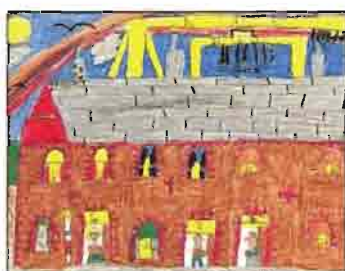




MASTER STREET
Conservation Area



Department of the
ENVIRONMENT
for Northern Ireland



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INTRODUCTION

Belfast is a Victorian City with a fine tradition of industrial achievement particularly in shipbuilding, engineering and linen manufacture.

In the rows of terraced housing that clustered around mills and factories the people shared hardships and achievements which fostered close knit communities, each with its own special identity.

Nowhere is this more evident than in the streets of East Belfast where, despite two World Wars and great social and economic upheaval, the community spirit is still strong.

As the community faces up to the fresh challenges and prospects of the new century, it is important that it remembers the past and retains the strength and character which enabled it to overcome previous obstacles.

In Ballymacarrett, the strength of the community owes much to the awareness of its roots and pride in its own story and cultural identity.

The Victorian terraces in McMaster Street are a living extension of that character; their retention and

promotion ensures its continuity and protects a vital part of Belfast's heritage.

In bringing McMaster Street forward for Conservation Area designation I am confident that this and future generations will experience the street as a window through time towards a better understanding of themselves and their ancestors' achievement.



Tim Smith

Minister for the Economy and the Environment.

CONSERVATION AREA DESIGNATION

Within the overall objectives for the development of the City, the Department's policy in McMaster Street will be:

- to protect and enhance the character of the McMaster Street Conservation Area by encouraging the retention, rehabilitation and re-use of existing buildings wherever possible;
- to accommodate change in a manner that respects the essential character and appearance of the Conservation Area;
- to safeguard the fabric of Listed Buildings from neglect and decay.

To be effective conservation needs the active participation of a wide range of interests in the community. The Department will welcome the involvement of property owners, occupiers and voluntary groups in conserving and enhancing the Conservation Area.

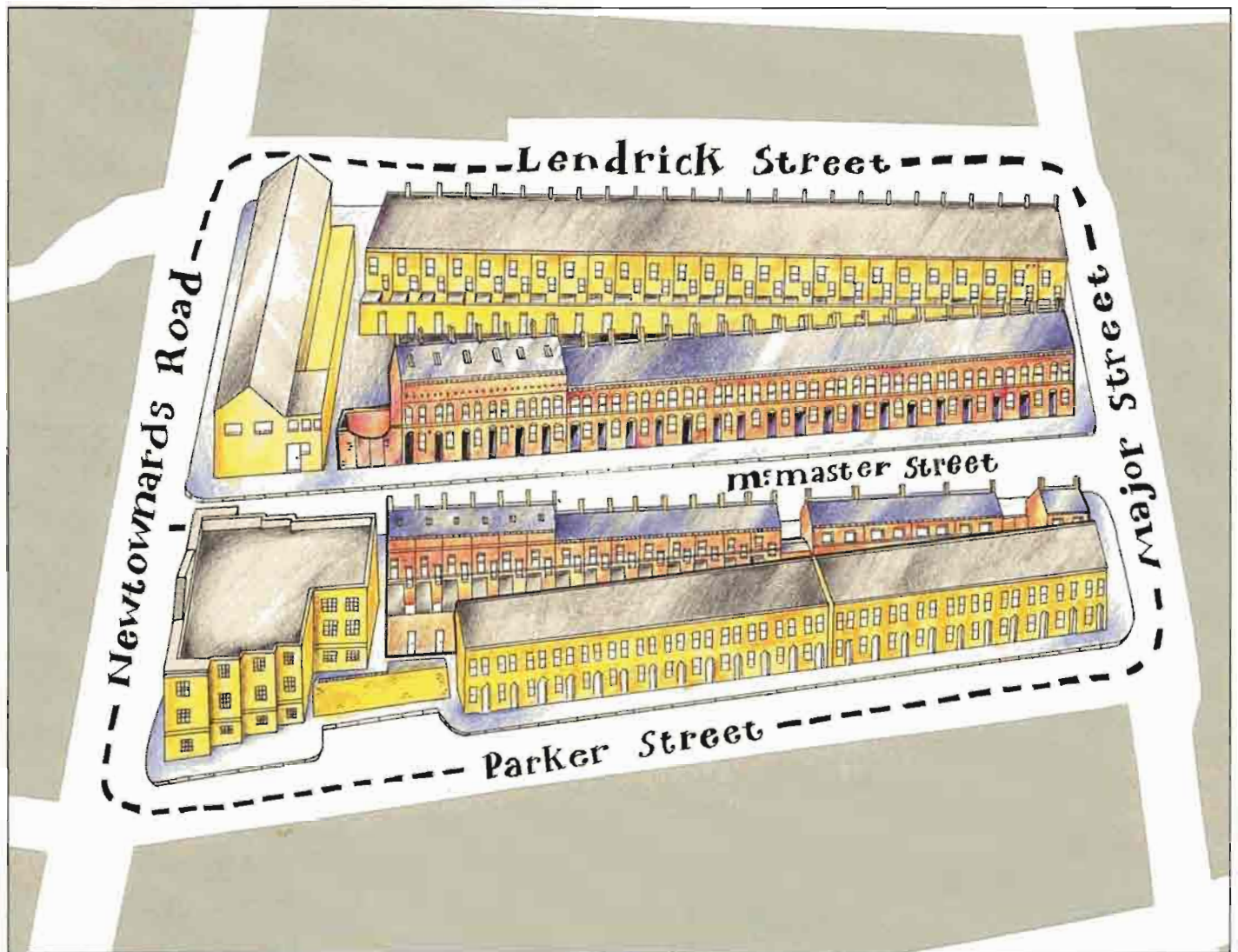
Notice is hereby given that the Department of the Environment (NI) in pursuance of the powers conferred upon it by Article 50 of The Planning (NI) Order 1991 has designated the area indicated on the boundary map as a Conservation Area, being an area of special architectural or historic interest, the character of which it is desirable to preserve and enhance.

A map showing the Designated Area has been deposited at the following locations:

Belfast City Council
Cecil Ward Building
4-10 Linenhall Street
BELFAST
BT2 8BP
Telephone: Belfast (0232) 320202

Belfast Divisional Planning Office
Bedford House
16-22 Bedford Street
BELFAST
BT2 7FD
Telephone: Belfast (0232) 242486

Mc Master St
represents
the only late Victorian
terrace, which remains in
reasonable original
condition in Belfast.



- Conservation Area
- Listed Buildings

In these changing times as the community looks forward, it is important that the old is not lost or forgotten. Retaining and promoting McMaster Street's individual character will help protect an important part of Belfast's heritage.

Mc MASTER STREET



HISTORICAL BACKGROUND

Although the site of Belfast was an important fording point on the Lagan its early growth was restricted to the western bank of the river. To the east, Ballymacarrett remained almost a complete wilderness and the town did not set foot in County Down until the building of the Long Bridge in 1686.

The Pottinger family, owners of Ballymacarrett at this time, built their house at Mount Pottinger on elevated land above the swamps and marshes close to the shore line in the area which is now the lower Newtownards Road. They sold Ballymacarrett, excluding the house at Mount Pottinger, to Baron Yvelerton who planned a town to rival Belfast on reclaimed land near Bridge End. Lord Donegall, owner of Belfast, eventually had to buy Yvelerton out but not before he first tried and failed to destroy the new development by sending in wreckers to breach the embankments.

In the 18th century two main roads passed through Ballymacarrett to the Long Bridge. The old road followed a winding hilly route to Belmont along what are now the Short Strand, Woodstock and Beersbridge Roads. A new road built on land reclaimed from the sea, followed an ancient track leading from the Ards across the ford on the Lagan at Belfast to County



Antrim. In time this new road, now the Newtownards Road, became Ballymacarrett's main street.

