

# **Proposed Neighbourhood Heritage Areas**

**August 2018**

**MALVERN'S NEIGHBOURHOOD  
PLAN**

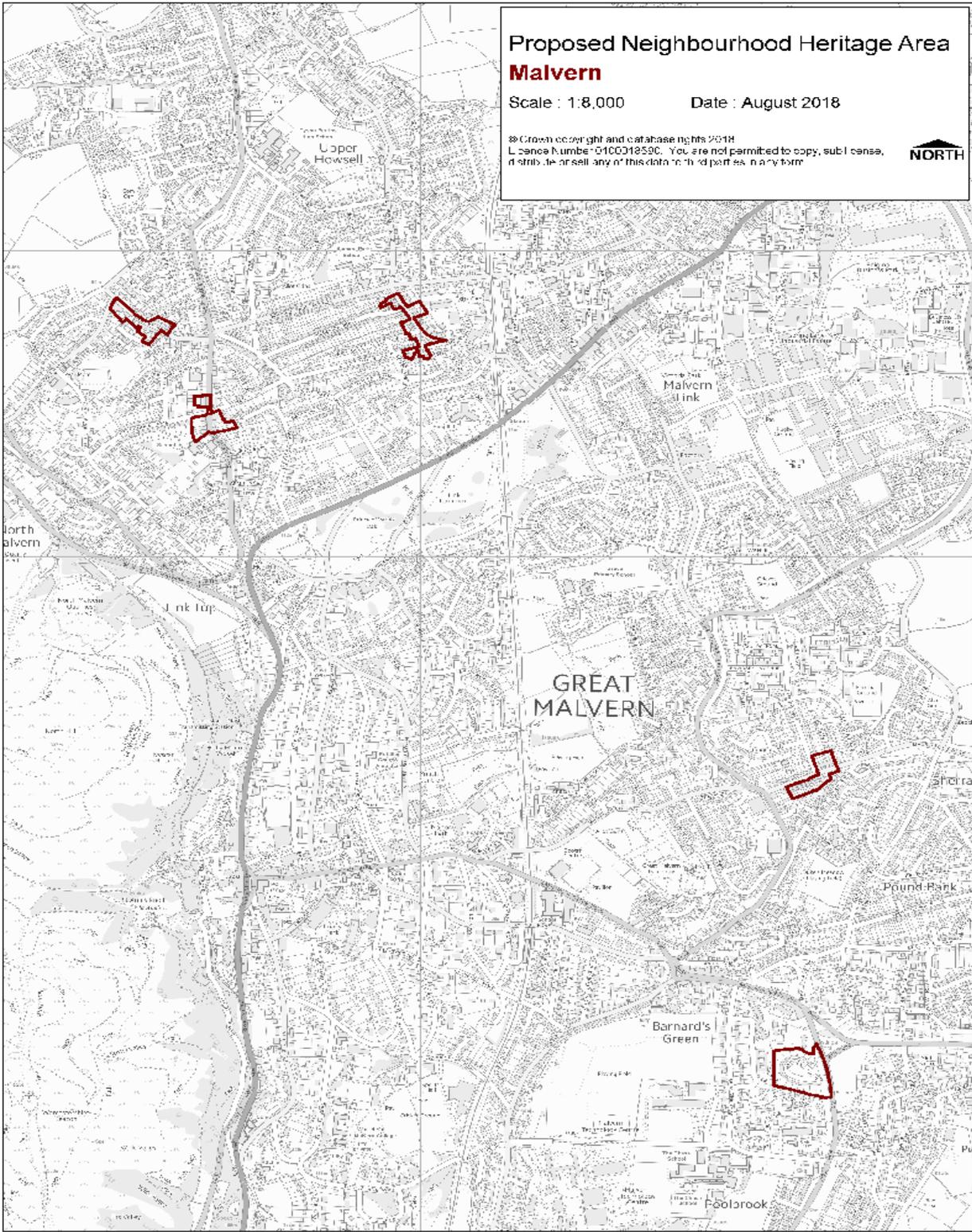
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