

Malvern Hills District Council

Hallow

Appraisal and Management Strategy



Planning Services April 2009

Acknowledgments

Hallow Parish Council

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Part 1: The Appraisal

1.00 INTRODUCTION

Background

1.01

A conservation area is an area of special architectural or historic interest, usually the historic part of a town or village, where we wish to preserve its character or appearance. Hallow Conservation Area was designated in 1976.

1.02

Under Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 Councils must pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area.

1.03

The designation of a conservation area is no longer considered appropriate as an end in itself. For the designation to be meaningful, the process requires the preparation of an appraisal to define what is special, thereby justifying the status of the conservation area. This should also form the basis for making decisions about the future of the conservation area, ensuring its character and appearance is taken properly into account.

1.04

This appraisal begins with a brief overview of the planning context and a summary of the special interest before looking in more detail at the setting, historic development and spatial and character analysis. Key issues affecting the area have been identified and management proposals to address them are proposed. The appraisal has also included a review of whether additional areas should be added to, or areas removed from, the designation. At this stage, any proposals for boundary change are put forward as the basis for further discussion and consultation. Any decision on changes to the boundary of Hallow Conservation Area will be taken at a later stage in association with consideration of management proposals.

1.05

No appraisal can ever be completely comprehensive and omission of any particular building, feature or space in this document should not be taken to imply that it is of no interest.

1.06

This Appraisal has been undertaken in accordance with the recommendations of the English Heritage publications, Guidance on Conservation Area Appraisals and Guidance on the Management of Conservation Areas.

2.00 -Planning Policy Context

2.01

Conservation Areas were established by the 1967 Civic Amenities Act and are defined as being areas of “special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”.

The local authority must give special attention to these areas and to their enhancement, and ensure that development proposals preserve and enhance the character of the area.

Conservation Areas can vary greatly in size and character, but generally it is the overall appearance of the area, rather than individual buildings, that justifies the designation.

They remain a particularly important way of conserving the built environment.

2.02

The designation is seen as the first step in a dynamic process, and is intended to provide a basis for making sustainable decisions about its future through the development of management proposals. Designation gives the local authority additional powers to encourage sensitive new development and to stop, for example, removal of significant features. In conservation areas the demolition of any building and most parts of buildings is unlawful without Conservation Area Consent from the Council. All trees over a certain size are protected against felling, lopping or pruning without authorisation.

The Town and Country Planning (General Permitted Development)(Amendment)(England) Order 2008 has resulted in a wider variety of extensions to buildings, including all roof alterations, requiring planning permission.

2.03

This appraisal should be read in conjunction with the national, regional and the local planning policy framework, particularly:

- Planning Policy Guidance Note 15 – Planning and the Historic Environment (PPG15) which sets out Government Policy on the protection of conservation areas and other elements of the historic environment.

- Malvern Hills District Council’s Local Plan which sets out the District’s planning policies. These policies will influence how development proceeds throughout the district including the Hallow Conservation Area.

2.04

Policy relating to development within the towns and villages of the district, including Hallow, is set out in the Local Plan (Policy DS1). Parts of the Hallow Conservation Area are within the settlement boundary to which Policy DS1 relates. The settlement boundary is shown on plan. Generally speaking development outside the settlement boundary will not be permitted.

2.05

Policy QL7 sets out the criteria for assessing development proposals in conservation areas and this is augmented by Policy QL8 which relates to demolition of buildings in conservation areas. Other relevant Policies are QL3, QL4 and QL5 which control shop fronts, advertisement signs and walls gates and fences.

Generally speaking, these Policies seek to ensure that ;

- New development in conservation areas will be refused unless it can be demonstrated that it will preserve or enhance the character of the area.
- Demolition of buildings in conservation areas will only be permitted if they offer no visual contribution to the area or are beyond repair, and their replacement will be an enhancement to the area.
- Development and advertisements outside the conservation area which will affect the setting of the area will not be permitted.
- Original and attractive shop fronts should be retained and new shop fronts must be appropriate to the character of the area.
- Boundary treatments, such as walls, gates or fences may not be removed where they contribute to the character of the area and new boundaries are to be appropriate for their location.

3.00 Summary of Special interest

3.01

The historic core of the built environment of Hallow is centred on The Green which is situated at the heart of the Conservation Area. It is surrounded by properties dating from the 17th, 18th and 19th centuries. Their building style and materials of construction are typical of the age in which they were built, and include traditional vernacular timber framed cottages and later brick built buildings. These later buildings incorporate a variety of architectural features which were fashionable at the time of their construction.

3.02

The street pattern of the areas which surround The Green has remained relatively unaltered over time. The older buildings to the east of The Green occupy the full width of their plots and appear to jostle for the prime position overlooking The Green itself. They have short rear gardens which cannot be seen in the general streetscape. The open aspect of the village green coupled with the wide variety of mature trees, has enabled the area to retain its feel of semi-rural open spaciousness. The value of the Green is such that is safeguarded from development by Policy CN13 of the Malvern Hills District Local Plan.

3.03

On the west side of the main road, opposite The Green, the area takes on a different character. The properties known as 1-6 Cedar Cottages are all Victorian brick built cottages and are all of a uniform architectural style. This is in contrast with the individually designed vernacular dwellings on the opposite side of the road. Furthermore, these dwellings all occupy spacious plots with a wide gap between them. Each cottage is set back from the edge of the footway and it is possible to see their front gardens. The spaces between the buildings has ensured that a feeling of open space has been retained

3.04

The large open fields adjacent to the western boundary of the existing Conservation Area have been used to provide a variety of sports facilities as the ground here is very flat. From this point, there are views through mature trees to the Malvern Hills which rise up above the flat landscape. The importance of protecting public open space has been recognised by the District Council and the Recreation Ground has been afforded protection from development under Policy CN13 of the MHDLP Development Plan.

3.05

During the twentieth century, the village expanded eastwards along Church Lane consequently, large wooded areas were lost to development. Fortunately these modern dwellings have been carefully sited amongst the remaining trees. The modern houses have, in the majority of cases, been set back from the public highway and only glimpses of them can be seen. This, coupled with the use of appropriate materials, has helped them to integrate into their setting.

3.06

The area to the east of Church Lane continues to be dominated by large mature trees which were previously located within Hallow Park. The presence of such an interesting variety of species of tree gives the area its sense of place. The wide open fields and feeling of spaciousness make a valuable contribution to the character of the Conservation Area.

4.00 ASSESSING SPECIAL INTEREST

Location and setting

4.01

Hallow is situated one mile north of historic Worcester City on the A443 Tenbury Road. It is a linear settlement stretching from the Church of St Peter and St James in the south to Heath Close in the north. The Conservation Area itself is centred around the cluster of historic buildings facing onto The Green and the parkland formerly associated with Hallow Park. The Conservation Area comprises of a rich mix of small cottages, Almshouses, detached and semi-detached dwellings and more recent cul de sac developments.

4.02

The village is built along a ridge line surrounded by attractive countryside. Land to the South West falls sharply away to Laugherne Brook, while to the east, the level plateau falls sharply down to the flood plain of the River Severn. The land to the north gently undulates. There are views towards the Malvern Hills looking South-West from the Church. Looking North East, from Park Farm there are views towards Wychbold and from the South East views towards the outskirts of Worcester.

