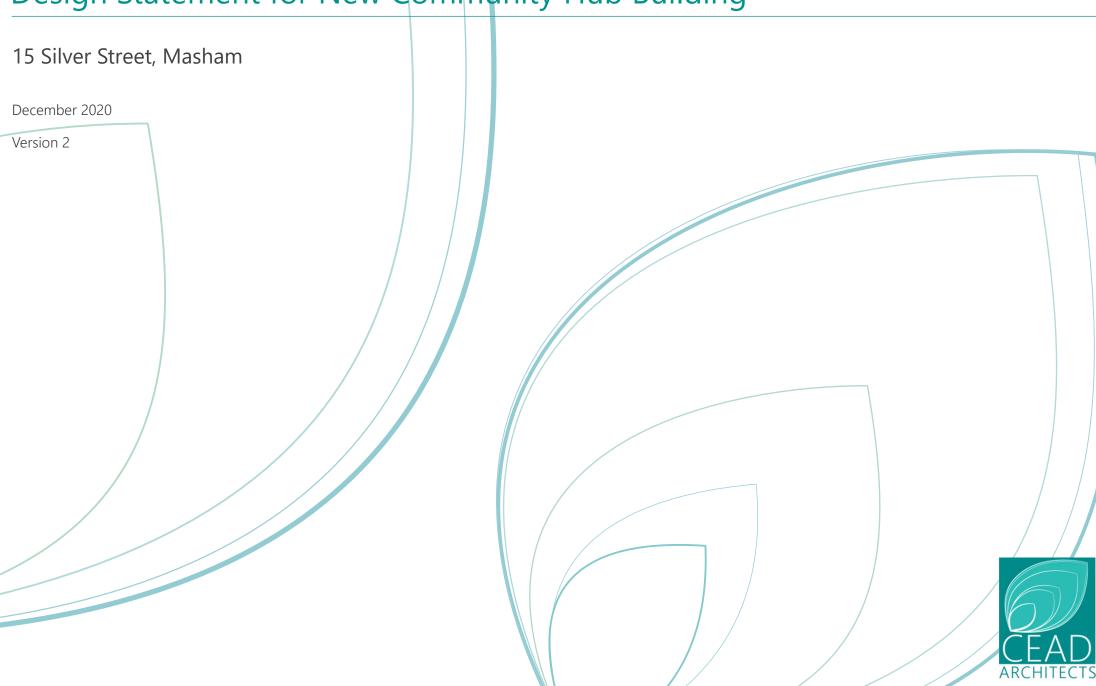
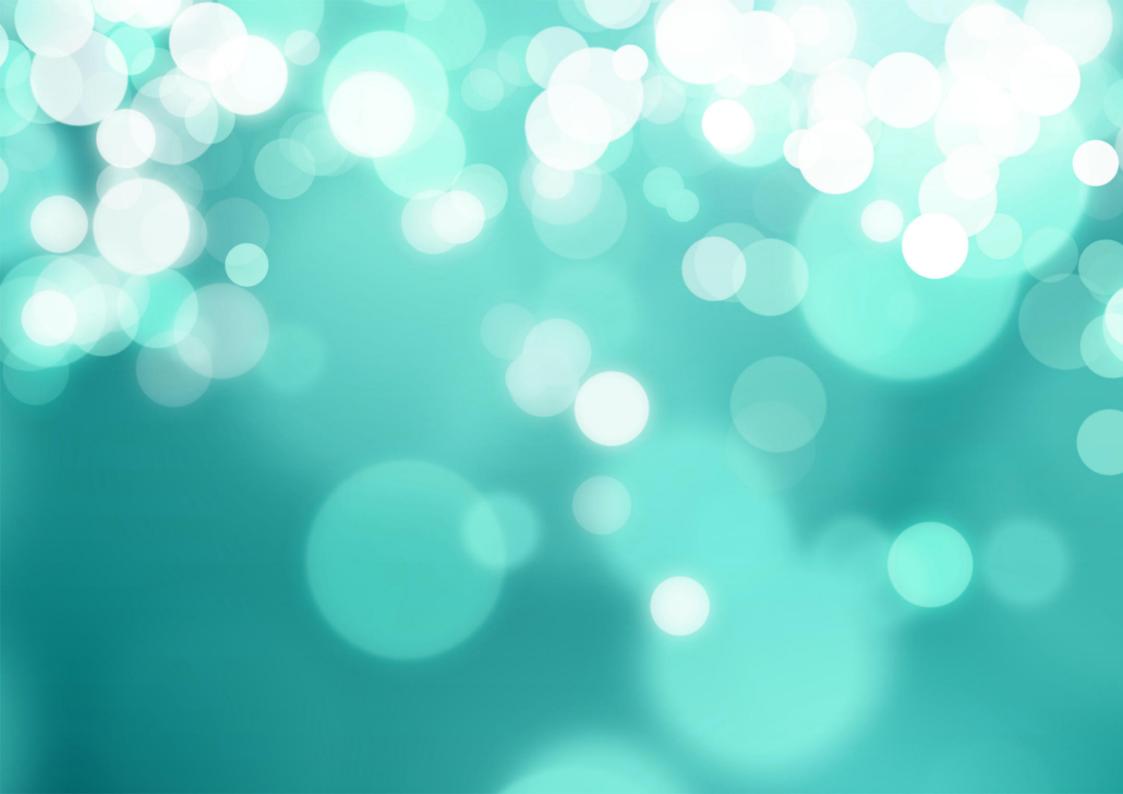
Design Statement for New Community Hub Building