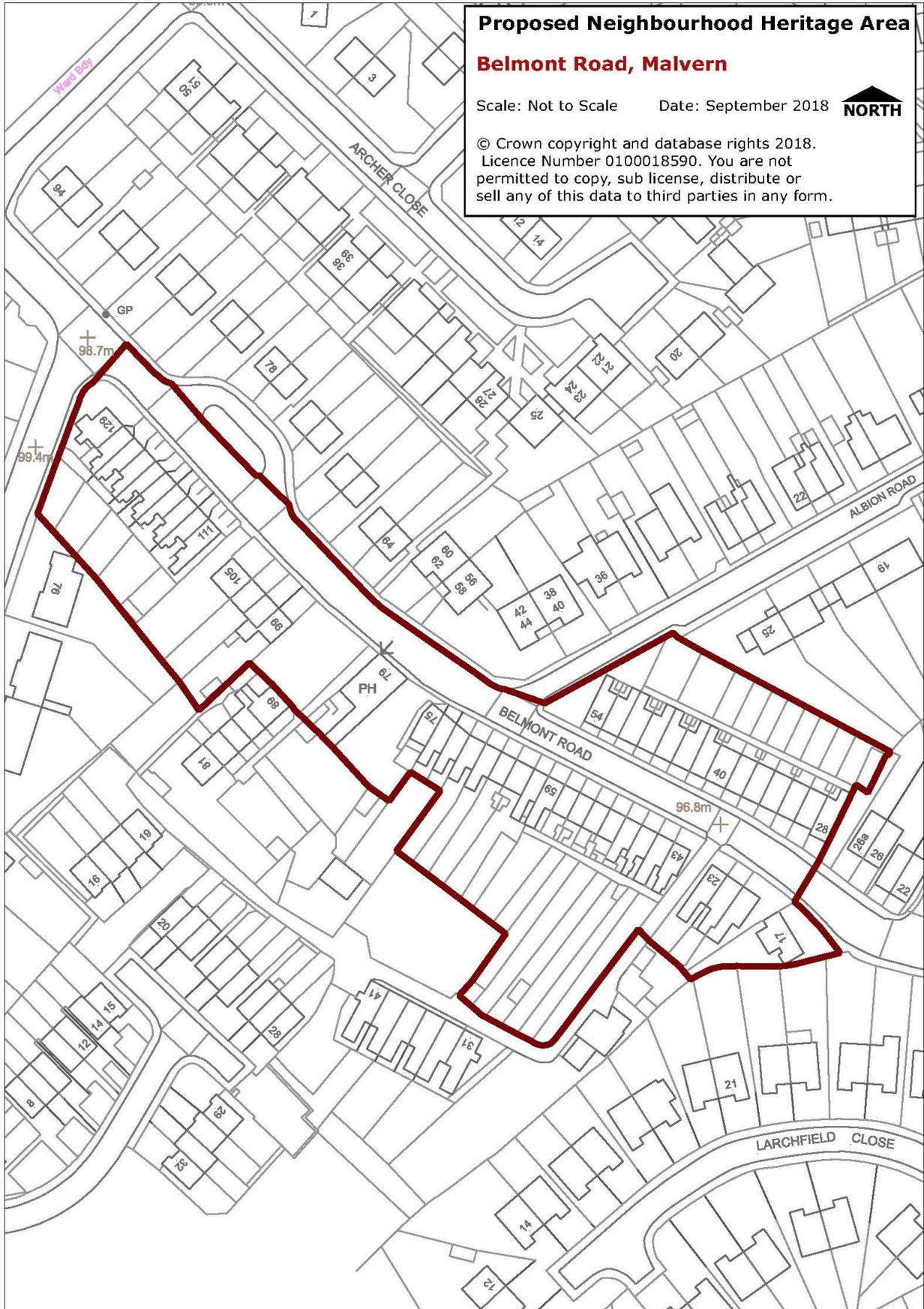
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# OS Map showing proposed Neighbourhood Heritage Areas