The enterprise and energy which changed Belfast from small town to powerful industrial city were already in evidence in the late 18th and early 19th century. In Ballymacarrett two small industrial areas developed on the Short Strand and by the 1830s the Connswater river had become as industrialised as the Farset in the west. At Bridge End Benjamin Edwards produced the best flint glass in Ireland. His glass works and that of John Smylie dominated the landscape for many years with the tallest conical glass furnaces in the country. Vitriol works, salt works and limeworks were also established and a ropeworks started in 1791 at Mount Pottinger Road.

At Lagan village the Lagan Foundry opened in 1799, the first large works of its kind in Ireland. The Greg, Stephenson and Ashmore pottery opened in 1787 and the William Boyd vitriol works in 1799. Marine engineering was introduced by Victor Coates when he took over the Lagan Foundry. In 1820 he built the engine for the first steam boat in Ireland and later, the first iron vessel "the Countess of Caledon".



At Lagan village, Bridge End and Short Strand working people lived in overcrowded entries, closes and courts off the main roads. Sanitation often meant one privy shared by dozens of families and when disease struck, as it did with the typhus and cholera epidemics in the middle decades of the century, there was a heavy death toll in the poor, badly nourished and tightly packed communities.

Most of Ballymacarrett however was still rural in this first half of the 19th century. The main occupation was home based weaving and cotton weavers lived in the vicinity of Gooseberry Corner which is now the Castlereagh Road, Beersbridge Road junction. Between here and Lagan village 'gentlemen's' residences, such as Henryville, Grovefield, Nettlefield and the Coates house at Glentoran, occupied the rural scene.



"Another fine old dwelling was that of Mr Major the entrance to which was at the corner of what is now McMaster Street. The house, No 2 McMaster Street (now demolished) stood alone inside the entrance gates near to the drive which led up to the house whose situation was where Major Street is now built".

From an account of life in the late nineteenth century East Belfast by William Keown McCaughan, born 1 July 1883 in Church Street East, Ballymacarrett and died on 15 December 1968.

On the Newtownards Road small cottages were scattered along the route between the more splendid houses and grounds. The names of these estates such as Portview, Bellville, Beechfield, Ballymacarrett House and Beaver Hall live on today in the street names of the area. In the 1830s Baron Templemore who owned Ballymacarrett drew up creative plans for the development of the area. Residential development at Templemore Avenue and its vicinity resulted but his ideas were never fully implemented. Nevertheless, as the second half of the 19th century dawned, outstanding entrepreneurs, technological changes and the new opportunities they created attracted workers into Ballymacarrett, changing it from rural backwater to industrial heartland.

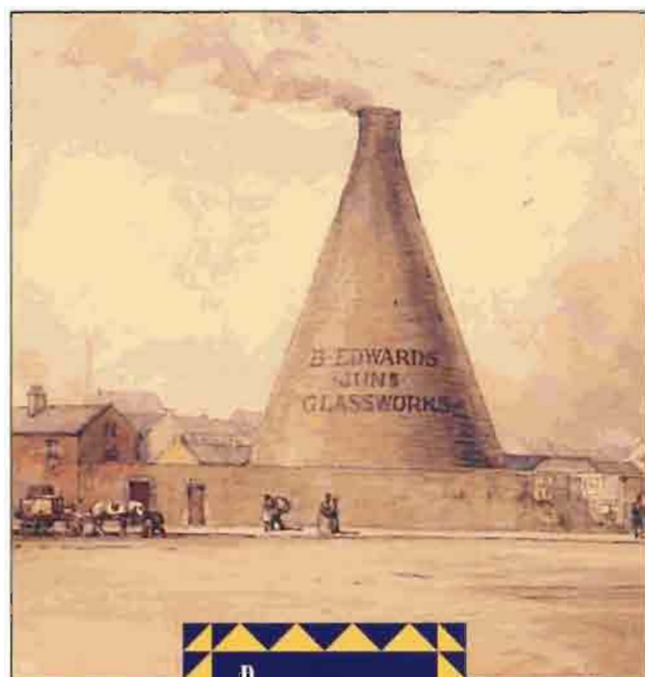
The area's links with Belfast were strengthened when Francis Ritchie replaced the old Long Bridge with the Queens Bridge in 1842 and in 1853 the town boundary was extended to include Ballymacarrett.

Other important changes were also in hand. Shallow water in Belfast Lough and the twisting channel prevented the larger ships from docking at the port. The Harbour Commissioners brought in William Dargan to cut a new channel. The vast amount of slob or "Glar" dredged from the channel cut was dumped on the County Down side of the lough and became known as Dargan Island or more popularly as the "heights and hollows".

Working people from the densely populated urban areas nearby took full advantage and the site became the Peoples Pleasure Park, boasting every sort of amusement including gardens, side shows and menageries. A crystal palace was erected which, some say, later became the Palm House now located in Botanic Gardens.

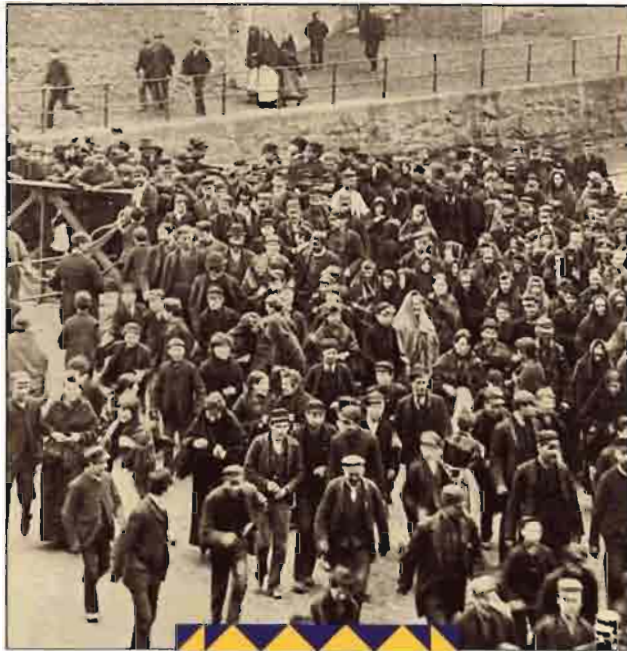
After the visit of Queen Victoria in 1849 the island was renamed Queens Island. It proved crucial in the development of shipbuilding on the County Down side of the lough providing deep water access, an easily excavated site and small shipyard sites laid out in advance by the Harbour Commissioners.

In 1851 Thompson and Kirwan opened a shipbuilding yard on Queens Island and Robert Hickson moved into a similar facility in 1853. Hickson took on a young Edward Harland to manage the business. By 1858 Hickson had sold out to Harland who formed a new company with Gustav Wolff in 1861. As these young entrepreneurs went from strength to strength the shipyard expanded over the whole of the Queens Island so that today only Victoria Park remains of the Peoples Pleasure Park.



By the latter half of the 19th century the Queens Bridge had replaced the old Long Bridge, Queens Island had been developed and many diverse industries from glass making to shipbuilding flourished.





With the rapid expansion of businesses in the area, housing in Ballymacarrett grew dramatically. The photograph above shows workers leaving the Ropeworks at the end of a shift. Below is an interior shot of the Ropeworks

The shipyards, which employed 9000 men by 1900 were at the heart of the industrialisation of Ballymacarrett. However other international businesses involving ropeworks, linen manufacture,

engineering, fertilisers and many more also flourished. As this powerful industrial complex grew it demanded more and more workers and field after field in Ballymacarrett was eaten up by rows of 2 storey brick terraces.

Francis Ritchie in many ways captures the spirit of the age. He was developer, builder and manufacturer and helped shape this rapid urbanisation. He built the two bridges across the Lagan and developed the Mount area nearby, where he lived. He acquired land, he built for rich and poor, had his own brickfields and quarries and created a felt manufacturing business which lasted into the 20th century.

By the end of the 19th century Belfast had been transformed from a modest town into one of the great Victorian cities. It had become a major industrial centre leading the world in linen production and shipbuilding with the rope, tobacco and engineering industries similarly placed. In a few decades the city had emerged as the third largest British port, serving a nation with an empire extending over one quarter of the world and an economy at least equivalent to that of modern day USA or Japan. Much of this new found growth and prosperity was generated by the people who lived in the terraces of Ballymacarrett.



