

Malvern Hills District Council

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## **Malvern Link Conservation Area**

### Appraisal and Management Strategy



Planning and Housing Services  
January 2009

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# 1 Introduction

## 1.1 Conservation Areas

1.1.1 Conservation Areas are designated in recognition of the 'special architectural and historic interest' of an area, and the desirability of preserving and enhancing that interest in the planning process. This recognises that the benefit derived from areas with architectural and historic interest depends on more than the preservation of individual buildings of importance, and that a mix of factors, including greenspaces, commercial activity, street furniture and traffic flow, all impact on the perception of an area.

1.1.2 The Malvern Link Conservation Area was designated in 2000 by the Local Authority in recognition of the special architectural and historic interest of the area. The conservation area is largely linear in form, following the busy thoroughfare and principal shopping street of Worcester Road and the perpendicular residential streets of terraced properties. The area is largely 19<sup>th</sup> century in character with isolated surviving examples of its pre-19<sup>th</sup> century rural development.

## 1.2 Planning Policy Context

1.2.1 Conservation Areas were introduced as part of the Civil Amenities Act in 1967, with further amendments in 1972 and 1974. Under the Planning

(Listed Buildings and Conservation Areas) Act 1990 and "Planning Policy Guidance Note 15 Planning and the Historic Environment" the duties of the local authority and stakeholders were clarified.

1.2.2 Local authorities have a statutory duty to encourage the preservation and enhancement of a conservation area, through the planning system. Within a conservation area, additional protection is afforded to unlisted buildings and mature trees, allowing greater control over the impact of development.

1.2.3 Local authorities are also instructed to devise policies for the conservation areas in their local plans. The Malvern Hills District Local Plan (MHDLP) was adopted in 2006, and contains policies relating to the control of development activity within conservation areas. Policies QL7 to QL9 deal explicitly with the control of development and demolition within conservation areas and their setting. In addition, policies QL3 to QL5 contain clauses dealing with specific types of minor development within conservation areas, including shopfronts, advertisements and boundary features.

1.2.4 In addition to general conservation area policies, the MHDLP also contains site specific policies for part of the Malvern Link Conservation Area. Relevant policies include Policy EP9 for development within Town and District Centres and Policy EP10

relating to primary and secondary shopping frontages.

1.2.5 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.

### 1.3 Background to Appraisal

1.3.1 The Planning (Listed Buildings and Conservation Areas) Act 1990 imposes a duty on Local Authorities to designate areas of special architectural or historic interest. Section 69(2) of the Act places a duty on the Council to review and appraise its conservation areas on a regular basis. This obligation is monitored through a series of Best Value Performance Indicators (BVPI 219a, b and c). Although BVPI 219c was removed recently, there remains a requirement for Councils to undertake Conservation Area Appraisals and Management Plans in order to monitor change and informed decision making.

1.3.2 This Appraisal has been prepared in accordance with English Heritage guidance on conservation areas contained within *Guidance on Conservation Area Appraisals* (2006) and *Guidance on the Management of Conservation Areas* (2006), and in accordance with *Planning*

*Policy Guidance 15: Planning and the Historic Environment* (PPG15).

1.3.3 A combination of on site analysis and documentary research has been undertaken to provide an assessment of:

- existing activity and prevailing or former uses, and their influence on the conservation area and its buildings;
- the architectural and historic qualities of the buildings and the contribution that these make to the conservation area;
- local building details and materials, and
- the quality of the public realm and the contribution made to the conservation area by green spaces.

1.3.4 Guidance will also be provided on the future management of the conservation area through the adoption of a management strategy, with specific reference to:

- the extent of intrusion, damage of individual elements and the presence of neutral areas;
- the general condition of the conservation area and problems, pressures and scope for change within it, and
- the scope for boundary changes to the conservation area.

1.3.5 It is intended that this Appraisal will be used by the Council as guidance for assessing development proposals that

affect the area and by residents, developers and the general public to understand its significance in order that its special interest and character will be preserved and enhanced for future generations. It is not intended to be comprehensive and omission of any particular building, feature or space should not be taken to imply that it is of no interest.

northeast, however, the character is more suburban, with generously proportioned houses occupying larger plots and an increase in greenery and green spaces.

## 1.4 Summary of Conservation Area

- 1.4.1 The designation of Malvern Link as a conservation area is recognition of its special architectural and historic interest. It was designated following a review of the adjacent Malvern Trinity Conservation Area.
- 1.4.2 The area developed rapidly from the mid-19<sup>th</sup> century onwards to provide housing for Malvern's workforce, employed in the neighbouring brickworks and the popular spa at Great Malvern. The modest size and scale of the majority of properties within this area contrasts with those seen in the neighbouring settlement of Great Malvern and its suburbs.
- 1.4.3 The conservation area is linear in form, following the line of Worcester Road, a busy thoroughfare leading to Great Malvern to the south. Worcester Road is largely commercial in character, with residential streets radiating off it. The southwestern half of the conservation area has a dense urban character, occupied by terraced houses and shop frontages. Further to the

## 2 Assessment of Special Interest

### 2.1 Definition of Special Interest

2.1.1 The area now occupied by the Malvern Link Conservation Area developed rapidly from the mid-19<sup>th</sup> century onwards. This development was associated with the expansion of Great Malvern as a Spa Town and was subsequently supported by the development of a number of brickworks within the locality.



Colston Building, Worcester Road

2.1.2 Prior to this expansion, Malvern Link consisted of a distinct rural settlement concentrated on the junction of Upper Howsell Road and Worcester Road, with a number of additional properties fronting Worcester Road. Some of these properties survive within the conservation area and contribute greatly to its historic character. Following the large-scale development during the 19<sup>th</sup> century, the Link gained a dense urban character with the erection of modest dwellings with simple architectural styles.



Former Royal Oak Public House, Worcester Road

2.1.3 The distinctive character of this area is derived from its linear plan form, which follows the largely commercial Worcester Road. Aligned perpendicular to Worcester Road are residential streets containing modest brick terraced properties. The character of this conservation area is enhanced by the contrast between the busy thoroughfare of Worcester Road and these quiet residential streets. Views



Hampden Road towards Church of St Matthias

southwest along Worcester Road are dominated by the Malvern Hills, designated as an Area of Outstanding Natural Beauty (AONB). These hills form the wider setting of the conservation area and act as the backdrop for Malvern Link.

2.1.4 The conservation area can be generally characterised by three key stages of development. The earliest phase incorporates the isolated examples of pre- and early 19<sup>th</sup> buildings, which preserve the rural character of the Link. The 17<sup>th</sup> century timber-framed Beauchamp Cottage fronting Worcester Road and late 18<sup>th</sup>/early 19<sup>th</sup> century Townsend House and farm buildings on the corner of Worcester Road and Spring Lane are prominent examples from this period.

2.1.5 The popularity of Great Malvern as a spa town from the mid-19<sup>th</sup> century onwards resulted in the second phase of growth, primarily to serve the inhabitants of the neighbouring spa town. This development, which continues to dominate the character of the area, consists largely of modest terraces and semi-detached villas. The wealth associated with Great Malvern during this period is also evident within this area with larger detached properties on streets such as Richmond Road and Worcester Road. Although high status properties of a good architectural quality are evident within this conservation area they do not dominate the character of the area to the same extent as



Westside of Merton Road



Festival Housing on Worcester Road



Worcester Road, corner with Ranelagh Road

can be seen within Trinity and Great Malvern Conservation Areas. In contrast, the predominant character of the conservation area is derived from modest properties with simply architectural detailing.

2.1.6 The third key phase is associated with the 20<sup>th</sup> century development of the area. To the northeast of Worcester Road, the distinctive early 20<sup>th</sup> century festival housing forms a prominent part of the streetscape. Elsewhere in the area a combination of previously disused plots and bomb damage during the Second World War has resulted in the considerable modern infilling.

## 2.2 General Character and Plan Form

2.2.1 The Malvern Link conservation area has a linear plan form and is largely characterised by commercial and residential properties of a modest nature.

2.2.2 In contrast to much of the Malvern area, Malvern Link is characterised by the abundance of brick buildings. Brick is utilised for the modest terraces and many of the semi-detached villas. In addition, it is also used for several high status buildings including a number of large detached properties, namely the St Matthias Primary School and the Day of Salvation of Ministries.

2.2.3 Variation in the streetscape is provided by a number of relatively high status properties

that are rendered and whitewashed. More traditional are the isolated examples of Malvern stone set in a polygonal arrangement. These properties also function to provide a link to the more traditional character of Malvern, while the dominance of brick singles Malvern Link out as a distinct area.

2.2.4 The style and design of the architecture is generally modest within Malvern Link. However, there are examples of gothic or classical architectural detailing. Both of these styles are present throughout the conservation area and contribute to the diversity of its appearance.

## 2.3 Location and Landscape Setting

2.3.1 Malvern Link is situated to the northeast of Great Malvern and is separated from the spa town by the Trinity Conservation Area, which includes the large Link Common. The conservation area is bounded to the west by the Great Western (Worcester & Hereford) railway line and to the north and east of the conservation area is bounded by 20<sup>th</sup> century housing.

2.3.2 The conservation area is linear in form with principal views following the line of the Worcester Road to the southwest and northeast. The topography of the area is generally flat with only Merick Road, Ranelagh Road and Goodson Road located on an area of raised ground.

## 3 Origins and Historic Development of the Area

### 3.1 Archaeology

3.1.1 The early history of the Malvern area is dominated by the associated range of hills. The bare hillsides have provided an important landmark in the largely wooded region which developed after the last Ice Age. Throughout the prehistoric period the hills provided an important trade route; avoiding the wooded and marshy land below. Occasional finds have indicated some Bronze Age activity in the area; including a bronze axe head discovered in Malvern Link in the 18<sup>th</sup> century (Hurle 2007, 5). Settlement on the hills was largely concentrated to the south; on Midsummer Hill and the Herefordshire Beacon, the latter having an important Iron Age hill-fort.

3.1.2 There is little evidence of Roman activity in the area with main settlements and roads located some distance away. However, some Roman pottery has been found in Malvern Link, which may indicate a Roman settlement in the immediate vicinity (*ibid*, 7).

