

- 7.33 The development pattern is broken in two locations: The Park Street Methodist Church - which is set back well behind the established building line; and Park Square - a long established small square now used for parking.



Properties 14-18 Park Street in the right hand foreground display a shallower pitch from the late-eighteenth century, while following building (No.24) clearly dates from the seventeenth century, both are of local stone with ashlar dressings and graduated stone slate roofs.

- 7.34 Maple Creek Flats and the Fire Station built around the late 1960's early 70's do not contribute greatly to the character of the Conservation area but whose impact mature planting and trees around them lessen to some extent.



Park Street Methodist Chapel c1890, unusual in that it is designed in a contemporary Classical style (Grade II listed). The dramatic statement it makes is enhanced by the fact that it is set well back from the road breaking the established building line.

6. Theakstons Brewery & Environs

- 7.35 The Theakstons brewery was purpose built in the mid-nineteenth century by the Theakstons family expanding their brewing business in the town.
- 7.36 The brewery development stands alone in terms of size, scale and detailing compared with its immediate surroundings. The buildings are larger in scale but blend in well through the choice of materials used (stone and slate). The various buildings on the site are linked by a central



Theakston's complex of buildings was purpose-built as a brewery and maltings and the unusual roof forms reflect functional uses within the buildings

courtyard, which at the time of construction must have coped well with the traffic generated on the site. Today the current workings of the site, modern traffic and residential development around the site must present greater problems.

- 7.37 Red Lane approaching the brewery has a more open patchwork of buildings, with the



The view from the brewery down Red Lane, where the mature trees and lack of footpaths to the carriageway gives this area a semi rural character.

detached houses of Sunnyside and High Garth set behind boundary walls.

- 7.38 The Conservation Area ends at Westholme Road, a modern semi-detached housing development.
- 7.39 Park House to the east of the brewery is a seventeenth century house extended and altered in the nineteenth and twentieth centuries of coursed rubble stone with ashlar dressings and a stone slate roof. It is approached from Park Square through an ornate gated entrance.



The formal gardens to Park House are an uncommon feature in the town. The current house is sited within the grounds of the former Manor House.

7. Silver Street & Environs

7.40 The southern reaches of Silver Street on the western side follow the traditional pattern of the core of the town with properties built off the back of pavement with the exception of Nos. 19-29 which are set back behind small front gardens. There is a mix of size and scale of buildings reflecting the spread of ages of properties.

7.41 The eastern side of Silver Street breaks with this familiar pattern with the twentieth century housing having small front gardens. These two storey terraced properties are built into the hillside overlooking the 'Shooting Holme' and recreational ground.



7.42 This is a busy access route through the town where the carriageway and pavements are narrow considering the volume of traffic.



Silver Street from the Market Place

7.43 Organic development has taken place to the rear of Silver Street around College lane linked by Quaker Terrace. This area, over time, has housed a number of small-scale industries and workers cottages. Today housing predominates, however a number of workshop, storage buildings and retail premises can still be found. The buildings in this area are densely packed and built directly off the back of the carriageway with no formalised footpaths.