# 1. Belmont Road



**Name of Area** – Belmont Road

**NHA - 01**

**Numbers**

To the left, east of the Cross Keys Pub (**odd numbers only 43-75**)

To the right, north-west of the Cross Keys Pub (**odd numbers only 111- 129**)

Diagonally opposite the Cross Keys Pub (**even numbers only 30-54**)

**Description of Area**

North Malvern Ward, Belmont Road: terraced houses and the Cross Keys Public House, no listed buildings.



**Figure 1 Cross Keys Pub**



**Figure 2 Belmont Road Terraces**

### **Historical Development**

Dates from the late 19<sup>th</sup> century when the north-east of Malvern was burgeoning. The red brickwork is warm terracotta in colour, often seen around Malvern and produced by Wilson's Brick Works, which was situated in North Malvern, very near to these cottages and the terrace in Newtown Road.

### **Special Architectural Interest**

Use of local Wilson's brick. A banding of cream brickwork extends along the whole terrace, beneath the eaves and below the bedroom windows. The cream brick banding above the ground floor windows and front doors is interestingly designed with vertical and horizontal brickwork and a flowing wave of shaped red brick relief above the windows and doors.



**Figure 3 Wilson's brickwork**

## **Special Historic Interest**

Chaleureux Cottages, a fine example of workers' terraced cottages.



**Figure 4 Chaleureux Cottages**

### **Guidance Notes**

Owners/Developers wishing to alter or extend properties should consider the use of materials and try and use the same or similar to those materials already in situ to retain the character of the area in which they are situated.

Changes within this area could also consider the shape, style and scale of the windows and doors if replacing these elements. Extensions to properties should not exceed the height of the current building.

Any new development to the existing Heritage Area should also consider the above.

Your local planning authority is responsible for deciding whether a development - anything from an extension on a house to a new shopping centre - should go ahead.

## 2. Howsell Road



**Name of Area - Howsell Road**

**NHA – 02**

**Numbers**

Right, north-west of Frederick Road (**odd numbers only 53-59**)

Left, south-east of Frederick Road (**odd numbers only 29-39**)

Left, south-east of Lower Quest Hills Road (**Malvern Electrical Wholesale former Santler car factory**)

Right, north-west of Quest Hills Road (**Express Inn**)

Left, south-east up Quest Hills Road (**Apartments former Nicholson organ factory adjacent row of terraced cottages even numbers only 64-70**)

Opposite side of the road (**north-east even numbers only 36-50**)

**Description of Area**

Dyson Perrins Ward, Upper Howsell Road: semi-detached houses, no listed buildings.

**Historical Development**

Some buildings dating from the late 19<sup>th</sup> century and semi-detached houses mainly from the 1920s and 30s.

**Special Architectural Interest**

Semi-detached houses in Wilson’s brick with painted stone or concrete dressings around windows and doors. Fine detailing is visible below the eaves. There are generous window lights above the front doors with a pitched 'classical' painted stone or concrete feature framing each house name. The lower front rooms have bay windows.



**Figure 5 Semi-detached houses showing decorative features (two photos)**

### **Special Historic Interest**

Typical semi-detached villas of the period including the Express Inn and the adjacent building, now an Electrical Wholesalers and Sara Bridal. This is where the Santler car was built, in the late 19<sup>th</sup> century, the first motor car to be built in Britain.



**Figure 6 Express Inn showing former Santler building to the right**

Just off Howsell Road, 50 yards up Quest Hills Road is an interesting brick building, once the factory of Nicholson Organs and now private apartments.

Beyond is another terrace with sharply projecting pointed bays on the 'front room'.



**Figure 7 Former Nicholson Organ Factory and unusual pointed bays on adjacent terraced houses**

## **Guidance Notes**

Owners/Developers wishing to alter or extend properties should consider the use of materials and try and use the same or similar to those materials already in situ to retain the character of the area in which they are situated.

Changes within this area could also consider the shape, style and scale of the windows and doors if replacing these elements. Also retain bay windows on the ground floor of the properties. Extensions to properties should not exceed the height of the current building.

Any new development to the existing Heritage Area should also consider the above.

Your local planning authority is responsible for deciding whether a development - anything from an extension on a house to a new shopping centre - should go ahead.

### 3. Madresfield Road



**Name of area** - Madresfield Road

**NHA – 03**

**Numbers**

Right, East Orford way (**Graham Terrace odd numbers only 107- 131**)

Opposite side of the road (**even numbers only 124-154**)

**Description of Area**

Pickersleigh Ward, Madresfield Road, Graham Terrace: terraced houses and semi-detached villas, no listed buildings.

**Historical Development**

Houses from the early 20<sup>th</sup> century and the inter war period 1920/1930.

**Special Architectural Interest**

An unusual and imaginative group of terraced housing. Under a roof of Welsh slate, the upper storey has a prominent mock-Tudor reference with long vertical black woodwork interspersed with painted roughcast.

On the ground floor, Wilson's brickwork makes an appearance with projecting header bricks producing relief under the upper storey. The doors and windows have painted stone or concrete surrounds and the original windows, still seen in some cottages, have a simple and pleasing design.