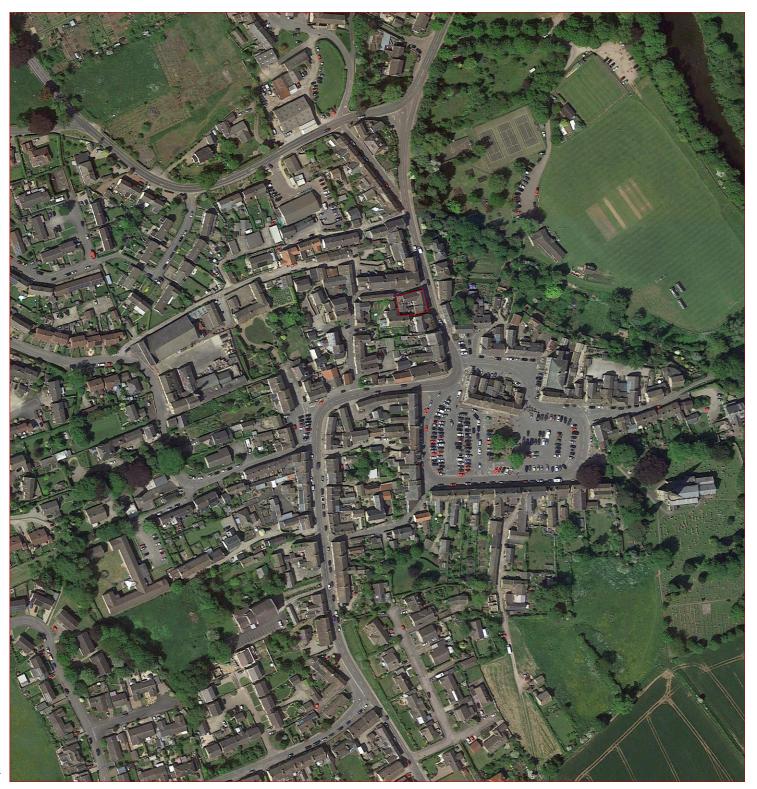
1. Site Details

The proposed project is situated at No. 15 Silver Street, along the main route leading to the market square in the town of Masham. It is currently known as Reah's and functions as a grocer with living accommodation above.

It comprises a number of connected buildings situated around a small courtyard. The main frontage is onto Silver Street with a side frontage onto College Lane which intersects with Silver Street. The coursed ashlar building opposite is a wine merchants with residential uses behind.

To the southern flank of the site is a narrow cut that is the entrance steps to residences on Saddlers Court. There is a foot right of way to a door to Reah's. To the south-west corner of the plot is College Grove, a Grade II Listed building. To the east are a short terrace of houses that back onto the old bakery building.

The buildings are a range of styles and ages and the interiors have been extensively altered in parts. What is particularly noticeable are the range of floor levels throughout the buildings which will be discussed in greater detail in the design element of the document.



2. Introduction

2.1 Project Outline

Following is a Client Statement that sums up the project scope and objectives:

Our Aim

Peacock and Verity Community Spaces Ltd (P&VCS) is a company limited by guarantee #12534257 managed by a board of local directors.

A community organisation, we are established for the benefit of the community and visitors of Masham and Mashamshire; to undertake the community purchase of 15 Silver Street, to refurbish the building, and to hold and operate it for the long-term benefit of Mashamshire and its people.

Objectives

- That local people and visitors can meet, study and create within secure and engaging community spaces which tell the story of the history of our town and community whilst enabling us to build a sustainable future together.
- 2. That 15 Silver Street is restored and celebrated as an historic complex of buildings; retained in community ownership in perpetuity.
- 3. That local people and visitors can be immersed in a living experience of shop, café and work life in the early 1900's whilst taking the lessons into our today and tomorrow.
- 4. That those members of our local community who want to live, work and stay in Masham but are forced to leave through lack of available low-cost housing have access to affordable small rental units

Project Beginnings

The project began back in 2016, when the local history organisation, The Making of Mashamshire, was extremely



Aerial photo of Masham highlighting the proposed site in red.

interested in leasing the Bakehouse to develop as a desperately needed Heritage Centre and teaching space. This had just reached final funding approval from the Heritage Lottery Fund when sadly, the sudden death of the owner changed the circumstances. The whole building has now been put on the market. The community are very concerned that we might lose the main grocery business just as the town is struggling to maintain retail. Masham has recently lost two banks, a post office and newsagent.