4.03

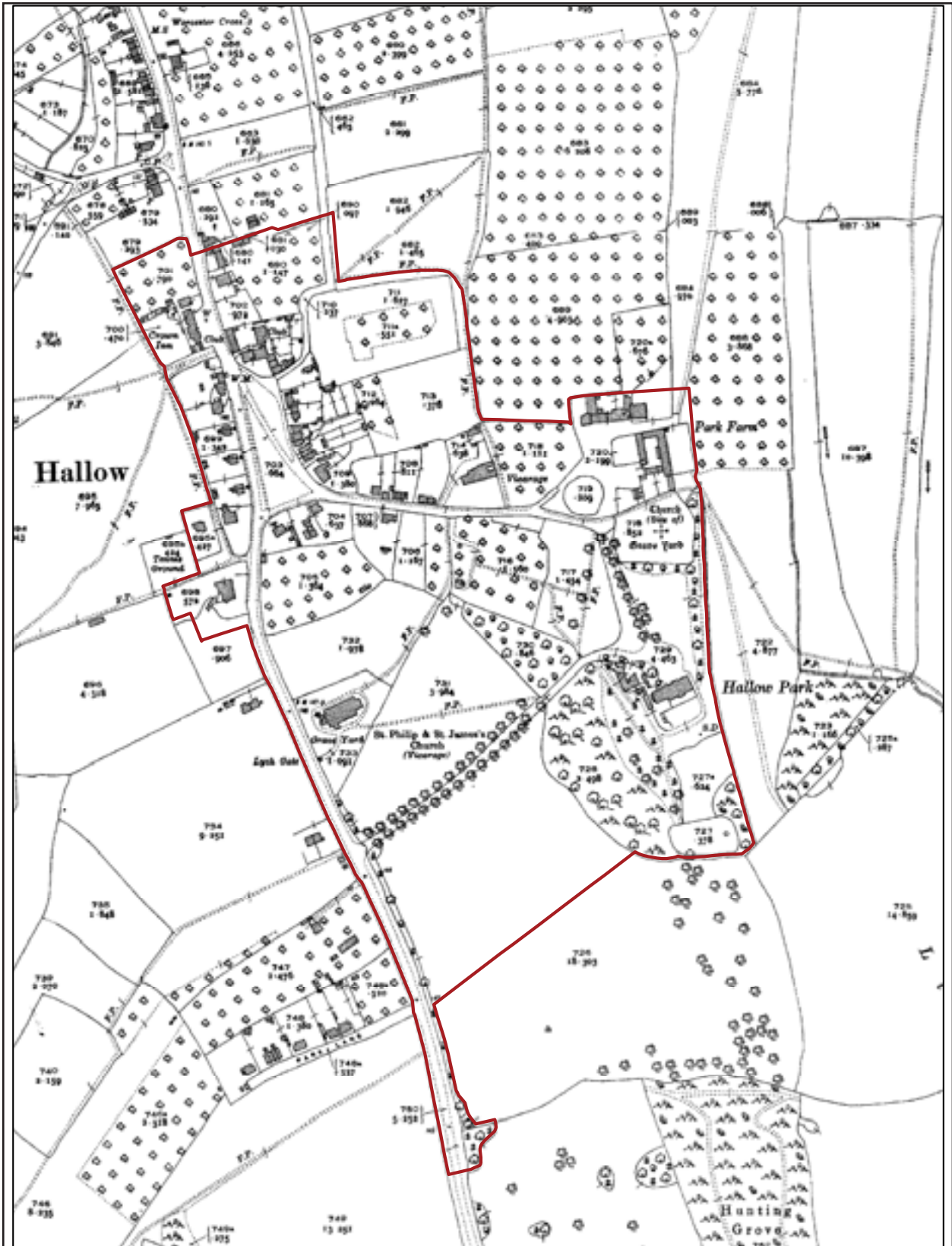
To the east of the village is the River Severn which was once known as “The King’s high stream of Severn”. From the village there would have been an early crossing point to Worcester and thus, an obvious place for an early settlement.

4.04

When approaching the village from either direction the Church spire is an important focal point heralding the entrance into the Conservation Area. The view when approaching the village from the north is of particular importance as the Church forms a prominent back drop to The Green.

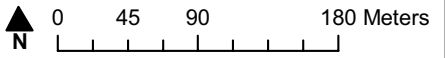
4.05

The approach from the south is of equal importance due to the presence of the green “buffer” which separates the urban sprawl of the City of Worcester from the semi-rural setting of Hallow.



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Map of Hallow Early 20th Century.



5.00 ORIGINS, HISTORICAL DEVELOPMENT & AND ARCHAEOLOGY.

5.01

The name Hallow comes from the Saxon name “Halhegan” meaning “a nook between two streams”. This description is still relevant today, given the location of Hallow between the River Severn and Laugherne Brook. It is referred to in the Domesday Book under the name “Haleghan”.

5.02

Hallow was acquired by the Church of Worcester before 816 when Coenwulf, King of the Mercians, freed it from all secular services and it became the administrative centre of the Church of Worcester’s estate.

5.03

Archaeological investigations undertaken by Worcestershire County Council have revealed that it would have comprised of a ditched enclosure containing a few timber buildings including a hall, a home farm and a church. Later a monastic grange and courtyard, including domestic and agricultural buildings occupied the site. The grange was located to the north of the old church and the courtyard was located to the east.

5.04

The arable land situated to the east of the grange surrounding the river comprised of extensive meadows and pasture and the River Severn could be crossed at low tide at Hallow Ford.

5.05

The enclosure flourished up until the late 14th century when the land was managed by paid servants and tenants. However by the early 15th century the site had been abandoned.

5.06

The demise of the site could be explained by an event that took place in 1312. The Prior of Worcester was granted a licence to “empark” one hundred acres of land for a deer park. Forty acres of this land were already woodland and the remainder was used as a deer park. This became known as Hallow Park. It was within this area that Queen Elizabeth I was said to have hunted.

5.07

A hamlet was built around The Green and John and Philip of the Grene are mentioned in early court papers. A lane linked The Green to the church and manor site, both of which were located in Church Lane.

5.08

The mid 14th century into the early 15th century saw a large increase in the population of the village. It was thought that these were people who had moved out from the nearby town, as it was then, of Worcester.

5.09

To accommodate this increase in the population, the area to the south of The Green expanded in the mid 1300’s and the area to the north of The Green expanded during the early 1400’s. Probate records held by the County Record Office show that many of the occupants of the cottages surrounding The Green were farmers but they supplemented their income by producing gloves and other items of clothing.

5.10

The overall picture of the population at that time was that they were a close knit, relatively prosperous community.

5.11

Towards the end of the 17th century the village began to expand northwards along Main Road. Droving cattle and sheep had become important from the mid seventeenth century and it is thought that the main road through the village was a drover’s road. Licensed drovers kept to special routes away from turnpike tolls and built up areas.

Often they would use village greens for grazing for livestock and accommodation for the men was provided at inns along the way. This would explain the development of the linear form of the later settlement along the main road.

5.12

The original medieval parish church was situated by the bank of the river. The church fell into decay and was demolished in 1830. An aisle less building was erected on the same site. This building was used up until the present church was constructed. Flat stones surrounded by railings at the end of Church Lane mark the location of the original church.

5.13

In the mid 1800's the Church of England embarked upon a programme of building churches in the expanding settlements. The Church of St Peter and St James was built in 1869 in the fourteenth century style, by W.J Hopkins. This was a period of High Victorian Gothic whereby the styles of medieval architecture were repeated in the windows, doors and stained glass.

5.14

Built in local red sandstone it is the focal point of the settlement and the Conservation Area. The spire can be seen from a wide area. The importance of this building has been recognised by it being given Grade Two Star Listed status by English Heritage.

5.15

The most significant growth in the history of the Conservation Area took place in the middle of the twentieth century. During this time large areas of the former Hallow Park were lost to housing development. It is difficult to tell now how much of the land attached to Hallow Park House reflected the size of the medieval park. Occupiers of large properties sold off their gardens for residential development and this changed the plan form of large areas beyond recognition.

5.16

The population of the Parish of Hallow has seen significant growth particularly between 1991 and 2001 when the population increased by 670 persons, from 1130 in 1991 to 1800 in 2001. (2001 Census). There are now seven hundred and thirty eight households within the parish. (2001 Census).



All that remains of the original Church.



And the Victorian Church as it stands today. Its tall spire dominates the surrounding landscape.



With a pretty lych gate flanked by two mature trees.

6.00 CHARACTER & APPEARANCE

General

6.01:

The overall character of the village of Hallow is that of a semi-rural village, comprising a rich mix of buildings centred on a traditional village green. The Green is the focal point of the village and in the past it would have been the commercial centre of village life. The green is still used today by the villagers to celebrate events such as May Day.

6.02

The street pattern along Church Lane as far as Cravenfield and Wayfield is such that it is possible to identify the historic framework of the original plots as shown on the Tithe maps.

6.03

However beyond these two properties, it is possible to identify the twentieth century expansion eastwards along Church Lane. The buildings are more uniform in style and materials. The street pattern is also significantly different as only a small number of properties front onto the road. The majority of the new dwellings occupy large plots which have been set out in a more random fashion and they are not visible in the general street scene. However the siting of development amongst the mature trees has retained a “green feel” to the area.



Well established landscaping makes the place special.

6.04

Open expanses of land and gaps between individual buildings allow views out of the village into the surrounding countryside.