3.1.3 By the 10<sup>th</sup> century the area of Malvern Link, together with Great Malvern, Newland and Madresfield, were all part of a large parish centred at Powick. There is some evidence of a settlement at the Link in a charter of 972 which defined the

boundary of the parish. This refers to cultivated land on the northern boundary of the parish indicating some form of farming and/or settlement (Smith 1978, 17). Certainly the name Link, which appears by the 13<sup>th</sup> century, is probably Saxon in origin deriving from 'hline' meaning slope (Mawer and Stenton 1927).

### 3.2 Historic Development

3.2.1 Neither the Link or nearby Great Malvern are listed in the Domesday survey. This may indicate that the settlements were of a limited size in the 11<sup>th</sup> century. In 1074 William I defined the whole of the area of Malvern Forest as a chase, reserving it for hunting and subjecting the area to Forest Law (LDA 1993, 10). Administration of this large area was centred at Hanley Castle to the southeast. The chase was divided into 'walks' artificial boundaries which served to aid control of the area. The Link formed the most northerly of these and it continued to be administered as such until the 17<sup>th</sup> century. In 1584 a 'perambulation' or survey of the chase was undertaken and the surviving description includes reference to the southern boundary of the link area 'in the linke greene Buckwall brought us unto a greate stone in a tuffe and said here endethe my walke of the lynke' (Dingley quoted in Hurle 2007, 65). This stone apparently stood on Link Common; but was moved to the

churchyard of St Matthias' in the 19<sup>th</sup> century where it can still be found (Hurle 2007, 65). In the early 17<sup>th</sup> century the chase was surveyed by Charles I to assess its value prior to the sale of some of the forest rights. The link walk was still defined as the 14 acres of land to the north of the chase under the control of Sir Walter Deveraux. Despite local opposition a third of the land was sold off; the remaining two-thirds being retained for common use. This split gives the Link, and indeed much of Malvern its characteristic layout, with areas of common land remaining open, including the large Link Common.

3.2.2 The population of the Malvern area remained stable, or even dropped during the 17<sup>th</sup> and 18<sup>th</sup> centuries. More land was enclosed and deforested, leaving fewer sources of income for those who had previously made use of the common land. From the late 18<sup>th</sup> century however, the reputation of Great Malvern's spring water began to grow and the population began to rise as people visited the area to take the water.

3.2.3 In 1806 a nonconformist meeting place was licensed in the Link by the Wesleyan follower John Newell (Smith 1978, 191). In 1837 the Connexion Church, a breakaway movement from Methodism, also founded a chapel in the village. The Tithe Map of 1843 indicates that at this time the Link was still a small settlement focussed on the

junction between the Worcester Road and the road to Upper Howsell, with some larger houses stretching back down Worcester Road towards Great Malvern.

3.2.4 This was to change dramatically in the following years, as Malvern's popularity expanded rapidly with the promotion of the water cure. This had a significant impact on the Link, with service industries such as hotels expanding in the area. By the middle of the century the village had also become a centre for brick building; with five works in the surrounding area. Both significantly increased the population of the village (Smith 1978, 222). In 1844 the increasing size of the town led to the creation of a new parish church. Up until this date the Link had been served by the parish church at Leigh. Land for the new church was donated by Earl Somers, who owned much of the Link land. The church of St Matthias was designed by G. G. Scott and seated 330 people (Pevsner 1968, 167). The first school also opened in the village in 1845, attached to the Connexion Chapel. An Anglican school opened the following year, moving to a purpose built site next to the church in 1862.

3.2.5 The First Edition Ordnance Survey map shows the significant expansion of the town since the Tithe map. Near the old village centre a number of new roads and terraces have been built to the north of the Worcester Road.

Further to the west the new railway line runs north – south through the village and across the Link Common.

3.2.6 In the later 19<sup>th</sup> century the expansion of the town continued with significant amounts of land particularly in the west of the area, released by the larger landowners for development. The continued rise in population saw the parish church significantly remodelled in the early 1880s by F. W. Hunt. As with the effect of the water cure, the Link also benefitted from the Malvern area's growing reputation as an educational centre. A number of small schools opened in the late 19<sup>th</sup> century and were largely small scale, home-based organisations. In 1885 however, the large railway hotel of the 1850s was converted to a boy's school. The 1890s saw the consolidation of the amenities within Malvern Link. The distinctive Colston Buildings were added to the Worcester Road in 1899, and the same year the tower was added to the parish church. The earlier nonconformist chapel was also reconstructed in 1904. Further estate land was sold in the early 20<sup>th</sup> century leading to more development north of the church.

3.2.7 In 1887 the Community of the Holy Name moved its mother house to Malvern Link utilising some of the earlier (1869) housing along Ranelagh Road. The Community added a chapel in 1891-3, designed by Sir Ninian

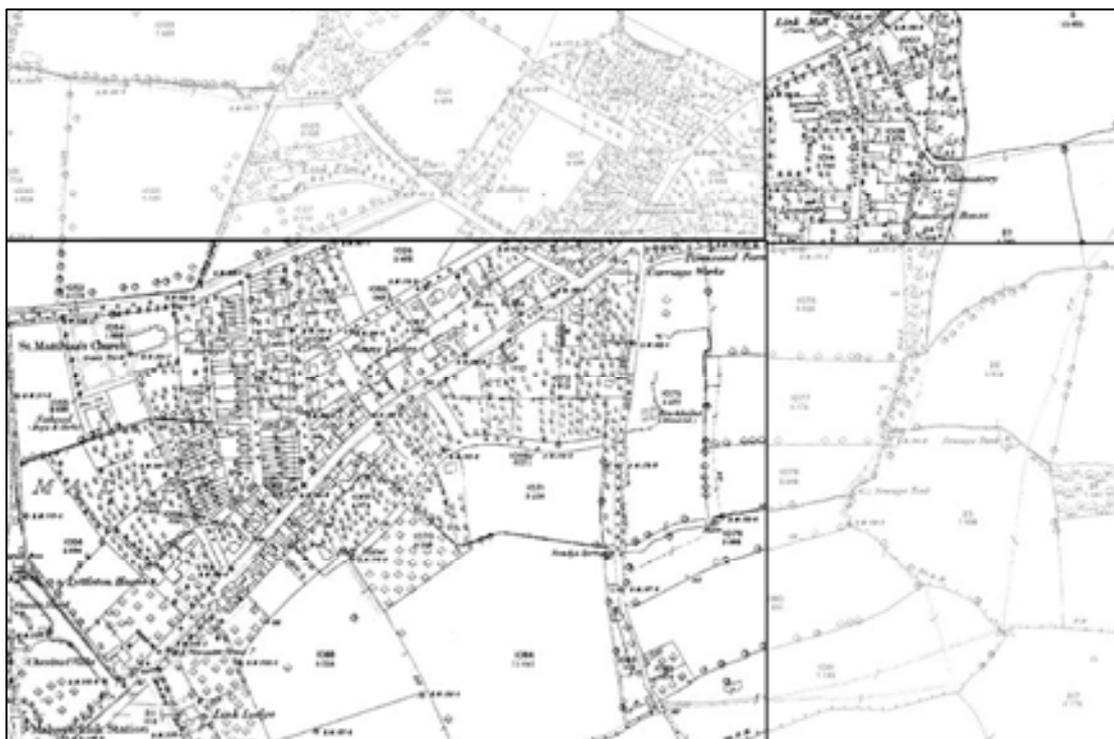
Comper and William Bucknell. These buildings now form the Day of Salvation Ministry.

3.2.8 The isolated location of Malvern ensured that there was little physical impact on the buildings of the town during the Second World War. However, there was one bombing raid in the Link area in 1940, probably targeting the train station, (Carpenter 1995, 24). This damaged a number of buildings in the centre of the town, including a number of shops on the High Street. The continued expansion of the Link saw the construction of a large council housing estate in the late 1950s/early 1960s. This early 20<sup>th</sup> century expansion connected Malvern Link with a number of other settlements in the area, particularly Upper Howsell and North Malvern. The larger settlement was served by a secondary school constructed in 1959 and named after noted local benefactor C. W. Dyson-Perrins. This period also saw the demolition of a number of notable Victorian buildings, including the railway station and the associated former hotel building.

3.2.9 Late 20<sup>th</sup> century development focussed on the large industrial estate to the southeast of the town centre. This has provided large retail outlets and a business park, with some associated modern housing further to the south.



Extract from Tithe Map date 1943



Extract from the First Edition Ordnance Survey map (1891)



## 4 Spatial Analysis

### 4.1 Street Pattern and Key Spaces

4.1.1 The conservation area as a whole is characterised by the contrast between the busy Worcester Road and the quiet residential streets that radiate from it. The designated area follows the line of Worcester Road, which is a busy thoroughfare and forms the primary route to Great Malvern from the north.



Worcester Road looking southwest toward Malvern Hills

4.1.2 Although dating largely from the mid- to late 19<sup>th</sup> century, the development of Malvern Link was piecemeal and based on the historic street pattern rather than a planned development. Extant buildings pre-dating the mid-19<sup>th</sup> expansion do survive in a variety of locations and provide diversity and interest to the streetscape.



Large villa on Richmond Road

4.1.3 There are a number of key spaces within the conservation area which contribute to its special character. The church of St Matthias is a historically and architecturally significant building within an attractive setting. Equally, the Festival Housing, located to the north of the conservation area fronting Worcester Road, are a distinctive element of the streetscape and mark the entrance to the conservation area from the north.



Church of St Matthias

4.1.4 The varied frontages, which line Worcester Road, contribute significantly to the interest of this area with commercial properties to the southwest providing an important focus. Following the

line of Worcester Road, the properties become less commercial and plot size increases creating a gradual transformation from an urban to suburban streetscape.

## 4.2 Greenery and Green Spaces

4.2.1 The conservation area contains a number of discrete green spaces that provide a valuable contrast to the built-up character of this area. Due to its irregular street pattern and piecemeal development, these green spaces consist largely of the immediate setting of specific buildings. Notable examples include the churchyard of St Mathias and the lawn fronting the Festival Housing.

4.2.2 The green space situated at the northeast border of the conservation area is also valuable as it contributes to the semi-rural character of the surrounding area.

