

**MEASHAM CONSERVATION AREA  
CHARACTER APPRAISAL**

**REVISED  
DECEMBER 2016**



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## **1. Introduction**

- 1.1. Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990 defines a conservation area as an area of “special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”.
- 1.2. The Measham conservation area was designated in October 1991. A character appraisal was adopted in September 2001 and amendments to the designated boundary took effect in November 2001. Further boundary amendments have been made as a result of this appraisal. The designated boundary is shown on map 3.

### **Purpose of the Character Appraisal**

- 1.3. This character appraisal evaluates and records the special interest of the conservation area. It provides the basis for making informed and sustainable decisions about the future of the area. The character appraisal may inform decisions on applications for development that would affect the conservation area.
- 1.4. The character appraisal identifies those elements that make a positive contribution to the character of the area (which may be vulnerable to harm) and those elements that make a negative contribution (which may offer opportunities for enhancement). This may inform the development of a management plan for the area.
- 1.5. The decision to produce a management plan will depend upon the nature and extent of the vulnerabilities and opportunities identified and whether it is necessary to address these through a specific (rather than generic) work programme.

## **2. Location and setting**

- 2.1. Measham is a parish in NW Leicestershire District. Measham is about 3½ miles SW of Ashby-de-la-Zouch and 8½ miles W of Coalville. It is about 19 miles W of Leicester.
- 2.2. The publication version of the NW Leicestershire Local Plan (NWLDC, 2016) recognises Measham as a ‘local service centre’, i.e. a settlement that provides “some services and facilities primarily of a local nature meeting day-to-day needs and where a reasonable amount of new development will take place”. Measham is expected to provide between 520 and 550 new dwellings by 2031.

- 2.3. For statistical purposes, neighbourhoods are divided into Lower Super Output Areas (LSOAs). The greater part of the conservation area is in “NW Leicestershire 12D”. The level of deprivation in this LSOA is greater than the national median<sup>1</sup>. The NE part of the conservation area is in “NW Leicestershire 12C”. This LSOA is among the 40% least deprived areas in England and Wales<sup>2</sup>.
- 2.4. The settlement core is situated on the Moira Formation, a narrow band of Permian rock that runs along the SW edge of the Coal Measures. The settlement core is situated about 1km NE of the River Mease, a tributary of the River Trent.
- 2.5. The Church of St Laurence is situated on a plateau at about 105m AOD. To the NW the ground slopes down more steeply; 300m NW of the church, an unnamed stream is situated at 90m AOD. To the SW the ground slopes down less steeply; 400m SW of the church, the former railway station is situated at 90m AOD.
- 2.6. The conservation area is bounded to the SW by the former Ashby & Nuneaton Joint Railway. The former railway station and goods shed are within the conservation area. Proceeding clockwise from this point, the setting of the conservation area may be described as follows:
- Between the railway line and the Ashby Canal, an area of community uses developed from the 1960s including a leisure centre (replacing a miners’ welfare), medical unit and library;
  - To the NW end of Chapel Street, (i) a cul-de-sac of modern houses (York Close) on the site of the former boiler works and (ii) Prospect Place, a much altered terrace built in 1875;
  - To the NW of the former market house, modern development on the site of demolished buildings (the modern development includes Queensway House of c.1962-64)<sup>3</sup>;
  - To the NW of the conservation area generally, (i) modern houses on green field sites including Oak Close and Holly Close and (ii) a cul-de-sac of modern houses (Tellis Place) on the site of ‘The Laurels’;
  - To the NE of the conservation area, modern development on the site of demolished buildings, the demolished buildings including ‘Rose Bank’, Saddington’s Yard and the Wood Yard;

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<sup>1</sup> NW Leicestershire 012D ranks 7719 out of 34378 LSOAs in England and Wales, with 1 being the most deprived. The national median is 17189. Indices of Multiple Deprivation (2015).

<sup>2</sup> NW Leicestershire 012C ranks 24989 out of 34378 LSOAs in England and Wales, with 1 being the most deprived. Indices of Multiple Deprivation (2015).

<sup>3</sup> In July 1962 the Rural District Council was granted permission for “a block of old people’s flatlets [sic], two pairs of houses and a bungalow”. Our reference AR/2103.

- To the NE of the church yard, (i) a cul-de-sac of modern houses (Iveagh Close) on the site of Iveagh House and (ii) modern development on the site of the Primitive Methodist Chapel;
- To the SE end of Bosworth Road, (i) much altered buildings within the extent of the medieval settlement and (ii) Victorian development extending along the SE side of Peggs Close;
- To the SE end of Navigation Street, modern development including Wesley Hillman Court and Buckley Close, the latter built over part of the Ashby Canal;
- Between the Ashby Canal and the railway line, Wilkes Avenue, an estate of 103 houses built by Ashby Rural District Council c.1953-56.