As a community-led group we decided to work together to see how the whole building could be used to address some key needs in the community; primarily maintaining a crucial retail presence on the high street, providing community-led affordable housing and a heritage community enterprise.

The Vision

We are attempting a bold and unusual approach to the opportunities of this unique heritage building; to understand the way we used to live to help us move forward. This will be reflected in design through a mix of old features being protected and accessed by the modern.

The plan is that this approach should reflect how people would have chosen to live, work and socialise; particularly in the early 1900s. We believe that the people living in our homes should feel valued and treasured members of our community, deserving of unusual original features as well as modern, clean facilities; not just identikit boxes with standardised fittings. We believe this will have a significant effect on how residents treat the building, but also on their self-worth and wellbeing, and their willingness to be engaged with the community "downstairs". This will take a commitment from our designers and contractors, but primarily volunteer time, energy and creativity of which we have much.

P&VCS aim to show off the historic jewels within the building - from the remaining leaded windows to the Georgian detailing – that show a timeless commitment to beauty and functionality in design, while using the best modern techniques and solutions. Thus we will create a building which celebrates the past while fully equipped for the future.

The Basic Plan

P&VCS Ltd will purchase the whole property on behalf of and for the benefit of the community for perpetuity. The community decision to purchase 15 Silver Street, and its planned uses, are based on four years of discussions between residents, statutory authorities, local organisations, community development agencies, and the parish council, leading to the establishment of P&VCS Ltd.

The refurbished building we hope will include:

- Heritage Grocers
- Edwardian Tearoom / bakery
- Heritage Centre with linked activity programme
- Affordable housing units

The Heritage Grocers

The grocers on the ground floor of the building is to be refurbished, counter-service returned, and dry goods sold by weight will ensure its heritage is celebrated. A retail offer combining a historic experience but with contemporary low packaging and low food miles. Shoppers will walk back into the sights, smells and staff of the Edwardian grocers but be able to buy their weekly shop. Similar in style and operation as a heritage visitor venue to Beamish, whilst retaining the crucial everyday local retail provision.

The Edwardian Tearoom / Bakery

A tearoom will be returned to the left side of the grocers. As with the grocers, a full Edwardian experience with a chance to sit, chat and have a lovely slice of cake. The kitchen will be upgraded, and the small internal courtyard covered by a glass lantern to increase seating. This will provide a fantastic opportunity to showcase how typical market town buildings have developed and operate, with fancy facades but an ever-changing network of working buildings to the rear. The ground floor will be designed to encourage sightlines and movement through the building. Pop in for a loaf and be drawn to the café. Meet a friend for tea and be enticed to explore the local history archive together.



A historic photo of the original frontage, circa 1910.











The Community Heritage Centre

The community heritage centre will be based in the old bakehouse with its original ovens. The large bakehouse room will become the local heritage centre and workshop, enabling the functions of town archive, museum and education centre. The flexible space will be used by local history organisations for displays, events and research but also for school groups. In addition the space will be ideal for workshops from learning how to bake bread in the refurbished wall ovens, finding out about the skills involved in our local heritage businesses (brewing, cheesemaking etc) to talks on practical sessions on how to care for your local old property.

The Housing Accommodation

Upstairs will be four affordable one-bed rental units for people with family, work and/or historic links to Mashamshire. Each unit will be of a comfortable size and accessed from a newly-formed access and stair onto College Lane. The units will be managed by a local housing association and local letting priorities, set by the P&VCS Trustees, will ensure they are available to meet local need.

Why is this project so important for Masham?

The whole is greater than the sum of the parts – baking the perfect cake...

Every aspect of this project will benefit Masham as a town, its residents and its visitors. The everyday retail, historic café, heritage and education centre, and community-led housing all address significant holes in local provision. With a revitalised building at the entrance to the town, bringing these spaces together can make a real statement about how Masham values its history, its future, and the relationship between the two.

Economic factors

Masham is a small town, but we have lost five retail units in recent years, including both banks, newsagent and our post office. The retention of all remaining shops and services is essential to the town's long-term survival. The loss of our last remaining independent general store would be a substantial blow to everyday life in Masham,

even before considering the sociological and historical consequences of ending 300+ years of food retail on the site.

The scheme has been designed to bring economic investment into the area – not only from the tourism, shop and cafe offer but also through the number of SMEs to be involved in the design, build and operation of the building and its activities. It is projected that the scheme will provide 7FTE posts directly and 32FTE posts indirectly.