LIFE IN THE TERRACED STREETS

The legislation regulating housing and sanitation spared Ballymacarrett the evils associated with early industrial housing elsewhere. The typical working class house built at the time contained four rooms and a small scullery and was either a "parlour" house or a "kitchen" house, the latter being most common. A "parlour" house had a front sitting room with a kitchen and scullery behind with 2 bedrooms upstairs. The front door opened into a narrow passage containing doors to the sitting room and kitchen and led to the stairs. A "kitchen" house had a kitchen and small bedroom downstairs and 2 bedrooms upstairs. The scullery occupied space at the back not taken up by the bedroom. In most cases there were no front gardens so that the houses fronted directly onto the street. At the back there was generally a tiled yard containing a toilet, coal house and dustbin with an entrance to a back passage.

The new houses catered for people flocking into the area to work in the new and expanding industries, in particular ship building. The Belfast shipyard at Queen's Island which used to be described in school geography books as the largest in the world, was a

major employer of male labour in the city. The skilled workers in ship building and engineering and building craftsmen became the aristocracy of the labour force, the undisputed top of the working class. Their relative scarcity among the unskilled pool of local workers allowed them to command wages equal to or greater than their British counterparts and three times the average paid to mill workers. Their unity dominated the Belfast workforce. Separated by economic status from the unskilled labourers they began to resemble white collar middle class workers. They maintained their station even in death by purchasing the more expensive £3 plots in the city's graveyards. These workers could not afford to buy houses but they could afford to rent the space and comfort of parlour houses such as were built in McMaster Street.

Built between 1889 and 1899 McMaster Street was a step up from the more common kitchen houses and a vast improvement on the squalid housing workers put up with in the earlier part of the century. Construction was subject to what were for the times quite stringent building controls and the new and exciting technologies emerging in Belfast meant the houses were supplied with running water and flush toilets. These were linked into the new main drainage system and gas was piped into each house to provide light.

shops	20 M'Manus, Charles, fitter
McMaster Street	22 Mackin, James, labourer
NEWTOWNARDS ROAD TO MAJOR STREET.	24 Devine, A., woodturner
1 Dickenson, N., rivetter	26 Campbell, Alice, grocer
3 Moore, Wm., baker	M'Mullan's Lane
5 Bowden, Hugh, joiner	OFF RAVENHILL ROAD.
7 Carothers, A., shipwright	Vacant ground
9 Thomson, Saml., printer	4 Robb, Jas., labourer
11 Havanna, J.	6 Magerty, Jas., labourer
13 McNabb, J., moulder	8 Hammil, Mrs.
15 Johnston, Jas., engineer	10, 12 Davidson, W., dairy
17 Barnes, Mrs.	14 Poag, Alex., labourer
19 Curry, David, joiner	16 Clelland, Catherine
21 Thom, Jas., boilermaker	M'Quillan Street
23 Walger, Mary	FALLS ROAD TO COLLIGAN ST.
25 Scott, Alex., labourer	1 Entry
27 Coulter, Wm., carpenter	3 O'Neill, Wm., carpenter
29 Blair, Stewart, carter	5 Hayes, James, labourer
31 McKibbin, Mrs.	7 Clarke, Wm., labourer
33 Orr, Wm., rivetter	9 Brown, John
35 Carson, Saml., plaster	11 Vacant
37 Campbell, R., enginedvr.	13 McCann, Wm., labourer
2 Bates, Robt., engineer	15 McCann, Thomas
4 Penny, Robt., carpenter	17 Megarity, Ed., labourer
6 Galloway, W. J., machman	19 Pesticrew, John, labourer
8 M'Michael, Chas., labourer	21 McKenna, Hugh, weaver
10 Haywood, G., sexton of St. Patrick's Parish Church	23 Lewsley, Mary
12 Murphy, T., joiner	25 Russell, John, shoemaker
14 Hughes, John, labourer	2 Meagher, Miss
Vacant ground	E., coal merchant

The parlour houses of McMaster Street were home to the skilled workers of the area as can be evidenced by the entries in the street directories and the 1909 census.

A glance through early Belfast street directories show the Street was home to carpenters, printers, engineers, boiler makers, shipwrights, rivetters and bakers from the trades and industries which grouped in and around East Belfast's famous shipyard. A way of life developed that was to remain little changed for the next half century.

In the parlour houses of McMaster Street general day to day living focused on the kitchen with cooking, washing and eating all being done in this one room. Even the weekly bath was taken in a tin tub in front of the kitchen fire. The toilet was out the back. There was no electric light only gas lamps, paraffin lamps and candles and no central heating only coal fires. The family could not afford upholstered furniture but would have a sofa in the kitchen to provide extra seating on which the man might have a quick nap after tea or on which the children would be nursed when sick as there was no heat upstairs. Furniture was basic and floor covering was linoleum.

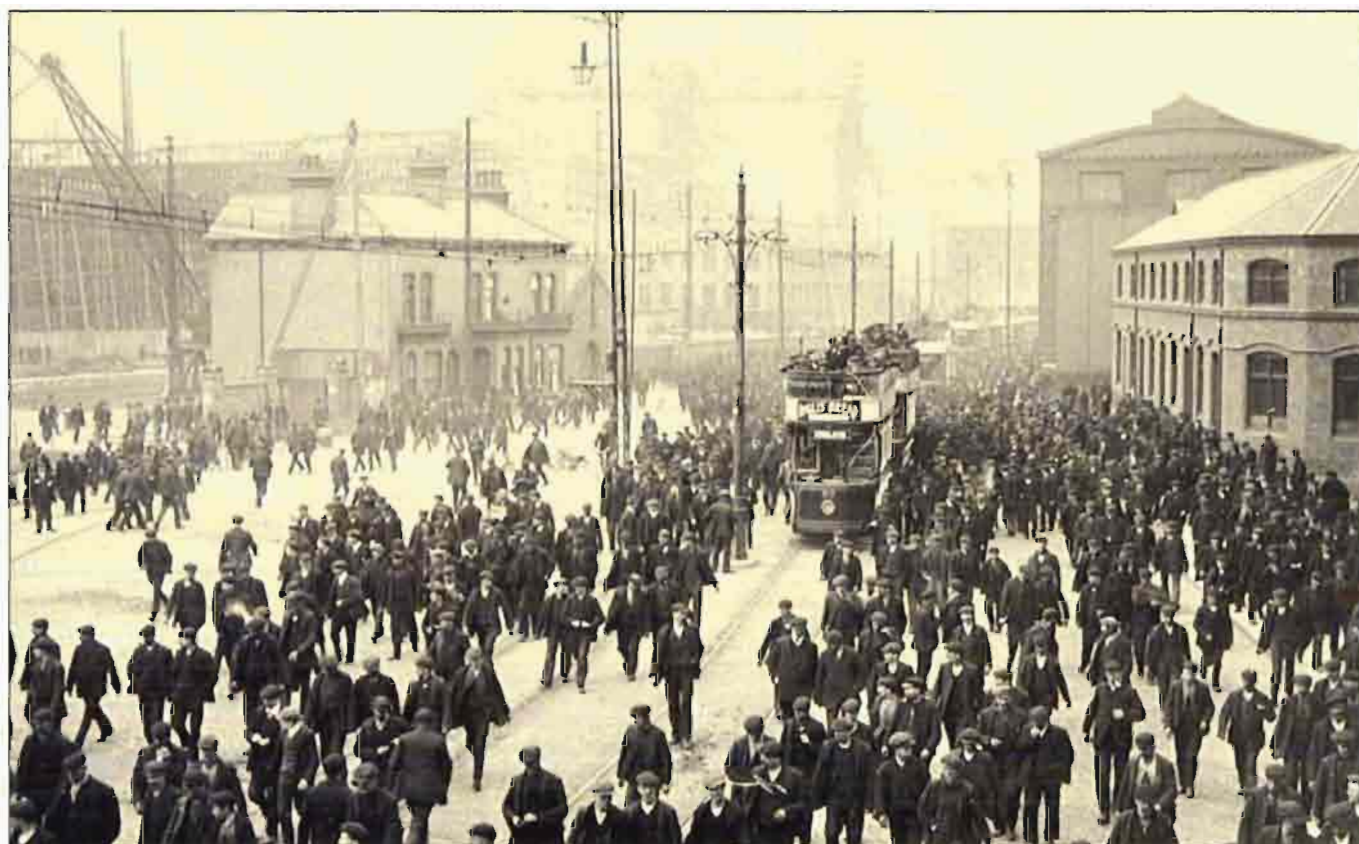
The cobbled street was the playground for the children and skipping, roller skating, hop scotch, tig and piggy, football, go carts, peries, swings from the gas lamps were all part of a rich street life. There were travelling penny shows, a man with a dancing bear, the chance of seeing a film at the local picture house, bonfires in the marching season and Sunday School trips. In the summer the Sydenham beach was a favourite bathing place for the young.