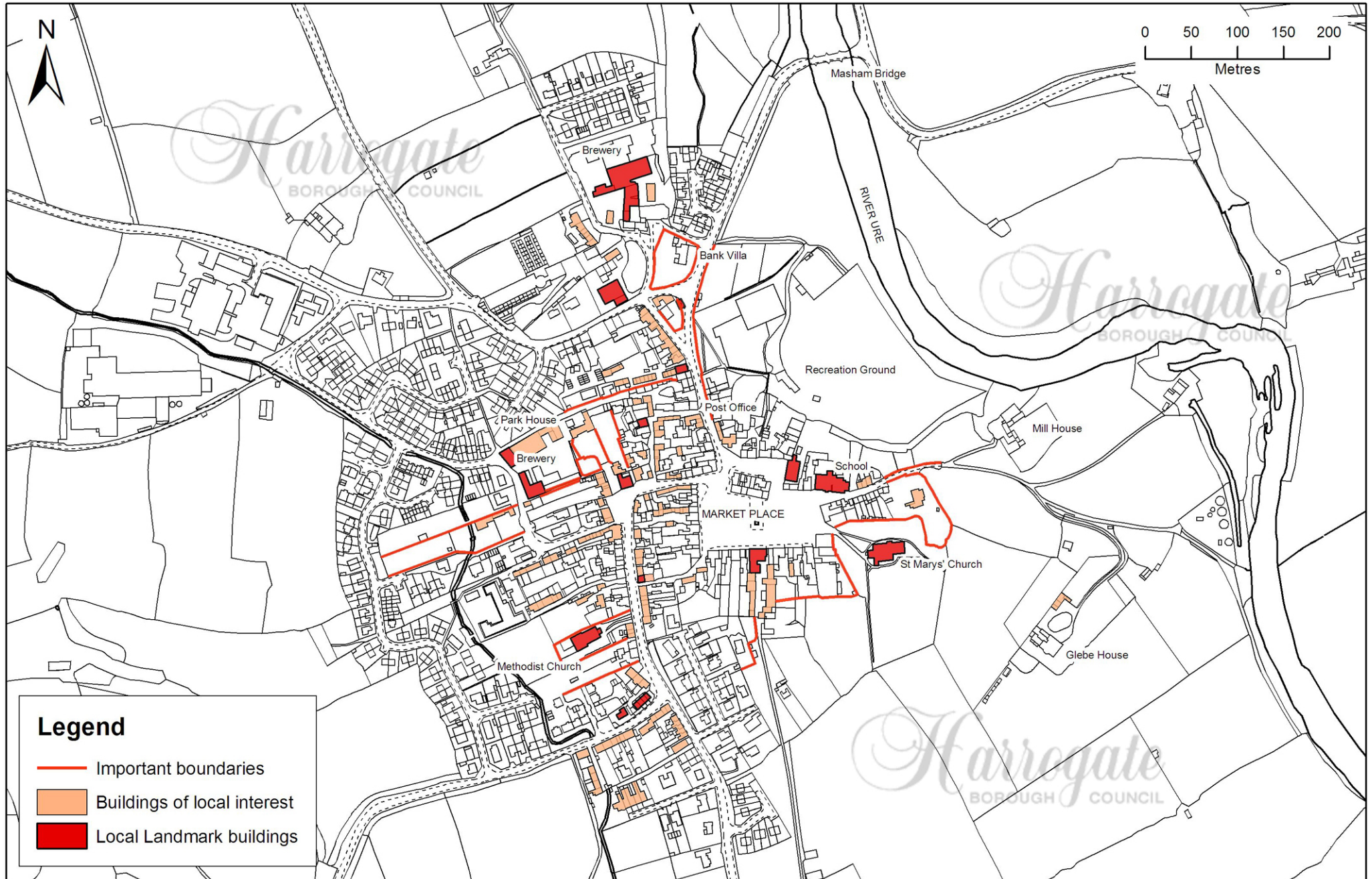
Quaker Terrace: a patchwork of development with housing and workshops

8. The Floodplain

7.44 The floodplain surrounding the course of the River Ure encompasses almost 50% of what is the Conservation Area of Masham. There is very little built development within this zone other than the sporting facilities on the 'Shooting Holme', Mill House, the Old Mill, Glebe cottage and house and the sewage treatment works. As it passes through this zone the River Ure is wide and relatively slow flowing, lined on both banks in its northern section by mature native trees. This open meadowland was dealt with in more detail earlier.

7.45 The recreational facilities around the 'Shooting Holme' provide welcome facilities for the residents and visitors to the town, including bowls, children's play area, cricket and tennis as well as open space for bonfires and overflow parking for the town.

Map 5: Analysis & concepts



Appendix A

1. Management strategy

The purpose of the Conservation Area Appraisal and Management Strategy is to provide a clear and structured approach to development and alterations which impact on the Masham Conservation Area. The special qualities, which “it is desirable to preserve or enhance”, have been identified in the Appraisal.

Although Masham is an attractive town, it does not follow that all buildings and spaces within the Conservation Area necessarily contribute to that attractiveness. Ultimately the aim is to (a) explore whether there are any buildings or areas which are at odds with or spoil the character of the Conservation Area and (b) to consider how the special character or distinctiveness, as defined in earlier sections of this document, might be best preserved or enhanced.