The current state of the building and the business are poor, with physical dilapidation allied to a widowed owner who no longer wants to be running a shop. Given the state of the building, standalone private sector investment is inconceivable. As a community-led heritage project linked to the neighbourhood planning process, we are uniquely positioned to develop the building's potential for mixed use. Local footfall has remained steady despite rather than because of the current retail offer, and a renovated building would be sure to attract more support from residents. The heritage aspects of the shop and café would broaden the experience on offer, adding to local / regional appeal and creating extra destination and dwell time value to Masham's tourism offer, both for daytrippers and longer stays.

Large numbers annually visit Masham to research family and local history. The current failure to accommodate this interest has a serious cultural and economic cost to the town

Covid19 Update – the shop has not reopened after the forced closure during the first national 'lockdown' in March 2020. The shop's appearance is now deteriorating rapidly and the owner has no desire to reopen.

Heritage and Education

Masham is unusual in having a long, unique and well-documented history but no town museum or heritage centre in which to display, celebrate and study it. Many visitors come to learn and explore but stay only briefly due to lack of access to information and a space to sit and explore. The historic Bakehouse will provide the opportunity not only to study and showcase our wide range of stories, archives and artefacts but also an active learning space for practical baking and skills; workshops



Locally-run heritage centres are a valuable repository of local knowledge and a natural tourist attraction for visitors. This example in Ledbury had 25,000 visitors in 2019.



A view of the 3d model developed from the existing survey drawings to serve as a base for new proposals. View of the rear, College Lane and courtyard.

from bread to maintaining your traditional windows. This will create a much-needed community hub, as well an all-weather destination for visitors, and a centre for educational opportunities.

Meanwhile, our local history groups have long been looking for a venue for research, adult / U3A classes, school liaison and more, while inter-generational work already delivered in our local schools and sheltered housing has shown the thirst of our local old and young folk to learn from each other and explore our community's unique history together.

Food production and retail

With our traditional retail unit selling staples by weight, traditional "fancy foods" and freshly made morning goods, this project will tap into both the community memories of traditional grocery shopping, and contemporary interests including minimising packaging, reducing plastic and food miles. We will work with local food businesses including but doubtless not limited to the town's butchers, bakers, cheesemakers and of course brewers to stock our shelves, populate our café and run workshops promoting traditional food production skills from field to plate. And of course, the heritage bread ovens will be brought back into service to produce baked goods for the shop and café, for educational projects with young and old, and as a handsome centrepiece to the heritage and education centre.

The busy building will encourage people to shop local and invest in each other – to unite old and new. Peacock and Verity Stores will tempt people from across the region to experience an old way of life, try heritage products and remember a gentler approach to shopping. It will also unite Masham in promoting our heritage and way of life to encourage visitors to come and stay awhile.

Housing

Masham's population is ageing, not least due to the lack of affordable small rental units for younger people. Retirees and second home purchasers squeeze out local people. Potential smaller rental properties are purchased at high cost for holiday lets. To thrive we need engaged residents 365 days a year. Those living in our housing units will feel valued within the community, deserving of the

building's unusual original features. We want to provide a safe step into the local housing offer. The provision of good, safe accommodation will have a significant effect on residents' self-worth and wellbeing, and their willingness to engage and remain within the community for many years.

Masham is unusual as a rural town in having strong local employment, but young local people in these jobs are priced out of the area. They then build their lives in larger towns away from Masham, depriving our community of a generation of young families. This impacts not only their own lives and family connections but also the needs of local employers, the feasibility of local retailers and small businesses, and risks to local services such as schools, libraries and GP practices.



A view of the 3d model developed from the survey drawings showing the cut to the south.



A view of the 3d model developed from the survey drawings showing the Silver Street frontage and the side elevation down College Lane.

The community-led accommodation within this development is literally unique within Masham, and offers a cohort of local young people the chance to stay, live, work and thrive within the town. The benefits this gives them will then be shared by the wider community, with residents able and willing to contribute to community groups and projects, not least the one in which they will be able to live.

A planning flood risk map from the Environment Agency, highlighting local flood risk in the centre of Masham. The site is included within this area of risk and which naturally feeds into the development process. The aim being how to safeguard the building and lessen any impact of future flooding.

Conclusion

Through each of our four strands of work – retail, tearoom, heritage and education, and community-led housing – we aim to revitalise and show off the building's historic features and uses. We want to share our love of our built heritage and how to maintain it and respectively give it new purpose.

Recreating early 20th-century retail, café and bakery life will increase community cohesion and well-being. It will also provide the year-round retail provision required by residents, with quality, affordable staples and treats in the heart of a bustling town.

