

MEASHAM CONSERVATION AREA

APPRAISAL AND STUDY

This version of the Appraisal/Study document has been prepared for publication on the Internet. The document does not include the plates (photographs) referred to in the text and Map 1, Map 2 and Map 3 are provided as separate documents. The full document may be inspected during normal office hours at the Planning and Environment Division reception at the Council Offices in Coalville. Copies of the document may also be purchased from the Council Offices.

SEPTEMBER 2001



PREFACE

The Planning (Listed Buildings and Conservation Areas) Act 1990 requires that Conservation Areas are kept under review (Section 69(2)) and that local planning authorities in exercising their planning powers, pay special attention to the desirability of preserving or enhancing the character or appearance of Conservation Areas (Section 72). Having regard to these requirements and the advice contained in the English Heritage guidance notes 'Conservation Area Practice' and 'Conservation Area Appraisals', the District Council produced a draft Appraisal/Study of Measham Conservation Area in February 2001. The draft document included proposed alterations to the boundaries of the designated Conservation Area (of October 1991).

The draft document was the subject of consultation and publicity over a six week period between 26 February and 9 April 2001. Having considered the various representations and recommended amendments the District Council's Executive Board of 18 September 2001 resolved the following :-

- (1) to approve alterations to the boundaries of the Conservation Area as outlined in the Executive Board report.
- (2) that subject to the amendments outlined in the Executive Board Report the Conservation Area Appraisal/Study document be adopted as supplementary planning guidance to the policies of the North West Leicestershire Local Plan.

As supplementary planning guidance the Conservation Area Appraisal/Study document whilst not having the same status as an adopted plan policy may be taken into account as a material consideration in the determination of planning applications.

CONTENTS

	Page No.
List of Plates	-
List of Maps	-
1. INTRODUCTION	1
2. LOCATION, POPULATION AND TOPOGRAPHY OF MEASHAM	2
3. ORIGINS AND HISTORICAL DEVELOPMENT OF MEASHAM	3
4. FACTORS CONTRIBUTING POSITIVELY TOWARDS THE CHARACTER OF THE CONSERVATION AREA	7
Character Statement	7
Building Materials and Local Details	10
Architectural and Historic Quality of Listed and Unlisted Buildings	14
Boundary Treatments and Ground Surfaces	17
The Archaeological Significance and Potential of the Area	20
The Contribution of Green Spaces and Natural Elements	21
The Character and Relationship of Spaces within the Area	22
5. FACTORS HAVING A NEGATIVE IMPACT ON THE CONSERVATION AREA	25
Vacant Buildings and Vacant Land	25
Permitted Development Rights	26
Traffic Noise and Pollution	28
Advertisement Signs, Traffic Signs and Street Furniture	29
6. FUTURE OPPORTUNITIES FOR PRESERVATION AND ENHANCEMENT	30
Planning Policies	30
Advertisements and Shop Fronts	31
The Removal of Permitted Development Rights ?	31
Environmental Enhancements and Repairs to Historic Built Fabric	32

CONTENTS (Continued)

	Page No.
7. APPENDICES	
A. Buildings Incorporating Wilkes Gob/Jumb Bricks in the Conservation Area	34
B. Buildings of Special Architectural or Historic Interest in the Conservation Area	35
C. Unlisted Buildings of Architectural or Historic Interest which are Considered to Make a Positive Contribution to the Streetscape of the Conservation Area	36
D. Buildings With Evidence of Medieval or Post Medieval Built Fabric in the Conservation Area	38
E. North West Leicestershire Local Plan Policies in respect Of the Historic Environment	39
8. BIBLIOGRAPHY	42

List of Plates

	Page No.
1. Measham viewed from Birds Hill	2
2. Former Market House (now Cross House), No 58 High Street	4
3. Nos. 60-72 High Street	8
4. Portico House, Nos. 21-25 High Street	8
5. Parish Church of St. Laurences, High Street	9
6. Methodist Church, Bosworth Road	9
7. Former Canal Warehouses (No 26 and Nos. 39-41 High Street) at Town Bridge	11
8. Nos. 85 & 87 High Street	11
9. Nineteenth Century Shop Front to No. 8 Bosworth Road	13
10. Late Twentieth Century Shop Fronts to Nos. 59-65 High Street	13
11. Nos. 89-91 High Street	15
12. Nos. 1 & 2 Saracens Row, off High Street	15
13. Nos. 101-105 High Street & No.2 Leicester Road	16
14. Nos. 1 & 3 Navigation Street	16
15. Former Measham Railway Station, Wilkes Avenue	18
16. Nos. 79 & 81 High Street	18
17. The Auctioneers of Measham (formerly The Union), High Street	19
18. The White Hart, No. 13 Bosworth Road	19
19. Former Route of Ashby Canal to the North-West of Town Bridge	21
20. View North-Eastwards along High Street from its junction with Queen Street	23
21. View towards Adcock's Yard between the former Temperance Hall and No. 40 High Street	23
22. Former Market Place (now Car Park) at rear of Cross House; Queens Street	24
23. View South-Eastwards along Queens Street towards the Parish Church	24
24. Vacant Site at junction of High Street/Chapel Street	26
25. Nos. 14-32 Chapel Street	28
26. Nos. 13-25 Bosworth Road	28

List of Maps

	Between Page Nos.
1. The Existing Boundaries of the Conservation Area	1 and 2
2. The Individual Factors Considered To Have A Positive Impact On The Character of the Conservation Area.	8 and 9
3. The Individual Factors Considered To Have A Negative Impact On The Character of the Conservation Area	26 and 27

1. INTRODUCTION

1.1 Conservation Areas are defined in Section 69(1)(a) of the Planning (Listed Buildings and Conservation Areas) Act 1990 as “areas of special architectural or historic interest, the character and appearance of which it is desirable to preserve or enhance“. The Measham Conservation Area was originally designated by the District Council in October 1991. In September 2001 the Conservation Area boundaries were revised by the District Council and existing designated boundaries of the Area are shown on Map 1.