4.2.3 The northeastern half of the conservation area is characterised by its increased greenery. This takes the form of the mature vegetation located within private gardens and along property boundaries. Within this area the boundary of the conservation area is largely screened by mature vegetation, resulting in a sense of enclosure.



Green space fronting the Festival Housing, Worcester Road



Additional greenery to the northeast of the conservation area on Ranelagh Road



Churchyard at Church of St Mathias

## 4.3 Key views

4.3.1 The key views within the conservation area are largely dictated by its linear plan form, its built-up urban streetscape and its enclosed character.

4.3.2 The key views are largely concentrated along the major thoroughfare of Worcester Road towards the Malvern Hills, with shorter views directed north and south along the quiet residential streets. The view from Worcester Road north along Hampden Road is an important example, terminating at the church of St Matthias.

4.3.3 In general, views outside the conservation area provide little interest. The exception to this is the view from Victoria Park Road towards Victoria Park. This constitutes the main setting for these buildings and contributes to their character.

4.3.4 The following list identifies important views within the conservation area (Figure 2):

- Southwest along Worcester Road towards the Malvern Hills;
- North from Worcester Road along Hampden Road towards the church;
- North from Worcester Road along Richmond Road; and
- South from Victoria Park Road towards Victoria Park.



Key view from Worcester Road southwest towards the Malvern Hills

## 4.4 Contribution of Key Unlisted Buildings

4.4.1 The Malvern Link Conservation Area contains 16 listed buildings. A full list of designated structures is provided in Appendix 1. In addition to these are a number of key buildings which, although undesignated, also make a positive contribution to the character or appearance of the conservation area.

4.4.2 The following list is not exhaustive, but does highlight those buildings which make a special contribution to the conservation area and should be afforded extra protection, as detailed below. Due to the late date and modest architectural style of these buildings, they are not

suitable to be put forward for listing. It is suggested, however, that if a local list of buildings is compiled then these buildings should be considered. The individual structures have been identified on Figure 2 and are detailed below:

- Colston Building, Worcester Road;
- Former Methodist Chapel, fronting Worcester Road;
- Festival Housing, Worcester Road;
- 1 Hampton Mews;
- Shops at 196-208 Worcester Road; and
- 31 Hampden Road.



No 1 Hampden Mews (key unlisted building)



Former Methodist Chapel, Worcester Road  
(key unlisted building)



196- 208 Worcester Road (key unlisted building)



Festival Housing, Worcester Road (key unlisted building)

## 4.5 Boundary Treatment to Plots

4.5.1 There is very little consistence in boundary treatment within the Malvern Link Conservation Area. Various materials have been used including Malvern stone, red brick, yellow stock brick, Staffordshire blue brick, timber fences and green hedges. This large variety of materials, often on adjacent properties, diminishes the historic coherence of the streetscape.



Malvern stone boundary wall to the churchyard

4.5.2 Many examples of Malvern stone walls, accompanied by brick piers, do survive within the conservation area. These positively contribute to the area and unify the streetscape with the distinctive character and appearance of the Malvern area.



Malvern stone boundary wall fronting Worcester Road

4.5.3 Other examples retain the original brick boundary walls which mirror the brick construction of the associated properties. This contributes and characterises the red brick appearance of the Malvern Link Conservation Area.

4.5.4 The inconsistent treatment of the boundary walls has been further worsened by the removal of front boundary walls and the replacement of front gardens with hardstanding. This is prevalent throughout the conservation area and is have has had a negative impact of the streetscape.



Brick walls surrounding the Day of Salvation Ministries in Ranelagh Road



Inconsistent boundary treatment on Cromwell Road



Unsympathetic concrete block boundary wall



Original street sign on Richmond Road

## 4.6 Public Realm

4.6.1 Public realm plays an important part in the character of the conservation area. This includes street furniture such as lampposts, benches and bins, as well as signposts and street signs. Poor quality elements, or those in inappropriate materials, can detract from the setting of the conservation area.

4.6.2 The conservation area currently contains some good examples of historic street furniture, including the lampposts (Grade II listed) and the railings within the churchyard of St Matthias. In addition, there is a bench and litter bin fronting Richmond Road which also makes an attractive feature to the streetscape.

4.6.3 A significant element of the public realm within this conservation area is provided by street signs. Throughout the area are early and original street signs comprising a mixture of materials with a white background with black lettering. These signs are either fixed to the wall or attached to free standing metal posts and, although some are in a poor condition, they make a positive contribution to the streetscape. Later signs consist of a green background with black lettering and supported by two low posts. While these signs are not unattractive, the distinctive and previously coherent use of black and white signage would be preferable.



Early street sign for Spring Gardens



Modern sign for Lower Howell Road

4.6.4 The Conservation Area also contains a number of post boxes which contribute to the area. Good examples can be seen along Worcester Road at two locations;

- Junction of Worcester Road and Duke of Edinburgh Way
- Outside 285 Worcester Road

4.6.5 However, at two of these locations modern pouch boxes have been installed within close proximity of the historic post boxes. In

accordance with English Heritage guidelines, these should be removed in order to reduce street clutter

#### 4.7 Streetscape and kerb stones

4.7.1 In order to enhance the quality of the environment it is essential to ensure that streets are maintained in such a manner that the local distinctiveness of the area can be identified.

4.7.2 Local distinctiveness is determined not only by building materials, but also in the type of materials used in traditional streetscape elements. Such elements include historic stone setts and brick channels. The Link Conservation Area includes a number of streets where good examples of these traditional elements survive. For example, the majority of the streets include brick channels of varying widths. Importantly, in some areas, the historic kerbs have also been retained.

4.7.3 There are several locations where the long sections of historic kerb stones are still in evidence. A good example is along the south side of Farley Road a quiet street which runs parallel to the busy A449. Historic kerb stones run from the junction of Richmond Road in the west to Howsell Road in the east. Unfortunately, there are short sections which have been lost in order to facilitate new driveways.

4.7.4 The following streets include historic kerbs and/or brick channels which vary in width:

- Merton Road
- Goodson Road
- Ranelagh Road
- Merrick Road
- Victoria Park Road

4.7.5 The importance of protecting these historic elements is recognised by English Heritage in their publication "Streets for All" (2005). This document states that "*Authorities should identify a hierarchy of streets in order to prioritise the use of more expensive natural materials*". Natural, local materials should be used where possible in order to avoid the use of man-made alternatives. Whilst natural materials may be more expensive over the short term, they are more durable and thus more cost effective over the long term.

#### 4.8 Shopfronts

4.8.1 Shopfronts constitute an important element the Malvern Link Conservation Area, particularly along Worcester Road. The appearance of these shops is varied, with some good examples of historic shopfronts surviving next to unsympathetic examples, diminishing the historic significance of the streetscape.

4.8.2 The Worcester Road shops can be divided into a number of different categories. Examples of the historic shopfronts are Evans Pharmacy, Victoria Pharmacy and 196- 208 Worcester Road. These

represent the emergence of the area as a commercial centre and it is essential that their appearance is preserved and enhanced.



Victoria Pharmacy on Worcester Road

4.8.3 Worcester Road also contains a number of historic buildings that have been converted for commercial use. Examples of this type are Jon (Hairdresser's) on the corner of Worcester Road and Victoria Park Road and The Wedding Shop at 164 Worcester Road. Jon is a good example of this type as it has been sympathetically converted for commercial use while retaining the significant elements of its historic fabric and character. In contrast, The Wedding Shop has been converted from a modest red brick terrace with the addition of a large extension constructed of modern machine cut bricks. This conversion is not successful due to its scale and materials.



Jon (property on the corner of Worcester Road and Victoria Park Road)

4.8.4 A number of modern purpose built shops are also present along Worcester Road. Unfortunately, the poor design of these structures detracts from the streetscape. Examples such as the NatWest bank at 225 Worcester Road are built at an appropriate scale, but are unsympathetic in materials and style. Large-scale structures such the Lidl supermarket, Co-op supermarket and two petrol stations are inappropriate in terms of scale, massing and materials.



Natwest Bank at 225 Worcester Road

## 5 Character Analysis

5.1.1 Due to the size and diversity of the Malvern Link Conservation Area, it can be sub-divided into five distinct character areas. These areas are defined by their integrated streetscape, containing buildings of a similar style, material, function or use.

### 5.2 Worcester Road South, (between Cromwell Road and Spring Lane)

5.2.1 This character area follows the line of Worcester Road extending from Cromwell Road, to the southwest of the area, to Spring Lane. This area constitutes the main commercial core of the conservation area with a high density of commercial properties to the southwest, decreasing to the northeast where they become interspersed with large residential properties.

5.2.2 As a main thoroughfare to the centre of Great Malvern and as the main shopping street for Malvern Link, this is a visually prominent area for both the local residents and visitors.

#### *Architectural and Historic Quality of the Buildings*

5.2.3 When entering the conservation area from the southwest along Worcester Road, this character area is dominated by the late 19<sup>th</sup> century Colston Building; a cohesive terrace of historic commercial buildings which positively contribute to the area. This represents a distinctive

brick-built structure of three storeys, with stone oriel windows at first-floor level and a balustraded parapet above. Following bomb damage during the Second World War, two of the shops have been replaced by modern infill. Although not incorporating the oriel windows of the surviving historic structures, the retention of the balustraded parapet within the modern infill makes it a sympathetic addition.



Colston Building, Worcester Road

5.2.4 Within this part of Worcester Road, the commercial corner buildings make a positive contribution, including:

- Hampden Road and Worcester Road;
- Pickersleigh Avenue and Worcester Road,
- Richmond Road and Worcester Road,
- Victoria Park Road and Worcester Road.



Corner building on Worcester Road  
and Victoria Park Road



Corner building on Worcester Road and  
Pickersleigh Road

5.2.5 These buildings represent an important element of the townscape and streetscape and should be preserved and enhanced when the opportunity arises. These buildings are constructed of brick with stone dressing, which unifies their appearance within the streetscape. They provide a strong edge to the approach of

Worcester Road from the radiating residential streets.

5.2.6 Further to the northeast, the historic properties are less uniform with some unsympathetic modern infill. There is also a move away from the commercial properties towards residential development.

5.2.7 To the northeast of this character area, on the southern side of Worcester Road, is a range of 19<sup>th</sup> century shops (196 – 208 Worcester Road). These underline the commercial nature of this character area; however, their current condition buildings is poor and they would benefit from regeneration.