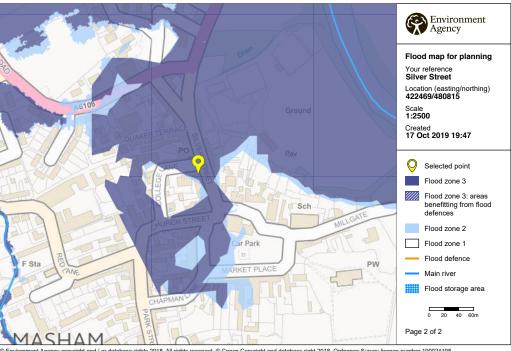
We believe that our bold approach to developing this unique heritage building will appeal to the more struggling and less visible elements of Mashamshire society. Life-long residents, their children and grandchildren, and newer Masham folk will all be able proudly to celebrate a way of life which was once everyday and can be again.

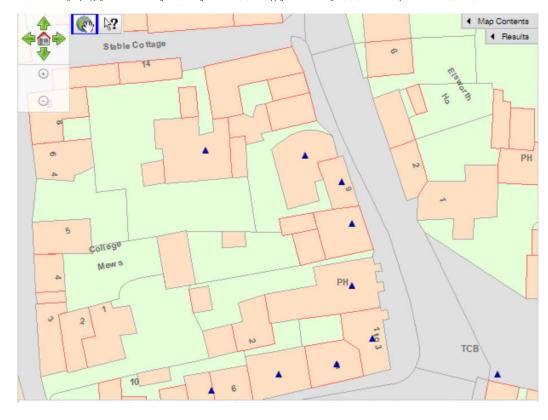
The time, energy and creativity already poured into this project by local volunteers is testimony to how it is seen as a benefit to the area, and there is no doubt that the heritage centre could already be populated with staff and visitors if it were to open tomorrow.

With shop, café, heritage and education centre, and community-led housing all feeding into each other and all maximising the use of one of Masham's iconic building, this project can be a shining example of creative and caring conversion. A historic building will be saved, cherished, celebrated and given a new and vibrant life to the benefit of an entire community.

This project will, like the town in which it is based, celebrate the past while being fully equipped for and facing the future.

An extract from the Heritage Gateway resource that highlights the proximity of Listed buildings in the immediate area. The nearest being College Grove (south-west) and Beavers Butchers (south).





5. Site Analysis

5.2 Site and Context

15 Silver Street is a grocery shop on Masham's main street. The grocery business on site has a known trading history tracing back to the 1700s. The building is constructed of several interlocking buildings that have been added to and redesigned many times over its long history.

The front range is 3 storey and Georgian and includes a basement. Silver Street itself was raised at some point and, as with its neighbours, 15 Silver Street originally opened out to street level at the current basement level.

A long range runs up College Lane. In a major refurbishment in 1913/14 the 1st and 2nd floors of this range were combined to form a large upper Dining Room with stage. At this point the ground floor shop entrance was replaced and a series of large, leaded windows, typical of the era, were fitted along the north elevation. Internal adjustments were made at this point to support the business expanding to include Dining Rooms, Café, Smoking Room and Commercial Hotel. These include several fixtures and fittings such as labelled leaded-glass doorways. The property also includes an elegant stairwell, dumb waiter, service stairs and associated service areas.

The south range is a single storey extension facing into the inner yard. A substantial brick bake house forms the west range, creating the enclosed yard. The bakery was fully operational until the 1980's. It includes two substantial wall ovens (one solid fuel and one gas) as well as numerous pieces of original baking ephemera. Alongside is a 2-storey store and hallway. The hallway is accessed by an arch on the north elevation. This was once the entrance for carts into the yard from College Lane.

In the mid-1970's the traditional counter-service was removed and replaced with standard self-service shelving. The property has been poorly maintained for 30 years but initial condition surveys report, although significant moisture and repair problems, the building structure is good. There is asbestos in the roofing of the Bakehouse.



Front elevation to Silver Street with the cut between Reah's and Beavers Butchers to the far left

The buildings are within the Masham Conservation Area and a number of the surrounding buildings are Listed as identified on the plan on the previous page. While this building is not, the team start from the position that it is part of a significant heritage grouping and will treat it as a local heritage asset, regardless of any formal designation.







Photo 2. View from College Lane looking towards the Bakehouse and beyond to College Grove.







Image 5. View from across Silver Street looking towards College Lane and showing the street in context.

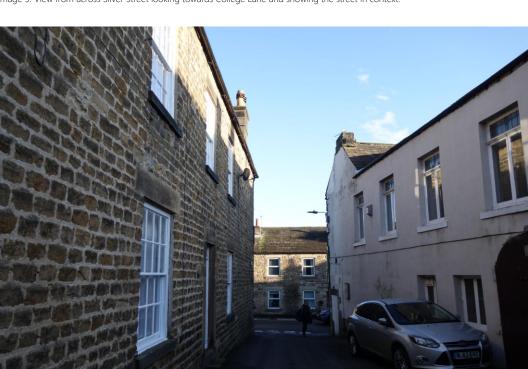


Image 7. View looking down College Lane towards the junction with Silver Street.