1.2 This Appraisal/Study document aims to fulfil two key roles. The Appraisal outlines the historical development of the settlement and defines the special interest, character and appearance of the built and natural environment within and surrounding the existing Conservation Area boundaries. The Study identifies future opportunities for the preservation and enhancement of the Area. (The numbers **in bold** in the text refer to an associated plate/photograph).

2. LOCATION, POPULATION AND TOPOGRAPHY OF MEASHAM

2.1 Measham is a large village which lies approximately 5.5 km to the south-east of Ashby de la Zouch town centre. The village, which is situated within its own parish with a total population of 4,481*, was until 1888 part of Derbyshire.

2.2 Measham is situated on an eminence **(1)** on the Nottingham to Tamworth Road (B5006/B5493; formerly A453). Roads from Leicester (B586), Market Bosworth and Atherstone (B5002) meet this former turnpike road within the village. The River Mease forms the south-western boundary to the settlement, which is situated within the South Derbyshire/Leicestershire concealed coalfield.

* Mid-1998 estimate - Source : Leicestershire County Council

Plate 1 : Measham viewed from Bird's Hill

3. ORIGINS AND HISTORICAL DEVELOPMENT OF MEASHAM⁽¹⁾

- 3.1 Measham had been established prior to the Norman Conquest and during the medieval period lands within the manor were held by Repton Priory. After the dissolution of the monasteries in the 1530s, the manor passed into lay hands and by 1643 it had been acquired by the Wollaston family. The Abney family of Measham Hall (built in 1767) had also established a large estate around the village by the end of the eighteenth century (Hillier, 1994, p88; Nichols, 1804, p1032).
- 3.2 In 1777, the mine-owner and entrepreneur Joseph Wilkes (1732-1805) - along with his two brothers - purchased the Wollaston estates and became lord of the manor. At this time the village economy was largely based on agriculture, with industrial activities being largely limited to a tanning industry on High Street and the sporadic coal mining which had commenced around the village as early as the thirteenth century. By the time of Wilkes death in 1805, however, Measham had been transformed by a period of industrialisation.
- 3.3 Within Measham, Wilkes began cotton manufacturing by using an existing mill on the River Mease for bleaching before building a cotton spinning mill on Tamworth Road (1782) and a carding mill on High Street (1802). Wilkes built breweries (at The Manor House and The Union Inn), a bank (also at the Manor House) and a market house (the Cross House) on the High Street **(2)** and was responsible for the rebuilding of a number of cottages along High Street and at the western end of Bosworth Road.

Plate 2 : Former Market House (now Cross House), No. 58 High Street

- 3.4 As Lord of the Manor Wilkes held the patronage of the living to the Parish Church and built a new vicarage (Nicholls, 1804, p1032). Wilkes also made advances in agriculture, including the building of a steam powered corn mill at the junction of High Street and Atherstone Road and sank several new collieries in the area.
- 3.5 Wilkes was also a major promoter of the Ashby Canal⁽²⁾ and served as the Canal Company's Secretary and Treasurer during its construction between 1794 and 1804. The Canal, which passed under High Street at Town Bridge, was developed to open up the concealed Leicestershire coalfield; including the collieries owned by Wilkes at Donisthorpe and Measham; along with its associated industries to markets beyond the immediate area. Navigation Street was constructed in 1796 to provide access to the warehouses that had been erected alongside the Canal, including those of the Wilkes brothers.

- 3.6 Although Wilkes was the primary influence in the development of the village during this period, other families including the Newbolds and Jewsburys were also actively pursuing development opportunities (Haddock, 1990, pp1-7). Thomas Jewsbury was in partnership with Wilkes for a period (at least between 1790-3) and Thomas Newbold served as engineer to the Ashby Canal (Haddock, 1990, p1-8). The period of industrialisation that occurred up to the turn of the nineteenth century was reflected in the returns of 1801, which indicated that more than half the village population were chiefly employed in manufacturing and trades (Nichols, 1804, p1032). Nichols recorded in 1804 that the present condition of the place exhibits great improvements (Nichols, 1804, p1032).
- 3.7 Following Wilkes' death in 1805 the industries he initiated were less successful and a revival in economic fortunes did not occur until the reopening of Measham Colliery in the 1850s. In 1873 the Nuneaton and Ashby Joint Railway was built to further open up the coal markets, with a station/goods shed provided at the south end of High Street. Industrial development continued into the twentieth century with the opening of a Boot and Shoe factory on Tamworth Road and the commencement of the clay related manufacturing at Red Bank and the Coronet.
- 3.8 Measham Car Auctions were established in the immediate post Second World War period on Tamworth Road and have considerably expanded in scale. The post war years, however, also witnessed a contraction in the villages traditional industrial base; the Boot and Shoe factory closed in the late 1960s and mining ceased at Measham Colliery in 1986. Earlier in 1957 the Ashby Canal through Measham was abandoned with the closure of the section between Donisthorpe and Illots Wharf ⁽³⁾ and in 1964 the railway was closed as a through route.⁽⁴⁾