7.0.0 The Zones

7.0.1 The Green.

This first zone is centred around the village Green. It extends from Lea House in the north to Elmley House in the south and includes part of Church Lane. This part of the village was a planned settlement with cottages built on land which was formally owned by the Priory of Worcester. Many of these cottages were rebuilt in brick during the late 19th century and early 20th century.

General and spatial analysis:

7.0.2

This part of Hallow is special because it embodies the early development of the village. The houses here cluster together and their position, away from the busy A443, coupled with mature trees give the area a tranquil semi rural feel.

7.0.3

The presence of low boundary walls to those properties to the east of The Green, emphasises the height of the historic buildings.

7.0.4

Here modern mid twentieth century properties are jumbled together alongside the older historic properties. However, their width and height combine to ensure that the historic buildings continue to dominate the street scene.



The width and height of these properties provide an impressive backdrop to The Green.

7.0.5

The variety of architectural styles gives rise to an interesting roof scape. Gables running north-south, gables running east-west and hipped roofs all compete for attention.

Buildings

7.0.6

There are a total of three buildings listed as being of special architectural or historic interest within the historic core. In addition, there are a number of buildings which make a valuable contribution to the character or appearance of the Conservation Area.

7.0.7

The number of timber framed buildings testifies to the fact that the early settlement was centred on the village green. Early photographs show that there were other, now demolished, timber framed buildings in the village.

7.0.8

An example was the thatched Post Office which was situated opposite the Crown Inn. The loss of building such as these make the surviving examples, such as Tudor Cottage in Church Lane, more precious. Tudor Cottage is listed Grade Two and dates from the seventeenth century.

7.0.9

Lea Cottages, represent an excellent example of late nineteenth century almshouses. With their striking brick chimneys, dormer windows and unusual roof design, they make an outstanding contribution to the character of the Conservation Area. Again, their importance is recognised by English Heritage who has listed them as being of special architectural or historic interest.

7.0.10

Lea House is immediately adjacent to Lea Cottages and it compliments its neighbour. Only the twentieth century doors detract from its character.



Lea House makes a positive contribution to the area.

7.0.11

There are also a number of unlisted, but noteworthy buildings. These include Post Cottage an imposing brick built, partly rendered, house which overlooks The Green. The fenestration to the building is an important part of its character. Glimpses of this house can be seen through the mature Oak trees situated on The Green

7.0.12

Post Cottage is complemented by its neighbour, Barley Mow Cottage and also The Dower House. The Dower House represents a very individual architectural style with its fenestration also contributing to its character.

7.0.13

Elmley House represents a good example of Victorian architecture. It is well proportioned and contributes to the character and appearance of the Conservation Area. The retention of the original features such as sash windows coupled with the uninterrupted elevations has ensured that the architectural character continues to dominate.



Approaching a T-junction, a quality Victorian house.



This Victorian building emerges into view.

7.0.14

The most overwhelming contribution to the character of this locality is made by the number and variety of mature trees that grow here. In particular the Oak tree located on The Green contributes significantly to the character of the area as do all of the trees in the area.



A mature Oak.

Zone 2

7.1.0 Main Road (West)

This second zone extends from the Crown Inn to the north to Penny Oak in the south.

7.1.1

A quite different character emerges on the opposite side of the A443. Although the houses on the west side of the road occupy spacious plots, they have been altered in a number of different ways. The traffic noise is more audible here and the presence of vehicular traffic detracts from the character of the Conservation Area.

General and spatial analysis:

7.1.2

This part of the Conservation Area is more urban in character and appearance. This is reinforced by the presence of vehicles using the busy main road and by the noise which is generated.

Buildings

7.1.3

Within this character area there are two listed buildings. The Old Forge and The Crown Inn both of which are timber framed structures refronted in brick.



The Crown Inn a key building in the village.

7.1.4

To the south of these properties are Cedar Cottages which are three pairs of semi detached Victorian cottages.

The majority of these buildings have been altered over time and include new PVC-u windows, conservatories and one and two storey extensions. In some cases the size of the original window openings have been altered which has adversely affected the character of the original dwelling.



Cedar Cottages which have been altered.

7.1.5

The original boundary walls to some of these properties have been removed in order to facilitate off street parking. However when viewing these properties from across The Green, the road disappears from view and the open space appears to extend up as far as the cottages themselves.

7.1.6

Cedar House is an imposing Victorian villa which retains its original features. It is set in a spacious plot with mature trees.

7.1.7

To the south of Cedar House, is The Pound House an unlisted but important building named after the village pound which was located just opposite to it.

7.1.8

In terms of the street pattern, there is also a consistent building line and uniformity of space between each building. The plots, to these dwellings are considerably deeper than elsewhere within the area. They stretch from Main Road in the east to the footpath in the west.

7.1.9 Trees

The original orchards to the north of The Crown Inn have long since given way to a car park. On this side of Main Road there are no formal areas of open space. However, the mature landscaping within private gardens helps to retain the rural feel of the area.

Zone 3

7.2.0 Church Lane (East)

This zone extends from The Old Vicarage as far as the eastern most boundary of the Conservation Area.

General and spatial analysis

7.2.1

This part of the Conservation Area has been the subject of significant development during the twentieth century.

7.2.2

The pressure for development resulted in the loss of large areas of orchard and woodland. In addition, large gardens were lost to development.

7.2.3

Development during this period comprised chiefly of housing all of a uniform architectural style and all of brick construction. This uniformity is in evidence throughout this part of the Conservation Area and is in sharp contrast to the eclectic mix of architectural styles which prevails in the historic core.

7.2.4

Fortunately, the majority of the mature trees have been retained to enable the former parkland setting to dominate. These trees coupled with the lack of through traffic gives this character area a tranquil atmosphere. Only occasionally is the traffic noise audible in the background.



Twentieth century development along Church Lane.



Park Farm Cottages.

Buildings

7.2.5

Within this character area are two listed buildings, Park Farmhouse and Park Farm Cottages. These two buildings are listed as being of special architectural or historic interest (Grade Two). They date back to the early eighteenth century when they formed part of Hallow Park.

7.2.6

Park Farmhouse is of brick and tile construction. It is dominated by two large chimney stacks which contrast with the fine detail of the dentilled eaves cornice. The property occupies a spacious plot which includes a number of significant trees, including a fine specimen of Tulip tree.



Park Farmhouse.

7.2.7

Park Farm Cottages originally comprised of an outbuilding and three hop kilns. It is also of brick and tile construction. In the recent past this building was converted into four residential units. Consequently, the building has been the subject of numerous alterations with the result that some of its character has been lost.

Trees

7.2.8

The presence of the mature trees and landscaping within this area make a significant contribution to the character and appearance of the Conservation Area. It has enabled the area to reflect the original land use associated with Hallow Park.

7.2.9

The impact of new development has been reduced significantly by siting the individual dwellings in large plots. Many of the original trees have been retained within the later development and they provide a secluded tranquil atmosphere.



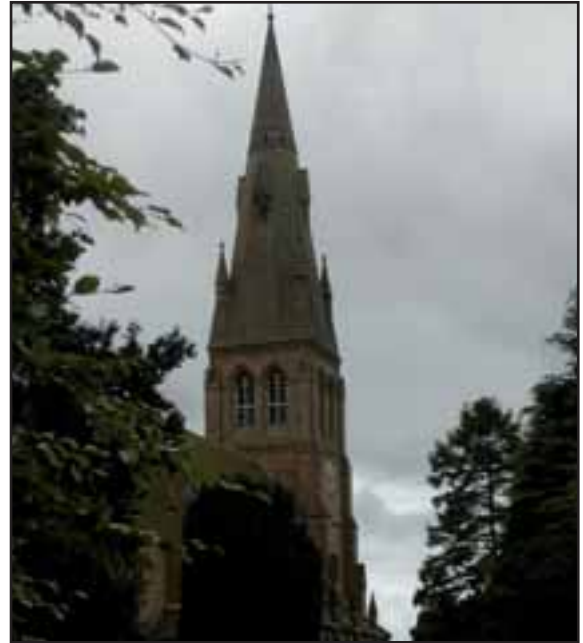
Large houses shielded by mature trees.



More large houses in mature grounds, set behind a screen of trees.



Mature trees soften the appearance of the road.



Zone 4

7.2.0 Hallow Park.

This zone includes the land surrounding Hallow Park and the church and churchyard. There has been no development within this zone and the setting of Hallow Park and the church have been preserved.

