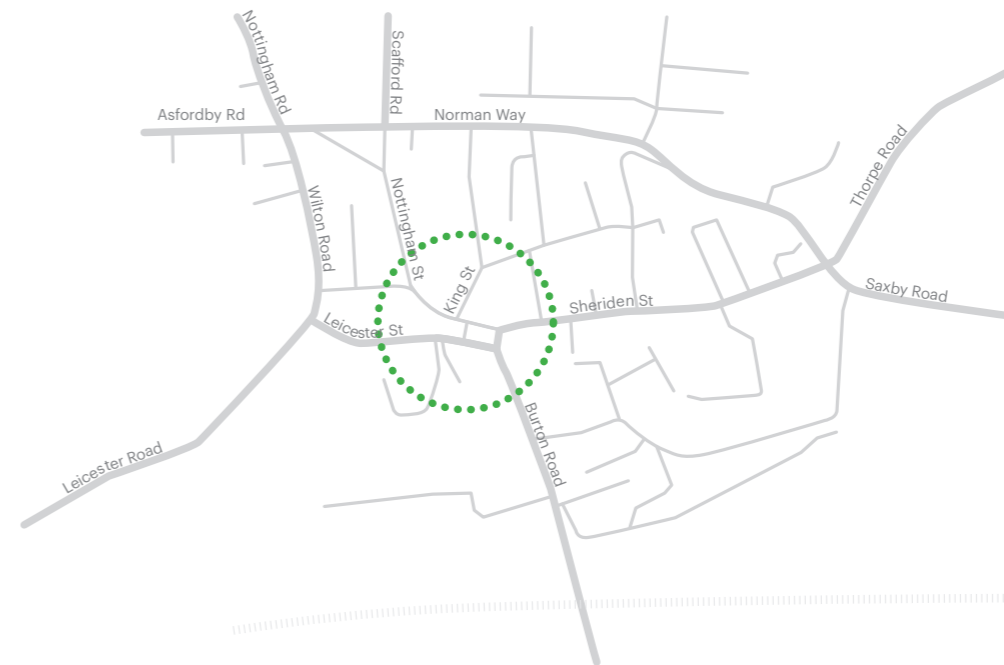
The Market Place is characterised by a wide variety of buildings in a multitude of different styles, materials and ages, all adding to the diverse character of the area. The prevailing built form is of three storey Georgian or early Victorian buildings, originally built as town houses, in red brick with slate roofs. Almost all of the buildings have been adapted for commercial use at ground floor, with shopfronts inserted in the late nineteenth or early twentieth century. The varied rooflines, fenestration patterns, shop frontages and façade treatments



↖ The Market Place as viewed from Cheapside. The character of the elevations is generally a product of the Georgian, Victorian and Edwardian period.

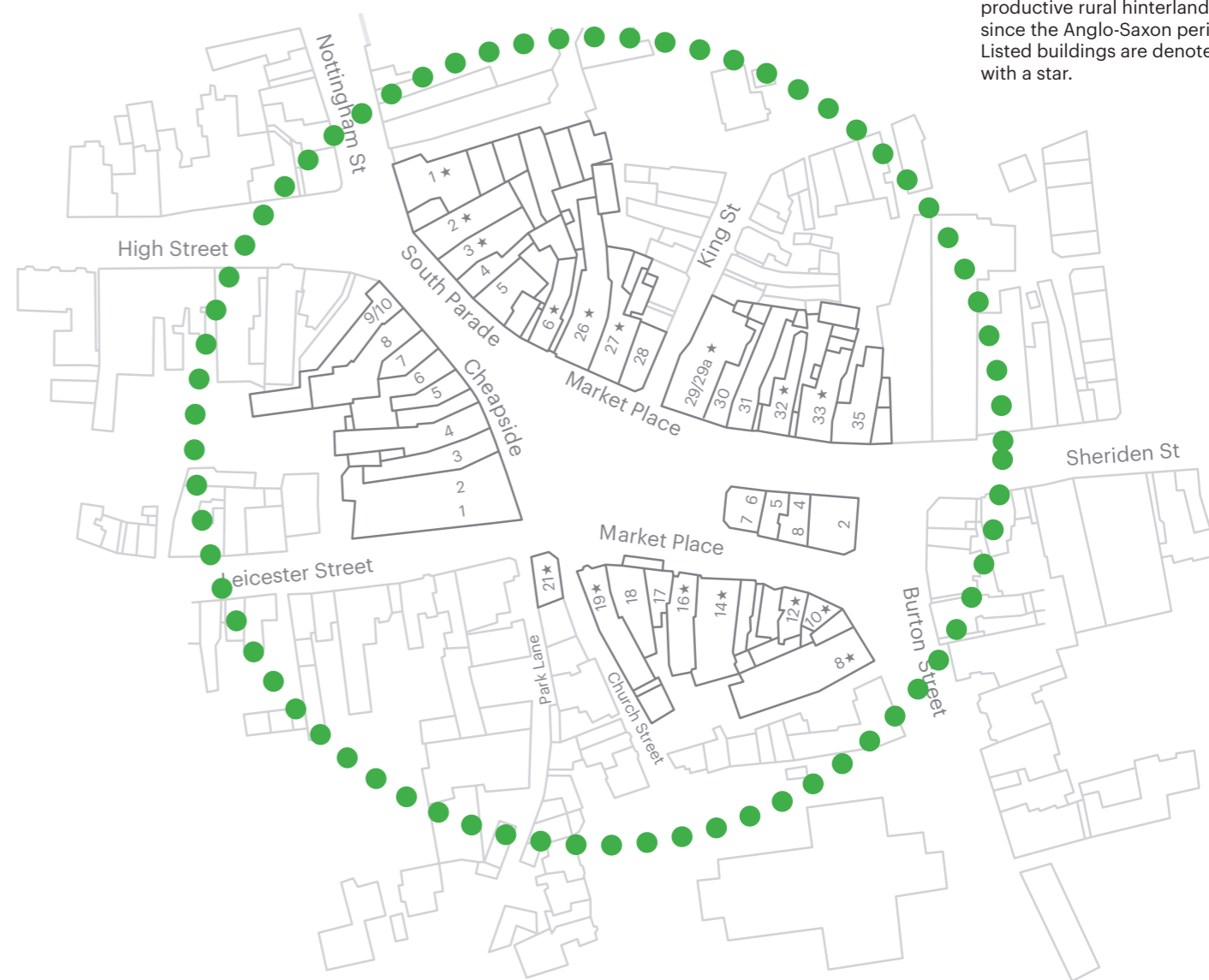
↖ Entrance to the Market Place via High Street and Cheapside, framed by good quality early nineteenth century buildings.