5.2.8 This area contains seven listed buildings, including:

- 17<sup>th</sup> century Beauchamp Cottage, Worcester Road.
- Mid 19<sup>th</sup> century gothic Beauchamp Public House, Worcester Road.
- Early 19<sup>th</sup> century gothic property at 273 Worcester Road.
- Early – mid 19<sup>th</sup> century Sunny Lodge at 285 Worcester Road.
- Early 19<sup>th</sup> century building at 178 Worcester Road
- Early 19<sup>th</sup> century Rose Garth at 303 Worcester Road.
- Early 19<sup>th</sup> century Eckington Cottage at 307 Worcester Road.

5.2.9 All of these buildings compliment the streetscape and increase the quality of architecture within this character area. Buildings such as Beauchamp public house, which

front Worcester Road, are visibly prominent buildings and contribute to the area's historic interest.



Beauchamp Public House, Worcester Road

#### *Local Details and Building Materials*

5.2.10 Worcester Road South contains a predominance of distinctive red-brick buildings occupying large corner plots, including some preservation of original shop-fronts.

##### *Materials*

- Red brick
- Render
- Limestone and sandstone dressing
- Slate pitched or hipped roofs

##### *Detailing*

- Large historic corner plots
- Commercial premises
- Timber surrounds for shop-fronts

##### *Green Space, Greenery and Public art*

5.2.11 Worcester Road South contains limited green spaces due to the dominance of commercial

properties. However, some attempt has been made to enhance the streetscape through the use of brick planters and hanging baskets.

5.2.12 To the northeast of the Colston Building is an area of public art and information about the conservation area. This provides further colour and interest to the streetscape and should be maintained as a resource for the residents of the Link.

5.2.13 The move towards residential properties to the northwest is typified by the appearance of front gardens. These provide an important break in the streetscape.

#### *Intrusive and Damaging Features*

5.2.14 The intrusive and damaging features within this character area are largely a result of its commercial character. They consist of inappropriate shop fronts and modern commercial developments.

5.2.15 Some good examples of commercial properties include Evans Pharmacy, Victoria Pharmacy, Beauchamp Public House and Creative Spaces. While negative examples include Paprika Indian Restaurant and Link Wines. The Co-op, both petrol stations and the Littlewoods discount store are all large and intrusive features within the Worcester Road streetscape.

5.2.16 Satellite dishes are also prevalent within this area,



Good example of shop front - Victoria Pharmacy, Worcester Road



Leyland Bros and The Link Fish Bar represent the general commercial character of the area.



The brightly coloured Link Wine sign dominating the streetscape and is an example of an inappropriate streetscape

especially among the commercial properties.

5.2.17 The modern complex at 112-118 Worcester Road and the buildings surrounding the NatWest bank at 255 Worcester Road detract from the historic character of the area in both style and materials. Many of the modern properties, which have a negative impact on the streetscape, have not conformed to the style and materials of the historic structures and are instead steel-framed structures or built of brown or grey brick. Many of these negative modern structures are also flat roofed.

5.2.18 For example, on the northwest side of Worcester Road is the modern development currently housing the Littlewoods store. The materials and detailing of this building are not consistent with those of the historic buildings within the conservation area.

5.2.19 Buildings within this character area which have been identified as having a damaging or intrusive effect on the conservation area are:

- Modern complex at 112-118 Worcester Road
- Co-op at 128 Worcester Road
- Littlewoods at 233 Worcester Road
- 255-261 Worcester Road
- BP garage at 275 Worcester Road

5.2.20 The character area is also affected by the numbers of cars which park along the Richmond

Road. While easy access to the shops on Worcester Road is important for business reasons, the careful management of parking along this street may alleviate some of the impact.

### 5.3 Between Redland Road and Merton Road

5.3.1 This character area consists largely of late 19th/ early 20th century residential terraces and semi-detached properties located to the rear of Worcester Road. It is unified by the predominance of brick as a building material.

#### *Architectural and Historic Quality of the Buildings*

5.3.2 The dominant building type within this character area is brick-built terraces and semi-detached houses, dating mainly from the late 19<sup>th</sup>/ early 20<sup>th</sup> century. Although these properties are of modest architectural quality and many have been unsympathetically altered, they do relate to the historical development of Malvern Link. The disparity in design between these buildings has resulted in differing architectural features such as bay windows, decorative timber framing, sash windows, porches and gables.

5.3.3 In addition, there are individual structures which positively contribute to the streetscape. Two examples are the gothic brick and terracotta 1 Hampden Mews and the rendered and whitewashed 31 Hampden Road. Both properties positively contribute to the streetscape. No 1 Hampden Mews due to its architectural interest and 31 Hampden Mews due to its historic interest as an earlier phase of development, pre-dating the brick terraces. Both

have been noted in section 4.5.2 as key unlisted buildings.

5.3.4 Two large-scale historic properties significantly contribute to this character area; the Grade II listed Church of St Matthias and the original unlisted brick-built phase of its associated Church of England school. Both of these structures provide architectural diversity and a sense of community to the area.

5.3.5 The Church of St Matthias was built between 1846 and 1880 of Malvern stone with ashlar dressings. It provides a focus for this area in addition to providing valuable green space, a commodity limited throughout the conservation areas as a whole. The setting of this building is complimented by the Grade II listed gas-lamps located within the churchyard.



South elevation of Church of St Matthias with listed gas lamp in churchyard

5.3.6 The Church of England school is a modest brick-built structure. Although this building has been subject to later additions and alterations, it is considered to be

an important element of this character area. The building has group value associated with the church and represents the establishment of the modern Malvern Link community. For these reasons this structure has been noted in section 4.4.2 as a key unlisted building.

5.3.7 This area contains two listed structures:

- Church of St Matthias
- Gas lamps within churchyard of St Matthias

#### *Local Details and Building Materials*

5.3.8 The area is characterised by modest buildings of red brick with pitched slate roofs. A variety of architectural features are present which provide interest to the streetscape and demonstrate the piecemeal development of the area.

#### *Material*

- Red brick
- Slate roofs

#### *Detailing*

- Modest architecture
- Terraces/semi-detached residential properties
- Large scale public buildings
- Bay windows
- Timber sash windows
- Timber detailing
- Gablets
- Render

### *Green Space and Greenery*

5.3.9 The churchyard is a valuable green space within this character area. It is well maintained with mature trees and attractive floral planting. The street furniture, railings and gates are also valuable elements within the churchyard and the Link stone, from which Malvern Link is named, provides further historical significance to this space.

5.3.10 A large number of properties within this area are set back from the road behind front gardens. These gardens provide important greenery within this character area and are an attractive contrast to the more commercial Worcester Road.



Front gardens fronting semi-detached properties on Hampden Road

### *Intrusive and Damaging Features*

5.3.11 This character area contains a number of modern infill properties which are of a low architectural quality and detract from the character of the wider conservation area. These properties are primarily

constructed of brick with limited architectural detailing. They are largely concentrated on Cromwell Road and Redland Road with a development also situated to the east of the church.

- 5.3.12 The modern properties at 21-25 Cromwell Road are set back from the road and do not appropriately address the historic streetscape in this area. These properties have been designed without front gardens, which in other areas significantly contribute to the quality and amenity of the streetscape. Instead of front gardens these houses have been designed with parking spaces.



Modern properties at 21-25 Cromwell Road

- 5.3.13 In addition to the modern infill properties, many of the late 19<sup>th</sup>/early 20<sup>th</sup> century houses have been subject to considerable unsympathetic alterations. These include the replacement of timber sash windows with uPVC, modern extensions, rebuilding bay windows and insertion of satellite dishes. The coherence of the residential streetscape

within this area has also been diminished by the loss of front gardens and the removal of the garden walls to provide parking space.



Unsympathetic extension with hard-standing instead of front garden on Redland Road



Varying treatment of the primary elevation and front gardens on Redland Road

- 5.3.14 The view from Merton Road to the rear of the commercial properties at 233-245 Worcester

Road is also a damaging feature within this character area. The view largely consists of parking spaces and extensions to the commercial properties. The addition of screening in this area would improve the character and appearance of this area.

## 5.4 Richmond Road and Farley Road

5.4.1 Richmond Road and Farley Road represent residential streets of detached and semi-detached properties dating from the mid-19<sup>th</sup> century. These properties are of a larger scale, massing and plot size than the majority found elsewhere in the conservation area.

5.4.2 This area is distinct from the neighbouring character areas because of the large scale and plot size of these properties. To the south, the Worcester Road area is commercial in character, while to the west, the area between Redland Road and Merton Road contains predominately terraced and semi-detached houses. To the northeast the area is suburban/semi-rural in character with increased greenery and green spaces.

### *Architectural and Historic Quality of the Buildings*

5.4.3 The quality of architecture within this area is good and demonstrates the high status character of these properties. The large rendered buildings located on Richmond Road are a distinct feature of this part of the conservation area. Equally, many of the detached brick properties on Farley Road are good examples of mid- to late 19<sup>th</sup> century domestic architecture. The quality and amenity of the street is reduced by the mid-20<sup>th</sup>

century properties on the northern side.

5.4.4 The properties located within Richmond Road are generally detached and semi-detached. Many of the properties display classical architectural detailing which contrast with the majority of the buildings within this area and result in the distinctive appearance of Richmond Road.



Detached rendered property fronting Richmond Road



Detached property fronting Farley Road

5.4.5 Farley Road, by contrast, contains a range of building styles, but is consistent with Richmond Road in terms of plot size. The historic

buildings on the southern side of the street are generally detached brick-built properties with symmetrical façades. A number of these properties retain their timber sash windows.

5.4.6 There are no listed buildings within this area.

#### *Local Details and Building Materials*

5.4.7 The distinctive appearance of this character area is derived primarily from the large-scale buildings and the quality of architecture.

#### *Material*

- Render
- Brick
- Slate roofs

#### *Detailing*

- Detached properties
- Classical detailing
- Symmetrical façade
- Timber sashes
- Projecting porches

#### *Green Space and Greenery*

5.4.8 Although there is no formal green space within this character area, the majority of the properties are set back from the road and are fronted by attractive gardens. These provide interest and colour to the streetscape and positively contribute to the conservation area.