General and spatial analysis

7.2.1

The church is the only listed building within this zone. Impressively large, the Church of St Paul and St James with its spire dominates the landscape and represents a fine example of High Victorian Gothic architecture. Its architectural importance is recognised in it being given Grade Two Star listed status by English Heritage. Of particular note are the interior stone arches. The church is the centrepiece of the village. It has a tree-filled graveyard, a pretty Lych-gate and nestles into the surrounding landscape with glimpses of its spire being seen from a wide area.

7.2.2

Early maps of the village indicate that the church had only a small churchyard. This was a triangular parcel of land surrounding the church. Over time this churchyard has been extended to encompass a separate parcel of land to the north.

7.2.3

The approach to the building now known as Hallow Park is via a long narrow drive leading off the A443 with mature protected trees on either side. At the end of this drive, the house can be viewed in all its glory with tall chimneys and gables giving the house its vertical emphasis. It is thought that the historic core of the building dates from the 1660's.

7.2.4

Investigations undertaken by Worcestershire County Council record the fact that there is evidence of medieval parkland in the field to the south of the main entrance to Hallow Park.

7.2.5

Originally, the main approach to the house would have been off Church Lane where "the Avenue", as it was described in the 1840 Tithe map, was constructed in 1733. The Church House, which was built on land given by Prior More in 1516, was demolished in order to make way for this drive.

7.2.6 Trees

The open fields within this zone enhance the setting of the village and, in particular, the setting of the church and Hallow Park.

8.0.0 Local Details and Architectural Decoration.

8.0.1

The vernacular tradition of timber framing is fairly well represented in Hallow with several surviving timbered buildings such as Tudor Cottage and Pinch Cottage. The Old Forge is a timber framed cottage although this building has been much altered. Only a very small part of the timber frame is now visible in the street scene.

8.0.2

The Crown Inn, another timber framed building, dates back to the seventeenth century but was much altered and extended in the early nineteenth and twentieth centuries. The building is part timber framed but has been refaced in brick with brick replacement walling. The timber frame is no longer visible on the exterior.

8.0.3

Timber framed buildings are fairly typical of the region being mostly three panels high and with large external chimney stacks and in some cases, later inserted dormer windows.

8.0.4

The many eighteenth and early nineteenth century houses encompass a variety of styles which appear to sit comfortably together around The Green. In other parts of the village mid, to late Victorian buildings mark the nineteenth century expansion of the village with twentieth century buildings forming infill development along the main road.

8.0.5

Gabled roofs predominate in the Conservation Area. There are hipped roofs to the later Victorian buildings such as Cedar House. One of the most interesting roofs is the tiled Gambrel roof to 1, 2 and 3 Lea Cottages which are former Almshouses. It can be seen, when viewing the property from the south that the rear roof slope is at a lower level.

8.0.6

Much interest is found in the minor details; distinctive chimneys, for instance; eaves decoration with dentil brickwork; the variety of doors and classically inspired door cases and window patterns. Of particular note in the conservation area are the boundary treatments, the brick walls, the fences and the hedges.

8.0.7

One of the most notable architectural details on buildings within the Conservation Area are the tiled weatherings above windows. Examples can be seen at Lea Cottages, Post Cottage, 1, Church Street and The Dower House. This feature has been incorporated into the design of later properties such as The New House and Rosemead.



Tiled weatherings replicated on traditional and modern dwellings.

8.0.8

The other common feature is planted timber framing, examples of which can be seen on Lea Cottages, 1 and 2 Lea House, Barley Mow Cottages and more recently, the properties in Bell Close.



Lea Cottages with its unusual gambrel roof.



An outstanding doorway.



Distinctive tall chimneys.



A leafy track leading to The Green with just a glimpse of a timber framed building.



Vernacular tradition of Timber framing in Hallow

9.0.0 Local Materials

9.0.1

The building materials used within the Hallow conservation area would traditionally have been from local sources

9.0.2

Stone was reserved for the most prestigious of buildings due to the distance that it had to be transported. Consequently the only stone building within the Conservation Area is the Church of St Paul and St James which is of red sandstone ashlar with yellow sandstone tracery and dressings.



Stone was reserved for the most important buildings.

9.0.3

The existence of timber-framing in the village suggests that the most readily available of local materials were timber, shales and muds from the river plain.

9.0.4

A good example of box frame construction can be seen at Tudor Cottage in Church Lane. Unfortunately none of the timber framed cottages have retained their thatched roofs. Thatch would have been the natural roofing material for farm buildings and for the more humble cottages in and around Hallow until well into the nineteenth century.

9.0.5

But by far the most common material is brick. The most noted brick buildings within the conservation area are Park Farmhouse, Post Cottage, Cedar House, and Maryland Cottages. In sharp contrast to this type of brick is the standard London brick which can be seen on the twentieth century properties along Church Lane.

9.0.6

Painted brick, which lends some variety to the appearance of the place, appears at Elmley House, The White House and 1, Church Lane.

9.0.7

Render and pebble dash have both been used on properties throughout the Conservation Area, with properties such as White Cottage and The Dower House being just two examples. This material enables the buildings to blend in fairly well with the neighbouring properties.

9.0.8

Plain, natural clay tile, from fairly local sources, is a fairly commonplace roofing material within the village and is noted at the church Lych-gate, The Pound House and Post Cottage. Some modern buildings within the Conservation Area are roofed with the less appealing, modern concrete tiles as seen, for instance, on the bungalows along the A443.

9.0.9

Slate became more widely available in the 19th century and examples of this type of roofing material is in evidence on the Victorian properties within the Conservation Area such as Elmley House and Cedar House.



Pebble dash on this property overlooking The Green.



Planted on timber frame is in evidence throughout the Conservation Area.



Traditional brick on Post Cottage.



Weatherboarding has been used.

10.0.0 Boundary Treatments

10.0.1

The majority of the properties along Church Lane are not enclosed by brick walls or fences. The boundaries are defined by well maintained low hedges, including Holly, tall leylandii hedges and by a well established variety of trees and shrubs. The appearance of these features make a valuable contribution to the character of the conservation area as it helps to maintain the green leafy feel of the place.

10.0.2

The same can be said in respect of those properties to the east of The Green. The proximity of these buildings to the edge of the gravel track, and to each other, has ensured that where walls have been built, they are not very high. Again, trees and hedges have been used to good affect. This type of boundary treatment has enabled the buildings to continue to be viewed in all their glory. This is of particular importance in respect of the listed buildings and those buildings which are of local importance.

10.0.3

In some cases walls incorporating decorative concrete blocks have been used in addition to metal gates. This has created a formal enclosed area which would be more appropriate in urban areas as it is in contrast with the lack of formal boundary treatment to adjacent properties.

10.0.4

The open aspect is retained on the west side of Main Road where low boundary walls of brick construction have been built. There is an exception to this at 5 Cedar Cottages where there is a tall hedge in addition to a boundary wall.

10.0.5

The well maintained hedge to The Pound House dominates the property and hides part of it from view. Fortunately, one of its most interesting features, its roof, is still visible. The boundary treatment to Cedar House, whereby wooden fencing has been erected above the brick boundary wall, introduces a harsh urban element on the approach to the village. In contrast, the pedestrian entrance gate into this property is visually pleasing.

10.0.6

Of the fences, the palisade type – adjacent to The Old Forge in Main Road evokes a 'rural' ambience and this type of fencing is in evidence throughout the Conservation Area.

10.0.7

There are examples of original Victorian railings which complement the architectural style of the building.



*Boundary walls a feature at the crossroads.
Note the original railings.*



Hedges enforce the leafy green feel of the place.



Traditional pedestrian gate in Main Road.



Another boundary wall on the approach into the village from the north.



Palisade fencing along Main Road.



A brick wall close to the crossroads with bull nosed bricks.

11.0.0 The Public Realm

11.0.1

The treatment of the public realm plays a very important part in defining the character of a conservation area. This includes lamp posts and street signs in addition to benches and litter bins.

11.0.2

Fortunately, in Hallow, the quality of the Conservation Area has not been eroded by an excessive amount of signage, street lighting or road markings. The area does benefit from a bus shelter which, unlike the standard metal bus shelters, has been constructed in traditional materials and blends in well with the surrounding buildings.