- 3.9 Westminster Industrial Estate was developed in latter part of the twentieth century to provide new employment opportunities and there was much new residential building around the village core. As a consequence of this new development, former farm buildings such as those in Adcock's Yard no longer physically adjoin the lands they formerly served.
- 3.10 Within the established settlement, significant demolitions occurred in the post Second World War period including buildings associated with the developments of Joseph Wilkes, namely; the Vicarage (in 1960), The Manor House/Grand House (in late 1960s), the Union Inn/Ivy House (by 1990) and much of the Cotton Mill complex on Atherstone Road ⁽⁵⁾ (Haddock, 1990, pp1-8). Other demolitions have included the former Tanyard buildings, and Iveagh House to facilitate the building of Iveagh Close.⁽⁶⁾ Since the designation of the Conservation Area in 1991 demolitions in the village core have largely been redressed.

Notes

1. The information in this section draws unless otherwise stated from the text of the Measham Local History Society's book Measham In Focus (of 1992).
2. Other promoters of the Canal included Francis Rawdon-Hastings (the 2nd Earl of Moira/ Viscount Loudoun/1st Marquis of Hastings) and Robert Abney.
3. The Canal was further truncated in 1966 and now terminates to the north of the village of Snarestone; close to Snarestone Pumping Station on Quarry Lane.
4. Regular passenger services had ceased in the 1930s. The northern section of the line remained open until the early 1980s to serve Measham Colliery.
5. The Priory on High Street, lowered by one storey and re-built in 1906 as a private residence, alone survives of the complex.
6. Beyond the village, Measham Hall was demolished by the National Coal Board (later British Coal) in 1959 after it was subject to subsidence (Pevsner and Williamson, 1992, p313). Mining subsidence also caused a number of properties to be demolished along Leicester Road in the post Second World War period.

4. FACTORS CONTRIBUTING POSITIVELY TOWARDS THE CHARACTER OF THE CONSERVATION AREA

Character Statement

- 4.1 The existing Conservation Area boundary is concentrated along the length of the High Street, between its junction with Leicester Road (formerly Swepstone Road) and the embankment to the former Nuneaton and Ashby Joint Railway. The Area also incorporates sections of Queen's Street (formerly Cross Lane), Chapel Street (formerly Finchs Lane), Bosworth Road and Navigation Street.
- 4.2 Superficially, most buildings within the Area appear to be of a late Georgian/early Victorian date thus reflecting the high point in the economic prosperity of the village brought about by the developments of Wilkes and his contemporaries. The buildings along the principal streets are predominantly two storey terraced properties **(3)**, interspersed with detached two/three storey properties of more architectural pretension **(4)**. Buildings are typically set up to the back edge of the highway.
- 4.3 The Area has a mix of residential and commercial properties; the commercial use being particularly concentrated on the length of the High Street between Leicester Road and Town Bridge. There are three ecclesiastical buildings within the Area - the Parish Church of St. Laurence's on High Street **(5)**, the Baptist Church on Chapel Street and the Methodist Church on Bosworth Road **(6)**. The former Temperance Hall (adjacent to No. 40 High Street) is now occupied by Age Concern. The individual factors considered to make a positive contribution to the character of the Conservation Area are shown on Map 2.

Plate 3 : Nos. 60-76 High Street

Plate 4 : Portico House, Nos. 21- 25 High Street (formerly one dwelling)

Plate 5 : Parish Church of St. Laurence's, High Street

Plate 6 : Methodist Church, Bosworth Road

Building Materials and Local Details

- 4.4 The buildings are predominately constructed of red brickwork, although a number have a rendered finish of varying dates and qualities. Roof materials are of clay plain tiles or Welsh Slate. The use of the latter material became increasingly common as the nineteenth century progressed as the canal and later, the railway, provided improved transport links to enable building materials to be brought more cheaply to the village.
- 4.5 A unique feature of the Area are the double sized bricks to many buildings constructed between 1785 and 1803 (Appendix A). These bricks known locally as 'gobs' or 'jumbs' were manufactured in the brickyards of Joseph Wilkes to lower the burden of the Brick Tax, although in 1803 any advantage gained was lost when double taxes were imposed on double sized bricks (Palmer and Neaverson, 1992, p119). Prior to the introduction of the Brick Tax (ie : between 1777 and 1785) Wilkes's brickyard on Bosworth Road produced bricks of a more typical size. (Brickyard Cottages - Grade II listed dwellings located beyond the boundaries of the Area - were formerly used as the drying sheds (Haddock, 1990, p7)). Recessed blind arches are another distinctive feature to many of the buildings associated with Joseph Wilkes, including the two warehouses standing to the northern side of Town Bridge **(7)**.
- 4.6 A number of buildings within the Area, however, exhibit earlier Medieval or sub-Medieval cores and are of timber framed construction. The steep pitch to the roofs to some properties; such as No. 2 Queen Street and Nos. 85 & 87 High Street; belying the fact that they were formerly thatched **(8)**.