### **3. Historic development**

3.1. Map 1 indicates the historic development of Measham. The numbers in square brackets in the following paragraphs refer to the labels on this map.

#### **Sources**

3.2. Section 11 contains a bibliography of sources. In addition, the following sources have been consulted:

- Kelly's Directories from 1891 to 1925;
- Ordnance Survey 1:2500 maps including the maps of 1923 and 1976;
- Ashby Rural District Council's planning registers from 1948 to 1974;
- NW Leicestershire District Council's planning registers from 1974 to present.

3.3. The Leicestershire Record Office has a copy of a map (1750) showing the "newly enclosed fields" at Measham (ROLLR reference DE5373).

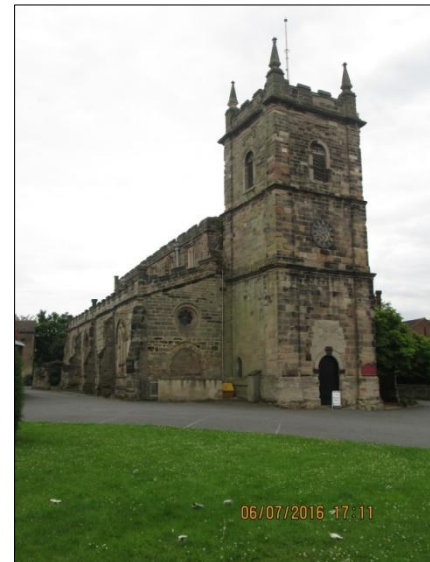
#### **Manorial and administrative history**

- 3.4. At the time of Domesday, the manor of Measham was held by the king. The de Measham family held the manor in the twelfth and thirteenth centuries. William Beresford purchased the manor in 1309 and his family held the manor throughout the fourteenth century (Elliott, 1997).
- 3.5. In 1777 the entrepreneur Joseph Wilkes (d.1805) purchased the manor from William Wollaston esq. Following Wilkes' death the manor was purchased by the Rev Thomas Fisher, who was still the lord of the manor in 1817 (Lyson, 1817).

- 3.6. In 1829 the lord of the manor was George Rawdon-Hastings (d.1844), the second Marquess of Hastings (Glover, 1829). The manor passed to his second son, Henry Rawdon-Hastings (d.1868), the fourth Marquess of Hastings. Henry died without issue; the manor passed to his brother-in-law Charles Frederick Abney-Hastings, who was created Lord Donington in 1880. He died in 1895; in 1912 and 1922 the “trustees of the late Lord Donington” were the lords of the manor (Kelly, 1912; Kelly, 1922). Kelly (1925) makes no reference to the lord of the manor, but notes that “Lady Abney is the chief landowner”.
- 3.7. Under the Counties of Derby and Leicester Order 1897, Measham was transferred from Derbyshire to Leicestershire (Kelly, 1899). Measham was administered from 1897 to 1974 by the Ashby-de-la-Zouch Rural District Council. It has been administered since that date by North West Leicestershire District Council.

#### **Medieval Measham (c.1066 to c.1538)**

- 3.8. Measham appears in the Domesday Book of 1086 as *Messeham*. A market charter was granted to William de Beresford in 1310; the 1750 map depicts a market cross at the junction of High Street and Queen’s Street<sup>4</sup>. The nave and aisles of the parish church (pictured) date to the early fourteenth century.



- 3.9. Medieval development in Measham was characterised by regular areas of development, each divided into narrow plots extending to a common rear boundary. Some areas contained deep plots while others contained shallow plots. Deep plots were laid out on either side of the High Street **[2 to 4]** and on the SW side of Chapel Street **[5]**. Development on the NW side of the High Street extended to the stream **[1]**. Shallow plots were laid out on the SE side of High Street **[6]** and on the NE side of Bosworth Road **[7 and 8]**.

#### **Post-Medieval Measham (c.1538 to c.1829)**

- 3.10. Compared to medieval development, post-medieval development in Measham was limited in extent and generally less regular in layout. The 1750 map indicates encroachment (squatter settlement) at the NE and SW ends of the High Street **[9 and 10]** and on the SW side of Bosworth Road **[11]**. Development on the SE side of the High Street, extending SW of Bosworth Road, was developed piecemeal during this period **[12 and 13]**.

<sup>4</sup> Queen’s Street was known as Cross Street into the 1960s. Current road names are used throughout this document for the sake of clarity and consistency.



- 3.11. From 1760 Measham was at the confluence of a network of turnpike roads. High Street formed part of the Tamworth to Sawley Ferry turnpike road. Bosworth Road formed part of the Burton to Market Bosworth turnpike road<sup>5</sup>. Grassy Lane (now a track) formed part of the Hinckley to Measham turnpike road; this road was diverted along Leicester Road in the early nineteenth century (Cossons, 2003).