#### *Intrusive and Damaging Features*

5.4.9 This character area contains many attractive buildings of high architectural quality; however there are also a number of modern properties which interrupt the historic streetscape. Many of the modern properties are unsympathetic due to the choice of building materials. Modern properties on Richmond Road for example, have been constructed of brick whilst the predominant historic building material for the street is render. Many of the properties are also unsympathetic in terms of their scale and massing, with a number of considerably smaller properties which reduce the emphasis on villa style architecture.



Modern brick property fronting Richmond Road.



Modern rendered semi-detached properties fronting Richmond Road

5.4.10 The surgery on the corner of Richmond Road and Farley Road has been identified as a bad example of architecture within this character area.



Surgery on corner of Richmond Road and Farley Road

## 5.5 Villas fronting Victoria Park Road

5.5.1 This character area consists of a small selection of properties to the south of Worcester Road. These properties front Victoria Park Road and are largely detached and semi-detached villas. The properties are divided into two groups separated by the Co-op supermarket car park. The area is of a varied character with a selection of buildings types and materials. It is situated on the periphery of the conservation area, with the principal façade of the buildings aligned to the south.

5.5.2 This area has a distinctive character derived from the outlook of these building facing Victoria Park and by the large scale and plot size of the properties.

### *Architectural and Historic Quality of the Buildings*

5.5.3 The architecture within this area is of a high quality. The building materials vary between the distinctive Malvern stone, red brick and yellow stock brick. The properties are of two or three storeys and create an impressive and varied frontage to Victoria Park Road.

5.5.4 All of the properties are linked by their position set back from the road with front gardens bounded by low walls. The construction material for the walls varies, but generally corresponds to its associated property. This is an

important unifying feature within this conservation area and should be encouraged.

5.5.5 The predominant architectural style is gothic with the majority of the buildings dating from the late 19<sup>th</sup> century. The architectural interest of this area is increased as many of these properties retain their timber sashes, with few examples of unsympathetic replacements.

5.5.6 There are no listed buildings within this character area.



Malvern Stone detached property front Victoria Park Road



Red brick semi-detached property fronting Victoria Park Road

### *Local Details and Building Materials*

5.5.7 The distinctive appearance of this character area is derived primarily from the large-scale buildings set within large plots in addition to varied building material used for their construction.

#### *Material*

- Red brick
- Yellow stock brick
- Staffordshire blue brick
- Malvern Stone
- Tile roofs
- Slate roofs
- Varied brick and stone dressing

#### *Detailing*

- Varied design and building material
- Timber sashes
- Timber bargeboards
- Front gardens bounded by low walls and railings

### *Green Space and Greenery*

5.5.8 This character area does not have any dedicated green space, with greenery limited to individual gardens; however, its setting is partially defined by its relationship to Victoria Park. The park provides an attractive setting for both the buildings and the conservation area in general.

### *Intrusive and Damaging Features*

5.5.9 The varied character of the Victoria Park streetscape provides a positive feature of this area. However, this variety in building material and treatment of properties has also resulted in a piecemeal appearance.

5.5.10 Many of the front boundary walls have been partially rebuilt and the varied use of brick and stone has further increased this piecemeal appearance. Likewise, the replacement of the front gardens with hard-standing in some of the properties has diminished the coherence of the streetscape.

5.5.11 Appropriate reinstatement of the front gardens and front walls would enhance the character and appearance of this character area.



Replacement of front garden with car-parking space on Victoria Park Road

## 5.6 Worcester Road North (between Spring Lane and Newland)

5.6.1 The Worcester Road North character area occupies a large area to the northeast of the conservation area. Although it follows the main thoroughfare of Worcester Road, it differs from the Worcester Road South character area due to its rural appearance. This is achieved through increased plot size and inclusion of open green spaces. The boundary of the conservation area is also well screened with trees, which enhances the area's enclosed character.

### *Architectural and Historic Quality of the Buildings*

5.6.2 The Worcester Road North character area contains a number of buildings of a high architectural and historic quality, including six listed buildings.

5.6.3 This area has a diverse range of building types and materials, which are unified by the semi-rural context.

5.6.4 From the southwest, the Grade II listed Townsend Barn marks the entrance to this character area and, although subject to unsympathetic modern alterations, its form, fabric and alignment positively contributes to the character area. Likewise, on the north side of the Worcester Road is the unlisted rendered and whitewashed Methodist Chapel. This building is a distinctive feature within the conservation area and has been

noted in section 4.4.2 as a key unlisted building.

5.6.5 Two further significant historic buildings are situated fronting Worcester Road, both listed at Grade II. The buildings consist of the early 19<sup>th</sup> century Bath Villa and the mid-19<sup>th</sup> century former Royal Oak Public House. Both are of a high architectural quality and historic interest. These buildings serve as important and visually prominent structures within the conservation area.



Former Royal Oak public house, Worcester Road

5.6.6 The unlisted structures along Worcester Road are predominately detached or semi-detached and built of red brick with front gardens bounded by low walls. Buildings such as the semi-detached Malvern stone properties at 240 – 242 Worcester Road compliment the brick properties as they provide interest to the streetscape.

5.6.7 To the northeast end of Worcester Road are the 20<sup>th</sup> century Festival Housing. As a single-storey structure arranged around a central grassed area, the style and form of these buildings

differentiates them from the surrounding built environment. In addition to providing interest to the streetscape, these buildings also provide a significant green space to the character area. These buildings have been noted in section 4.4.2 as key unlisted building.



Festival Housing, Worcester Road

5.6.8 Radiating from Worcester Road is Spring Gardens, Goodson Road, Ranelagh Road and Merick Road. Each street contains a variety of buildings, which underlines the piecemeal development of this area.

5.6.9 Spring Gardens contains modest brick-built semi-detached properties, with a larger detached brick built property situated at 22 Spring Gardens. Although the majority of the semi-detached properties have been subject to modern unsympathetic alterations, many retain the decoration of vitrified brick headers forming diaper work. A number of the front gardens have also been paved to provide car-parking, however, this road does retain a green

character with a strong green boundary and public footpath denoting the boundary of the conservation area. This boundary is an important feature within this area and should be conserved.

5.6.10 Merick Road is similarly characterised by semi-detached and terraced residential properties, although it is flanked partially to the east by modern development. The residential properties are predominantly brick-built with some modern development making an attempt to conform to the historic style.



Modern semi-detached properties on Merick Road

5.6.11 With the exception of the modern development located between Merick Road and Ranelagh Road, the quality of architecture flanking Ranelagh Road is high. The predominant building material is brick with cottages at Nos. 1-5 Ranelagh Road constructed of brick with stone dressings. This building is a good example of vernacular architecture and positively contributes to the streetscape in this area.

5.6.12 To the south of the street, situated between Ranelagh Road and Goodson Road is the impressive brick-built Day of Salvation Ministries, dating from 1869. It is located at the end of a residential street and is largely screened from public view. This building, however, is Grade II and Grade II\* listed and forms an important historic element of the conservation area.



Day of Salvation Ministries, Ranelagh Road

#### *Local Details and Building Materials*

5.6.13 The distinctive appearance of this character area is derived from the increased greenery and the larger plot size for all building, including the modest residential properties. The area is predominately red-brick with some isolated examples of Malvern stone and render.

#### *Material*

- Red brick
- Render
- Malvern Stone

- Slate roofs
  - Varied brick and stone dressing
- #### *Detailing*
- Increased green spaces
  - Timber sashes
  - Large plot size/nature of development is less dense
  - Front gardens bounded by low walls

#### *Green spaces and Greenery*

5.6.14 Green spaces and greenery are an important element of this character area, enhancing its rural appearance. Mature vegetation is located within private gardens and along their boundaries. The boundary of the conservation area is also largely screened by mature vegetation and results in an enclosed character.

5.6.15 The festival housing contributes a valuable green space for this character area and provide an attractive setting for the buildings.



Worcester Road streetscape with considerable mature vegetation

*Intrusive and Damaging Features*

5.6.16 The Worcester Road North character area is attractive with a number of buildings of good architectural and historical interest. However, certain features within this area detract from its historic character.

5.6.17 To the southwest, in the vicinity of the junction with Spring Lane, the character area joins the Worcester Road South character area. It is occupied by a petrol station, garage, carpark and the Grade II listed Townsend Farm barn (premises occupied by A. J. Taylor Electrical Contractors). Although containing a Grade II listed building, this area does not make a positive contribution due to the unsympathetic modern buildings which surround it. Also detrimental is the treatment of the Grade II listed barn where modern windows have been inserted, in addition to a brick porch facing Worcester Road.



Grade II listed Townsend barn

5.6.18 Adjacent to the car park is the rendered and whitewashed former Methodist chapel, now in use as a takeaway. This building contributes to the historic and

architectural quality of the conservation area, but its setting does little to enhance the streetscape.



Car-park adjacent to Former Methodist Chapel

5.6.19 With regards to the brick detached and semi-detached properties fronting Worcester Road, a number of these properties have reduced the size of the garden in order to create a car-parking. This has reduced the coherence of the streetscape and detracts from the green character. The buildings fronting Worcester Road form the predominate character of this area and their appearance should be conserved.



Replacement of front gardens fronting Worcester Road

## 6 Management Plan

### 6.1 Introduction

6.1.1 The management plan will establish a mid-to-long term strategy for addressing the issues and recommendations for action arising from the Appraisal. It is considered essential to involve the local community in the early development of management proposals if these are to succeed.

### 6.2 The Management Strategy Framework

6.2.1 The Management Strategy for Malvern Link 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 also seeks to enhance neglected areas and buildings, including listed buildings, within the conservation area and identified within the Conservation Area Appraisal. It seeks to effectively monitor change, draw up enforcement strategies to address unauthorised development and secure the repair and full use of buildings at risk in the conservation area.

