

FROM: EMMA WOODLAND- SENIOR HERITAGE AND BUILDING CONSERVATION OFFICER
SUBJECT: 22/00233/MFUL- WHITE SWAN, PICKERING
DATE: 6TH APRIL 202

I do however have strong concerns regarding the mass of the proposed structure with particular concern regarding its gable width. The building has a proposed gable width at first floor of c. 9.8m and a ridge height of c. 8.8m. In addition, I have concern regarding some of the fussy design elements to include variation in ridge height, projecting first floor, gable glazed dormers and 'carriage arch' glazing of c. 4.7m high. This is considered to be too large and in combination with the fussy design does not reflect the simple utilitarian outbuilding nature of this historic backland location to the rear of the Market Place.

Response:

We have reduced the gable width at first floor to 8.7 from 9.8m- This will aid in reducing the overall mass. We have also taken out the 'overhang' structure in line with the comments.

The ridge height we have reduced down to 8.1m (please see revised plans). Please note this is only nominally higher than the existing structure and now lower than a previously consented application for a similar building.

The gable / width of the building is now 8.7m. We don't not think this is excessive for the following reasons and mitigating circumstances:

- These are single loaded apartments – rather than Hotel rooms. This is what the market research shows is a need / desire for. Therefore the apartment is effectively 2 rooms deep. To be economically viable in this location (civil / infrastructure works) this is the most effective layout of the apartments to ensure this is commercially viable. We feel this balances the impact on the context – which again we feel is minimal.
- The width of the building will be impossible to ascertain from a public vantage point. From the west it will be screened by existing trees / planting and has adjacent structures immediate to the end gable – you will not 'read' the width of the building.
- The building specifically hides its mass by being partially sunken into the ground...the rear volume will be hidden, and indeed it appears single storey on the approach from the Car park or the Market place (south). Therefore we do not feel the gable width will be detrimental to the context.
- Pictures adjacent show that the only place it will be visible (width) is if you are stood immediately at the gable end. From all other points it is completely screened by planting and building mass.



View looking from nearest point in car park (during winter) no foliage on trees. The building width will not create a detrimental impact and will be barely visible even from close up. Spring to Autumn it will be screened with existing planting / trees internally.



Nearest building is client owned store building (furniture) there are no habitable windows from here or the adjacent buildings – minimal impact.

Building is not high value.

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This is considered to be too large and in combination with the fussy design does not reflect the simple utilitarian outbuilding nature of this historic backland location to the rear of the Market Place.

Response:

We appreciate that Conservation would like to see a simple utilitarian building on that site – but it does not fit with the model of creating high quality, Low energy using - attractive apartments. Pickering is a tourist area, and the White Swan will need to create something special to draw potential visitors such as the low-energy structure proposed.

The massing of the building is 11 x apartments. Unlike a traditional barn or utilitarian building – each apartment needs an amount of natural light, and to aim for the higher end of the Market that befits the White Swan quality – this would mean good amounts of natural light. This also aids the life-time carbon footprint of the development.

In the same way that the Feversham arms in Helmsley has used high quality materials in a modern setting, the White Swan needs to create high quality accommodation.

In response to concerns - we have simplified the façade and looked and Ways to minimize impact from glazing.

At ground floor there are 4 small arched carriage windows – that are Akin to a coach house.....bearing in mind this is a ‘Coaching’ Inn, and we are pleased this nuance is noted – this reference to the past is not out of context. Moreover, the owners confirm that historically two structures were demolished that had similar arches, being the original coach houses. Although now hidden, the ice-house under the car-park demonstrates the same arched features - and it can still be demonstrated should a visit be necessary.

We have looked to simplify the 2 x larger central arches into more Barn like / storage building openings with Oak lintels over.

We are also suggesting in response to Emma’s concerns that the first floor large panels of glass are covered with Oak Screens – to minimize the impact (See image right). At ground floor there will be very little impact from glazing as it will be completely screened by planting and building mass.

As mentioned the Ridge has been lowered to 8,1m and the first floor glazing now will receive window treatment that minimizes visual impact.

The planning policy does not state that we have to create a “utilitarian style” building. We propose to use high quality local materials that respect the context – but do not exactly copy the surrounding buildings.



The local plan Policy SP12 states:

Development proposals which would result in substantial harm to or total loss of the significance of a designated heritage asset.....

.... the Council will seek to protect other features of local historic value and interest throughout Ryedale having regard to the scale of any harm or loss and the significance of the heritage asset.