#### Measham under Joseph Wilkes

- 3.12. In 1777 the entrepreneur Joseph Wilkes (d.1805) purchased the manor from William Wollaston esq. According to Nichols (1804), Wilkes built a market house<sup>6</sup> at the junction of High Street and Queen's Street [14]. Wilkes also built the so-called Manor House – opposite the junction of High Street and Leicester Road – and the vicarage house at the N corner of the parish church yard (Elliott, 1992).
- 3.13. Wilkes established brickworks on the NE side of Bosworth Road. Following the imposition of a brick tax in 1785, Wilkes began production of double-sized bricks to halve his tax liability. The advantage was lost in 1803, when a double tax was imposed on double-sized bricks (Smith, 1965; Palmer, 1992). The former brick drying sheds [15] were built using Wilkes' double-sized bricks. They are now known as Brickyard Cottages.

- 3.14. In the village centre, listed buildings that were built using Wilkes' double sized bricks include 89 and 91 High Street, 101 to 105 High Street (pictured), 1 and 3 Navigation Street and 2 Saracen's Row.



- 3.15. The Ashby Canal was authorised by an Act of Parliament in May 1794. It was a level canal, thirty miles long, linking the Ashby Woulds to the Coventry Canal. Its supporters included the Earl Ferrers and the Earl of Stamford, who owned lime works at Staunton Harold and Breedon-on-the-Hill respectively.
- 3.16. The canal passed by the SW of the village centre [16]. Joseph Wilkes built a pair of warehouses on either side of the High Street, adjoining the NE side of the canal bridge. Navigation Street was laid out in 1796 (NWLDC, 2001) and by March 1798 the canal was open from Ashby Woulds to Market Bosworth. The canal finally opened in April 1804; "it was not a joyous occasion" (Hadfield, 1970).

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<sup>5</sup> The two turnpike roads from Burton to Atherstone and Burton to Market Bosworth were closed in 1872. A milestone from the Burton to Atherstone turnpike road survives *ex-situ* in St Lawrence's churchyard.

<sup>6</sup> There was no regular market at the time (Nichols, 1804). By 1817 the arches of the market house had been walled up and the property converted to a dwelling (Lyson, 1817).

- 3.17. Stevens' map (1821) indicates development between the Ashby Canal and Chapel Street [17]. In 1885 the site was in use as a boiler works. Stevens' map also indicates two parallel rows of dwellings at the Wood Yard [18].

#### **Victorian and Edwardian Measham (c.1829 to c.1910)**

- 3.18. A national school was built on Queen's Street in 1829 (Kelly, 1891). The parish church was restored 1841-42 (Pevsner, 1984) and a Temperance Hall was built on the High Street in 1852 (Wright, 1874).
- 3.19. Several non-conformist chapels were built during the nineteenth century. The General Baptist Chapel on Chapel Street was rebuilt in 1841; the architect was Mr Salisbury<sup>7</sup>. A Wesleyan Methodist Chapel was opened on Bosworth Road in 1854 (Stell, 1986). A Primitive Methodist Chapel was opened on Leicester Road in 1859. A Wesleyan Reform Chapel was built on Navigation Street in 1870 but had closed by the turn of the century (Elliott, 1992).
- 3.20. The Ashby & Nuneaton Joint Railway [19] was authorised by an Act of Parliament in November 1865; deviations to the line were authorised in November 1867 (ROLLR references QS73/169 and QS73/177). The railway was a joint enterprise between the London & North Western Railway and the Midland Railway.



- 3.21. Construction of the railway, like the construction of the canal, was protracted. The Union Inn [20] was completed c.1869 (Elliott, 1997) and a station at Measham was 'just completed' in 1870 (Harrod, 1870), but the railway did not open to goods services until August 1873 (Franks, 1975). By 1885 land on the SW side of Bosworth Road and the SE side of Peggs Close had been developed for housing [21].
- 3.22. Following the Public Health Act 1875, local authorities introduced byelaws for the regulation of housing. 'Post-byelaw' housing development took place beyond the settlement core – principally along Bosworth Road and Leicester Road. It is not indicated on map 1.

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<sup>7</sup> Probably John Salisbury senior, a builder and brickmaker of Ashby-de-la-Zouch. The minutes of the Measham General Baptist Chapel 1840-76 are held at the Leicestershire Record Office (DE8521/1).

### **Below ground remains**

- 3.23. Map 1 indicates an archaeological alert area. Within this area, it is likely that evidence of medieval and post-medieval settlement will survive below ground.
- 3.24. Archaeological investigation was carried out prior to the redevelopment of land at the corner of High Street and Chapel Street (see paragraph 4.13). As part of the scheme to reinstate the Ashby Canal, a brief for archaeological investigation has been agreed (see paragraphs 5.3 and 5.4).

## **4. Redevelopment (c.1910 to present)**

- 4.1. Map 2 indicates the extent of demolition and infill in the historic settlement core during the twentieth century. The letters in square brackets in the following paragraphs refer to the labels on this map.