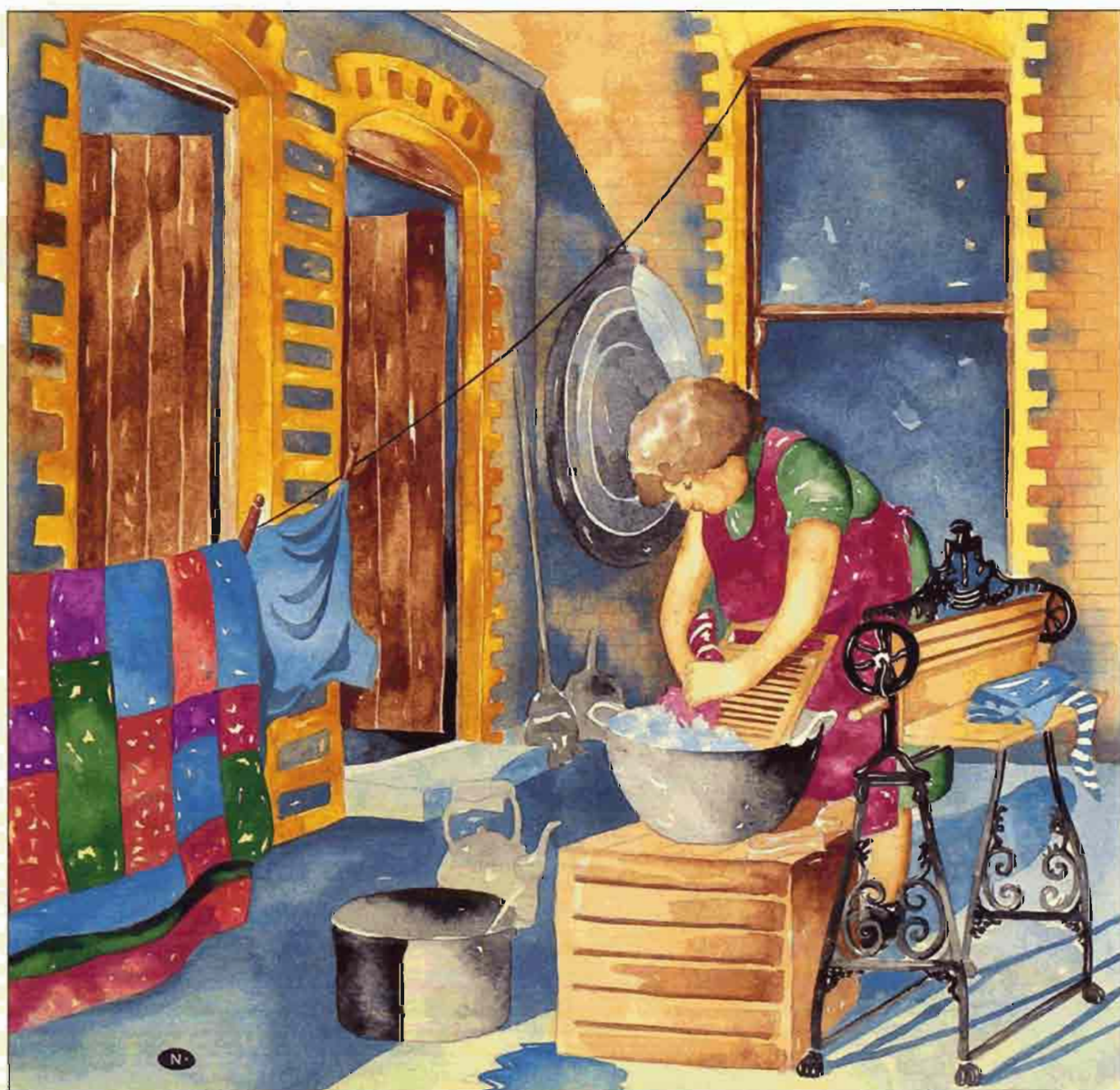
For children the daily ritual of the milkman pouring milk directly into customers jugs, the arrival of the fishman, the starch man, the cockle seller and the rag and bone man, created much excitement and wonder. The gaslighter came round at dusk to light the lamps and then again at dawn to put them out. The corner shops were important in local social life staying open long hours and providing the latest information and gossip.

A typical family in McMaster Street was made up of man, wife and three or four children. The man was a skilled artisan in the shipyards whose 35-45 shillings wages allowed his family to live comfortably in the house paying 5 shillings and sixpence a week in rent. He dug his allotment, attended the lodge or union meeting, went to church and on the trades holiday had a day trip to Bangor with his family. He worked a six and a half day, 54 hour week after serving a hard seven year apprenticeship to his particular trade which was protected by vigorous trade unionism.



*McMaster Street
was home to Carpenters,
Printers, Engineers,
Boiler Makers, Shipwrights,
Riveters and Bakers
from the trades and industries
which grouped in and around
East Belfast's
famous shipyard.*





His wife could afford to remain at home and did not have to toil long hours for low pay in the poor conditions of the mills. Housework however was burdensome. The weekly wash in particular was real drudgery. Water had to be heated in kettles or in a boiler, there was no soap powder just hard scrubbing on a metal wash board, no spin driers instead the wooden rollers of a mangle.

The children attended the national and technical schools and were saved the plight of thousands of Belfast children who gained their education on the streets, begging, hawking or working part-time in the mills and factories. They wore shoes and decent clothes. The boys were taken on as apprentices in their father's trade, a tradition originating from the practice of medieval guilds where crafts and secret processes were handed down from father to son. Once a boy was taken on in the shipyard he had a job for life.

By the 1920s the girls were employed as typists, cash girls or in the factories and became part of a new phenomenon in Belfast, the 'teenage flapper' a product of modern business enterprise with screw curls, halo hats, uniform blouses, and shorter skirts. Through education and in their work they glimpsed domestic emancipation which they were determined to get. Birth control brought their aspirations closer and their generation had changed ideas of the role of women in society.

Despite living and working conditions that today seem harsh there was a vitality, a sense of purpose and achievement, a feeling of progress and of living in a time of innovation. The skilled work, high wages, better housing, new technology and the changing role of women all combined to create a strong community identity and sense of pride.

That pride was no more visible than in McMaster Street, the men in their jobs, the women in their homes. The Street was a tight knit community, daughters and sons, brothers and sisters quickly took up any houses



The community of McMaster Street pulled through the German blitz of 1941, which flattened much of the surrounding area and survived to enjoy the coronation party in the Masonic Hall in 1953.

that became vacant. One lady recalls how difficult and unusual it was, even in 1944, to get a house in the Street. The Street was special. People still scrubbed their unpainted yellow brickwork, their front step and their piece of pavement.