11.0.3

The Conservation Area has the benefit of a number of public rights of way that are either formally or informally defined. This network of footpaths provide the opportunity to view buildings from different angles and, in some cases to view the rear gardens. It is important therefore that the views from the footpaths are not affected.



Footpath with its high hedges begs exploration.

11.0.4

Throughout the area there are examples of metal kissing gates located on the approach to public footpaths and these reflect the rural nature of the area.

11.0.5

Sited opposite The Crown Inn is a traditional red telephone kiosk. This is an important, but unfortunately increasingly rare feature that contributes to the character and appearance of the Conservation Area. It is an important reminder of the past which is sadly in decline as many of these kiosks have been removed from towns and villages.



*K6 Telephone Kiosk.
Designed By Sir Gilbert Scott.*

12.0 Important Views

Views looking into and out from the Conservation Area, and views between buildings help to define its special interest and character. Alterations to these spaces can have a detrimental effect on the resultant area, especially in rural and semi rural areas.

View A Approaching the village from the south.

Having left the environs of Worcester City, the presence of well established trees and landscaping results in the area taking on a much more rural feel, yet it is only a very short distance from the City. The top of the church spire projects above the tree line and heralds the entrance into Hallow.



Approaching from the south, the village is hidden.

View B Looking west across main road from outside the church.

This view affords long distance views across a relatively flat landscape, towards the Malvern Hills which rise up in the distance.



The Malvern Hills to the south west...



and the Abberley Hills to the north west.

View C Looking east from the footpath 546 leading off the end of Church Lane.

This view is across an undulating landscape which is predominantly rural with only glimpses of isolated dwellings. On a clear day, it is possible to see the tall masts at the transmitting station in Wychbold. During the hours of darkness these masts can still be identified by the two vertical rows of bright red lights.



The masts at Wychbold in the distance.

View D Looking east and west along Church Lane (This is a split view).

East

Along this leafy lane, there is a sense of enclosure. The trees dominate the street scene rather than buildings which appear to shy away from the road. This feeling of enclosure is heightened by the canopies of the trees which allow shafts of light to filter through and create shadows along the highway.



The trees dominate this rural lane.

West

Looking west the view opens out towards The Green. In this view, it is the buildings which dominate the street scene, and the presence of pavements now gives the area a more urban appearance.



The buildings dominate this view.

View E Looking east from footpath 546 to the rear of Park Farmhouse

This is another important view from the Conservation Area boundary looking across open fields and the river towards the Northwick area of Worcester City.



View F Looking south, from the location referred to above, towards Worcester Cathedral.

Sharing a common boundary with the Conservation Area, and also extending beyond it, are a number of public rights of way. From these footpaths it is possible to obtain long distance views of the surrounding countryside and short distance views of back gardens and individual buildings.



Worcester Cathedral in the distance.

View G Looking south from The Old Forge.

An important view looking into the village, this time from the north. Again, The Green opens up the view with the church spire in the background. The full height of the spire can be appreciated by the fact that it dominates the Victorian property in the foreground. It is also interesting to note the horizontal emphasis of the house and the vertical emphasis of the church spire.



The height of the trees compete with the church spire in this view.

View H Looking southwest from the Parish Hall.

This is a similar view to that which can be obtained from the church. The expanse of open space, with a row of mature trees frames the Worcestershire Beacon and North Hill in the background.



The Malvern Hills fill in this gap between the trees.

View I Looking south from the Parish Hall.

Another example here of how the church spire dominates the landscape and dwarfs the neighbouring buildings.



Again, the church spire dominates this view.

View J Looking north east from Elmley House.

This is a typical village scene with the wide grassed area and mature trees.



A traditional village scene.

View K Looking south from the end of the footpath leading off to the south of Church Lane.

The narrow footpath between the houses opens up and gives an impressive view along the row of trees which are covered by an area Tree Preservation Order.



The row of protected trees.

In addition to the views detailed above, there are a number of equally important views of individual buildings and views across their gardens. The spacing of the dwellings in their spacious plots enhances the character and appearance of the Conservation Area as they frame the mature trees in the background.

13.0.0 The Natural Environment and Wildlife.

13.0.1

There are no international or national Sites of Special Scientific Interest protecting important ecological or geological features in the immediate vicinity of Hallow. However, biodiversity value is inherent in the connectivity of habitats through the village created by the course of Laugherne Brook. The water courses of Laugherne Brook, the River Severn and various ponds together with the 'woodland' areas throughout the village are of particular value to bats and to numbers of flying insects during the summer months.

13.0.2

Less apparent, but just as important, are private gardens. While the full extent of private gardens may not be entirely publicly visible, the lack of interruption by buildings and the presence of planting contribute to an impression of openness and well-being. Some of the gardens to the grander properties provide a setting for those buildings and are historically important as open space.

13.0.3

The trees and hedges within the Conservation Area make a significant contribution to its rural character and this can be appreciated by the views of these trees and hedges looking out from the Conservation Area and by views looking in to the Conservation Area.



A haven for wildlife.

14.0.0 Negative Features and Neutral Areas.

14.0.1

Hallow is relatively fortunate in retaining much of its character and appearance without significant intrusion. There are however, features that are compromising or detracting. These include:

New Development.

14.0.2

In some cases, new dwellings have been constructed quite close to the edge of the highway. Their proximity to the road coupled with their scale is such that they dominate the street scene. Large expanses of their driveways include block paving which is visually intrusive in rural setting such as this.

Telegraph Poles and Wires

14.0.3

Throughout the area telegraph poles and wires installed by the utility companies detract from long distance views across the open countryside and short distance views towards the church.



Development at along Church Lane,



Main Road introduces urbanity to the village.



Block paving detracts from the semi-rural feel of Church Lane

Car Parks

14.0.4

The car park of The Crown Inn, as seen from the Main Road introduces a gap in the road frontage. The expanse of tarmac is distracting.

The forecourt to Lister's Garage is situated immediately adjacent to northern boundary of the Conservation Area. The presence of parked vehicles so close to the edge of the highway are visually intrusive and are in sharp contrast to the views that open up only a few seconds away from this point.



visually intrusive.



Conservation Area is also out of keeping .

14.0.5 Fences.

At the approach into Church Lane and the entrance to Vicarage Close there are long sections of modern close boarded fencing which appears as an alien feature in the streetscene. The fencing detracts from the prevailing character and appearance of the conservation area.



These blocks introduce an urban element.



Close boarded fences above are not characteristic features.



Modern development, boundary walls, posts and wires all conspire to spoil view of the Church.



This site detracts from the character and appearance of the Conservation Area.

14.0.6

There are some parts of the conservation area which, in their present form, neither enhance nor detract from its character. One detracting feature is the sound of traffic noise which punctuates the peacefulness of the area.

New Buildings

14.0.7

The majority of the buildings which were constructed in the 1960's lack the detail and good quality materials that would be expected today. However, sited as they are in spacious well landscaped plots they do not, in the majority of cases, appear visually intrusive. They reflect the architectural fashion at the time and they tell the continuing story of the development of the village over time.

14.0.8

The setting of the conservation area has been poorly observed in the past, and some locations outside the conservation area boundary detract from the appearance of the street-scene. For example, a new house adjacent to 1 Pound Piece Cottage, Main Road is located immediately adjacent to the western edge of the Conservation Area boundary. This building is particularly harmful to the setting of the conservation as a result of its proximity to the edge of the highway. It also impinges on an important view looking west across the churchyard from the public footpath.



New development affecting the setting of the Conservation Area.



The view through the Churchyard is also interrupted.



The scale of this garage and the materials used in its construction detract from the appearance of the street scene.

15.0.0 Problems, Pressures and the capacity for change

The appraisal has highlighted the following problems and pressures in three of the four zones listed below:

15.0.1 The Green.

The prominent siting of posts, cables and boxes.

Inappropriate boundary treatment.

15.0.2 Main Road West.

Design quality of some new buildings.

Loss of boundary walls.

Unsympathetic alterations to properties.

15.0.3 Church Lane East

Introduction of uncharacteristic features such as block driveways.

Introduction of timber panelled fences.

The management plan at Section 2 considers how these might be addressed to ensure the continuing preservation and enhancement of the character and appearance of the conservation area.

16.0.0 Changes to the Conservation Area boundary

16.0.1

The present conservation area boundary is over thirty years old. Since then government guidance, notably PPG15 Planning and the Historic Environment, has heightened awareness and appreciation of historic buildings, their settings and the townscape. The existing boundary is very widely drawn to encompass fields and open areas far beyond the settlement boundary.