**Figure 8 Graham Terrace (three photos)**

### **Special Historic Interest**

We identified semi-detached villas in Madresfield Road, near Graham Terrace. There were no other buildings of merit in this area. A grassy common-like area on either side of the road extends down into the attractive tree-lined Sherrards Green approach to Malvern from Madresfield.



**Figure 9 Semi-detached villas in Madresfield Road (two photos)**



## **Guidance Notes**

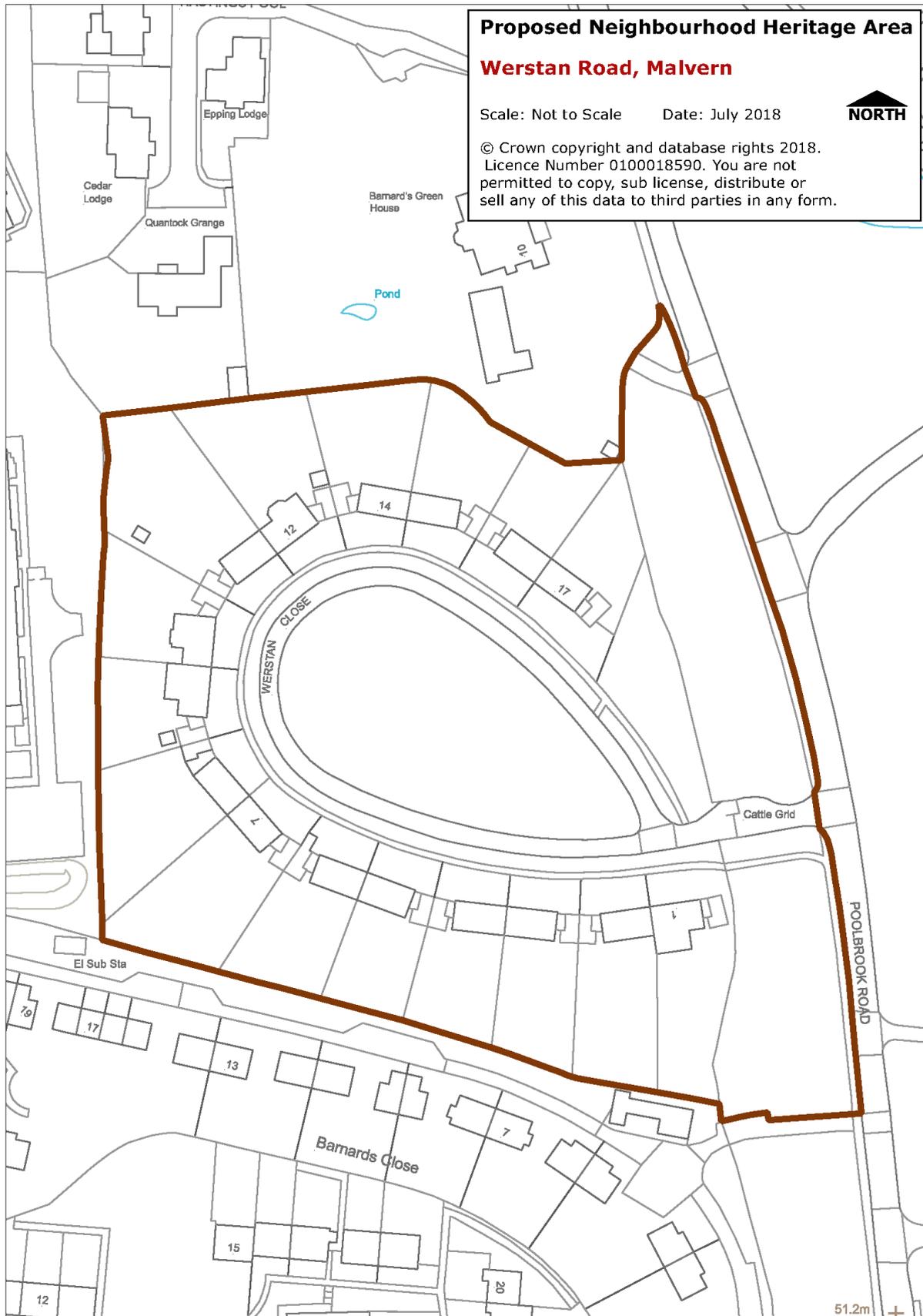
Owners/Developers wishing to alter or extend properties should consider the use of materials and try and use the same or similar to those materials already in situ to retain the character of the area in which they are situated.