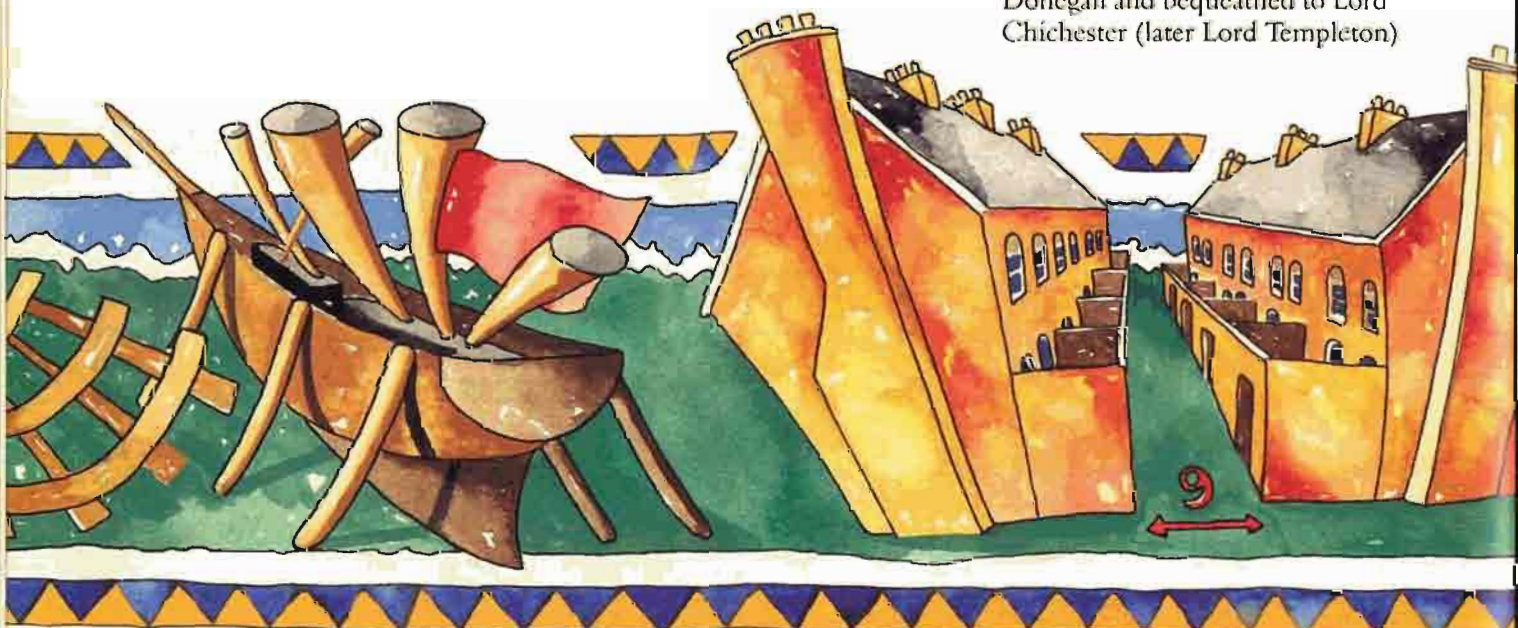
Much of the surrounding area was flattened by the German Blitz in 1941. McMaster Street survived. The badly damaged shops fronting the Newtownards Road were rebuilt, the houses repaired and strengthened, and the McMaster Street community pulled through to enjoy the coronation party in the Masonic Hall in 1953.

The Street also survived the widespread demolition that came with redevelopment in the 1970s and following recent rehabilitation work by The Northern Ireland Housing Executive, should continue to represent late nineteenth century working class housing at its best into the next century.

IMPORTANT EVENTS IN THE HISTORY OF BALLYMACARRETT



- | | | | |
|----------------|---|-------------|--|
| 1672 | Ballymacarrett sold to the Pottingers | 1776 | Benjamin Edward's glass factory at Bridge End |
| 1686 | Long Bridge built over the River Lagan | 1779 | Pottingers sell Ballymacarrett to Yvelerton |
| 1755-67 | Newtownards Road appears and gradually becomes Ballymacarrett's High Street | 1785 | Smylie's glassworks at Bridge End (largest cone in GB) |
| | | 1787 | Ballymacarrett purchased by Lord Donegall and bequeathed to Lord Chichester (later Lord Templeton) |



- | | | | |
|-------------|--|-------------|---|
| 1851 | Wooden shipbuilding yard of Thompson/Kirwan on Queens Island | 1861 | Harland & Wolff become partners Francis Ritchie's feltworks on Mount Pottinger Road |
| 1853 | Ballymacarrett became part of Belfast Robert Hickson's iron shipyard | 1868 | Ritchie's foundry |
| 1860 | Richardsons fertilisers, Short Strand | 1870 | Bye-law restipulating 9 ft rear access |
| | | 1880 | Flush toilets
Belfast Ropeworks Co |



1787 Greg, Stephenson and Ashmore pottery

1791 First ropeworks

1799 William Boyd's vitrol works at Lagan Village

1831 Half penny toll bridge

1834 Connswater Spinning Mill, Avoniel

1840 Georgian style terraces built at the Mount

1841 Long Bridge replaced by Queens Bridge

1845 Belfast bye-law - rear access to be 4 ft 6" to allow collection of night soil

Dargan's Island (now Queen's Island)

1850 Owen O'Cork Spinning Mill



1881 Sirrocco Works started by Sir Samuel Davidson

1880 - 1900 Polycltrome working class housing

1901 First trams on Newtownards Road

Conservation in McMaster
Street is about more than
preserving buildings.
The Victorian building fabric of
the surrounding area in which
people still live and work
provides references, associations
and cherished reminders of the
past which can help promote
local interest and pride.



THE PRESENT DAY AND THE ROLE OF CONSERVATION

One hundred years ago Britain led the world in the great burst of economic activity and city building which marked the industrial revolution. Like other British cities 100 years on, Belfast, the classic late Victorian city, faces the challenge of rebuilding its worn out physical fabric and developing new industries to carry it into the twenty first century.

In recent years much of East Belfast has experienced substantial change. Gasworks, tram networks and railways have long been cut back or dismantled. The sewage and drainage systems are being rebuilt, new transportation systems involving road, rail and air continue to develop and the older housing has been replaced. The Area is now starting to emerge from this period of reconstruction in which much of the past, including the jobs on which the tight knit communities depended, has gone.

Today McMaster Street remains as the best example in Belfast of a complete street of late Victorian terraced housing. It has retained its individual identity, much of its original character and is a visual reminder of the traditional way of life in Ballymacarrett. Today the giant Harland and Wolff cranes, Samson and Goliath, dominate the street and provide a constant reminder of its links with the industrial past.

However Conservation in McMaster Street is about more than preserving buildings. The Victorian building fabric of the surrounding area in which people



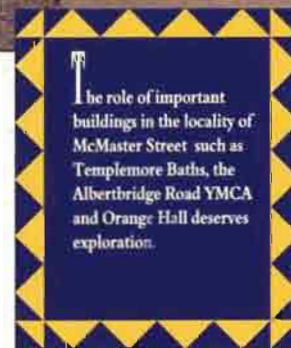
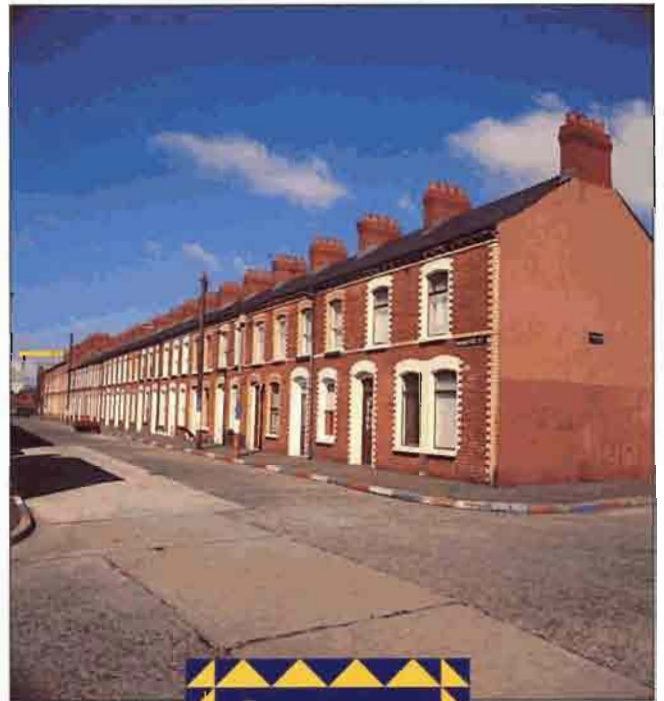
still live and work provides references, associations and cherished reminders of the past which can help promote local interest and pride.