16.0.2

It is suggested that discussion is undertaken and opinion sought on four boundary changes

16.0.3

It is proposed to change part of the existing boundary to the west of the Conservation Area. At present, the boundary is formed by a concrete post and rail fence which separates the sports field from the public footpath. It is proposed to re draw the boundary to follow the rear boundaries of those properties which front onto Main Road. This will enable the Conservation Area boundary to have a more permanent boundary line.



The existing boundary is demarcated by post and wire fencing.

16.0.4

In order to take into account the changes to the boundaries of the properties concerned, a further change is proposed in the vicinity of The Pound House and Penny Oak. At present a very small area of garden belonging to the Pound House has been excluded from the Conservation Area. One third of the garden to Penny Oak has also been excluded. In order to address this omission it is proposed to re draw the boundary of the Conservation Area to follow the rear boundaries to the two properties referred to above.

16.0.5

It is proposed to remove the paddock situated behind Westfield Park from the Conservation Area. The proposed Conservation Area boundary will share a common boundary with the rear boundaries of those properties in Westfield Park. Unlike the fields in the vicinity of Hallow Park this paddock is of no historic interest.

16.0.6

Paragraph 4.6, of PPG15 Planning and the Historic Environment, states that Conservation Area designation is inappropriate as a means of protecting landscape features except where they form an integral part of the historic built environment. The above mentioned paddock is of no historic interest. However, the fields in the vicinity of Hallow Park are, and that is why it is proposed to continue to include those particular fields within the Conservation Area.

16.0.7

The existing conservation area, which was designated in 1976, does not include the domestic gardens to the rear of Park Farm House, Park Farm Cottages and Park Acre in Church Lane. In order to be consistent and in the interest of having a firm boundary, it is suggested that the whole length of these domestic gardens be included within the new conservation area.

It is suggested therefore, that the new conservation area boundary be drawn along the northern boundary of the gardens, where they adjoin the open fields.

These areas are shown in detail on the map.

These suggestions will be considered during the consultation process and a decision on changes to the conservation area boundaries will be taken when all views and comments, including those from the public, have been received and taken into account.

17.0.0 Community Involvement

17.0.1

Every household within the conservation area and immediately adjacent to the conservation area is being sent a letter and leaflet which explains the appraisal process. An exhibition and a public meeting are being held in Hallow to which local people will be invited to comment on the draft proposals. In addition, local groups such as the Parish Council and other authorities such as the Highways Authority, Natural England and Worcestershire Archaeology will be sent a copy of the appraisal and will be invited to comment. A period of 28 days will be given for comments and the document is also available to download from the Council's website. Comments received will be taken into consideration in amending the draft Appraisal and Management Strategy.

17.0.2

A full report in which all comments have been considered will then be considered for adoption at a forthcoming meeting of the Council's Planning Committee.

Part 2 MANAGEMENT PLAN

Introduction

18.0.0 A MANAGEMENT STRATEGY FOR THE CONSERVATION AREA

18.0.1.

The Management Plan will establish mid-to-long term objectives for addressing the issues and recommendations for action arising from the Appraisal. We consider that it is essential to involve the local community in the early development of management proposals if these are to succeed.

The Management Strategy Framework.

18.0.2.

The Management Strategy for Hallow works within existing policies to provide detailed design and development guidance on planning applications for new development, repairs, alterations and extensions to, and demolitions of, historic buildings. It will also seek to control untidy areas or the condition of historic buildings within the conservation area. It will seek to effectively monitor change, draw up an enforcement strategy to address unauthorised development, and seek to secure the repair and full use of buildings at risk in the conservation area. Further, it will build on the Conservation Area Appraisal by examining potential enhancement schemes and the management and improvement of public infrastructure. It will also include protection of important trees and green spaces and produce an assessment of the ecology/biodiversity value within the conservation area and its landscape setting.

18.0.3

This plan is prepared in accordance with the duty of this Local Authority under Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to formulate and publish proposals for the preservation and enhancement of our conservation areas. The management of the conservation area has to be an on-going process, based on existing or proposed policies and procedures and monitored to ensure its effectiveness .

The following management framework shall be used:

1. In August 2006, MHDC adopted the Malvern Hills District Local Plan. This establishes the land use position against which all planning, listed building and conservation area applications will be assessed.
2. The Malvern Hills District Local Plan covers the period 1996-2011. Under new planning regulations, the local plan system has been replaced by a "Local Development Framework" system. The local plan policies will be generally "saved" until they can be replaced by new policies. Much of the legislation covering conservation areas and listed buildings is also covered by national planning policy guidance (PPG15).
3. MHDC is currently preparing a "Core Strategy" jointly with Wychavon District Council and Worcester City Council. The South Worcestershire Joint Core Strategy will look at "strategic" development in the area up until 2026. It will consider the policy implications of any new development in terms of conservation areas and the protection of listed buildings. This will include the need for any additional Supplementary Planning Documents (SPDs) to help explain planning policy.
4. MHDC will evaluate the planning decisions it makes within the Hallow Conservation Area. It will examine the use and effectiveness of existing local plan policies, the need for any replacement policies, and their success at appeal. This will be

- monitored periodically and reported in the Council's Annual Monitoring Report.
5. MHDC will ensure that effective community consultation on all future policy documents, planning, listed building, conservation area consent and tree applications relating to the conservation area takes place in accordance with the Statement of Community Involvement. This will involve the use of a variety of consultation techniques including community meetings and the use of all appropriate forms of media.
 6. MHDC will undertake to provide all appropriate organizations with a copy of the appraisals and management plan with the aim of influencing the preparation and production of other relevant plans and strategies which relate to the conservation area.
 7. MHDC will undertake a review of the appraisal in due course. This will enable a full re-evaluation of the effectiveness of established policies and procedures. Photographic dated surveys (including aerial photographs) of the conservation area will be maintained as a basis for monitoring and recording change of the conservation area and its setting.
 8. MHDC will ensure reported incidents of unauthorised development within the conservation area are investigated and actioned in accordance with the Enforcement Policy.
 9. Whilst no listed buildings have been identified as being 'buildings at risk'. MHDC will continue to monitor the physical condition of all listed buildings within the conservation area.
 10. MHDC will examine the contribution made by unlisted buildings of merit within the conservation area. Such buildings will be incorporated into a future Local List for Malvern Hills District Council.
 11. The appraisal has established the importance of the natural environment within the conservation area. The protections and enhancement of the trees, open spaces and hedgerows identified in the document will be carried out.
 12. The appraisal has identified several areas that have a negative impact on the appearance and character of the conservation area. Through consultation MHDC has sought views on these areas and whether any other areas could be included and what mechanisms could be useful for improving the appearance of those areas.
- 18.0.4 All works within the conservation area should also adhere to the guidance set out in *Planning Policy Guidance 15 (PPG15)* especially Section 4 which relates to Conservation Areas.

19.00 Problems Areas identified in the Appraisal.

The Appraisal highlighted those areas that detract from the character of the Conservation Area and whose management needs to be considered in the future. This management plan provides suggestions for the appropriate management of development within the Conservation Area to ensure its character is protected.

19.0.1 New Development

On the whole, there has been very little new development within the historic core of the Conservation Area and there are few opportunity sites because the properties are situated very close together.

The retention of the spaces between the properties in the Main Road West character area is of particular importance as any subdivision of the plots will erode the loose density of this part of the area.

The majority of recent development has taken place in the Church Road East character area. Again, it is important to respect the building to plot ratio which exists here in order to retain the rural feel of the area and to protect the mature trees which contribute to its character.

Action:

- The Malvern Hills District Council will assess new proposals against its Local Plan policies on Development Control to preserve the setting of listed buildings and to preserve the character and appearance of the conservation area.

19.0.2 Design quality of new buildings and extensions.

The built character of Hallow, especially the historic core, is very sensitive to change. Some new buildings exhibit characteristics that are quite different to the established characteristics of the area. This is not only in terms of their design but their siting within the building plot.



This extension affects the spacing of the dwellings

Action:

- MHDC will seek improvements to buildings where opportunities arise through development proposals.
- MHDC will assess new proposals against its Local Plan policies on Development Control to preserve the setting of listed buildings and to preserve the character and appearance of the conservation area.