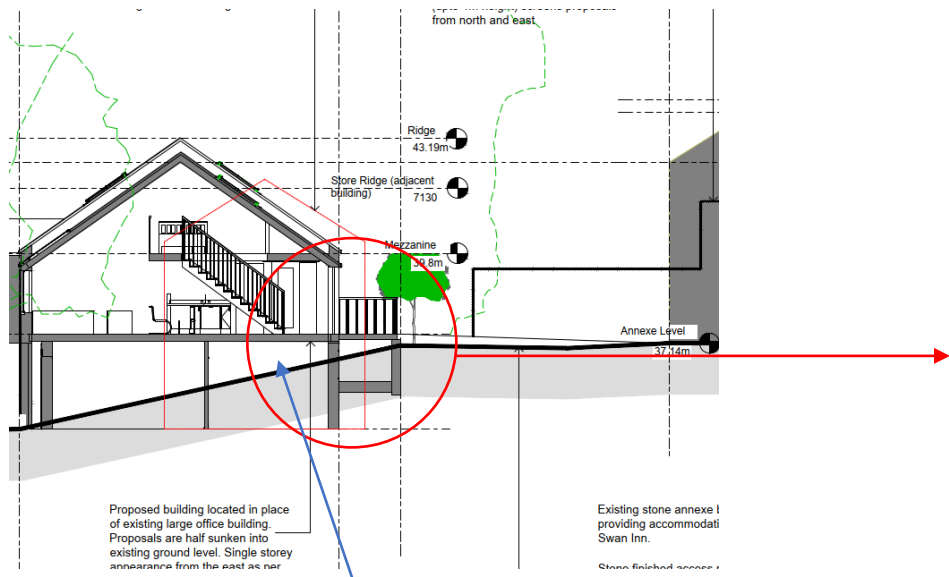
We have tried to address the issues raised by minimizing the impact whilst still providing a high quality building. We feel the impact on the setting of the White Swan will be minimal, in fact the majority of people wont even realize the development is there.



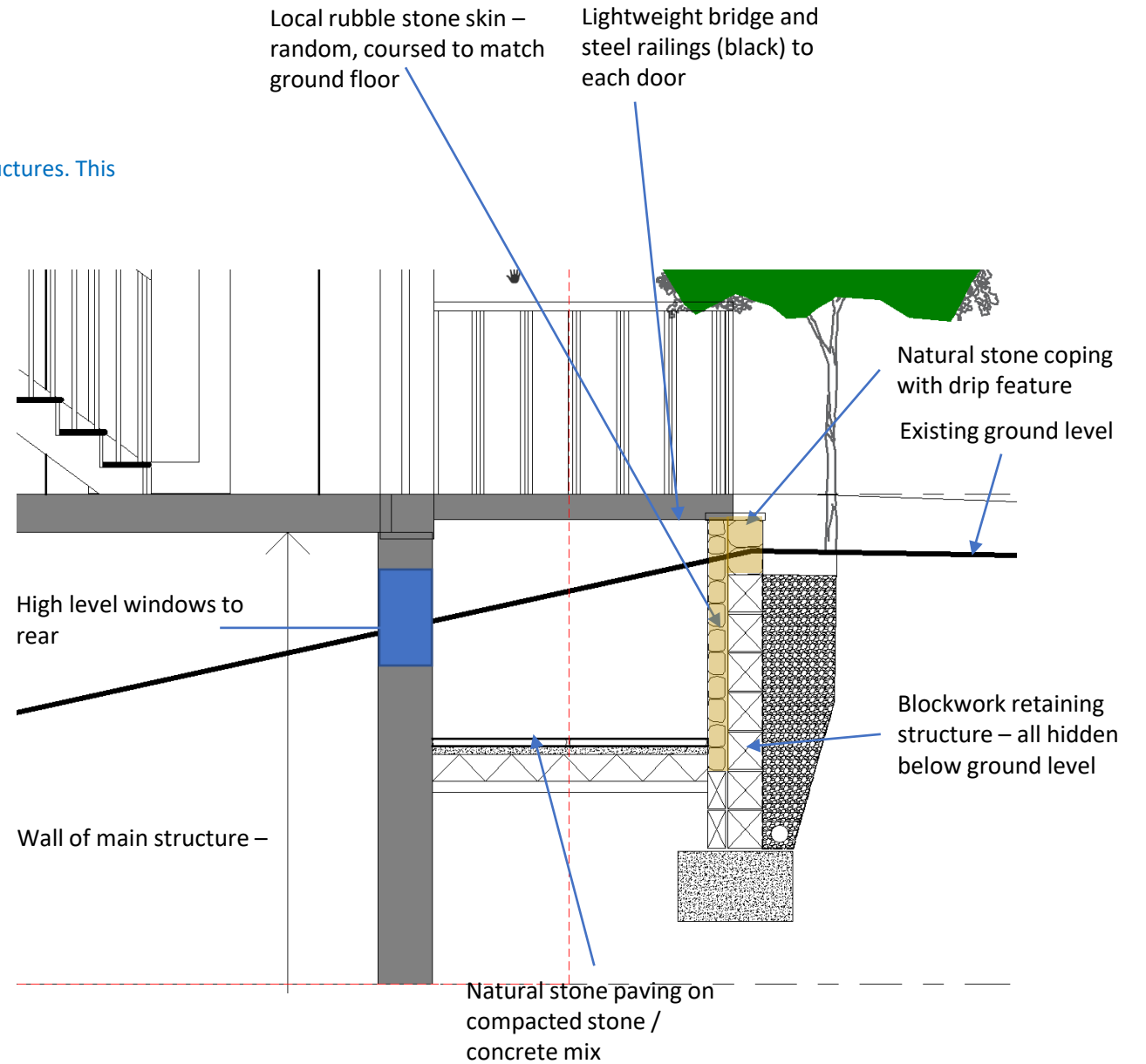
Feversham Arms Helmsley – using high quality materials in a more modern setting