Clearly some of the ideas or suggestions will relate to buildings or land in private ownership. It is important to note that individual owners and/or the local community will not be under any obligation to make the changes or improvements suggested. However, they may be encouraged to think about suggestions made, and once the Appraisal has been adopted, the findings and recommendations will be considered by the Borough Council in response to any applications for planning permission, listed building consent, conservation area consent or requests for grant aid.

2. Monitoring & review

The Borough Council is required to review its conservation areas on a regular basis. This may involve the designation of new conservation areas, the de-designation of areas that have lost their special character, or the extension of existing conservation areas. The special character of Masham has been re-evaluated as part of the process of preparing the character appraisal and this contributes to the overall review.

Part of the review process involves the maintenance of a comprehensive and up to date photographic record to establish a visual survey of buildings of local interest in the Conservation Area. This record was compiled with involvement of the community at the consultation workshop.

3. Maintaining Quality

To maintain the recognisable quality of the Masham Conservation Area and to ensure the highest quality of design, the Council will:

- from time to time review the character appraisal and management strategy, which will act as a basis for development control decisions and the preparation of design briefs;
- require all applications to include appropriate written information and legible, accurate and up to date, fully annotated scale drawings;
- keep under review a list of buildings of local interest, that positively contribute to the character and appearance of the Conservation Area;
- where appropriate, prepare supplementary planning documents including design guidance and development briefs;
- expect the historic elements which are essential part of the special architectural character of the Conservation Area to be preserved, repaired and reinstated where appropriate.

4. Conservation Area Boundary Review

As part of the process of producing the Appraisal, the existing conservation area boundary was reviewed. The outcome of the public consultation event identified adjoining areas as being of positive interest in ways which directly relate to the special character of the existing Conservation Area. The future inclusion of these areas was determined on the basis of whether they have “special architectural or historic interest the character or appearance of which it is desirable to preserve or enhance”. Similarly, areas which were within the Conservation Area boundary but considered to be of insufficient architectural or historic interest will be removed from the Conservation Area.

Land and buildings around King’s Farm, a traditional farmhouse was added to the Conservation Area - its inclusion will protect vistas of St Mary’s Church on approaching the town from the adjacent footpath.

Further proposals were made for the inclusion of the whole of Rodney Terrace; however, the buildings outside the Conservation Area boundaries

are with the exception of the Vicarage relatively modern and considered not to be of sufficient architectural or historic interest to be included. The Vicarage although set within an attractive large garden is also considered at this stage to be of insufficient merit to be included.



Black Sheep brewery – modern buildings outside the Conservation Area.

At the consultation workshop it was suggested that the whole of the Black Sheep Brewery site be included. But, it is considered that those brewery buildings currently outside the Conservation Area, being mainly steel-framed and relatively modern, are not of sufficient interest.

Exclusion of the Wensleydale Garage site and its environs (right) was suggested. This industrial scale building, with its overpowering forecourt canopy, does little to enhance the Conservation Area. However, to retain this area within the Conservation Area will give a greater degree of control over any future development or redevelopment of the site. Consequently, the suggestion was not supported and the Conservation Area remains unchanged.



It was also suggested that Maple Creek flats and the Fire Station off Red Lane be removed from the Conservation Area as these 1970s buildings are considered to contribute little in architectural or historic interest. However, it was felt that Oak Beck provided a natural boundary. Therefore, this suggestion was not supported and the boundary remains unchanged at this point.

5. The management of change

The special character and appearance of Masham Conservation Area is vulnerable to erosion and significant harm through often well-intentioned but misguided alterations and inappropriate change.

Whilst there is scope for enhancement, there are no sites within Masham Conservation Area that could be considered to have a wholly negative impact on its character.

At the consultation workshop, the impact of heavy goods vehicles on the town was highlighted as a problem. The town has several high volume heavy goods traffic generators and as a result of the confined nature of the town their impact is considerable. This situation should be carefully monitored and given due regard when considering any future development. Bypassing the town was highlighted during the town workshop but it is unlikely that this will be considered within the near future.

There are no officially designated 'Buildings at Risk' within Masham Conservation Area and very few buildings are redundant or considered to be in a bad state of repair.



Chapman Lane - One of the few vacant sites within the Masham Conservation Area, sold recently for redevelopment.



Park Street - The former Catholic Church is currently being marketed for redevelopment and although just outside the Conservation Area has the potential to have considerable impact when developed.