19.0.3 Building maintenance and repair.

On the whole, the majority of buildings within the village are well maintained. However, should the situation arise where buildings were allowed to deteriorate, then the following action can be taken by the Council:

Action:

- Advise owners/occupiers of buildings of the need for prior consent for works where relevant.
- Seek retention of historic fabric where opportunities arise through development proposals.
- Address unauthorised works to buildings through enforcement action where appropriate, in accordance with the Council's Enforcement Policy.
- Consider the need to serve Urgent Works or Section 215, Tidy Up, Notices where property owners consistently neglect their properties to the continuing detriment of the appearance of the conservation area. Erosion of open spaciousness by backyard development. Further information is provided in Appendix 2.

19.0.4 **Boundary Walls and fences.**

Brick built boundary walls, picket fencing and hedging all play an important part in creating an attractive back-drop for the conservation area. These features should be retained. There are several incidences where close boarded fencing has been erected. These are particularly prominent along Church Lane. These materials undermine the quality of the historic environment.

Action:

- The Council will seek improvements to sites where opportunities arise through development proposals.
- Address unauthorised works to buildings through enforcement action where appropriate, in accordance with the Council's Enforcement Policy

19.0.5 **Telegraph Poles and wires.**

Poles and wires belonging to the utility companies are often obtrusive and untidy.

Action:

- Where the opportunity arises, MHDC will liaise with the appropriate provider to improve the siting and appearance of posts and cables.

19.0.6 **Car Parking**

Not all of the properties in the conservation area have the benefit of off-street parking. There are examples of where boundary walls have been removed to provide hard standing areas for vehicles. Cars often have to be parked in front of the historic buildings which can detract from the setting of the building itself and also the setting of The Green.

Large expanses of tarmaced parking areas, for commercial premises such as the car park at The Crown Inn, detract from the character and appearance of the area.

Action:

- The Council will not normally permit the removal of boundary walls over 1m high in Conservation Areas.

19.0.7 **PVC-u Windows**

The incidence of traditional windows or doors being lost through inappropriate replacement including PVC-u is not currently high. However, the few examples could increase over time and this should be monitored. Existing windows and external doors should be retained.

Action:

- The rate of historic feature loss will be monitored from time to time.
- The imposition of an Article 4 Direction which removes certain permitted development rights will be considered.

20.0.0 Design Guidance for New Buildings and Extensions

The following design guidelines should be borne in mind for any new development or extensions in the area:

20.0.1 Plot and Density

The current conservation area is characterised by tightly packed buildings in The Green character area, and by properties in larger gardens in both the Main Road West and Church Lane East character areas. It is important that these existing proportions of space, plot division and density are respected.

20.0.2 Heights

The height of any new development should seek to respect the height of the surrounding buildings. Most buildings in the area do not exceed two stories.

20.0.3 Scale

Due to the variety of architectural styles, the buildings in Hallow vary in scale. Roof scape and street scape can be completely altered if where there is a strong character or building line present. Any changes which will not maintain or disrupt this existing scale will be viewed with caution.

20.0.4 Materials

The use of traditional materials is to be encouraged within new development. Where red brick is employed, a modern machine brick which can create a too uniform effect for the general character of the area, might be avoided. Roofs are generally plain clay tile and this material should be used where possible. Alterations to existing buildings should seek to use the same materials as the original building as far as possible.

20.0.5 Local building details

Traditional detailing, such as tiled weathering's, weatherboarding and dormer windows and door and window patterns should be retained and, where appropriate, be reflected in new extensions or new development.

20.0.6 In terms of ongoing and future proposed development within the conservation area, the District Council considers that the character and appearance of the conservation area can best be preserved and enhanced in the following manner -

- *Encouraging only new development within the conservation area or its immediate setting where the type, character and design of the development actively enhances the conservation area.*
- *Ensuring that development would not result in the demolition of a building or structure if its loss would be harmful to the character of the conservation area.*
- *Ensuring that any new buildings or extensions do not disturb the overall building density within the conservation area.*
- *Ensuring that any new buildings or extensions reflect the overall pattern of building within the conservation area in size and scale, form, proportion and detailing, ideally using local materials or vernacular techniques. Extensions should always be in materials sympathetic to the main building.*
- *New buildings or extensions should be sited according to the locally prevailing building pattern within the village, and service buildings such as garages and outbuildings sited so as to be subsidiary to the main house and not unduly prominent within the street scene.*
- *Ensuring that any planning application would result in the retention of important views and open spaces, trees and hedgerows or boundary features within the conservation area.*
- *New boundary or dividing walls, railings or hedging should be built from suitable local materials or of native species and be designed into new developments to suit the character of the village .*

21.0.0 Planning Tools for enhancement

The planning tools through which the conservation area could be enhanced are:

- The designation of an Article 4(2) Direction controlling otherwise permitted development.
- The serving of Urgent Works Notices on listed buildings or the serving of section 215 (Tidy Up) Notices

Further information is provided in Appendix 2.

22.0.0 Further Reading and Bibliography

This document, and issues relating to it, had regard to a variety of different sources, which included the following:

- The Government's Planning Policy Guidance Note (PPG15) "Planning and the Historic Environment",
- English Heritage's "Guidance on the Management of Conservation Areas" and "Guidance on Conservation Area Appraisals",
- The joint English Heritage and English Historic Towns Forum publication "Conservation Area Management".
- Malvern Hills District Council's guidance leaflets "Conservation Areas" and "Listed Buildings" and also the relevant sections of the Malvern Hills District Local Plan for the background to this Appraisal.
- Worcestershire County Council Historical & Archaeological Service records
- Conservation Area Appraisals prepared by other Local Authorities but especially neighbouring district, Wychavon.
- "A Brief History of Hallow".

Part 3 APPENDICES

APPENDIX 1

Local Plan Policies

The relevant policies are can be viewed on the Malvern Hills District Council website; www.malvern hills.gov.uk.

APPENDIX 2

Planning tools for enhancement

A3.1 The three planning tools through which the conservation area could be enhanced are:

- *The designation of an Article 4(2) Direction controlling otherwise permitted development.*
- *The designation of an Area of Special Control of Advertisements, controlling those adverts within the conservation area that currently enjoy no control.*
- *The serving of Urgent Works Notices on listed buildings or the serving of section 215 (Tidy Up) Notices.*

A3.2 Article 4(2) Direction

An Article 4(2) Direction enables a local authority to selectively suspend permitted development rights, that is, to require planning permission for minor works such as alterations to walls, roofs, windows, doors or house colours that might otherwise not require planning consent. The local authority could only serve the Article 4(2) Direction with the support of local people, so it would be important that there was public support for the aims of such a Direction. The effect, however, would be to control otherwise small alterations to residential properties that until now had had the combined effect of detrimentally altering the character of the conservation area.

This has been evaluated in the Appraisal but it is not felt from the survey that the incidence of low level alterations within the Hallow Conservation Area has been sufficient to warrant the loss of permitted development rights. It is therefore suggested that an Article 4(2) Direction is not appropriate at this time.

A3.3 Area of Special Control of Advertisements

Such Areas of Special Control are normally designated in larger urban areas or in National Parks, Areas of Outstanding Natural Beauty or larger rural conservation areas. The effect is to control those classes of external advertisement that are normally exempt from control due to advert size or type.

From the evidence of the Appraisal survey, the conservation area does not appear to suffer unduly from inappropriate advertisements, either within its boundaries or immediately adjacent. Consequently, it is not considered that such controls are required for Hallow Conservation Area.

A3.4 Urgent Works Notices or Section 215 Tidy Up Notices.

Both of these tools of enforcement are available within the conservation area. The former is a notice served on the owner of a listed building at risk and requires the owner to make the building wind and weather-tight pending a full repair. The latter is a notice served on the owner of any property within a conservation area where it is considered that the poor or untidy state of the site or building significantly detracts from or blights the character of the conservation area. It is not considered that such controls are required for Hallow Conservation Area.

APPENDIX 3

Criteria for boundary changes.

A4.1

The boundaries are checked on the ground. If these do not follow current easily understood demarcation lines such as field or plot boundaries, or if new development has interrupted or blurred the former clear distinction between the conservation area and its setting, consideration would be given to rationalising the boundary so that it accurately reflects the current situation on the ground. This could be done by shifting the boundary line out to the newly defined edge or even possibly by excluding new, or unsuitable development by re-drawing in the boundary.

A4.2.

Where it is considered that the original conservation area boundary has failed to encompass an area that plays a vital part in the character of the conservation area, then it would be considered for inclusion within the conservation area.