6.2.2 The management of the conservation area is an on-going process, based on existing or proposed policies and procedures and monitored to ensure its effectiveness. The

following management framework has been established by Malvern Hills District Council (MHDC):

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 explain planning policy;
4. MHDC will evaluate the planning decisions it makes within the Malvern Link 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 standards it has established in the Statement of Community Involvement. This might involve the use of a variety of consultation techniques including community meetings, planning for real exercises and the use of all appropriate forms of media.
6. MHDC will provide all appropriate organisations with a copy of the Malvern Link Conservation Area Appraisal and Management Plan in order to guide and influence the preparation and production of relevant strategies and guidance documents.
7. MHDC will undertake regular re-appraisals of the conservation area. This will enable a full re-evaluation of the effectiveness of established policies and procedures.
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 appearing on the Buildings at Risk Register, MHDC will continue to monitor the physical condition of all listed buildings within the conservation area and identify any that may be 'at risk'.
10. The appraisal has established the importance of the natural environment within the conservation area. The trees, open spaces and hedgerows identified in the document will be protected and, where necessary, Tree Preservation Orders will be implemented; and
11. The appraisal has identified several areas that have a negative impact on the appearance and character of the conservation area. Through consultation on the appraisal, MHDC has sought views on these areas, whether any other areas could be included and what mechanisms could be useful for improving the appearance of those areas.

6.2.3 All works within the conservation area should also adhere to the guidance set out in Planning Policy Guidance 15: Planning and the Historic Environment (PPG15), specifically Section 4: Conservation Areas. This places controls on both the conservation area and the listed buildings within it. Malvern Link currently has 16 listed buildings, statutorily protected under current planning law. Any alterations to a listed building will require Listed

Building Consent. Further information on listed buildings can be obtained from MHDC.

### 6.3 Modern Development

6.3.1 The designation of a conservation area is not designed to be a bar on all change, but to allow any alterations or new development to complement or enhance the character of the area. Although the predominant building material is red brick there are a variety of materials in some locations which allow scope for larger and more modest housing at appropriate locations.

6.3.2 The modern development already undertaken has largely had a detrimental impact on the area with many of the developments considered to be inappropriate in terms of scale, massing, materials or style. The majority of negative modern developments are commercial while the limited examples of good architecture are all residential.

6.3.3 Commercial development varies between the small scale modern shops such as Natwest Bank, and large developments such as the Co-op supermarket. Some large-scale developments have made an attempt to conform to the historic style, such as the Francis furniture store, but it does not relate to any historic style prominent within the conservation area.

6.3.4 Residential developments have made a greater attempt to conform to the streetscape and examples such as those to the west of Merick Road have successfully conformed to the streetscape.

The left hand column shows some successful and unsuccessful modern development around the conservation area, compared to earlier positive buildings in the right hand column



Modern

Original

## Design principles

6.3.5 The following design guidelines should be borne in mind for any new development in the area;

- Plot density

6.3.6 It is important that the current proportions of space should be respected in any new development.

6.3.7 Within the Malvern Link Conservation Area each of the character areas are characterised by different plot sizes and densities. To the south of the conservation area, within the Worcester Road South character area and between Redland Road and Merton Road for example, there is a high density of development with terraced and semi-detached properties fronting the street. In contrast, to the north of the area, within the Richmond Road and Farley Road and the Worcester Road North character area, the density of development is lower with large properties occupying more spacious plots. Similarly, the Victoria Park character area is defined by its detached properties and large plot sizes.



High density of buildings to the southwest of the conservation area compared to the lower density to the northeast. New development must respect the density of its character and immediate surroundings.

- Height

6.3.8 As with plot sizes new development should seek to respect the height of housing in its character area.

6.3.9 Generally the properties within the conservation area are of two or two-and-a-half storeys. Many of the commercial properties, however, and some of the detached residential buildings reach three-storeys. Development exceeding three-storeys would be inappropriate within this conservation area.



Two-storey terraces are common within conservation area and many two-and-a-half storey properties also present.

- Scale

6.3.10 The massing of larger buildings within the conservation area needs to be carefully considered.

6.3.11 Along the main thoroughfare of Worcester Road, a number of large developments have been constructed which are of an inappropriate scale for the historic streetscape. Primarily these buildings consist of the petrol stations, Co-op supermarket and Aldi supermarket. A number of other commercial properties such as

the Francis furniture store are also of an inappropriate scale.

6.3.12 The majority of development away from Worcester Road is small scale, comprising mostly two-storey terraced and semi-detached properties. Large-scale development away from the main thoroughfare is largely restricted to public and ecclesiastical buildings such as St Matthias church and school and the Day of Salvation Ministries.

6.3.13 Fronting streets such as Richmond Road are large-scale residential buildings that illustrate the contrasting wealth within this area. Many of these buildings are imposing three-storey structures and modern small scale development is inappropriate as it is not sympathetic to character and appearance of the distinctive streetscape.

6.3.14 In general, any new structures should respect the overall pattern of buildings within the conservation area, in scale proportion and detailing.



Three-and-a-half storey detached properties constitute the primary character of the Richmond Road, compared to the small scale modern property opposite that does not conform to the historic character.



Large-scale Co-op supermarket located adjacent to the historic semi-detached brick property

#### Materials

6.3.15 The use of traditional materials is to be encouraged within new development.

6.3.16 The Malvern Link conservation area contains a good variety of building materials, including Malvern stone, render, yellow stock brick and Staffordshire blue brick. The predominant building material within this area, however, is red brick. The red brick is a significant feature as it contributes to the characteristic appearance of the area and is historically important for an area that developed partially as a result of 19<sup>th</sup> century brickworks. Where red brick is employed in new development, the modern machine made brick should be avoided as this creates an effect that is too uniform for the historic streetscape of conservation area.

6.3.17 Roofing material is generally slate throughout the conservation area and the historic properties have either pitched or hipped roofs. A number of modern properties have utilised flat roofs. These flat roof structures are inappropriate and unsympathetic within the conservation area.



Although the predominant building material with the area is brick there is a variety of building materials across the conservation area.

- Local Building Details

6.3.18 As with materials, the use of local architectural detailing on new development is to be encouraged. Examples of these are window and door surrounds, shop fronts, gables, gablets, cornice detailing and roofscapes.

## 6.4 Specific Guidelines for repair and alteration work

- Building Materials

6.4.1 Alterations to existing buildings should seek to use the same materials as the original building as far as possible. Roof pitch and material should similarly echo those traditionally seen, with flat roof and other unsympathetic styles avoided.



Both the surgery on the corner of Richmond Road and Farley Road and 112-118 Worcester Road are both examples of inappropriate building materials and style.

- Windows and doors

6.4.2 Existing windows and external doors should be retained and carefully repaired wherever possible. Most original windows are of a timber sash design. If replacement is unavoidable, new windows should be accurate timber replicas of the original, in both pattern and detail. The use of uPVC windows, although prevalent within this conservation area, is not considered acceptable as they prevent historic buildings from attaining sufficient ventilation and detract from the aesthetic quality of the buildings.

- Extensions

6.4.3 Generally extensions should respect the materials and form of the original, particularly with respect to window openings. Due to the relatively high density of building, particularly within the south of the area, there has been little scope for large-scale extensions. Small-scale extensions, however, are prevalent throughout and particularly noticeable with the commercial properties fronting

Worcester Road. Many of these have converted residential properties to commercial use by extending the ground floor towards the road. Many of these have utilised inappropriate building materials and signage.



Both the former Royal Oak Public House and 178 Worcester Road are examples of sympathetic extensions to residential historic properties.



Small but inappropriate extensions to commercial properties fronting Worcester Road. Both have utilised modern brick which does not conform to the historic streetscape.

- Shopfronts

6.4.4 Shopfronts are of particular significance to this conservation area. They constitute the primary focus being located on the main thoroughfare of Worcester Road. Any alterations to improve the unsympathetic signage would greatly enhance the conservation area. These commercial premises should respect the character of the streetscape and there should be a presumption

against projecting box signs, oversized fascias and internally illuminated signs. Opportunities to replace inappropriate signage should be taken as they arise.

6.4.5 Some good examples of commercial properties include Evans Pharmacy, Victoria Pharmacy, Beauchamp Public House and Creative Spaces. While negative examples include Domino's Pizza and Link Wines. The Co-op and both petrol stations and the Littlewoods discount store are all large and intrusive features within the Worcester Road streetscape.



Examples of modern shop buildings which are inappropriate in terms of scale, massing and design.



Varied treatment of shopfronts which demonstrate the lack of coherence within the streetscape. These have a negative impact as they utilise inappropriate material and oversized fascias.



Oasis café and Data-Link Office Supplies also have a neutral impact on the streetscape. An attempt has been made to conform to the historic streetscape



Link Wines has a negative impact due to the over-sized, brightly coloured fascia which dominates the streetscape.



The Link Fish Bar and Leyland Bros illustrate the general character of the area. They have a neutral impact on streetscape but would benefit from the removal of sign clutter and the use of more appropriate materials



Chris's Craft Shop and Andrews Hair and Beauty Studio also have a negative impact on streetscape due to their inappropriate extensions.



Domino Pizza has a neutral impact on the streetscape. The fabric of the shopfront is generally sympathetic but the large brightly coloured fascia could be improved as it dominates the streetscape in this area.



Victoria Pharmacy is good example of a an original shopfront which has been well maintained



Tiger Lou's Nail Bar and Hollywood Hair have sympathetically converted the historic fabric to modern commercial use.



Petals Florist and Celia Bishop are good examples of shopfronts. Their scale small means that they provide interest and diversity to the streetscape.



The Grade II listed Beaufort Arms has been well maintained and provides interest and historic character to the streetscape.



Computer Link and Friends of the Earth are both good examples of shopfronts with modest signage and fascia.



Evans Pharmacy is a good example of a well maintained historic shopfront.

- Car parking

6.4.6 The conversion of residential garden areas into hard standing for car parking is prevalent throughout this area and has undermined the character and appearance of the wider conservation area. Examples are visible throughout the conservation area but have been most damaging within Redland Road, Cromwell Road, Hampden Road, Merton Road and to the north of Worcester Road. Opportunities to replace existing areas of unregulated car parking should be sought.