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I also have concern regarding the slope of the site and the extent of necessary retaining structures. This should be clearly detailed on a drawing to better understand this element.



Building is partially sunken into the ground



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Notwithstanding that however, distant views of the building will be possible from the Public Right of Way across the valley to the west of the site at Porters headland. In my opinion the degree of harm to the setting of listed buildings will be on the higher mid point of less than substantial due to the historic location to the rear of the Market Place, high number of surrounding listed buildings and the close vicinity of traditionally scaled curtilage listed outbuildings c. 8m from the proposed development.

Response

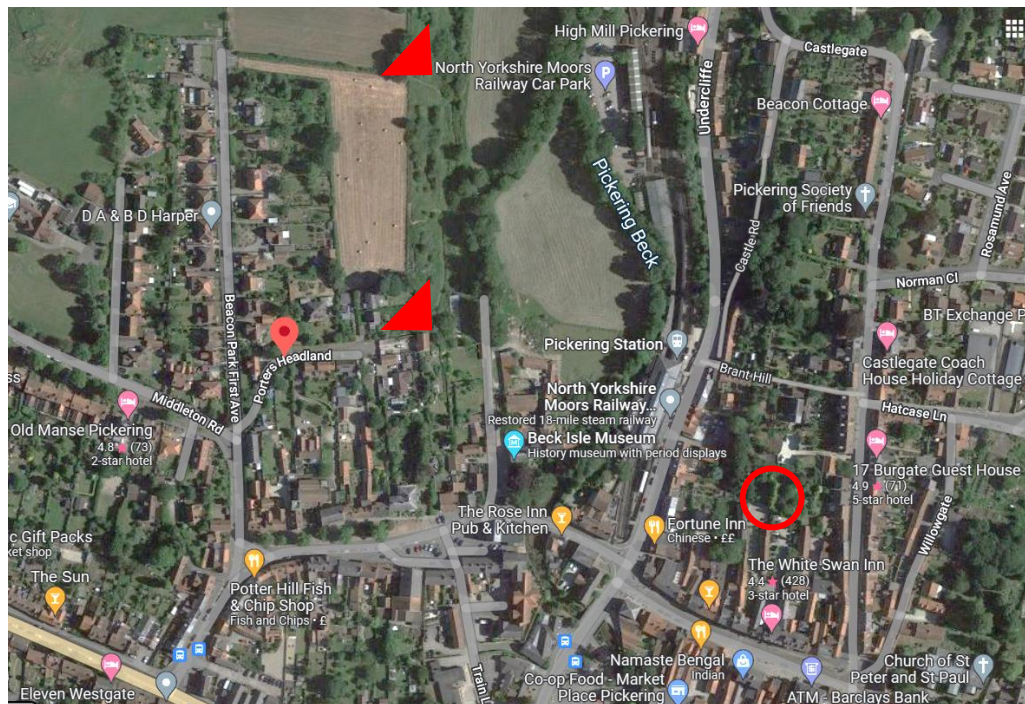
We feel the impact from here will be minimal to no impact.

The Local Authority previously consented a similar development on the site (now lapsed) which nonetheless sets planning precedent. The ridge height of that consented proposal was where the ridge height of this proposal was taken from.

Please see adjacent photographs taken from highest vantage point on the public footpaths from Porter's Headland and also the head of Beacons Park (top end) looking toward the site.



Image from Head of Beacon Park / 1st Av



Images from highest point on Public Footpath looking toward site from Porters Headland (adjacent to Primrose Villa)