A4.3.

Where a feature or area plays an important role in the setting of the conservation area, especially if this is offset from the immediate boundaries, this need not be considered for inclusion within the conservation area boundaries, especially if it is outside a settlement boundary on the basis that it already is a planning consideration as a site where development would affect the setting of the conservation area. PPG 15 states (para 4. 14) that:

“The desirability of preserving or enhancing the area should, in the Secretary of State’s view, be a material consideration in the planning authorities’ handling of development proposals which are outside the conservation area but which would affect its setting, or views into or out of the area”.

A4.4.

The setting of a conservation area can be considered to cover a very wide area indeed, and the settings of some conservation areas could be argued to reach the horizon in particular cases. Boundaries however, would be drawn as closely as possible to the core area or areas of character, and official guidance is that the essential standard of character of the conservation area should not be diminished or watered down by inclusion of surrounding areas that do not in themselves come up to that standard but can still be considered part of the setting, with the safeguards that this provides.

A4.5

Where a site adjoins, but is outside the conservation area, and there is pressure upon the local authority to designate in order to counter threats to develop or demolish, especially where the site falls outside the Settlement Boundary, the site would not necessarily be included within a conservation area’s extended boundaries. Designation or extension should not be used to counter a perceived threat to a site which might better be tackled, for example, by using Tree Preservation Orders or Building Preservation Notices.

APPENDIX 4

Design Guidance for New Buildings and Extensions

A5.1.

A conservation area is not intended to preserve its component buildings, spaces, trees and other components in aspic. It cannot live in the past, rejecting all modern comforts and conveniences, but should be a living, organic whole, adapting to modern life and adopting the best of the new whilst retaining the essential character of the old and loved.

A5.2.

The Malvern Hills District Local Plan and the Regional Spatial Strategy establish the planning policy framework for assessment of planning, listed building and conservation area applications. In addition, Supplementary Planning Guidance documents such as House Extensions and The Re-use of Rural Buildings further assist in the assessment of development proposals.

A5.3 The Malvern Hills District Local Plan covers the period 1996-2011. Under new planning regulations, the local plan system has been replaced by a “Local Development Framework” system. Some local plan policies will eventually be replaced through the Local Development Framework process after full public consultation.

A5.4.

In terms of ongoing and future proposed development within the conservation area, the District Council considers that the character and appearance of the conservation area can best be preserved and enhanced in the following manner -

- *Encouraging only new development within the conservation area or its immediate setting where the type, character and design of the development actively enhances the conservation area.*
- *Ensuring that development would not result in the demolition of a building or structure if its loss would be harmful to the character of the conservation area.*
- *Ensuring that any new buildings or extensions do not disturb the overall building density within the conservation area.*
- *Ensuring that any new buildings or extensions reflect the overall pattern of building within the conservation area in size and scale, form, proportion and detailing, ideally using local materials or vernacular techniques. Extensions should always be in materials sympathetic to the main building.*
- *New buildings or extensions should be sited according to the locally prevailing building pattern within the village, and service buildings such as garages and outbuildings sited so as to be subsidiary to the main house and not unduly prominent within the street scene.*
- *Ensuring that any planning application would result in the retention of important views and open spaces, trees and hedgerows or boundary features within the conservation area.*
- *New boundary or dividing walls, railings or hedging should be built from suitable local materials or of native species and be designed into new developments to suit the character of the village .*

APPENDIX 5

Listed and local buildings of merit within the conservation area.

Listed Building Consent must be obtained before any work, other than minor repair, which affects its character is carried out. It is a criminal offence to begin work without consent. Application forms may be downloaded from the Malvern Hills Website or may be obtained from the Customer Service Centre in Malvern.

A6.1

There are seven buildings within the Hallow Conservation Area which are included on the statutory list of Buildings of Special Architectural or Historic Interest. In recognition of its importance, The Church of St Philip and St James is listed Grade II Star. All of the other buildings are listed Grade II. All listed buildings are shown purple on the Appraisal Maps.

Within **The Green**, the listed buildings are -

A6.2 Grade 2 listed Tudor Cottage, Church Lane, is a seventeenth century cottage, part timber framed, part brick with brick infill. This building was originally intended to be thatched but it has been re-roofed in tile. It is an important element in the street scene.

A6.3

Lea Cottages/ Lea House.. A row of late nineteenth century former almshouses of brick construction, with a tiled Gambrel roof and four brick chimneys. Its design incorporates extensive detailing such as dentilled eaves cornice, bargeboards and tiled weatherings. The building is set in a relatively secluded position and it is an attractive feature within the Conservation Area.

Within the **Main Road West** zone, the listed buildings are;

A6.4

The Crown Inn, Main Road, a seventeenth century former hall now public house , part timber framed, part brick. An extension was added in the nineteenth century which formed an H plan.

A6.5

Forge Cottage, Main Road (Now known as The Old Forge).A seventeenth century timber framed cottage with painted brick infill. The timber frame, possibly a cruck, is exposed at the north gable.

Within the **Church Lane East** zone the listed buildings are -

A6.6

Park Farmhouse. This imposing former farmhouse, dates from the early eighteenth century when it was the farmhouse to Hallow Park. It is constructed from brick with plain clay tiles to the roof. There are two tall external chimney stacks to the west elevation and one shorter ridge stack to the east elevation. The house, although set well back from the driveway, lends character to this part of the Conservation Area.

A6.7

1-4 Park Farm Cottages. An early eighteenth century former outbuilding with three adjoining hop kilns. The buildings have been converted into residential use and hence, have been much altered. They have been listed as they are an important group of buildings when viewed alongside Park Farmhouse with which they have an historic association.

Within the **Hallow Park** zone the listed buildings are-

A6.8

Foremost among the conservation area's listed buildings is the Grade Two Star listed Church of St Philip and St James which dates from 1867. It has been built from Red Sandstone and stands within a particularly attractive churchyard, itself bounded by mature trees and hedging. It has a nineteenth century wooden, tiled lychgate at the entrance with Main Road. The church and churchyard form the nucleus to the Historic Core of the conservation area.

Unlisted Buildings of Merit

(Shown yellow on the Appraisal Plan)

A6.9

A number of the unlisted buildings within the conservation area are, attractive in their own right and, due to their age, style or locally distinct materials of construction, they make a positive contribution to the conservation area. Unlisted buildings do not have the same protection as statutorily listed buildings such as those described above. Malvern Hills District Council as the local planning authority still has to assess any proposals which require planning permission to unlisted buildings against their impact upon the conservation area through the normal planning application process.

A6.10

Particular unlisted buildings of merit within the conservation area are -

The Dower House, The Green

Post Cottage The Green

Barley Mow Cottages, The Green

Elmley House, The Green

Maryland Cottages, The Green

Cedar House, Main Road

The Pound House, Main Road

Hallow Park.

APPENDIX 6

Boundary Treatments

There are several particularly attractive boundary details within the conservation area, as shown on the Appraisal Maps within this document.

Changes to them will be assessed under Policy QL5. These are -

The Green:

A7.1 The brick boundary wall in front of Maryland Cottages, The Green.

A7.2 The hedging fronting Elmley House, The Green.

A7.3 The brick boundary wall fronting Westfield , Main Road.

Main Road West

A7.4 The brick wall, railings and gate in front Cedar House, Main Road.

A7.5 The hedging and brick boundary wall fronting The Pound House, Main Road.

Church Lane East

A7.6 The kissing gate to the public footpath leading of Church Lane.

Hallow Park

A7.7 The church lychgate itself and its gates.

A7.8 The hedging along the northern boundary of the churchyard.

N.B This list is not intended to be exhaustive

DIRECT ADVICE & INFORMATION

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All trees over a certain size are protected in the conservation area zones. Written notification must be given to the Council before carrying out any works to these trees. Some trees are individually protected by Tree Preservation Orders and consent is needed from the Council before any works to them are carried out. Although this document notes all of the protected trees in the zones, the situation can change. Our Landscape Team can advise on which trees are protected, the types of works which would need to be notified or need consent, the procedures and the likelihood of getting consent for the works. The contribution of the tree to the character and appearance of the conservation area will be a factor in the consideration of a notification or application.



**Location map of Hallow Conservation Area Appraisal
DRAFT**

Legend

- Existing Conservation Area
- Malvern Hills District

5,000 2,500 0 5,000 Meters



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