Image 6. A close-up view for the cut between Reah's and the butchers with College Grove just visible in the background.



Image 8. The interior courtyard of the proposal site with the red brick Bakehouse building to the left.



Image 9. Interior view of the Bakehouse buildings showing the non-working original ovens in-situ.





Image 11. View down Silver Street looking towards the market square with Reah's to the right of the image.



Image 12. View from the window in College Grove looking down onto the roofs of the existing buildings.



Image 13. View from College Grove looking over the top of the existing asbestos Bakehouse roof.



Image 15. View of the Bakehouse roof looking towards the College Grove building.

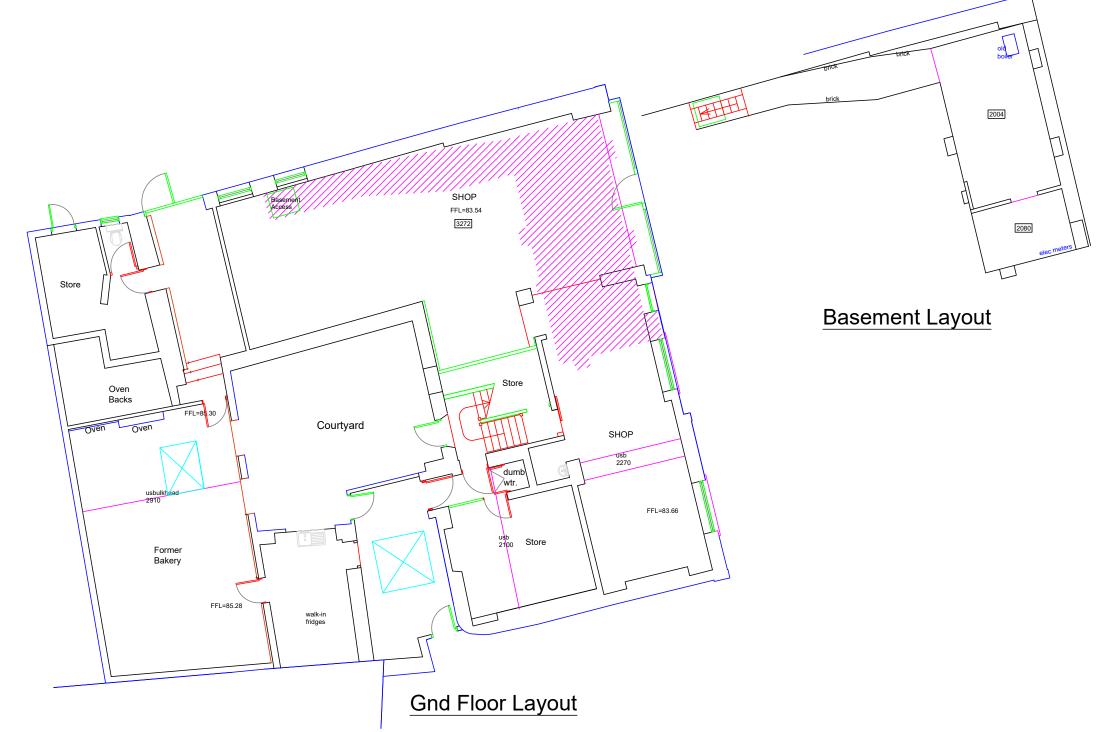


Image 14. View from the property adjacent along College Lane showing the deteriorated state of the asbestos Bakehouse roof.



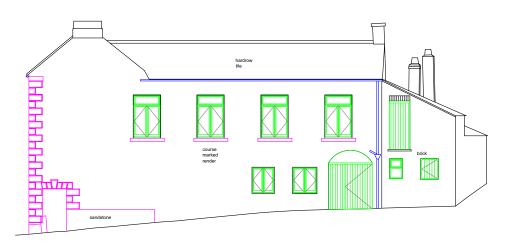
Image 16. An upper floor room highlighting the limited head room and beams present within the spaces.

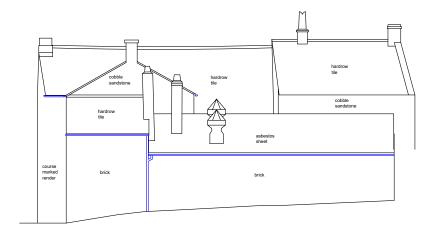
5.4 Existing Drawings





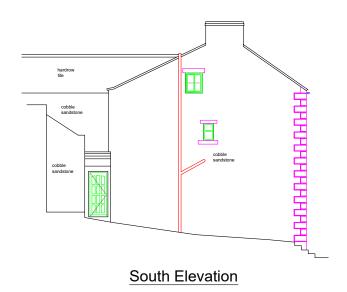






North Elevation West Elevation

80.00m





5.5 Key Constraints & Design Drivers

As with most old buildings there are quite a number of constraints and challenges for any long-term design proposals. On the positive side there are significant opportunities that this idiosyncratic and characterful collection of buildings can offer. These are briefly listed below and feed into the design process:

- 1. Physical fabric. While parts of the building are in reasonable condition, other areas will require extensive remedial works and in some cases replacement due to lack of maintenance over a long period. Many of the fittings and finishes are modern albeit now at the end of the useful life and unsympathetic to the original building.
- 2. Fragmented plan and levels. Part of the charm of the site is it's collection of disparate buildings that have been added to and amended over time. This gives it a rich patina and visual quality. However, it also leaves a legacy of complicated floor plans and a host of levels changes internally. This makes re-planning difficult and limits opportunities for accessibility.
- 3. Flooding. The centre of Masham has a history of flooding and a recent deluge in 2019 flooded the area including the basement. Any design response needs to recognise this and work to safeguard the building and make it more resilient to flooding.
- 4. Sustainability and Building Control: Clearly the buildings need to be brought up to modern building standards as much as possible. The buildings are expensive to heat and run and heating is inadequate. This does pose challenges for how best to achieve this in an old building. On the positive side this could prove an exemplar for best practice for how to sensitively conduct an eco-refurbishment utilising 'breathable' construction.

6. Initial Design

A careful process of working with stakeholders and a dedicated professional team, honed in on the key interventions to make a sustainable and viable project. The key design elements were:

- Ground Floor Community Spaces and Cafe. The ground floor areas will be reconfigured to make a traditional Grocers and Cafe area. Throughout the building levels will be regraded where possible to make the building more accessible or (where not possible) platform lifts will be installed.
- Rear Courtyard & Bakehouse. The Bakehouse will be re-roofed and restored as a working Bakery and learning space. This is accordance with the previous Planning Application 16/03294/FUL. As part of this the existing asbestoscontaining roof was to be replaced with new corrugated insulated roof sheets with other fixings refurbished or replaced on a like-for-like basis. The dilapidated kitchen building to be demolished and a new building of similar scale erected to replace it. Additionally the small service courtyard will be roofed over but with large lantern lights. This will provide a vital all-weather area for seating and events.
- Upper Floors Affordable Housing. The challenge is how to convert the labyrinthine upper floors into a workable layout for housing. This necessitates upgrading the floors between the commercial use downstairs and upper floors. Given this need, it makes sense to use the opportunity to re-level the floors to achieve greater consistency and achieve better floor to ceiling heights.

7. Pre-App Feedback and Design Development

In order to engage most effectively with the planning system, the team elected to undertake a Pre-App submission which was submitted in June. A detailed response was received in August and we had the benefit of an online meeting with Officers.

Key points were as follows:

- There was overall support for the principle of housing, particularly as it is within the development limit of Masham.
- 2. The Change of Use of part of the ground floor to Cafe will from September 2020 be within the same overall Use Class so that no specific permission is required for the Change of Use.
- 3. It requests that deliveries be confined to between 8am and 6pm.
- 4. It highlights some changes to the roof of the return building to College Lane but that these are acceptable subject to detail. However it does raise issues with head height and daylighting to this top floor.
- 5. It also raised compliance with technical aspects such as areas for refuse collection, sufficient sound attenuation and drainage. There was also feedback on National Described Space Standards and compliance with various Building Regulations at a later stage.

The report concluded that the scheme could be acceptable subject to the detail.

Following this there was ongoing work in several areas to refine the design and resolve areas of technical detail.

Heritage Report

The Client commissioned a Heritage Consultant to better understand the history of the building and add to the research already undertaken by the Trustees. This is included in the full Application documents as: R20017/RJM Heritage Report by Maddison James.

In particular the report highlights the quite significant changes in the early 20th century to the front elevation and floor heights internally. This moved the elevations away form the 'classic proportions' of the original building.

It also highlights that most of the front and side elevations are now covered in a cement-based render which would not have been the case originally and is not conducive to an effective 'breathable' construction.

The North elevations was similarly altered at this time with larger windows inserted and the floor level changed.

Section 4 of the report outlines the overall condition and areas for action and remedial works

The intention is to take the majority of these on board and return the main frontages at least, to the 'classic proportions' originally intended. These would result in a far better balanced frontage arguably more in keeping with the character of the area.

Ecology

An Ecology/Bat Report has been produced by Quants Environmental based locally. This has been included as part of the submission. It highlights the building as having Low Potential for roosting bats and no impact on other Protected Species. Some additional inspection is advised but this can be picked up in due course as part of the planning process.