**Plate 7 : Former Canal Warehouses (No. 26 & Nos. 39-43 High Street) at
Town Bridge**

Plate 8 : Nos. 85 & 87 High Street

4.7 Within the Area, many residential properties, have late twentieth century window units of various designs. Buildings constructed in the polite architectural style of the late Georgian and Victorian periods would typically have incorporated double hung vertical sliding sash windows; their recessed openings having stone or plaster lintels and cills (Figure 1). Earlier vernacular properties would typically have had Yorkshire sliding sash windows (Figure 2). Window units typically have a paint finish, predominantly of a white or off-white colour.

4.8 Victorian shop fronts remain to a number of retail properties, typically incorporating cornices, fascias and architraves above display windows (9). The fascias typically have painted signs. In the 1990s, a number of new shop fronts reflecting traditional detailing were installed to properties in the High Street with grant aid under the District Council's Smart Sites Scheme (10).

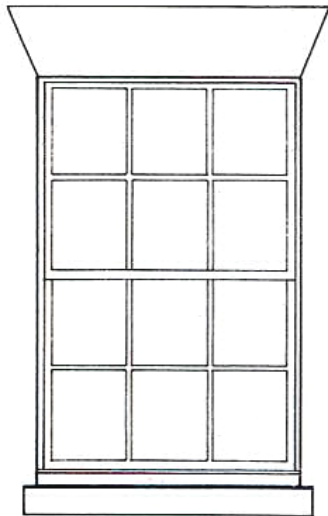


Figure 1 : Vertical Sliding Sash Window Unit

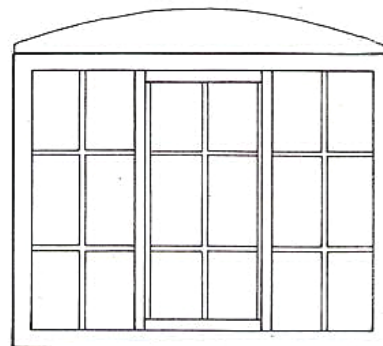


Figure 2 : Yorkshire Horizontal Sliding Sash Window

Plate 9 : Nineteenth Century Shop Front to No. 8 Bosworth Road

Plate 10 : Late Twentieth Century Shop Fronts to Nos. 59-65 High Street

Architectural and Historic Quality of Listed and Unlisted Buildings

- 4.9 There are nine buildings in the Area which are included on the list of buildings of special architectural or historic interest (DoE, 1983, pp 22-28).
- 4.10 The Parish Church of St Laurence's is listed at Grade II* as a building of particular importance. The main body of the Church; all embattled; is of the early fourteenth century and was the work of the monks of Repton Priory (DoE, 1983, p25; Elliott and Salter, 1992, p9). The west tower in a classical style was added shortly after the old one collapsed in 1733 (Pevsner and Williamson, 1992, p312)
- 4.11 The other buildings, all listed at Grade II as being of special interest, include six buildings incorporating 'gob' or 'jumb' bricks produced in the brickyards of Joseph Wilkes around the turn of the nineteenth century :-
- 26 High Street - a former canal warehouse built for Thomas Jewsbury
 - 39 - 43 (odd) High Street - a former canal warehouse built for Wilkes brothers
 - 89 & 91 High Street - a substantial residence (with rendered frontage) **(11)**
 - 1 & 2 Saracen's Row, High Street - originally constructed as a large shed **(12)**
 - 101 - 105 (odd) High Street and 2 Leicester Road - a terrace of three storey town houses **(13)**
 - 1 & 3 Navigation Street - built as a workshop for Thomas Newbold **(14)**
- 4.12 The Baptist Chapel of 1841 on Chapel Street and its nineteenth century iron railings to the street frontage complete the list.

Plate 11 : Nos. 89 & 91 High Street (the three storey property)

Plate 12 : Nos. 1 & 2 Saracen's Row, off High Street

Plate 13 : Nos. 101 - 105 High Street & No. 2 Leicester Road

Plate 14 : Nos. 1 & 3 Navigation Street

- 4.13 There are also a number of unlisted buildings and structures of architectural or historic merit which are considered to make a positive contribution to the streetscape of the Area (Appendix C). Many of these buildings superficially date from the late eighteenth/early nineteenth century, and a number incorporate 'gob/jumb' bricks. Properties with earlier cores are also represented, such as Nos. 85/87 High Street. The former canal and railway buildings **(15)** and Tanyard Cottage (No. 27 High Street) reflect the strong influence of the Industrial Revolution on the development of the settlement. Visual evidence of the agricultural activities remain in the form of the former farmhouse and farmworker's dwellings in Adcock's Yard. Nos. 79/81 High Street (now in part occupied by the Measham Post Office) is a former farmhouse of circa 1740 **(16)**.
- 4.14 There are four public houses in the Area; The Auctioneers of Measham (formerly The Union) **(17)**, The Bird In Hand and White Swan Inn on High Street and the White Hart on Bosworth Road **(18)**. Other former inns/public houses have included The Navigation Inn/The Loudoun Arms (No. 45 High Street), the Queens Head (No. 60 High Street) and the William IV Inn (Nos. 2-6 Bosworth Road). The former Empire Cinema adjacent to the Canal route is now a Youth Club.