### **Measham in the early twentieth century (c.1910 to c.1944)**

- 4.2. A number of properties within the historic settlement core were demolished before the Second World War, including:
- Properties at the corner of High Street and Chapel Street were demolished piecemeal in the 1910s and 1930s **[a]**. The site has been redeveloped (see paragraph 4.13).
  - Properties at the corner of High Street and Leicester Road were demolished in 1932 for road widening.
  - Cottages at the Wood Yard were demolished in 1936 **[b]**. The site has been redeveloped.
  - Properties on the SW side of Queen's Street were demolished in the 1930s **[c]**. The site has been redeveloped.

### **Measham after the Second World War (c.1944 to 1991)**

- 4.3. In 1944 two-and-a-half miles of the Ashby Canal between Moira and Donisthorpe were abandoned; the area had been "increasingly affected by subsidence" (Hadfield, 1970). In 1957 almost five miles of the canal between Donisthorpe and Ilott's Wharf, including the section through Measham village centre, were closed under a British Transport Commission Act<sup>8</sup>. In 1960 permission was granted to fill in the bed of the canal (our reference AR/1552).

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<sup>8</sup> Ilott's Wharf was at the junction of Bosworth Road and the Gilwiskaw Brook, about 1.75km E of Measham village centre.

4.4. SE of the settlement core, a modern cul-de-sac (Buckley Close) has been built over part of the canal route [22]. NW of the settlement core, a detached dwelling [d] was built on the canal route in 2006 (our references 05/01681/OUT and 06/00809/REM).

4.5. In 1953, the Rural District Council was granted permission to build Wilkes Avenue [23], an estate of 103 houses including a police house (our reference AR/534). By 1971 a council depot [24] had been built at the corner of Navigation Street and Peggs Close. The site has since been redeveloped.



4.6. Land between the canal and the railway was developed in the 1960s for community uses [25] including a miners' welfare (c.1958-63)<sup>9</sup> and a medical unit (pictured; c.1966-69)<sup>10</sup>.

4.7. Housing development on the edge of the settlement core included a house on the SW side of Chapel Street [26], houses on the SW side of Navigation Street [27] and houses on the SE side of Peggs Close [28]. Measham C-of-E Primary School was built in the 1970s [29].

4.8. Regular goods services on the Ashby & Nuneaton Joint Railway ceased in July 1964. After that date the railway was used only to move coal from Measham Colliery toward Burton-on-Trent. The railway bridge over the High Street was removed in 1985 (Elliott, 1992)<sup>11</sup>.

4.9. Between 1944 and 1991 a number of infill developments took place within the historic settlement core including:

- Piecemeal development of about thirty detached and semi-detached dwellings on land to the SW of Leicester Road [e];
- Six detached dwellings erected piecemeal on land to the NW of the High Street [f and g];
- In about 1963, a detached dwelling erected on former orchard land (our reference AR/2450) [h].

<sup>9</sup> In 1958 the Coal Industry Social Welfare Organisation (CISWO) was granted permission for a sports pavilion. In 1963 permission was granted for a community hall. Our references AR/1198 and AR/2302.

<sup>10</sup> In 1966 Dr Corkey et al were granted permission for a medical unit (our reference AR/3108). *Group practice medical unit, Measham; Architect CJ Allsopp*. Architecture East Midlands, March/April 1969.

<sup>11</sup> The original railway bridge had been replaced in 1922 with a metal bridge. Elliott (1997).

4.10. Between 1944 and 1991 a number of properties within the historic settlement core were demolished including:

- Properties on the NE side of Queen's Street were demolished piecemeal in the 1930s and 1950s [j]. The site has been redeveloped.
- Pinfold Cottages were demolished in 1957 [k]. The site is now a surface car park.
- Rose Bank was demolished in 1957 [l]. The site has been landscaped.
- In 1955 permission was granted for a new vicarage house (our reference AR/733). The old vicarage house was demolished in 1963; the site has been landscaped.
- Properties at the corner of High Street and Bosworth Road were demolished c.1963 for road widening (Elliott, 1997).
- A late Victorian terrace on the SW side of Leicester Road was demolished at some time between 1959 and 1976 [m].
- The Primitive Methodist Chapel was closed in 1963 (Elliott, 1992) and had been demolished by 1976 [n]. The site has been redeveloped.
- Iveagh House was demolished c.1967-68 [p]. The site has been redeveloped as Iveagh Close.
- The so-called Manor House and adjoining properties were demolished in 1969 [q]. The site has been redeveloped.
- Saddington's Yard was demolished in 1972 [r]. The site has been redeveloped.
- Properties between the Empire Cinema and Oddfellows Row were demolished piecemeal in the 1970s and later [s]. The site remains undeveloped.
- According to Elliott (1992) the former Wesleyan Reform Chapel was demolished in 1981 [t]. The site is now a surface car park.
- Ordnance Survey maps indicate the demolition of the Boiler Works at some time between 1923 and 1976 [u]. The site has been redeveloped as York Close.