Flooding

As per the EA Flood Map reproduced elsewhere in this document, the site is within Flood Zone 2/3. This includes the bulk of Silver Street, Church street and other parts of Masham centre. However, the existing building uses are historic so the principles to reduce development in these areas do not apply in the same way.

That said, every effort is being made to mitigate any flood issues in future as this obviously has a detrimental effect on the effective and safe running of the proposed development. To this end a Flooding and Condition report was commissioned by the Trustees at the time of the last flooding in March 2020. This is included as part of the Application documents.

This gave recommendations not only for the immediate aftermath of the flooding but also for the longer term resilience of the building. It is intended that the Applicant will carry out the recommendations of the report as part of the development of the buildings.

These will make the building far less prone to flooding than surrounding buildings and reduce any damage if, by remote chance, flood defences are breached.

The design has also taken cognisance of this by positioning the new entrance to the apartments at a higher elevation on College Lane. This allows for a safe route away from the immediate low lying areas of Silver Street itself.

Technical Issues

Throughout this process the trust has been working with Broadacres Housing Association who will ultimately manage the housing units within the building. They have a great deal of experience delivering difficult projects for social good. Their experience has thus been useful to inform design choices and make sure that the proposals will work well in the long term.

Every effort has been made to make the units compliant with NDSS (nationally described space standards). All units but one meet this criteria and even this is within 1sq/m of the non-mandatory target. Broadacres internal team have reviewed the layouts and are satisfied that they will perform well for their market.

Other issues that are peculiar to multi-use buildings that incorporate housing are enhanced requirements for sound attenuation and fire protection. The Trustees and Design Team have been pro-active and approached a specialist Fire Engineer to review and offer suggestions for improvement. This positive process has resulted in some internal changes to the layouts as well as re-configuration of the main

Apartment access. Overall these changes, reflected in the submitted plans, will improve safety and well being of residents

Other areas of investigation were the Mechanical and Electrical systems within the buildings. Clearly there is an imperative to improve the energy efficiency of all new and refurbished buildings. Even in Conservation Areas it is recognised that there is a positive middle ground to secure the long-term sustainable future of buildings yet protect their heritage character.

The main strategies that are to be adopted for the proposals are:

- 1. Improve the insulation levels of the building fabric, internally wherever possible, but using methods that are sympathetic to the 'breathable' materials used in the original construction.
- 2. Install solar PV panels to the 'inside' roof that faces onto the courtyard so that it is not visible from any of the surrounding streets. This will provide low-carbon power to help run the facility.
- 3. Investigate the use of other low carbon heating sources such as an Air Source Heat Pump to reduce carbon emissions of the building. Any equipment associated with this will be located to the courtyard away from any primary frontages.
- 4. A new consolidated outlet flue and acoustic damper for the kitchen/bakery will be housed on the single-story roof of the kitchen in the courtyard. As shown indicatively on the first floor plan. This is subject to detailed design of the extraction system.
- 5. An Energy Report is currently being prepared to look as the most efficient approach to both heating but also the ventilation system. The route chosen will have an impact on the positioning of any vents/flues. As with the other elements described above these will be housed either on the internal courtyard walls, away from public view, or vertically through an existing chimney stack or on a roof slope facing away from the primary elevations.





The Proposals

The following represent the developed design. However, please refer to the formal Application drawings for the final documents.















8. Conclusion

The Proposed Application builds on the positive foundation laid during the Pre-Application process where the principle of the development was supported. Further consultation with a range of interested stakeholders and consultants has helped to refine the buildings even further.

In particular the following areas have been improved since the Pre-App:

- 1. The College Lane 'wing' now does not need to have its roof raised.
- 2. The main pedestrian access for the apartments is entirely separate and is from College Lane. This avoids 'cross flows' of residents of the apartments and staff and visitors to the cafe/heritage centre.
- 3. Apartments have been re-configured and are now marginally larger and with better fire separation.
- 4. The elevations have been re-worked based on heritage research to allow a restoration of the original intent. This leads to a more balanced and well proportioned elevation. The restoration of original floor levels also makes floor to ceiling heights more generous to the top floor and floors more level throughout, aiding accessibility.
- 5. Additional rooflights have been added at the top floor to increase daylighting.
- 6. The team is exploring strategies for inclusion of low-carbon technologies and fabric energy efficiency to make sure the building will reduce carbon emissions in the long term.
- 7. Waste storage is moved away from the ginnel adjacent to the butchers which was constrained and near a staircase. It is now located onto College Lane and is larger.
- 8. The biodiversity report raises only a low risk of any roosting bats

Working through the full range of technical and planning constraints has led to a more robust and well balanced proposal.

Peacock and Verity Community Spaces welcomes continued involvement from both planning and heritage bodies. Although this building is clearly in need of revitalisation, it is well placed to form a positive and long-term role. As an integral part of the picturesque streetscape of Masham, as a window on the town's history but perhaps most importantly, as a social hub to bring people together.