Boundary Treatments and Ground Surfaces

- 4.15 The location of most properties up to the back edge of the highway means that boundary treatments are not a feature within much of the Area. The finest individual treatments are the iron railings to the Chapel Street frontage of the Measham Baptist Chapel, which have Grade II listed status in themselves.

Plate 15 : Former Measham Railway Station, off Wilkes Avenue

Plate 16 : Nos. 79/81 High Street

Plate 17 : The Auctioneers of Measham (formerly The Union), High Street

Plate 18 : The White Hart, 13 Bosworth Road

The Archaeological Significance and Potential of the Area

- 4.16 With regard to standing building archaeology, medieval and sub-medieval work survives within the cores of a number of properties rebuilt or re-fronted in the late eighteenth/early nineteenth century period (Appendix D). Some recording of this survival has been undertaken (Haddock, 1990), although in view of the level of redevelopment that occurred in the period around the turn of the nineteenth century, it is possible that further examples of earlier cores survive to buildings of an apparently later date.
- 4.17 Industrial archaeology in its built form remains with the survival of the former canal warehouses, the Town Bridge (its arch now infilled) and the former railway station and its goods shed. The former route of the Ashby Canal remains traceable to the north-western side of the High Street **(19)** and immediately to its south-eastern side (although further to the south-east - and beyond the Conservation Area boundary - late twentieth century housing on Buckley Close has obliterated its course).
- 4.18 Potential sites of below ground archaeological interest include that formerly occupied by the Tannery buildings off High Street and the existing gap sites created along High Street by building demolitions; the site between Nos. 28-30 High Street was occupied in part until at least 1907 by a row of thatched cottages (Elliott and Salter, 1992, p87).

Plate 19 : Former Route of Ashby Canal to North-West of Town Bridge

The Contribution of Green Spaces and Natural Elements

- 4.19 The industrial nature of the development which determined the character of the historic core, means that areas of green space and natural elements are limited. The grounds around the Parish Church are the only significant area of green space; the small lawn to the High Street frontage being created following the demolition of the Vicarage in 1960. The remaining areas of open land within the Area are largely the gap sites created by other building demolitions (and are generally in an overgrown state). At the southern edge of the Area, the Measham Development Trust are proposing to establish a Millennium Green to the Wilkes Avenue frontage of the former railway station.

The Character and Relationship of Spaces Within The Area

- 4.20 The location of properties up to the back edge of the footway throughout much of the Area, gives the principal streets a strong sense of enclosure and channels views along the streets themselves. This sense of enclosure is only broken along the High Street by the churchyard to the Parish Church **(20)** and vacant gap sites. The view into Adcock's Yard to the north-western side of the High Street is framed by the former Temperance Hall of 1855 (now Age Concern) and No. 40 High Street **(21)**.
- 4.21 On the eastern approaches to High Street along Navigation Street, Leicester Road and Bosworth Road established buildings on the western side of High Street provide visual stops to views (No.28, No. 38 (The Bird In Hand Public House) and Nos. 76/78 respectively). On the north-eastern side of Town Bridge, the former canal warehouses (with their recessed blind arches) either side of the High Street frame the entrance into the commercial centre.
- 4.22 The open area on Queen's Street to the rear of Cross House; now used for car parking; was the former market place **(22)**. Cross House itself, is a landmark at the junction of High Street with Queens Street. Two other landmark buildings are the Baptist Chapel and the Parish Church of St. Laurence's. The Chapel occupies a raised position set back from the road frontage on the northern side of Chapel Street. The tower to the Parish Church is visible from a number of points within the Area and forms the visual stop to views south-eastwards along Queen Street **(23)**.

Plate 20 : View North-Eastwards along High Street from its junction with Queen's Street

Plate 21 : View towards Adcock's Yard between former Temperance Hall and No. 40 High Street

**Plate 22 : Former Market Place (now Car Park) to rear of Cross House
Queen's Street**

**Plate 23 : View South-Eastwards along Queen's Street towards the Parish
Church**

5. FACTORS HAVING A NEGATIVE IMPACT ON THE CHARACTER OF THE CONSERVATION AREA

- 5.1 The individual factors which are considered to have a detrimental impact on the character of the Conservation Area are shown on Map 3.

Vacant Buildings

- 5.2 The general downturn in the local economy in the second half of the twentieth century has manifest itself in the decline in the number of retail properties in the settlement. A number of properties have subsequently been converted to residential or office uses, although a number of retail units remain vacant. These vacant buildings detract from the overall character of the streetscape and undermine the economic vitality of the village. The long term vacancy of premises can lead to deterioration in the built fabric and vandalism and make it increasingly difficult to provide an economically beneficial use for an existing building.

Vacant Land

- 5.3 In some parts of the Area, vacant gap sites exist following the demolition of buildings; examples being those areas at the junction of High Street with Chapel Street **(24)** and that between No. 31 High Street and the Town Bridge. Such gap sites cause a break in the otherwise strong visual edge provided to the streetscape by buildings being sited up to the back edge of the highway.