4.11. Properties at the former tanyard were demolished in two phases, the first phase in 1957 and the second phase c.1998-2004 [v]. The site has been redeveloped with an office, a terrace of five dwellings and a terrace of three dwellings, the latter known as Saddlers Court (our references 98/00156/FUL, 98/00194/FUL, 00/00750/FUL and 04/01094/FUL).

### Conservation and development (1991 to present)

4.12. The Measham conservation area was designated in October 1991. Between 1991 and 1995 the District Council operated a home improvement grant scheme in the conservation area. Plaques were affixed to properties that received grants; plaques survive at 10 Bosworth Road, 21 High Street, 56 High Street and 101 High Street.

4.13. Since 1991 development in the historic settlement core has included:

- In 1994, twenty houses at Hazel Close and Oak Close as part of a wider development of 400 houses [w and x] (our reference 94/00425/FUL).
- In 1994-95, a terrace of six dwellings at “Doctor’s Walk” [y], toward the SW end of the High Street (pictured; our reference 94/01009/FUL);
- In 1999, a semi-detached pair of dwellings to the rear of Mannings Terrace [z] (our reference 99/00670/FUL);
- In 2003, a parade of three retail units including a food store at the corner of High Street and Chapel Street (our reference 03/01608/FUL).



4.14. Between 1996 and 2001 the County Council restored land and buildings at the Ashby & Nuneaton Joint Railway, including the formation of an access road, the creation of a medical garden and the conversion of the former railway station to a museum and office (our references 96/00850/COM, 99/00729/COM and 01/00547/COM).

## 5. Future development

5.1. In January 2006, planning permission was granted for a block of six apartments at the corner of High Street and Bosworth Road (our reference 05/01817/FUL). In 2016 the development is incomplete.

5.2. In December 2011, outline permission was granted for residential development on land to the rear of 64 High Street (our reference 11/00378/OUT). In 2013 officers recommended that the demolition of outbuildings to the rear of 64 High Street “would not adversely affect the character and appearance of the conservation area” (our reference 13/00969/FUL). In 2016 a similar application is under consideration (our reference 15/01005/FUL). The conservation area boundary would need to be reconsidered in the event that this development is permitted and enacted.

- 5.3. In September 2014 the council resolved to grant outline planning permission for 'Measham Waterside', a development including up to 450 dwellings and the restoration of about 1km of the former Ashby Canal (our reference 13/00141/OUTM).
- 5.4. In February 2015, planning permission was granted for the erection of two pairs of semi-detached houses to the rear of the Swan Inn (our reference 14/00633/FUL). In August 2016, planning permission was granted for the conversion of the Swan Inn to three dwellings and the erection of an additional detached house (our reference 16/00326/FUL). The conservation area boundary would need to be reconsidered in the event that this development is enacted.

### **Ashby Canal**

- 5.5. In October 2005 the Leicestershire County Council (Ashby de la Zouch Canal Extension) Order was made and the Secretary of State directed that "planning permission be deemed to be granted for the development".
- 5.6. It is proposed to restore the canal along its original route from Snarestone to Llott's Wharf. The canal would then divert SW to follow the route of the Ashby & Nuneaton Joint Railway. An aqueduct would carry the canal over the High Street, on the site of the railway bridge. 500m NW of the aqueduct, a canal arm would follow the original canal route back as far as the former canal warehouse (26 High Street).

## **6. Character analysis**

- 6.1. The character of an area may be defined with reference to the age of its buildings and their uses past and present; the overall density, layout and landscaping of development and the scale, massing and materials of the buildings in the area.
- 6.2. In the Measham conservation area, the great majority of buildings date to before c.1880 (i.e. they are 'pre-byelaw'), with late Victorian and modern buildings dispersed throughout. Map 5 shows the approximate age of buildings. Generally the conservation area is densely developed, with buildings arranged in terraced groups and laid out to the back of the pavement.
- 6.3. In the conservation area, the majority of buildings are two storeys tall, with shorter and taller buildings dispersed throughout. Map 7 indicates the heights of buildings. The majority of buildings are faced in red brick, with a substantial minority faced in render. Map 8 shows the facing material used on the principal elevation of each building. Five buildings are faced in Joseph Wilkes' double-sized bricks; two of these have been painted. These buildings are indicated on map 8 with a thick black outline.