**Market Place**  
in Melton



← The Market Place conservation area is located at the centre of the historic layout, where the medieval roads to Nottingham, Leicester, Grantham and Oakham converge.

**Market Place**  
in Detail



↓ Close inspection of the urban layout reveals medieval burgage plots. Melton had been a regional centre of a productive rural hinterland since the Anglo-Saxon period. Listed buildings are denoted with a star.

are part of the distinctive atmosphere of Market Place, which is immediately identifiable as the focal point of this historic market town.

While some of the original shopfronts have survived, many have been replaced over the decades, and in some cases traditional Victorian / Edwardian shopfronts have been reinstated through historic building grants programmes in the 1990s and 200s. However many of the replacement shopfronts are discordant with the historic character of the Market Place, with deep, plastic box fascias, aluminium or uPVC fenestration.

Notable listed buildings within the Market Place and adjoining streets are as follows:

34, 35 AND 35A, MARKET PLACE Grade: II Listed (1264965)

This building was originally a timber cruck framed house which was altered in C18 / C19. The building retains its original 6/6 Georgian glazing bars but is negatively impacted by a modern shopfront at ground level.

30, 30A AND 32, MARKET PLACE Grade: II (1235651)

This building range which is group listed is one a number of historic buildings in the Market Place that retains its original C18 red brickwork, but it has been re-fenestrated and has been negatively impacted by double height shopfront fascias and insensitive external illumination.

29 AND 29A, MARKET PLACE Grade: II (1264964)

29 and 29A Market Place is one of the most imposing buildings on the Market Place, and retains its original 6/6 Georgian sash windows and flat arched gauged brick lintels. At present the character of the building is undermined by its use as a snooker hall, as the curtains to the front elevation windows are always closed and the shopfront below is an oversized plastic fascia.



↖ The Market Place looking towards the South Parade/High Street entrance. In the foreground are numbers 29/29a. Notice the Georgian Sash windows with flat arched brick lintels above.



← The former Swann Inn, at 17/18 Market Place. One of the most distinctive buildings in the town although completely rebuilt in the 1980s following a fire, and therefore something of conservation exemplar.

27, MARKET PLACE Grade: II (1235650)

27 Market Place features atypical chequer board red / gault brickwork which is not found elsewhere in the Melton Mowbray Conservation Area. At present the front elevation is negatively impacted by a full height commercial window transfer across the historic display window, while the traditional shopfront below has been infilled with an oversized uPVC fascia.

26, MARKET PLACE Grade: II (1264962)

26 Market Place is one of the most distinctive buildings Market Place with an original C17 façade featuring deep, bracketed eaves and sloping dormer windows. The first floor windows are likely to be a later decorative Edwardian addition with elegant margin lights. The historical significance of the building is entirely undermined at ground floor level, as it has a reinstated Victorian shopfront that has been harmed by a large fascia and inappropriate signage.

10-13 MARKET PLACE Grade II (1235545) & 14 AND 15, MARKET PLACE Grade: II (1264985)

Nos 10-13, along with 14-15 are traditional C18 three storey houses that would have been built along a more modest principle than the grander houses on the opposite side of the Market Place. This range of buildings make a highly positive impact on the character of the Market Place, with original Victorian / Edwardian shopfronts, and reinstated traditional shopfronts. The signage for each of the commercial ground floor units is appropriate for the conservation area with timber fascias and hand painted signage.

THE GRAPES INN Grade: II (1235643)

The adjacent Grapes Inn, occupying the corner plot with Church Street, retains its eighteenth Century façade including a fine rounded bow window with its original glazing. Other unusual features in the area include several former shop display windows at first floor level, survivors of the town's retail heyday.

THE SWAN INN (Unlisted)

The Swan Porch which was re-built following severe fire damage in the 1980. The upper storey projects over the pavement and below the first floor window is a swan on a moulded bracket witnessing the fact that the building was once the Swan Inn. The building is painted in a distinctive light blue, although it is in need of repainting where previous signage has stained the façade.



↑ The southern side of Market Place, showing numbers 10-16. Built at varying stages during the Georgian period with later Victorian and Edwardian shopfronts. Notice the reinstated shopfront of Loros.



↑ The Grapes Inn adjacent number 21 Market Place. Both buildings are highly distinctive in their position and detailing and as such add to the quality of the townscape/