Changes within this area could also consider the shape, style and scale of the windows and doors if replacing these elements. Extensions to properties should not exceed the height of the current building. Residents wishing to paint the exterior of the terraced cottages should retain the existing black and white Tudor-like finish retaining the uniqueness of these cottages.

Any new development to the existing Heritage Area should also consider the above.

Your local planning authority is responsible for deciding whether a development - anything from an extension on a house to a new shopping centre - should go ahead.

## 4. Werstan Close



**Name of Area** - Werstan Close

**NHA - 04**

**Numbers**

In a clockwise direction West **(1-16)**

**Description of Area**

Chase Ward, Werstan Close off Poolbrook Road, Barnards Green; semi-detached houses, no listed buildings.

**Historical Development**

Houses from the 1950's associated with the scientific research establishment which developed from TRE (Telecommunications Research Establishment). This later became RRE (Royal Radar Establishment), RSRE (Royal Signals and Radar Establishment) and DERA (Defence Evaluation and Research Agency). Scientists and support staff were brought for safety to Malvern in 1941.

**Special Architectural Interest**

Built to a high specification; the images show the original windows. The houses date from the late 1940's and early 1950's. The Houses were built around an area of Green space and are located opposite Poolbrook Common. (Similar houses all around Malvern were also built for various grades of scientific and support staff.)



**Figure 10 Werstan Close**



**Figure 11 Showing original windows**

### **Special Historic Interest**

Houses built by the Ministry of Defence for senior scientific and administrative staff of the nearby Royal Signals & Research Establishment, (south site, St Andrews Road).

### **Guidance Notes**

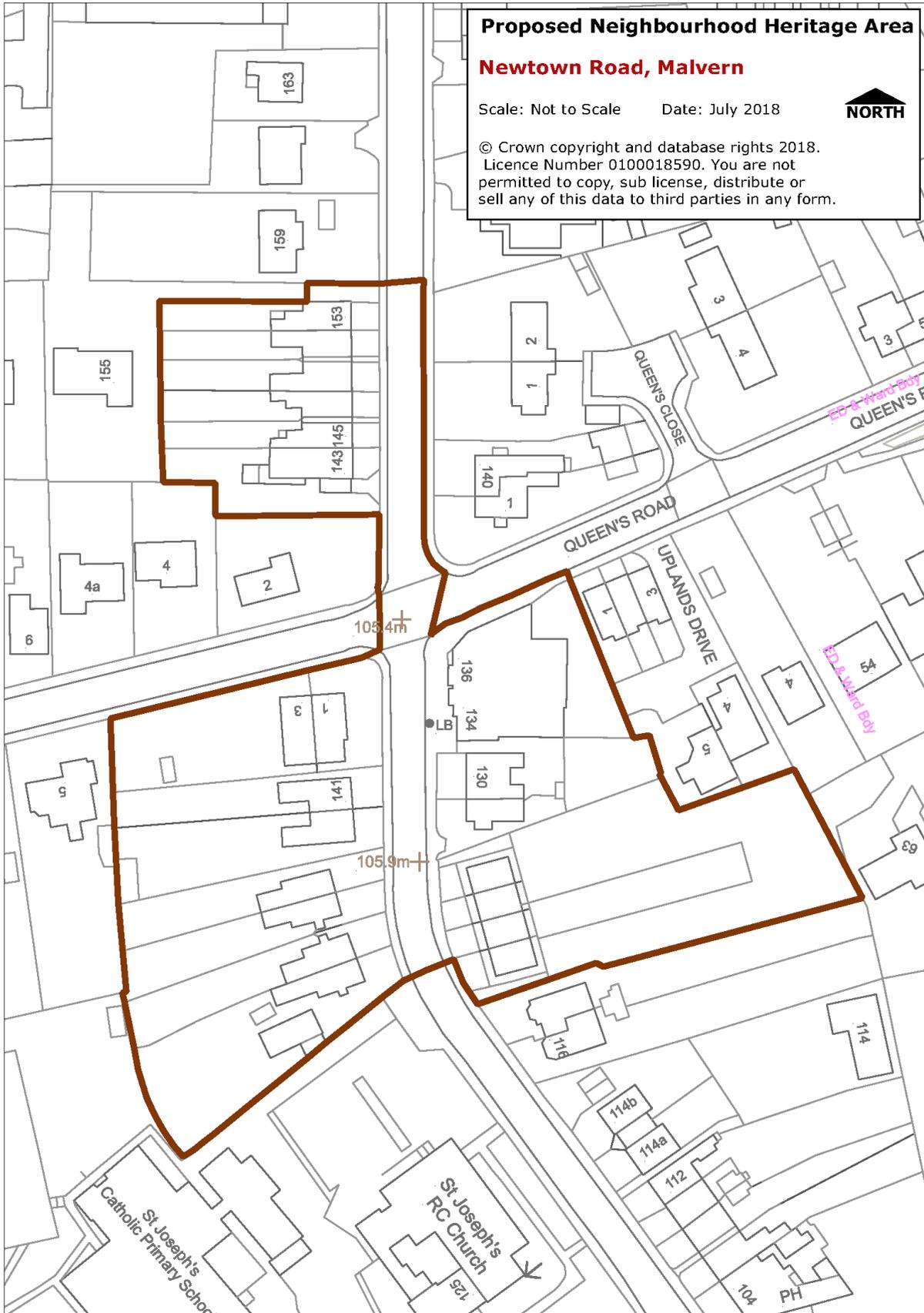
Owners/Developers wishing to alter or extend properties should consider the use of materials and try and use the same or similar to those materials already in situ to retain the character of the area in which they are situated.