- 6.4. Red brick is the characteristic facing material locally. Elliott (1992) illustrates red brick buildings that have since been rendered, including 85 and 87 High Street, 99 High Street and 2 Queen’s Street. 45 High Street was originally faced in double-sized bricks, but decorative render was applied to the front elevation after 1908.
- 6.5. The application of render may appear more jarring when applied to one building in a terrace. Examples include 5 to 11 Bosworth Road, 44 to 48 High Street (pictured) and Mannings Terrace.
- 6.6. In the conservation area, non-traditional roofing materials have intruded substantially. Of the traditional roofs that survive, the majority are covered in plain tile, with a substantial minority covered in slate. Map 9 shows the roofing materials used on the principal roof slope of each building.
- 6.7. The conservation area may be considered as seven character zones, as shown on map 4. The character zones are as follows:

**The ‘local centre’**

- 6.8. Between the Ashby Canal and the market house, the great majority of buildings are in commercial use. Some buildings have been converted to dwellings but traditional shop fronts have been retained; these buildings are indicated on map 6 with a thick black outline. The majority of traditional roofs are covered in slate, with a substantial minority covered in plain tile.
- 6.9. The former canal warehouses (26 High Street and 39 to 43 High Street) are grade II listed.

Shop fronts

- 6.10. The local centre is characterised by a mix of surviving traditional shop fronts (pictured) and modern shop fronts in a traditional style. A handful of shop fronts make a negative contribution to the character of the conservation area, generally through the use of boxy fascia signs that do not have console brackets or a cornice.
- 6.11. Shop fronts have been removed from 26 High Street (‘Casa Bella’), 28 High Street and 79 High Street. Each property has been restored to its original appearance<sup>12</sup>.




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<sup>12</sup> Our references 93/00086/FUL (79 High Street) and 95/01041/FUL (28 High Street). A photograph in Elliott (1992) taken “in Edwardian days” shows 26 High Street (‘Casa Bella’) without shop windows.



### **The 'north end'**

- 6.12. To the NE of the market house, the majority of buildings are in residential use, with a substantial minority in commercial use. The majority of buildings are faced in render, with a substantial minority faced in red brick. Non-traditional roof materials have intruded less substantially.
- 6.13. 1 and 2 Saracens Row, 89 and 91 High Street, 101 to 105 High Street and 2 Leicester Road are grade II listed.

### **The 'south end'**

- 6.14. To the SW of the Ashby Canal, the majority of buildings date to before c.1880. A substantial minority were built after 1991. The great majority of buildings are in residential use. Generally the 'south end' is more sparsely developed. Some buildings are laid out to the back of the pavement, but some buildings are set back from the street or laid out at an angle to the street.

### **Chapel Street**

- 6.15. On Chapel Street, the great majority of buildings are in residential use. The majority of buildings are laid out to the back of the pavement, but the Baptist Chapel and the terrace 34 to 42a Chapel Street are set back from the street.
- 6.16. Chapel Street is characterised by three long terraces. 14 to 32 Chapel Street is 1½ storeys tall; it is faced in render. 34 to 42a Chapel Street is 1½ storeys tall; it is faced in red brick. 23 to 39 Chapel Street is 2½ storeys tall; it is faced in red brick. All of these terraces have plain tile roofs.
- 6.17. The Baptist Chapel is grade II listed.

### **Adcock's Yard**

- 6.18. The eight buildings on Adcock's Yard are wholly in residential use. They enclose two sides of a courtyard. The third side is enclosed by a terrace of dwellings that address the High Street.

### **Bosworth Road**

- 6.19. On the SW side of Bosworth Road (pictured), 10 of the 12 buildings are in residential use. The majority of buildings are faced in render, with a substantial minority faced in red brick.



### **Navigation Street**

- 6.20. The nine buildings on the SW side of Navigation Street are wholly in residential use. The majority of buildings are faced in render, with a substantial minority faced in red brick. Non-traditional roofing materials have intruded substantially; traditional roofs are covered wholly in slate.
- 6.21. 1 and 3 Navigation Street are grade II listed.

## **7. Open Spaces**

- 7.1. Generally the conservation area is densely developed, with buildings arranged in terraced groups and laid out to the back of the pavement. The 'south end' is more sparsely developed; some buildings are set back from the street or laid out at an angle to the street. Soft landscaping contributes to the character of the 'south end'.

### **The churchyard**

- 7.2. The extent of the churchyard has changed little since 1885. In 1955 permission was granted for a new vicarage house (our reference AR/733). The old vicarage house was demolished in 1963; the site has been landscaped. In December 1987 planning permission was granted for a church hall (our reference 87/1028/P).
- 7.3. On the S boundary of the churchyard, two groups of three lime trees (*tilia*) are subject to a Tree Preservation Order (TPO 401). From the front of the churchyard there is a view over the vicarage toward a group of trees at the rear of 16 to 18 Bosworth Road. These trees include an ash (*fraxinus*) and are also subject to a Tree Preservation Order (TPO 392).
- 7.4. There is a conifer garden in front of the church hall. It is in need of maintenance; there are invasive species and self-set trees along the front of the garden.