Plate 24 : Vacant Site at junction of High Street/Chapel Street

Permitted Development Rights

- 5.4 A significant negative impact on the character of the Area is the level of alteration that has been undertaken to residential properties under the provisions of the Town and Country Planning (General Permitted Development) Order 1995 and its predecessors.
- 5.5 Although permitted development rights are generally more restricted in Conservation Areas than other parts of the District, this has not prevented the loss and alteration of features to older residential properties which are not listed. The permitted works have included the removal of traditional timber window and door units and their replacement with modern units of aluminium and pvcU construction. Some replacement window units, whether of pvcU, aluminium or

even of timber, have also resulted in the introduction of window types such as a mock top hung 'sashes' and picture windows, which do not reflect traditional fenestration details of properties within the Area. Increasingly, a modern stain finish is being used to external timberwork rather than the predominant white or off white paint finish.

- 5.6 Other works detrimental to the character of the Area include the capping or removal of chimney stacks, the replacement of black cast iron rainwater goods with grey pvcU products and the removal of plain tile or Welsh slate roof coverings and their replacement with concrete plain or interlocking tiles.
- 5.7 A number of properties have also had a modern cement based rendering applied to their facades to cover weathered or damaged brickwork. This has undermined the character of the settlement by reducing the uniform nature of the red brick construction to properties. It has also led to the covering over of facades comprising 'gob/jumb' bricks.
- 5.8 Although the negative impact of permitted development rights are noticeable throughout much of the Area, there are particularly concentrated pockets of dwellings which have been the subject to substantial external alterations, namely; those along both the northern and southern sides of Chapel Street and along the southern side of Bosworth Road (eastwards beyond the White Hart Public House) **(25 & 26)**.

Plate 25 : Nos. 14-32 Chapel Street

Plate 26 : Nos. 13-25 Bosworth Road

Traffic and Noise Pollution

- 5.9 Measham suffers from the effects of relatively high levels of traffic, particularly along High Street, which although no longer forming part of the A453 remains well trafficked. Although speed ramps have been introduced along High Street for the purposes of traffic calming, this only partially alleviates the difficulties of the regulation of traffic. The result is that many of the prominent buildings have suffered – and continue to suffer – from excess dirt and pollution. This atmosphere is not conducive to the conservation of the built environment.

Advertisement Signs, Traffic Signs and Street Furniture

- 5.10 Within the Area advertisement signs are largely not intrusive; most signs to premises being occupied wholly within fascias and having sympathetic means of illumination. There are, however, some exceptions which are considered to detract from the visual amenities of the Area including the internally illuminated advertisement signs to the Spar Supermarket at Nos. 50/52 High Street and to the Fish and Chip Shop at No. 97 High Street.
- 5.11 Within the Area, the patch repair of footways along principal streets detracts from the overall character of the streetscape and the speed ramps introduced as a traffic calming measure appear visually intrusive. In places, visual clutter is created in the streetscape by a concentration of highway signs and the amount of street furniture.

6. FUTURE OPPORTUNITIES FOR PRESERVATION AND ENHANCEMENT

6.1 The District Council considers that the Conservation Area designation is an integral element of securing the overall revitalisation of the settlement by encouraging the enhancement of the built environment in the historic core of the village. Within the planning policy framework provided in relation to Conservation Areas it is considered that there are opportunities to address the negative elements identified in the Conservation Area Appraisal

Planning Policies

6.2 New development can reinforce the identity of the Area particularly where the streetscape is less cohesive in terms of vacant sites and where there are areas of buildings and/or land of poor visual quality. On sites which currently make a negative contribution to the townscape, the District Council will in principal encourage re-development subject to any scheme meeting the normal planning requirements in relation to highway safety and residential amenities, as well as achieving the statutory requirement to preserve or enhance the character of the Conservation Area.

6.3 Any proposals for new development in the Conservation Area will be considered against the policies of the Local Plan (Policies E10, E11 and E12). In this respect it should be emphasised that the omission of any particular feature or space in this Conservation Area Appraisal/Study should not be taken to mean that it is of no interest.

- 6.4 Separate policies in the Local Plan relate to proposals affecting listed buildings (Policies E13, E14, E15 and E16) and sites of archaeological interest (Policy E19). The policies of the Local Plan as they relate to the historic environment area outlined in Appendix E.

Advertisement Signs and Shop Fronts

- 6.5 The traditional qualities of the streetscape can be eroded by the display of insensitive advertisements and the insertion of modern shop fronts. Whilst the Local Planning Authority has powers to control the design of many advertisements there are cases where signs can be displayed without the need for the submission of an application for consent. Clearly there is an opportunity to encourage sympathetic advertisement signage as well as improving the quality of shop fronts.

The Removal of Permitted Development Rights ?

- 6.6 The effect of alterations to older unlisted residential properties as a result of permitted development rights have been detrimental to the Area's character. As a mechanism to increase local planning authority controls on such works, an Article 4(2) Direction under the provisions of the Town and Country (General Permitted Development) Order 1995 allows authorities without any referral to the Secretary of State to withdraw certain categories of permitted development rights in respect of alterations and extensions to residential properties in Conservation Areas.

- 6.7 The District Council has generally resolved not to serve such Directions, but rather to provide advice and education on the use of appropriate materials to properties in such Areas. This is the position the Council intends to maintain with regard to Measham and in this respect has produced a guidance note for residents (available from the Planning and Environment Division). A leaflet is also available from the Division giving advise on pointing/re-pointing works.