The store of knowledge of local characters, incidents and events which older people carry with them is itself gradually being lost. Many people still have memories of the working experience in mills, shipyards and engineering works and of machinery and tasks now obsolete. Young people have no experience or understanding of this past yet their lives are surrounded by streets, buildings and ways of doing things which hark back to this earlier time.

Designation of McMaster Street provides one important reference point in the process of remembering and conserving this past. Other opportunities remain, through education, both at school and through adult interest groups for example, to promote an appreciation of the community's development.

The role of important buildings in the locality such as the Templemore Baths, the Albertbridge Road YMCA and Orange Hall and the activities which clustered around them deserve exploration. The history of the Mount, a proposed Conservation Area, adds another dimension to the Ballymacarrett story for here resided many of the middle class entrepreneurs who developed both businesses and housing terraces in the district.

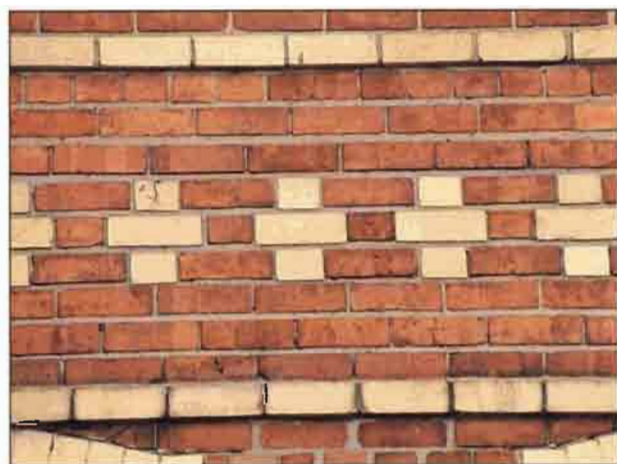
Protecting, enhancing and promoting McMaster Street could be one element in a set of actions aimed at drawing attention to the character and history of a wider locality which is of interest to all of Belfast's citizens. In this inner city context conservation can also make an important contribution to building a confident future for the whole Ballymacarrett community.



Mc MASTER STREET



The special character of McMaster Street stems from its rows of terraced houses and the architectural details common to them.



LAND USE AND DEVELOPMENT GUIDELINES

The special character of McMaster Street stems from its rows of terraced housing and the architectural details common to them. It is important that the houses and their external features are kept and not spoiled by inappropriate change. By highlighting the essential ingredients which make up the area and providing guidance for work to be undertaken the Street's legacy will be protected for future generations to enjoy.

LAND USE


The McMaster Street Conservation Area is largely residential with shops and a Masonic Hall on the Newtownards Road.

In McMaster Street there are a variety of house types and a number of houses at the Newtownards Road end are 3 storey with skylight roof windows. Yellow brick is used to highlight string courses, eave details and to decorate window and door openings. The street is wedge shaped, narrowing towards Major Street. Consequently on the even numbered side, backyards become smaller towards Major Street. This narrowing is much more severe on the other side of the street and

from No 27 the houses start to become shallower with a wider street frontage. At Nos 35 and 37 the 'backyard' is actually between the gables and the street frontage. Nos 1-49 Lendrick Street and Nos 22-26 Parker Street have a uniform plan.

The houses have been extensively renovated by the Northern Ireland Housing Executive with new chimneys, doors and windows.





DEVELOPMENT GUIDELINES

Future change in McMaster Street will mainly be associated with minor extensions, maintenance and improvement of individual dwellings. Painting brickwork, changing doors and windows and altering roof details can have a surprisingly large effect on the appearance of the terraces. If not done properly these small changes when taken together can spoil the attractiveness and appeal of the street. To avoid this occurring the Department will apply the following guidance when dealing with proposed changes. In particular it should be noted that:

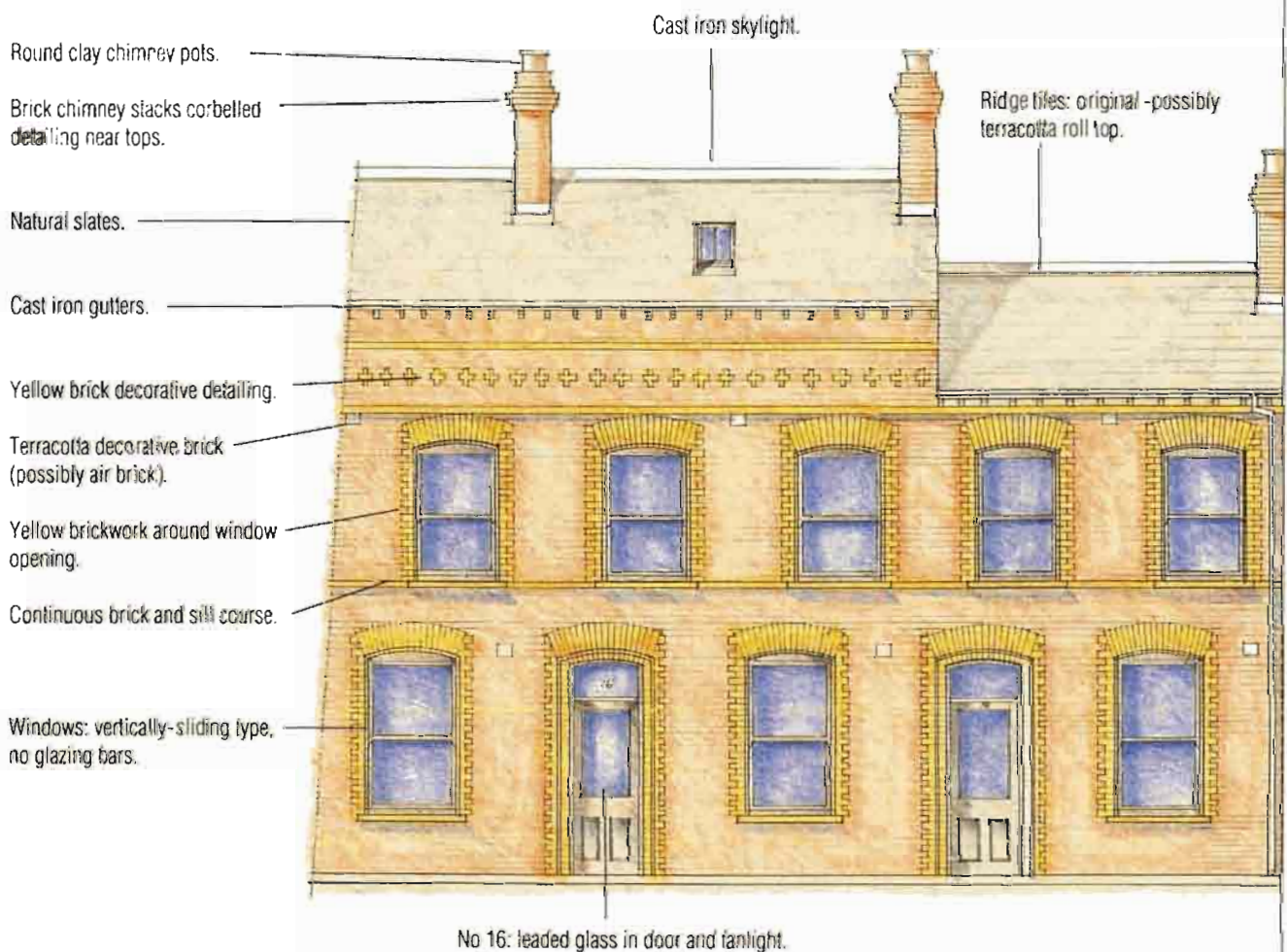
- all planning applications in respect of buildings or sites within the Conservation Areas should be submitted with full details showing clearly in plan and elevation relationships to adjoining buildings;
- the consent of the Department is required to demolish unlisted as well as listed buildings within a Conservation Area.

Figure 1 illustrates the main elements of the different house types in McMaster Street. Figure 2 shows how best to carry out change.

The role of development control is detailed in Appendix II.