6. Opportunities for enhancement

Masham is an attractive town, and most of the buildings are in good condition. The town has maintained its appeal as a tourist destination, primary and secondary home location and employer. This has led to pressures on what is a limited building stock within Masham and must be carefully monitored.

There are few redundant buildings within the Conservation Area, and the majority of the building stock within the town is well maintained.

Opportunities exist for the enhancement of the following areas:

1. Car parking & pedestrian routes into the town centre

As a result of the town's popularity as a tourist destination, partly as a result of the extensive calendar of events, there is considerable pressure on the infrastructure of the town.

Masham would benefit from a comprehensive study relating to car parking provision and traffic/pedestrian movement. However, in the absence of this the following areas would benefit from attention:

Car Park to 'Shooting Holme': This important green space acts as the overflow car park and major car park when events or markets take over the Market Place. The single track access road to and from the 'Shooting Holme' is a problem during peak usage. Consideration should be given to improving this situation.



Access onto the 'Shooting Holme'

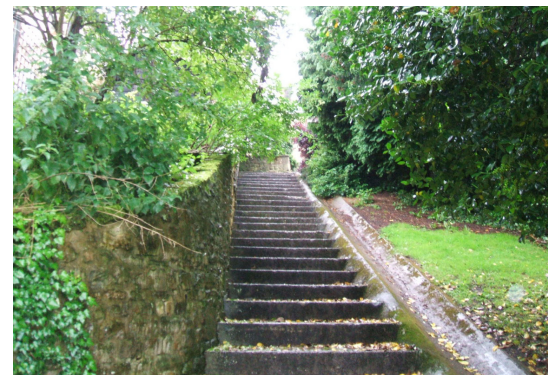
Pedestrian routes from the 'Shooting Holme' into the town are not obvious because of the topography and are difficult, if not impossible, for the disabled and infirm to use.

A comprehensive study should focus on sympathetic signage, lighting and floorscape in order to address these issues.

There is evidence of erosion of the grassed areas by vehicles.

Small car park to 'Shooting Holme' - cricket field:

Access up from cricket pavilion/'Shooting Holme'. Every effort has been made with ramps and steps, however they are not ideal. The ramp is long, steep and has no adequate resting place. Narrow footpaths hinder access into town. Alternative accesses to and from the 'Shooting Holme' would benefit from signage.



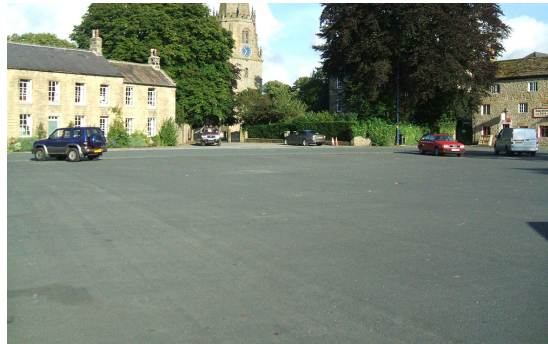
Access to Silver Street from the cricket pavilion and the 'Shooting Holme'

2. The Market Place

The Market Place works well as the town car park and as a focal point for events. But, when not fully utilised, the large expanse of tarmac and eroded cobble gulleys to the perimeter are detrimental to the overall aesthetics of the area. Future enhancement of the Market Place should be considered to address these issues.

In addition to these specific highlighted areas for enhancement there are a number of general enhancements, which should be considered as follows:

- Reinstate windows to their former pattern and detail where use of standardised factory made joinery and PVCu windows has undermined the character of historic areas;
- Greater effort should be made to place overhead cables underground;
- Replace items of street furniture and lighting with ones of more appropriate design;
- Re-lay cobbles outside Aura Antiques, on the south side of Little Market Place.



The Market Place, although an efficient car park, presents a large expanse of tarmac which would benefit from possible demarcation with cobble sets.



The distinctive cobble gully to the perimeter of the Market Place is being progressively eroded and would benefit from protection and enhancement. A level stone kerb to either side of the gully would provide a definitive 'stop' edge for the tarmac.



There is an ad hoc mixture of signage, street furniture and lighting throughout the town which would benefit from rationalisation.