Environmental Enhancements and Repairs to Historic Built Fabric

- 6.8 Where resources become available the Local Authority will endeavour to undertake works on public land to enhance the character of the Area. Such works could include the repair or replacement of street furniture. The Council will also endeavour to work with other bodies such as statutory undertakers in relation to encouraging the sensitive siting of services, road signage etc.
- 6.9 With regard to the repair of existing built fabric, the District Council operates a discretionary historic buildings grant scheme which makes available grant aid for private individuals in relation to the repair of listed buildings and unlisted buildings which are considered to contribute positively to the character of a Conservation Area. Full details of the scheme (which has a limited budget) are available from the Planning and Environment Division. A similar scheme is operated by the Historic Buildings Section in the Environmental Management Department at Leicestershire County Council. The Community Regeneration Division of the District Council make available grant funding for properties in Measham under the Clean Up Funding Programme; a continuation of the Smart Sites Scheme which ended in 1999/2000.

6.10 Where buildings are the subject of long term vacancy or neglect, the District Council will seek to work with owners/prospective purchasers to secure the long term future of any building. The District Council does, however, have more formal powers to require the implementation of repair works in the form of Urgent Works Notices and Repairs Notices

**APPENDIX A : BUILDINGS INCORPORATING WILKES 'GOB/JUMB' BRICKWORK
IN THE CONSERVATION AREA**

26 High Street - former canal warehouse

64 - 78 High Street - alterations and additions in 'gobs/jumbs' to rear elevations of buildings in the group

39 - 43 (odd) High Street - former canal warehouse

45 High Street - partly built in 'gobs/jumbs'

47 High Street - partly built in 'gobs/jumbs'

49 High Street

51-55 High Street - re-fronted in standard brickwork in 19th century

89 & 91 High Street

The Swan Inn, High Street - additions and alterations

1 & 2 Saracen's Row, High Street

101 - 105 (odd) High Street and 2 Leicester Road

1 & 3 Navigation Street

Sources : DoE, 1983, pp22-8, Haddock, 1990, pp1-8

APPENDIX B : BUILDINGS OF SPECIAL ARCHITECTURAL OR HISTORIC INTEREST

Grade II*

Church of St Lawrence, High Street (14th century with tower of c.1740)

Grade II

Measham Baptist Church, Chapel Street (1841)

Railings to Measham Baptist Church, Chapel Street (19th century)

26 High Street (c.1800)

39 - 43 (odd) High Street (c.1800)

89 & 91 High Street (c.1800)

1 & 2 Saracen's Row, High Street (c.1800)

101 - 105 (odd) High Street and 2 Leicester Road (c.1800)

1 & 3 Navigation Street (c.1800)

Source : DoE, 1983, pp22-28

NB The above list does NOT include all those buildings in the parish which are included in the list of buildings of special architectural or historic interest.

The list is correct as at 1st February 2001.

APPENDIX C: UNLISTED BUILDINGS OF ARCHITECTURAL OR HISTORIC INTEREST WHICH ARE CONSIDERED TO CONTRIBUTE POSITIVELY TO THE STREETScape OF THE AREA

1-4 Adcock's Yard, off High Street
5-8 Adcocks Yard, off High Street
4 & 6 Bosworth Road (former William IV Inn)
Methodist Church, Bosworth Road
8 Bosworth Road
10 Bosworth Road
The White Hart, Bosworth Road
21/23/25 High Street
27 High Street
Town Bridge (former canal bridge), High Street
45 High Street (former Navigation Inn/Loudoun Arms Public House)
47 High Street
49-55 High Street
57-67 High Street
73-77 High Street
79/81 High Street
85/87 High Street
99 High Street
The White Swan Public House, High Street
The Auctioneer at Measham Public House (formerly The Union), High Street
Measham Youth Club (former Empire Cinema), High Street
28 High Street
30-34 High Street
The Bird In Hand Public House, 38 High Street
Age Concern (former Temperance Hall), High Street
48 High Street
56 High Street (including Measham Museum)
Cross House, High Street
60 High Street (former Queen's Head Public House)
64 High Street
66/68 High Street
70/72 High Street
76/76a/78 High Street
80 High Street
2 Navigation Street
4 & 6 Navigation Street
Former Warehouse and Outbuildings, 'Bradford's Yard', off Navigation Street
1/2/3 Queen's Street
Former Measham Railway Station, off Wilkes Avenue
Former Goods Shed at former Measham Railway Station, off Wilkes Avenue

List prepared in line with the criteria set out in the Appendix to the English Heritage advise note 'Conservation Area Appraisals' (English Heritage, 1997)

UNLISTED BUILDINGS : ASSESSMENT CHECKLIST

In assessing whether or not unlisted buildings make a positive contribution to the special architectural or historic interest of a conservation area, the following questions should be asked:

- Is the building the work of a particular architect of regional or local note?
- Has its qualities of age, style, materials or any other characteristics which reflect those of at least a substantial number of the buildings in the conservation area?
- Does it relate by age, materials or in any other historically significant way to adjacent listed buildings, and contribute positively to their setting?
- Does it, individually or as part of a group, serve as a reminder of the gradual development of the settlement in which it stands, or of an earlier phase of growth?
- Does it have a significant historic association with established features such as the road layout, burgage plots, a town park, or landscape feature?
- Does the building have landmark quality, or contribute to the quality of recognisable spaces?
- Does it reflect the traditional functional character of, or former uses within, the area?
- Has it significant historic associations with local people or past events?
- If a public building, does its function or enclosed public space contribute to the character or appearance of the conservation area?
- If a structure associated with a designed landscape within the conservation area, such as walls, terracing or a minor garden buildings, is it of identifiable importance to the historic design?