Spring Gardens



Victoria Park Rd



Worcester Rd



Worcester Rd



Hampden Rd



Merick Rd



Lower Howsell Rd



Merton Rd



Redland Rd



Redland Rd

- Demolition

6.4.7 In accordance with policy QL8 - Demolition of Buildings in Conservation Areas, proposals for the demolition of a building or structure within a Conservation Area will not be permitted unless it is clearly demonstrated that:-

- the building or structure is of no recognised interest by itself or by association and has no value to, or has a character or appearance inappropriate to, the Conservation Area;
- its demolition or replacement would enhance the character or appearance of the Conservation Area;
- in the case of buildings which are considered to make a positive contribution to the character or appearance of the Conservation Area, it is clearly demonstrated to be redundant and wholly beyond repair and there are detailed and

- appropriate proposals for redevelopment, together with clear evidence that such redevelopment will proceed; and
  - there are overriding safety or other reasons.
- 6.4.8 In accordance with PPG15, demolition of listed buildings will not normally be permitted.
- Landscaping and boundary treatment
- 6.4.9 In accordance with both PPG15 and the Malvern Hills District Local Plan, green spaces and vegetation which make a positive contribution to the conservation area will be protected. Individual specimens are protected by Tree Preservation Orders. In addition to this, special notice is required for any proposals to cut down, or extensively trim, any tree within the conservation area.
- 6.4.10 Proposals for new development should be sympathetic to the landscape character of the conservation area, while any new planting should be consistent with its existing appearance.
- 6.4.11 The treatment of boundaries is inconsistent throughout the conservation area with limited examples of either original Malvern stone or original brick. These boundary walls should be retained wherever possible whilst it would be desirable for the unsympathetic concrete walls or high timber fences to be replaced where possible.
- Street furniture and surfaces
- 6.4.12 Any furniture replacement of street furniture should seek to enhance the character of the conservation area through the use of sympathetic forms.
- 6.4.13 Where signage and furniture is in a poor condition, restoration of original features would be preferable to replacement. Where replacement is necessary, a style which respects the original sign scheme should be selected, in particular the use of white backgrounds and black lettering.
- 6.4.14 Surviving street surfaces including historic kerb stones and associated brick channels should be retained or repaired wherever possible.
- 6.4.15 MHDC will work closely with Worcestershire Highways Partnership Unit in order to promote the retention of those elements which contribute to local distinctiveness in order to reinforce local character.
- 6.5 Opportunities for enhancement
- 6.5.1 This Appraisal has identified specific areas which currently make no positive contribution to the character or appearance of the conservation area, or actively detract from it. These sites, or buildings, provide the opportunity to enhance the area through removal, replacement or redevelopment. Any proposed development should adhere to

the good design principles outlined above.

#### Opportunity sites

6.5.2 Within this conservation area considerable modern infilling has occurred which detracts from the historic character of the area. Given the high density of building within this character area, it is considered appropriate that modern development should primarily constitute a replacement of negative sites.

6.5.3 Worcester Road provides the greatest opportunity for enhancement within this conservation area, due to its prominence as the main thoroughfare to Great Malvern. Enhancing the quality of the Worcester Road streetscape would, therefore benefit the conservation area and the town as a whole.

1. The shopfronts to the southwest of Worcester Road could benefit from a scheme of regeneration. The large signs and brightly coloured facia detract from the quality of the buildings and are not appropriate within a conservation area. Examples of this type of signage can be seen at Link Wine and Domino's Pizza.
2. The central section of the conservation area, in the vicinity of Spring Lane and Lower Howsell Road, is occupied by a petrol station, garage, commercial properties, Grade II listed Townsend Barn, Methodist chapel and car park. A number of these

buildings are of good historic and architectural quality but their condition and setting could be improved. The commercial properties at 196-202 Worcester Road for example, would provide a focus for the streetscape if restored appropriately. The garage and carpark provides an undesirable view from the northeast.

#### Individual buildings

6.5.4 The contribution of individual buildings to the conservation area should not be underestimated. In addition to the listed buildings, many buildings have been identified as making a positive contribution and every effort should be made to protect these structures.

#### 6.6 Article 4 Directions, car-parking and external alterations

6.6.1 Throughout the conservation area there are a number of inappropriate alterations which have damaged the character and appearance of the conservation area. These include modern development and alterations to historic properties.

6.6.2 The two main forms alterations that have had an adverse effect on the character of the area are:-

- the loss of front gardens and boundary walls of residential properties and replacement with hardstanding. (The character area between Redland Road and Merton Road has already been adversely affected by such development as has the Worcester

Road North and the Victoria Park Road character areas.)

- The replacement of window, doors and porches in inappropriate materials or of poor quality design (similarly, this has affected a number of commercial and residential properties throughout the conservation area, but is particularly evident in the character area between Redland Road and Merton Road).

6.6.3 This document has, therefore, identified the advantages of designating Article 4 Directions for the protection of front gardens and to control inappropriate windows, doors and porches as the most efficient way of appropriately managing change.

6.6.4 The designation of Article 4(2) Directions over the whole conservation area would be essential in this instance if the character and appearance of the area is to be persevered. It should be emphasised that this type of control would only be exercised in cases where the character of the area was under threat. The increased control is to monitor and manage change rather than to prevent it and is intended only to preserve features that contribute to the character of the conservation area.

## 6.7 Suggested Boundary Changes

6.7.1 The Malvern Link Conservation Area was designated in 2000 and due to the relatively recent

designation, no boundary changes are proposed at this time.

6.7.2 Since the date of designation the area outside the conservation area has not changed to a significant degree for it to be worthy of designation as a conservation area.

## 6.8 Community involvement

6.8.1 Every household in the conservation area was sent a leaflet outlining the significance of the conservation area, and details of the public consultation to take place. An exhibition was placed in Malvern Library for one week, and copies of the report were available at the Worcester Hub in the Library and on-line for four weeks.

6.8.2 In addition statutory consultees, such as English Heritage and local councillors were sent copies of the report.

6.8.3 Participants were invited to fill in comments sheets detailing their opinions on the appraisal document, within four weeks of the start of the exhibition. Comments received were taken into account in the final drafting of the Appraisal and Management Plan, and amendments made to the document where it was felt appropriate.

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- [www.helm.org.uk](http://www.helm.org.uk)

## Appendix 1:

### Listed Buildings

Building	Grade
Church of St Matthias, Church Road	II
Two Gas Lamps in the churchyard at Church of St Matthias	II
Beauchamp Arms Public House, Worcester Road	II
Beauchamp cottage, Worcester Road	II
No 273 Worcester Road	II
Sunny Lodge, 285 Worcester Road	II
No 178a Worcester Road	II
Rose Garth, 303 Worcester Road	II
Eckington Cottage, 307 Worcester Road	II
Premises occupied by the Malvern tile company (formerly a range of farm building to Townsend House)	II
Townsend House, Worcester Road	II
Bath Villa 345, Worcester Road	II
Royal Oak Public House, Worcester Road	II
St Saviour's Guest House at the Convent of the Holy Name, Ranelagh Road (west side)	II
The Convent of the Holy Name, Ranelagh Road (east side)	II
Chapel and Cloister at the Convent of the Holy Name, Ranelagh Road (east side)	II*

## Appendix 2:

### Buildings which make a positive contribution

Building
Malvern Link C of E School, Cromwell Road
Colston Building, Worcester Road
Methodist Chapel fronting Worcester Road
Festival Housing, Worcester Road
No 1 Hampden Mews
Shops at 196-208 Worcester Road
31 Hampden Road

## Appendix 3:

Figures

## Need help with this?

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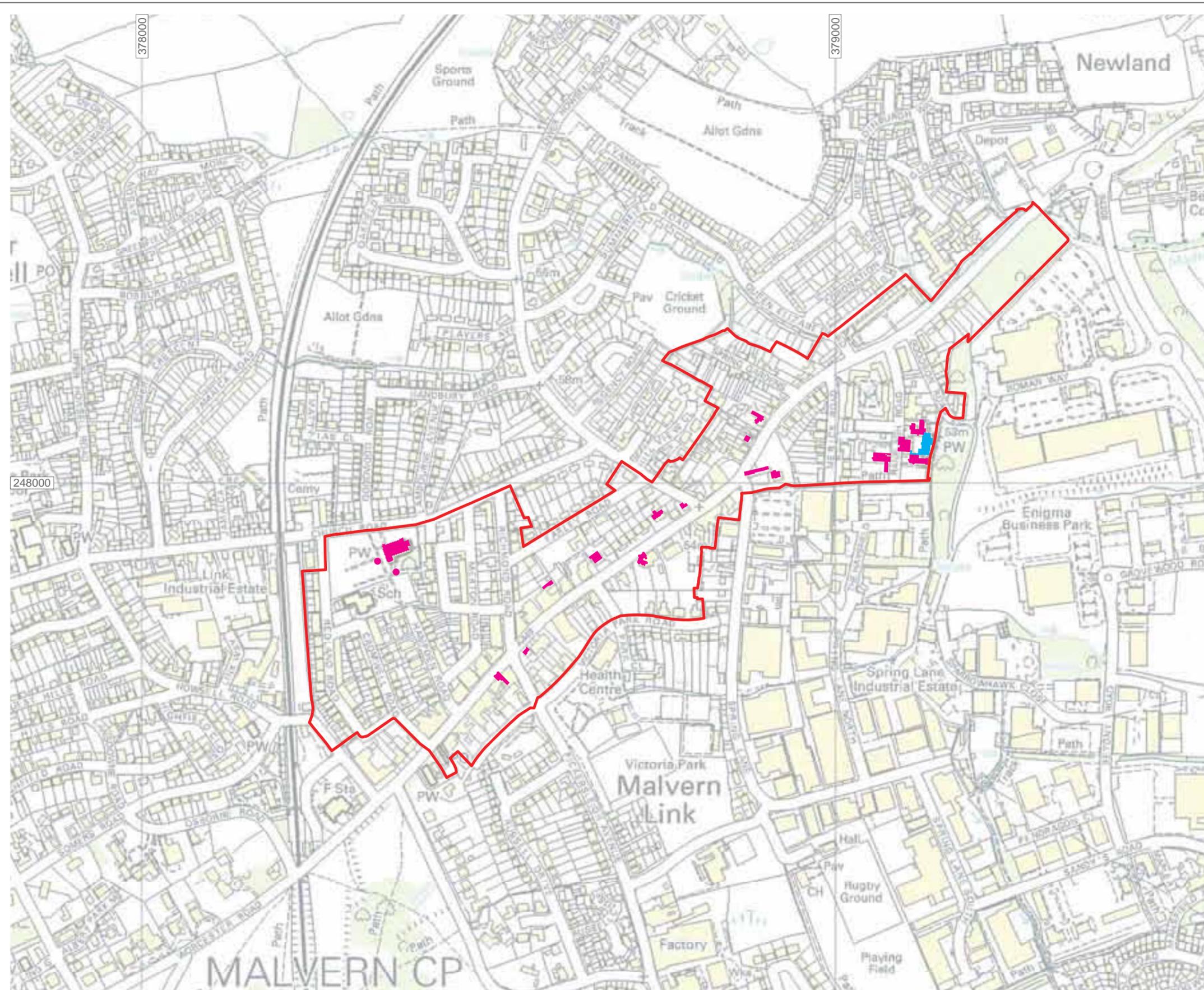
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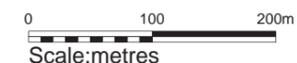