Changes within this area could also consider the shape, style and scale of the windows and doors if replacing these elements. If possible, replacement windows should be like for like. Extensions to property should not exceed the height of the current building and should only be permitted at the rear of the property to retain the character.

Any new development to the existing Heritage Area should also consider the above.

Your local planning authority is responsible for deciding whether a development - anything from an extension on a house to a new shopping centre - should go ahead.

# 5. Newtown Road



## Name of Area – Newtown Road

### NHA – 05

#### Numbers

Right, North Blackmore Road (**odd numbers only 143-153**)

Left, south of Blackmore Road (**odd numbers only 131-141**)

Corner of Blackmore Road (**number 1**)

Opposite side of the road (**Bealing's House of Fires and 128, 130**)

Left, north of White House Vets (**even numbers only 158-172**)

#### Description of Area

On Newtown Road, next to the conservation area there is a significant collection of distinctive and interesting buildings, which show the mid to late 19<sup>th</sup> century expansion of Malvern, the typical style of design of the period, and the materials used, making a strong case for classification as an NHA.

#### Historical Development

To the north and south of St Joseph's RC Church, established in 1876. Around this period and onwards there was rapid expansion of the area with detached, semi-detached and terraced housing stock, which shows decorative polychromatic brick work.



**Figure 12 Semi-detached properties of the late 19th and early 20th century (three photos)**

### Special Architectural Interest

To the north of St Joseph's, (which is directly on the boundary of the Trinity Conservation Area) there is a fine terrace of six houses, built in Malvern stone with cream brick dressings, bay windows and pitched roof features above bedrooms. These were clearly built for the more comfortably off. In contrast the picture on the left shows a plain and modest design in Wilson's brick.



Figure 13 Terraced properties of the late 19th and early 20th centuries (two photos)

### Special Historic Interest

St Joseph's R C Church was built in 1876 on land gifted by John Hornyold of Blackmore Park and is located in the Trinity Conservation area. The architect was T.R. Donnelly of Coventry.

Malvern then began to develop rapidly from the mid-19<sup>th</sup> century onwards, especially to the north and east in Newtown, Belmont and Malvern Link. New places of worship were required for all denominations from 1891 until the end of the century.

Notably, Edward & Alice Elgar attended Mass at St Joseph's. St Joseph's has always been served by Benedictine Priests from Downside Abbey. During the Second World War (1939-45) the church was crowded with French, Dutch, Poles and Americans plus evacuated children from Birmingham, Malvern being considered a safe refuge.



Figure 14 St Joseph's R C Church

## **Guidance Notes**

Owners/Developers wishing to alter or extend properties should consider the use of materials similar to those already in situ to retain the character of the area in which they are situated.

Changes within this area could also consider the shape, style and scale of the windows and doors if replacing these elements. Extensions to property should not exceed the height of the current building.

Bay windows and pitched roof features should remain to retain the character.

Any new development to the existing Heritage Area should also consider the above.

Your local planning authority is responsible for deciding whether a development - anything from an extension on a house to a new shopping centre - should go ahead.