Figure 1



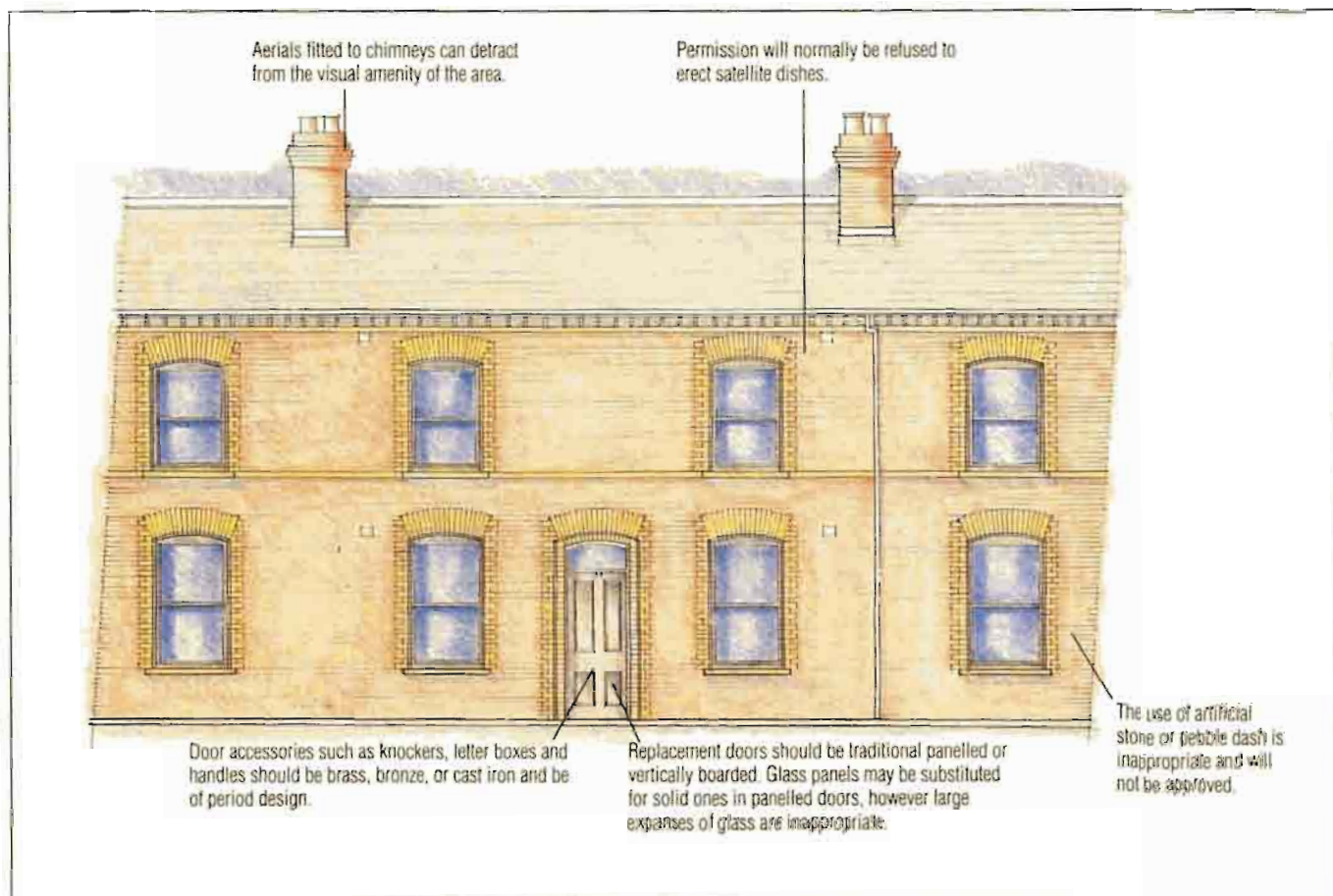
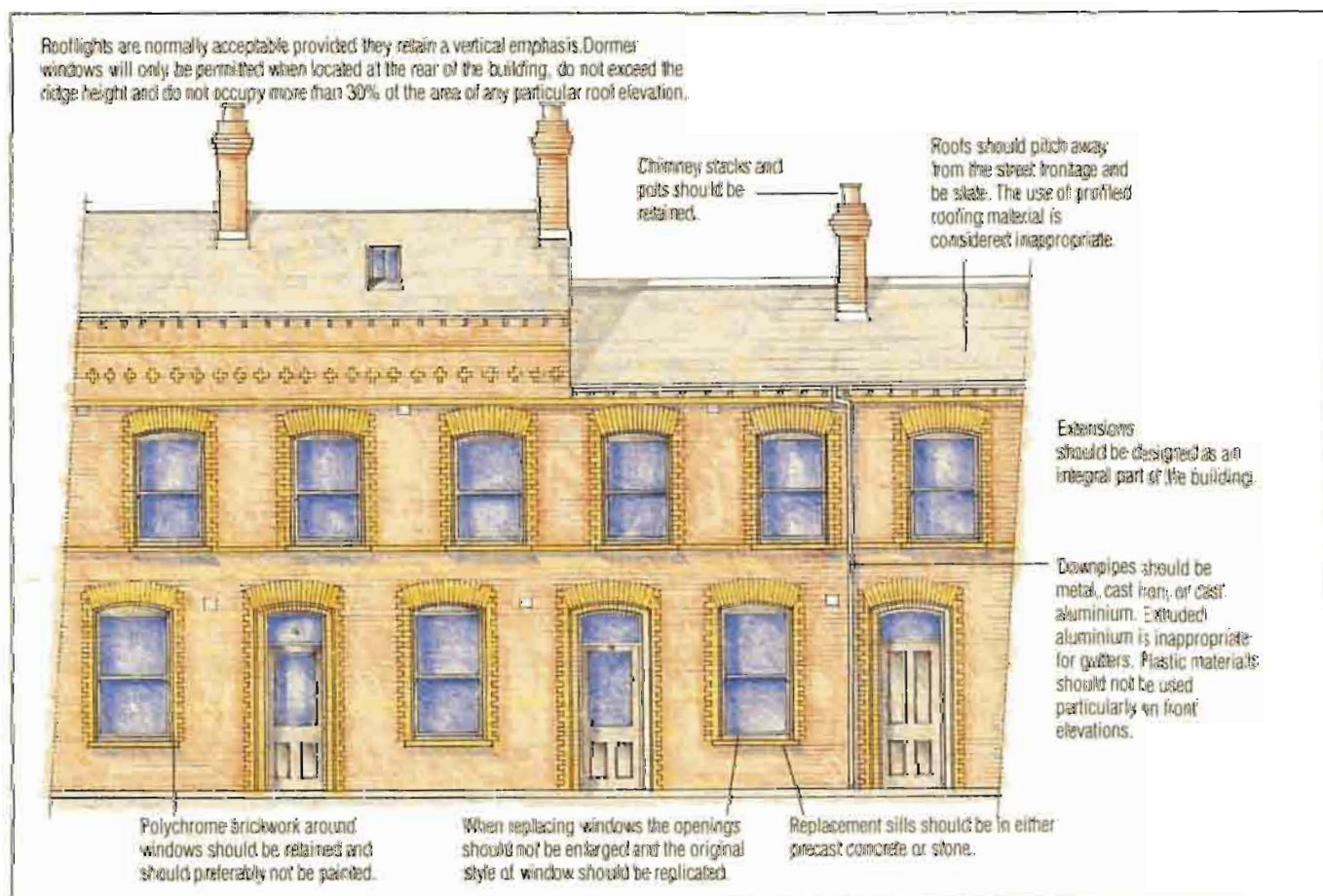


Figure 2



SHOPS ON THE NEWTOWNARDS ROAD

The terrace of shops on the Newtownards Road, previously known as Rossmore Terrace, was originally built as six dwellings with one shop at the corner of McMaster Street. Eventually all the properties converted to shops with extensions projecting out into the pavement.

Following serious damage during the Blitz the shop at the corner of McMaster Street had to be totally rebuilt, the opposite end of the terrace was substantially rebuilt. Many of the original building details were destroyed and the Victorian character lost.