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**Key:**

-  Conservation Area
-  GRADE II Listed Buildings
-  GRADE II\* Listed Buildings

N



Revision Details	By	Date	Suffix
	Check		

Job Title  
**Malvern Link Conservation Area Appraisal**

Drawing Title  
**Listed Buildings**

Scale(s) at A3  
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Dwn	Chk	App	Date
A.Csaba	i.Mason		10/09/08

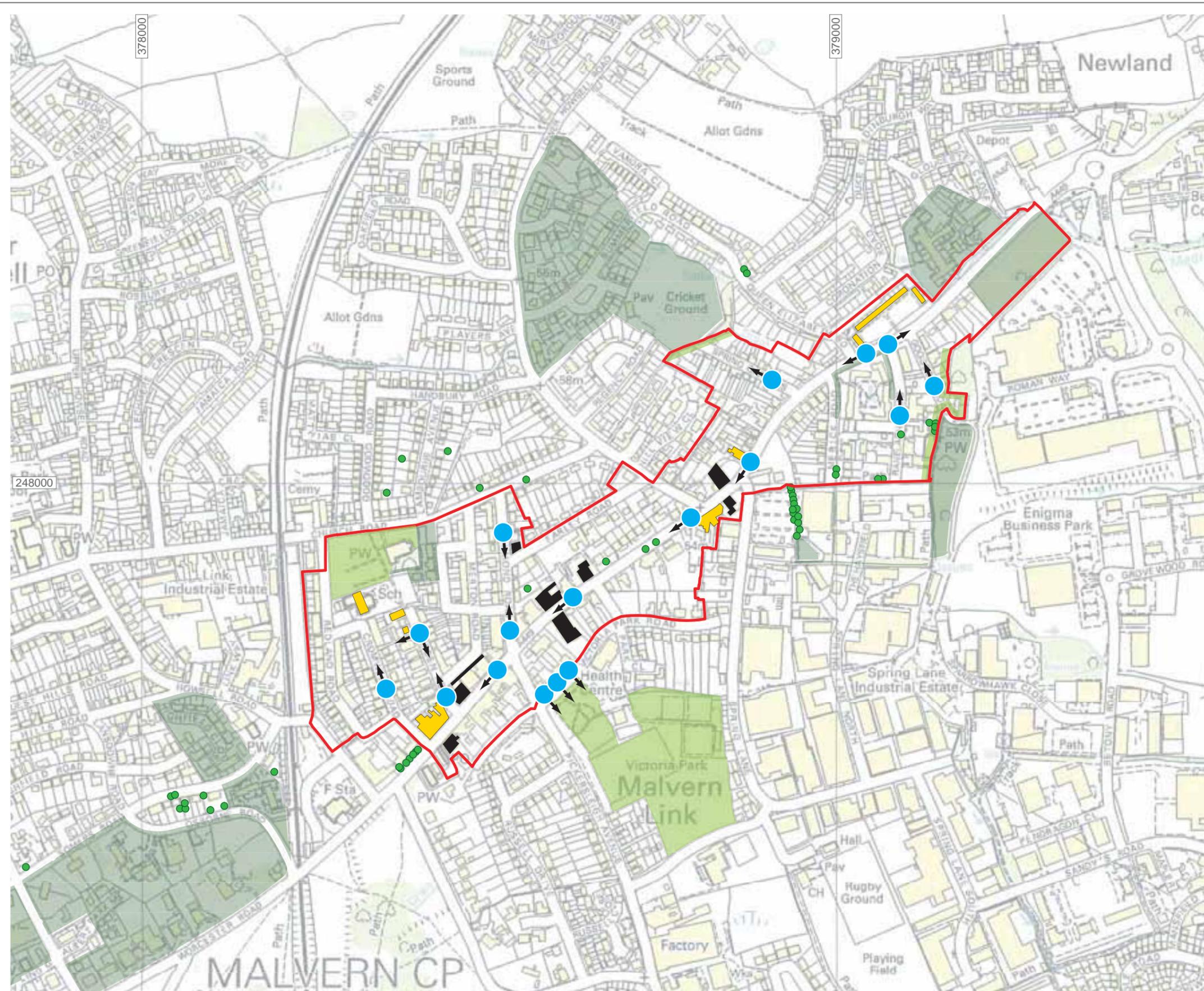
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Figure Number  
**Figure 01**

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**Key:**

- Conservation Area
- Positive Contribution
- Negative Contribution
- TPO Areas
- Important Areas of Green
- TPOs
- Key Views

N

0 100 200m  
Scale:metres

Revision Details	By	Date	Suffix
	Check		

Job Title  
**Malvern Link Conservation Area Appraisal**

Drawing Title  
**Spatial Analysis**

Scale(s) at A3  
-

Dwn	Chk	App	Date
A.Csaba	i.Mason		10/10/08

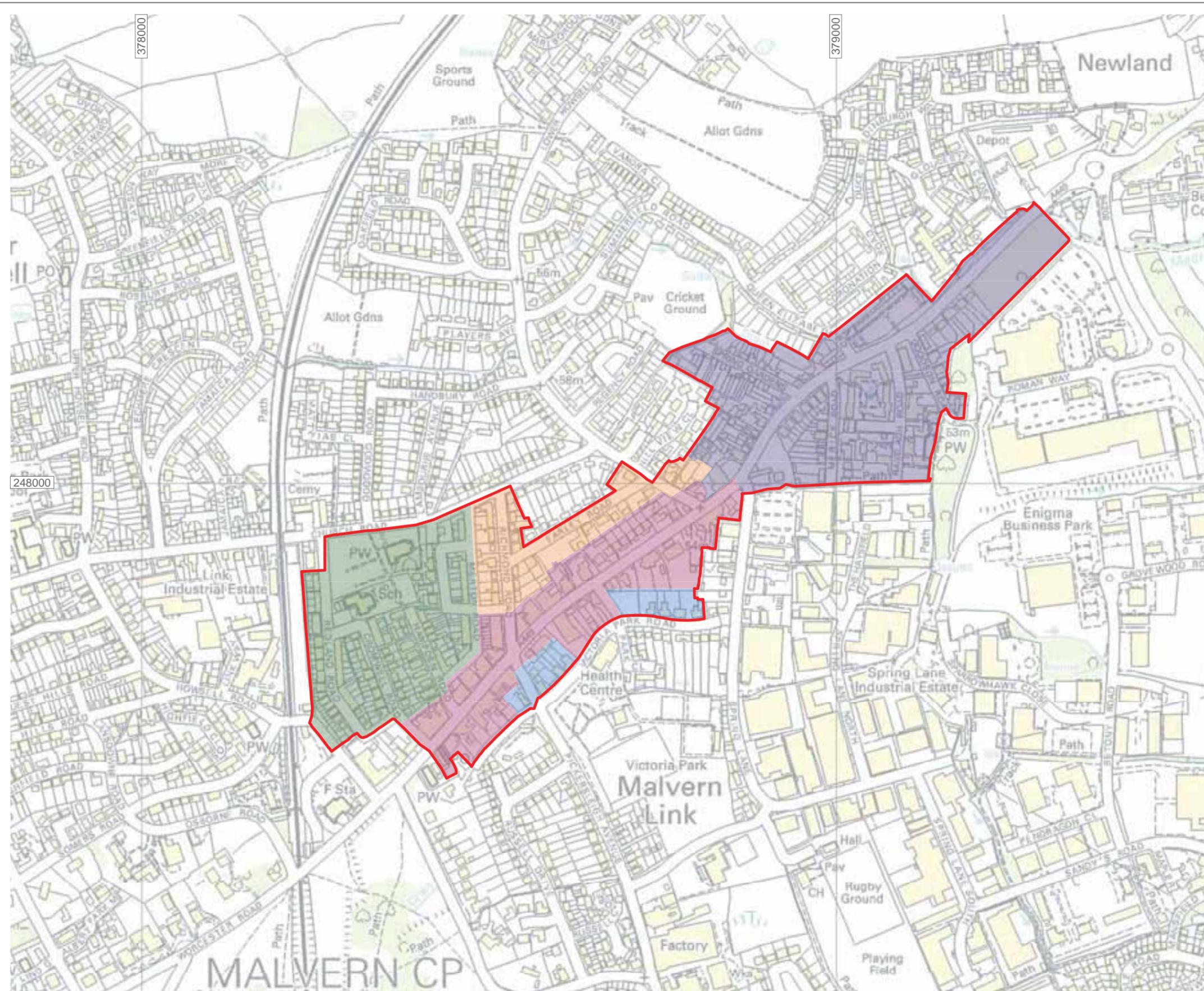
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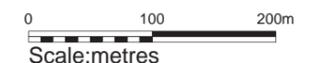
Figure Number  
**Figure 02**

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- Key:**
- Conservation Area
  - Worcester Road South (between Cromwell Road and Spring Road)
  - Between Redland Road and Merton Road (including church and school)
  - Richmond Road and Farley Road
  - Large detached and semi-detached villas fronting Victoria Park Road
  - Worcester Road North (between Spring Road and Newland)



Revision Details	By	Date	Suffix
	Check		

Job Title  
**Malvern Link Conservation Area Appraisal**

Drawing Title  
**Character Areas**

Scale(s) at A3  
-

Dwn	Chk	App	Date
A.Csaba	I.Mason		09/09/08

Dwg Ref Number  
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Figure Number  
**Figure 03**