Existing Buildings

The survey of the existing buildings within Masham clearly identified that a distinctive character exists, although to some extent this has been eroded by subsequent alterations, which have not always recognised that distinctiveness. Over the past 30 years, public awareness and expectation that the planning system would protect the 'familiar and cherished scene' has increased substantially. Additionally, there now exists a greater understanding of the impact which incremental change can have upon the distinctive character of historic areas. Options to safeguard and enhance the architectural character of Masham could include some or all of the following:

- The Borough Council will consider the need for additional design guidance, which is more specific to Masham, for future alterations to direct change towards materials and design detailing which compliments the defined local architectural character. Such design guidance would be in the form of non-statutory planning guidance. If adopted, this guidance would act as a yardstick against which proposals could be assessed and could assist both existing and future residents in understanding what is desirable;
- Formal control over future alterations of buildings could be introduced through what is known as an Article 4 Direction, which removes permitted development rights. These are the rights granted by Statute to alter dwellings without the need for planning permission within strict limitations. Article 4 Directions can be designed to be specific to particular types of development, relating, for example, only to roof covering or front elevations. It cannot place an embargo on change, but rather brings certain types of development within the scope of planning control, so the impact of any proposed change can be properly assessed. Article 4 Directions, which are drawn up by the local planning authority, namely the Borough Council, are the only means of applying equal control to all buildings within the Conservation Area. Without such a Direction, alterations will only be subject to control where planning permission or listed building consent is required. Equally, any non-statutory planning guidance will only be capable of being applied in those cases where applications are

necessary. Article 4 Directions could be introduced throughout the conservation area or just to individual buildings whose special interest is considered to be at risk from incremental change;

- Promotion of schemes that seek to restore the architectural character of altered buildings. Quite a few buildings have been altered, which has changed their architectural form in a way which conflicts with the distinctive character of Masham. Some to such an extent that the original form and character is no longer recognisable. The introduction of standardised twentieth century door patterns and PVCu windows and porches is well established, but much original fabric remains. Use of non-traditional finishes such as staining for joinery is detrimental to the character and appearance of the town and controls or guidance to encourage painted timber and traditional details and materials should be introduced. Non-sympathetic alterations should be resisted;
- From time to time the Borough Council operates grant schemes to help maintain and enhance the character and appearance of the Conservation Area.

Quality Erosion & Loss of Architectural Detail

The character and appearance of buildings in the Conservation Area is harmed by the removal or loss of original architectural features and the use of inappropriate materials. For example, the loss of original joinery, sash windows and front doors can have considerable negative impact on the appearance of an historic building and the area. Insensitive re-pointing, painting or inappropriate render will harm the long-term durability of brick and stone work.

In all cases, the Borough Council will expect original historic features and detailing to be retained, preserved and refurbished in the appropriate manner, and only replaced where it can be demonstrated that it is beyond repair.

Roof Alterations & Extensions

The conservation area contains many historic rooflines, which it is important to preserve. Fundamental changes to the roofline, insensitive alterations,

poor materials, intrusive dormers, or inappropriate roof windows can all harm the character of the historic roofscape and will not be acceptable.

Telecommunications Equipment, Satellite & Cable Dishes

External telecommunications apparatus including cable runs can harm the appearance of historic buildings. The Borough Council can provide guidance on the installation of telecommunication equipment including satellite dishes.

Overhead Wires are intrusive throughout the Conservation Area, and undergrounding of cables would considerably enhance the character of the town. This should be a long term aim in the interests of the character and appearance of the Conservation Area.

Important Trees

The existing mature trees, together with stone walls, railings and hedgerows throughout the Conservation Area, add to its charm and character. The loss, for example, of the native trees in the Market Place would significantly erode the character. In accordance with the Council's Landscape Design Guide, the existing pattern of hedgerows, hedgerow trees, trees and shrubs in and around the town should be preserved and repaired through managed planting and maintenance. In considering both of these areas, guidance should be geared towards tree/shrub planting and management methods that improve wildlife habitats.

Trees which make a particular contribution to the Conservation Area should be protected by Tree Preservation Orders (trees in conservation areas have a degree of protection).

Outdoor Advertisements & Street Furniture

The design and appearance of street furniture and advertisements in the town adds to street clutter and needs improvement in order to visually enhance the character and appearance of the area.

New Development

A key consideration is the impact that future development proposals (whether in the form of new buildings or through the extension of existing buildings) might have on the distinctive form and character of the Conservation Area.