In English Heritage's view, any one of these characteristics could provide the basis for considering that a building makes a positive contribution to the special interest of a conservation area, provided that its historic form and qualities have not been seriously eroded by unsympathetic alteration.

Source: English Heritage, 1997, p11.

**APPENDIX D : BUILDINGS IN THE AREA WITH EVIDENCE OF MEDIEVAL
OR POST- MEDIEVAL BUILT FABRIC**

Former Queens Head Public House, 60 High Street
2 Queen's Street
85-87 High Street
57-65 High Street
Swan Inn, High Street

Source : Haddock, 1990, pp1-8

APPENDIX E : HISTORIC ENVIRONMENT POLICIES OF THE NORTH WEST LEICESTERSHIRE LOCAL PLAN

POLICY E10

Development will not be permitted within Conservation Areas, or where it would affect the setting of such areas, which would:

- (a) Be detrimental to the character or appearance of the Conservation Area in terms of:
 - (i) scale, proportions and massing;
 - (ii) layout, grouping and setting;
 - (iii) detailing and materials of construction.
- (b) Be detrimental to the setting of buildings which contribute positively to the character and appearance of the Conservation Area.
- (c) Result in the loss of open spaces or important views within, into and out of the Conservation Area.
- (d) Result in the loss of particular features which contribute positively to character and appearance of the Conservation Area, including:-
 - (i) Walls and other means of enclosure;
 - (ii) Ground surfaces;
 - (iii) Natural features (such as trees and hedgerows); and
 - (iv) Features of archaeological interest.
- (e) Be detrimental to environmental quality in terms of:-
 - (i) Traffic generation;
 - (ii) Noise and other forms of environmental intrusion.

POLICY E11

Consent for the demolition of buildings which make a positive contribution to the character or appearance of a Conservation Area will not be granted unless:-

- (a) It can be demonstrated that the condition of the building makes it impracticable to repair, renovate or adapt to any reasonably beneficial use for which planning permission would be given; and
- (b) There is clear and convincing evidence that all reasonable efforts have been made to sustain the existing use of the building, or to find a viable and acceptable new use or uses.

In the case of buildings which make little or no contribution to the character and appearance of their conservation area, demolition will not be permitted unless redevelopment of the site or the creation of an open space would make a positive contribution to the character or appearance of the conservation area concerned.

POLICY E12

Replacement or alteration of existing shop fronts within Conservation Areas, or where they would affect the setting of such areas, will only be permitted where:-

- (a) The existing shop front is of insufficient quality to warrant its retention; and
- (b) The replacement or alteration is of a design which is appropriate to the character and appearance of the Conservation Area.

POLICY E13

Consent for the demolition of a listed building will not be granted unless:-

- (a) It can be demonstrated that the condition of the building makes it impracticable to repair, renovate or adapt to any reasonably beneficial use for which planning permission would be granted; and
- (b) There is clear and convincing evidence that all reasonable efforts have been made to sustain the existing use of the building, or to find a viable and acceptable new use or uses.

POLICY E14

Change of use of a Listed Building will only be permitted where no detrimental effect is likely to arise from the proposed use on the character or appearance of the building or its setting.

POLICY E15

Alterations or extensions to Listed Buildings will not be permitted which are detrimental to the special architectural or historic interest of the building or to its character or setting.

POLICY E16

Development will not be permitted which would adversely affect the setting of a Listed Building, in terms of scale, massing, form, siting, design or materials of construction.

POLICY E17

Where a historic byway makes a positive contribution to the character or appearance of the surrounding landscape, development which would significantly diminish that contribution, or otherwise detrimentally affect the setting or amenity value of such byway will not be permitted.

POLICY E18

Development will not be permitted which would adversely affect the character or appearance or setting of historic gardens included in the Register of Parks and Gardens of Special Historic Interest, and identified on the Proposals Map.

POLICY E19

Development will not be permitted which would affect a scheduled ancient monument or other nationally important archaeological site, as shown on the Proposals Map, or subsequently recognised, or its setting or amenity value. Where known sites of county or local significance are affected, planning permission may be granted in terms which would allow preservation in situ, or, where this is impractical, by investigation and recording.

In areas of archaeological potential, planning permission will not be granted without proper evaluation of the archaeological implications of the proposed development.

POLICY E43

Outdoor advertisement consent will be granted where the proposed advertisement respects the interests of amenity and public safety.

In assessing the likely effect of proposed advertisements on such interests, regard will be had to all material factors, and in particular :-

- (a) In the case of amenity, to the general characteristics of the locality, including (where relevant) the presence of any feature of historic, architectural, cultural or similar interest; and
- (b) In the case of public safety, to the effect of the proposal on all aspects of pedestrian or vehicular safety.

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adh/12