### **The market place**

- 7.5. A market charter was granted to William de Beresford in 1310; the 1750 map depicts a market cross at the junction of High Street and Queen's Street. According to Nichols (1804), Joseph Wilkes built a market house at the junction.
- 7.6. Properties on the NE side of Queen's Street were demolished piecemeal in the 1930s and 1950s. Built in 1964, Queensway House is set back from the street and fails to enclose the NW side of the market place.
- 7.7. The view out of the market place to the N is toward a beech (*fagus*) at the rear of 64 High Street. The tree is subject to a Tree Preservation Order (TPO 427). The view SE toward the church tower is partly obscured by an immature whitebeam (*sorbus*).

### **Ashby Canal**

- 7.8. The Ashby Canal opened in April 1804. In 1957 almost five miles of the canal between Donisthorpe and Ilott's Wharf, including the section through Measham village centre, were closed under a British Transport Commission Act. Properties between the Empire Cinema and Oddfellows Row were demolished piecemeal in the 1970s and later.



- 7.9. To the NW of the High Street the conservation area boundary follows the remnants of hedgerows, including an ash to the NW of Oddfellows Row. Land to the NE of the former canal contains a mix of natural and garden planting. The restoration of the canal arm would affect hedgerows and tree planting to a limited extent.
- 7.10. To the rear of the tanyard development, two ash trees contribute positively to the character of the conservation area.

### **The railway**

- 7.11. The Ashby & Nuneaton Joint Railway opened to goods services in August 1873 and closed in July 1964. The railway bridge over the High Street was removed in 1985 (Elliott, 1992).
- 7.12. Between 1996 and 2001 the County Council restored land and buildings at the railway, including the formation of an access road, the creation of a medical garden and the conversion of the former railway station to a museum and office. The medical garden is in need of maintenance.
- 7.13. It is proposed to restore the Ashby Canal, following the route of the Ashby & Nuneaton Joint Railway through the conservation area. An aqueduct would carry the canal over the High Street, on the site of the railway bridge.
- 7.14. The view from the High Street to the SW is closed by an area of mixed deciduous woodland on the former railway embankment. It is likely that the restoration of the canal would adversely affect the woodland.
- 7.15. Other trees that contribute to the character of this open space include a linear group of ash and sycamore (*acer pseudoplatanus*) to the rear of Railway Terrace and a willow (*salix*) to the S of Mannings Terrace.

## 8. Landmarks, views and entrances

8.1. The three-stage **church tower** was built c.1737 following the collapse of the previous tower (Pevsner, 1984). The tower is set back from the street by about 40 metres and generally it does not contribute to views up and down the High Street. The tower contributes to distant views of the village centre from Birds Hill, about 1.5km SW.



8.2. The tower closes the view into the village centre from Queen's Street (pictured above). The view is partly obstructed by an immature whitebeam (*sorbus*).

8.3. In about 1800 Joseph Wilkes built two **canal warehouses** on either side of the High Street, adjoining the NE side of the canal bridge. The warehouses stood three storeys above the surface of the canal. They are prominent in views from the SW and form the entrance to the 'local centre' character zone.

8.4. The warehouses were made to appear more prominent through the piecemeal demolition of properties between Oddfellows Row and the Empire Cinema [s] and properties at the former tanyard [v]. The recent redevelopment of the tanyard site has made the right-hand warehouse (39-43 High Street) appear less prominent.

8.5. Views along streets are closed by the following buildings:

- The view from Bosworth Road inward is closed by the Bird in Hand PH (38 High Street; pictured);
- The view from Chapel Lane outward is closed by York House;
- The view from High Street to the SW is closed by an area of mixed deciduous woodland on the former railway embankment;
- The view from Leicester Road inward is closed by the former Coalville Cooperative Society branch store (76 and 78 High Street);
- The view from Navigation Street inward is closed by 28 High Street.



- 8.6. The entrance to the conservation area from the NE is well defined. There is a bend in the road outside the Rose Bank nature garden. As one comes around this bend, a long view into the conservation area is revealed. Properties beyond this point are more densely developed and laid out closer to the back of the pavement.
- 8.7. The entrance to the conservation area from Bosworth Road is similarly well defined. The road narrows sharply at the junction with Peggs Close. Beyond this point the road bends slightly to reveal a view toward the Bird in Hand PH.