The terrace is now on the edge of the main Newtownards Road shopping area. Redevelopment and community decline have resulted in some vacant shops and shopfronts which could be more appealing. However, small changes to a number of shopfront elements can create a new sense of vitality and prosperity and attractive buildings and shopfronts are an important advertisement for an area. Ways in which this can be achieved are set out below.

SHOPFRONTS

New shopfronts can be traditional or modern provided the complete front including the display, entrance, surround, signage and lighting are considered as one single composition. A well designed shopfront will not dominate the frontage, but should look correct within the building and be in harmony with its neighbours.

MATERIALS

The use of modern plastic materials which are brightly coloured or have strongly moulded profiles is rarely successful and the use of tiles and mosaics which are strongly patterned and contrast strongly with traditional materials used in older buildings should also be avoided.

SECURITY SHUTTERS

Security shutters should normally be located internally between the window and the display, and painted to complement the shop facade. Their use externally may be acceptable in some locations provided the materials, colour and design are appropriate.

Shutter boxes must be concealed within the building elevation and guide rails recessed into window reveals. Projecting shutter boxes will not be permitted.

SIGNS AND ADVERTISEMENTS

A sign must be in keeping with the elevation on which it is mounted. If a sign is too large it will dominate the building and upset the appearance of the terrace. Box signs that project from the building face are also disruptive and will not be permitted within the Conservation Area.

The amount of information on a sign board and the number of advertisements on individual business premises should be strictly limited to avoid visual clutter and confusion.

Hoardings have a particularly detrimental affect on visual character and will not normally be permitted either in the Conservation Area or on approaches to it.



ENHANCEMENT

In order to enhance the existing environment and subject to resource availability the Department will consider the possibility of:

- replacing granite curbs and traditional flagstones in suitable locations;
- using tiled street name plates;
- replacing existing, street lighting with more appropriate design;
- reinstating the road surface with granite setts, perhaps as an entrance to the streets.

The Department will encourage:

- The responsible agencies to underground all telephone and other service cables.
- The replacement of modern door and window frames with traditional Victorian designs.
- Continued interest in and the promotion of the historical and architectural heritage of East Belfast based on the McMaster Street Conservation Area and other areas such as The Mount.

The Department will also investigate the possibility of reinstating the Victorian character of one commercial property as a fitting way to highlight the location of the Conservation Area on the Newtownards Road. This matter will be discussed with interested parties including commercial interests, community agencies, local people and local societies. Any subsequent proposal would be subject to resource availability.

APPENDIX I

LISTED BUILDINGS

BUILDING	REFERENCE NO	DATE OF ERECTION	COMMENT
1-37 & 6-52 McMaster Street Belfast	HB 26/8/1	1898 East side 1899 West Side	2-storey polychrome brick, terraced, artisans dwellings built by John McMaster. Designed by J. Frazer & Son

APPENDIX II

DEVELOPMENT CONTROL

DEVELOPMENT CONTROL AND ENVIRONMENTAL OBJECTIVES

Development within the Conservation Area will be strictly controlled with the primary aim of ensuring the retention of all that is important to the Area's character. Important buildings and groups of buildings which contribute to this character will be protected.

The Department's objectives in exercising its planning functions are:

- to protect and enhance views into and from the Conservation Area;

- to protect the general amenity of the Conservation Area by discouraging development which generates excessive vehicular activity, noise or other nuisances and would put at risk the continuing occupation of neighbouring properties;

- to enhance the visual amenity of the Area by encouraging the removal of all unnecessary overhead wires, wires on building elevations and other street clutter and by encouraging proper maintenance of all areas of hard and soft landscaping;

- to stimulate awareness of the importance of conservation and to encourage local involvement in and support for conservation policies.

This control will be exercised in a number of ways. Where permission is sought to demolish or alter a building which has been 'listed' under the Planning (NI) Order 1991 as being of special architectural or historic interest, it will be necessary to demonstrate that such works would in themselves be an enhancement, or that they are required for overriding and exceptional reasons relating to the development of the Area.

Under the terms of The Planning (NI) Order 1991 (Part V Article 51) the consent of the Department is required to demolish any building within a Conservation Area which is not already protected by other means.

Materials should generally be of a quality, texture and colour that are compatible with the character of the Area.

Changes of use that are likely to have an adverse effect on land or buildings which contribute significantly to the residential character of the Conservation Area will not normally be permitted.

Consent to display an advertisement generally requires an application under the Planning (Control of Advertisements) Regulations (NI) 1992. Applications for consent will be judged on the positive effect they make to the visual character of the Conservation Area.

The Department will normally expect planning applications in respect of sites or buildings within the Conservation Area to be submitted with full details showing clearly, in plan and elevation, relationships to adjoining buildings. This is to ensure at the initial planning stage that the proposed development is satisfactory in all respects. It is desirable therefore that applicants should consult informally with the Divisional Planning Office prior to the preparation of detailed plans.

Development near to, and visually related to the Conservation Area will be required to be sited and designed in scale, form and materials so as to be in harmony with the buildings and general appearance of the Conservation Area.

Under the terms of the Planning (General Development) Order 1993, certain types of development do not require specific planning permission. However, the Department has power under Article 4 of that Order to direct that in any particular area, these types of development must require the grant of planning permission. Such directions may be applied at the Department's discretion within this Conservation Area.

FINANCIAL ASSISTANCE

Various types of assistance may be available for schemes within the Conservation Area :

HISTORIC BUILDINGS GRANT

Under the Planning (NI) Order 1991, the Department of the Environment (NI) may give financial assistance towards the cost of repairs or maintenance of buildings which have been listed as being of special architectural or historic interest.

Further details may be obtained from:

Department of the Environment (NI)
Environment Service
Historic Monuments and Buildings
5-33 Hill Street, Belfast BT1 2LA
Telephone: Belfast 235000.

CONSERVATION AREA GRANT

Under the Planning (NI) Order 1991, the Department of the Environment (NI) may grant aid expenditure

relating to works to either listed or non-listed buildings that promote the preservation or enhancement of the character or appearance of a Conservation Area.

Further details may be obtained from:

The Belfast Divisional Planning Office
Bedford House
16-22 Bedford Street, Belfast BT2 7FD
Telephone: Belfast 242486.

HISTORIC, ENVIRONMENTAL AND ARCHITECTURAL REHABILITATION TRUST

The Trust is wholly concerned with the rehabilitation of Listed Buildings and houses in Conservation Areas and maintains a revolving fund for their acquisition and rehabilitation. An ACE Scheme is operated by the Trust.

Further information may be obtained from:

Historic, Environmental and Architectural
Rehabilitation trust
181a Stranmillis Road, Belfast BT9 5DU
Telephone: 0232 381623.

URBAN DEVELOPMENT GRANT

The objective of the UDG Scheme is the economic and physical regeneration of inner city areas of Belfast by encouraging private enterprise and investment in property development, leading to job creation and improvement of the environment.

Projects suitable for consideration under the UDG Scheme are those which bring back into beneficial commercial use vacant, derelict or under used buildings or sites. Grant may be paid towards the cost of refurbishment or extension of existing buildings, or

to the creation of new buildings, where the scheme would clearly contribute to the environmental improvement.

Further details may be obtained from:

Belfast Development Office
Regeneration Grants Branch
Clarence Court
10-18 Adelaide Street, Belfast BT2 GB
Telephone: Belfast 540540.

IMPROVEMENT AND REPAIR GRANTS

Under the Housing (NI) Order 1983, the Northern Ireland Housing Executive may grant aid the cost of improvement and conversion up to certain maximum amounts, subject to certain conditions. In some circumstances grants towards repairs may also be paid. Such grants do not necessarily exclude either Historic Buildings or Conservation Area Grants.

Further details may be obtained from:

Any office of the Northern Ireland Housing Executive

Headquarters address:

The Housing Centre
2 Adelaide Street, Belfast BT2 PB
Telephone: Belfast 240588.

Local Office:

Home Improvement Service (Housing Grant)
Equity and Law Building
56 Wellington Place, Belfast BT1 6GF
Telephone: Belfast 240690.

APPENDIX III

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NOTES

£2.00