New buildings will only be permitted where they respect, rather than compete with the historic skyline, respect landform and landscape pattern and are accompanied by a comprehensive landscape scheme that is integral to the design. New development must be of a suitable quality of design and execution and should relate to its context and respect the established values identified in the Appraisal. The Council will encourage new development that complements the establish grain or settlement pattern, whilst representing the time in which it is built and the culture it accommodates. New development should respect and not impact on the exiting spaces between buildings.

A further key consideration for new development is the appropriateness of the overall mass or volume of the building and its scale. A new building should be in harmony with, or complementary to, its neighbours. It is also important that the materials generally match or complement those that are historically dominant in the area. Within these criteria, new development should aim to achieve creative design solutions.

Employment & Commercial Activity

It is important to retain elements of employment use in the town, whilst managing their detrimental impact on the special character of the town.

Neutral Buildings & Spaces

Neutral elements or buildings may have no special historic or architectural quality in their own right, but nonetheless provide a setting for listed buildings and unlisted building of special character or interest. This backcloth is important and needs careful management as a setting for the special elements.



Shop frontages require careful consideration. Corporate signage and colours can be detrimental to the Conservation Area.



Inappropriate detailing and materials can have a significant effect on the special character of a place.

Checklist

In managing future change in the Conservation Area, the following will be important:

- Development should not impinge on the form and character of Masham and its setting.
- Buildings should be constructed of materials which match or complement local traditional materials. Masham currently has a restricted palette of materials which should be promoted.
- Design should reflect the distinctive local architectural style both in terms of overall form and detailed design as appropriate to the context.
- In general new buildings should follow the established building line.
- Integrate tourism and recreation facilities with landscape character.
- Protect the character and approaches to Masham by preventing inappropriate development.
- Preserve settlement patterns through appropriate development.
- Enhance Park Square as a space rather than a bend in the road.
- New development should not adversely impact on the historic skyline, respecting important features such as the church spire.
- The repair and reuse of older buildings should be encouraged in the first instance rather than redevelopment.
- Positive management of the ageing stock of mature trees.
- Retain important gaps between buildings to ensure glimpses of trees and views are maintained.
- Minimise clutter of signage and street furniture.
- Protect and enhance riverside habitats and preserve the varied texture of the landscape.
- Repair and manage existing hedgerow trees, prioritising the areas contributing to the setting of Masham.

Appendix B

Public Consultation

The Borough Council's Statement of Community Involvement (SCI) sets out the requirements for public consultation. To meet these requirements, and to inform a review of the Conservation Area, a public consultation event was held on Saturday 17 July 2007. This consultation took the form of a public meeting and included a walkabout and a workshop session. Prior to the event residents were notified via a leaflet. In addition, a press release appeared in the local newspaper informing residents and consultees that a review of the Conservation Area was taking place and that a workshop had been arranged. This information also appeared in the 'Latest News' section of the Council's planning website.

The format of the workshop included a short presentation on why the Conservation Area is being reviewed, the purpose of the Appraisal and management plans and a brief resumé on the changes that have happened since the original designation.

The main activity was a walkabout, which involved dividing into groups walking around part of the Conservation Area. The groups were encouraged to make notes and take photographs to identify what makes Masham special to them. On return to the Town hall, the workshop session enabled the groups to share the information gathered on the walkabout by annotating large maps of the village with text, symbols and photographs. The maps then facilitated a feedback session, mainly focusing on identifying potential areas within the Conservation Area in need of enhancement.

The outcome of the consultation event and the information gathered directly contributed to producing this Appraisal. Key issues raised at the event included:

- the contribution of the large cobbled Market Place and the narrow lanes and ginnels to the character of the town centre;
- the importance of green space near the river in providing a setting for the town;
- The impact of inappropriate minor alterations to traditional buildings and the loss of architectural details;
- The importance of hand painted historic signage which should be retained; and
- Problems of heavy goods vehicles in the town centre.

Every effort has been made to take into account and give due consideration to the views of the local residents and to represent those views in this Appraisal document.

Local involvement is an essential aspect of the consultation process and local residents were encouraged to comment on the draft documents during the consultation period from 26 April to 6 June 2008. Further, minimal amendments to the text were made following this consultation, and the Conservation Area Assessment adopted by the Council and published on its website.