## 9. Opportunities for enhancement

### Development opportunities

- 9.1. In January 2006, planning permission was granted for a block of six apartments at the corner of High Street and Bosworth Road. In 2016 the development is incomplete. The development site makes a negative contribution to the character of the area. There is an opportunity to enhance the character of the area by pursuing the completion of the development and the enhancement of the adjoining hard landscaped area.
- 9.2. Alternatively there is an opportunity to enhance the character of the area by reinstating the corner of High Street and Bosworth Road – i.e. by developing the site and the adjoining hard landscaped area.
- 9.3. Queensway House contributes negatively to the setting of the conservation area; it is set back from the street and fails to enclose the NW side of the market place. In the long term, there is an opportunity to enhance the setting of the area through the development of a new building laid out to the back of the pavement. In the short term, there is an opportunity to enhance the setting of the area through screening and boundary treatments.
- 9.4. 82 High Street ('Fireplace by Design') contributes negatively to the character of the conservation area. The development comprises large scale buildings set back from the street (pictured). In the long term, there is an opportunity to enhance the character of the area through the development of small scale buildings laid out to the back of the pavement. In the short term, there is an opportunity to enhance the character of the area through screening and boundary treatments.



- 9.5. Land to the front of 34 to 42a Chapel Street contributes negatively to the character of the conservation area. There is an opportunity to enhance the character of the area by restoring the open nature of this land and by restoring the remains of a stone boundary wall.

#### Ashby Canal

- 9.6. It is proposed to restore the Ashby Canal. The canal would follow the route of the Ashby & Nuneaton Joint Railway through the conservation area. An aqueduct would carry the canal over the High Street, on the site of the railway bridge. 500m NW of the aqueduct, a canal arm would follow the original canal route back as far as the former canal warehouse (26 High Street).
- 9.7. There is an opportunity to enhance the character of the area by extending the canal arm further, beneath the High Street canal bridge, to adjoin each of the two canal warehouses.

#### **Archaeological opportunities**

- 9.8. As a general rule, the development of sites within the historic settlement core may offer opportunities for the investigation of below-ground remains.
- 9.9. In the twentieth century a number of properties within the historic settlement core were demolished. Where the demolition sites have not been redeveloped, there is an immediate opportunity for the investigation of below-ground remains. In the conservation area these sites are as follows (from SW to NE):
- Land between the Empire Cinema and Oddfellows Row **[s]**;
  - The route of the Ashby Canal;
  - The site of the former vicarage house;
  - Land in front of 82 High Street ('Fireplace by Design') **[q]**.

### Materials and details

9.10. In the conservation area, non-traditional roofing materials have intruded substantially. Hence there is a substantial opportunity to enhance the character of the conservation area through the reinstatement of traditional plain tile and slate roof coverings.



9.11. Non-traditional roofing materials are used at 39 High Street, the canal warehouse at 26 High Street and 2 Saracens Row. These are listed buildings. The opportunity to reinstate traditional roof coverings to these buildings should be a priority.

9.12. Red brick is the characteristic facing material locally. The majority of buildings are faced in red brick, with a substantial minority faced in render. The application of render may appear jarring when applied to one building in a terrace. In such cases, the opportunity to remove render should be investigated.

9.13. Half-a-dozen buildings have been painted, including two that are constructed from Joseph Wilkes' double-sized bricks (49 High Street, pictured, and the canal warehouse at 26 High Street). The opportunity to remove paint from these buildings should be investigated.



9.14. A handful of shop fronts make a negative contribution to the character of the conservation area, generally through the use of boxy fascia signs. There is an opportunity to enhance the character of the conservation area by replacing these signs with traditional fascia signs with console brackets and a cornice.

### Open spaces

9.15. There are opportunities to enhance the character of the conservation area through the proper maintenance of the conifer garden at the churchyard and the medical garden at the former railway.

## 10. Problems and pressures

- 10.1. Following the imposition of a brick tax in 1785, Joseph Wilkes began production of double-sized bricks to halve his tax liability. The advantage was lost in 1803, when a double tax was imposed on double-sized bricks. In the village centre, listed buildings that were built using Wilkes' double-sized bricks include 89 and 91 High Street, 101 to 105 High Street, 1 and 3 Navigation Street and 2 Saracen's Row.
- 10.2. A limited number of reclaimed double-sized bricks are available. Opportunities to manufacture double-sized bricks should be sought.
- 10.3. The view from the market place toward the church tower is partly obscured by an immature whitebeam (*sorbus*). The tree may obscure this view wholly once it has reached maturity. The tree should be removed; this would facilitate archaeological investigation of the site of the former vicarage house (see paragraph 9.7).
- 10.4. It is proposed to restore the Ashby Canal, following the route of the Ashby & Nuneaton Joint Railway through the conservation area. An aqueduct would carry the canal over the High Street, on the site of the railway bridge.

- 10.5. The view from the High Street to the SW is closed by an area of mixed deciduous woodland on the former railway embankment (pictured). Effort should be made to limit the effect that canal restoration would have upon the woodland.



### Condition of buildings

- 10.6. A survey in 2016 identified 147 traditional buildings in the Measham conservation area. 106 buildings (72%) were found to be in good condition while 40 buildings (27%) were found to be in fair condition. The survey identified one building – a dwelling on Bosworth Road – in poor condition.
- 10.7. One of the former canal warehouses (26 High Street) was found to be “vulnerable”. The property is in fair condition but unoccupied.



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