

Malvern Hills District Council

Powick Village

Appraisal and Management Strategy



Planning Services February 2010

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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. Powick Conservation Area was designated on 8th October 1991.

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.

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 planning 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 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 foster a spirit of good neighbourliness and 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, 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 Powick Village Conservation Area.

2.04

Policy relating to development within the towns and villages of the district, including Powick, is set out in the Local Plan (Policy DS1). Parts of the Powick Village 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.

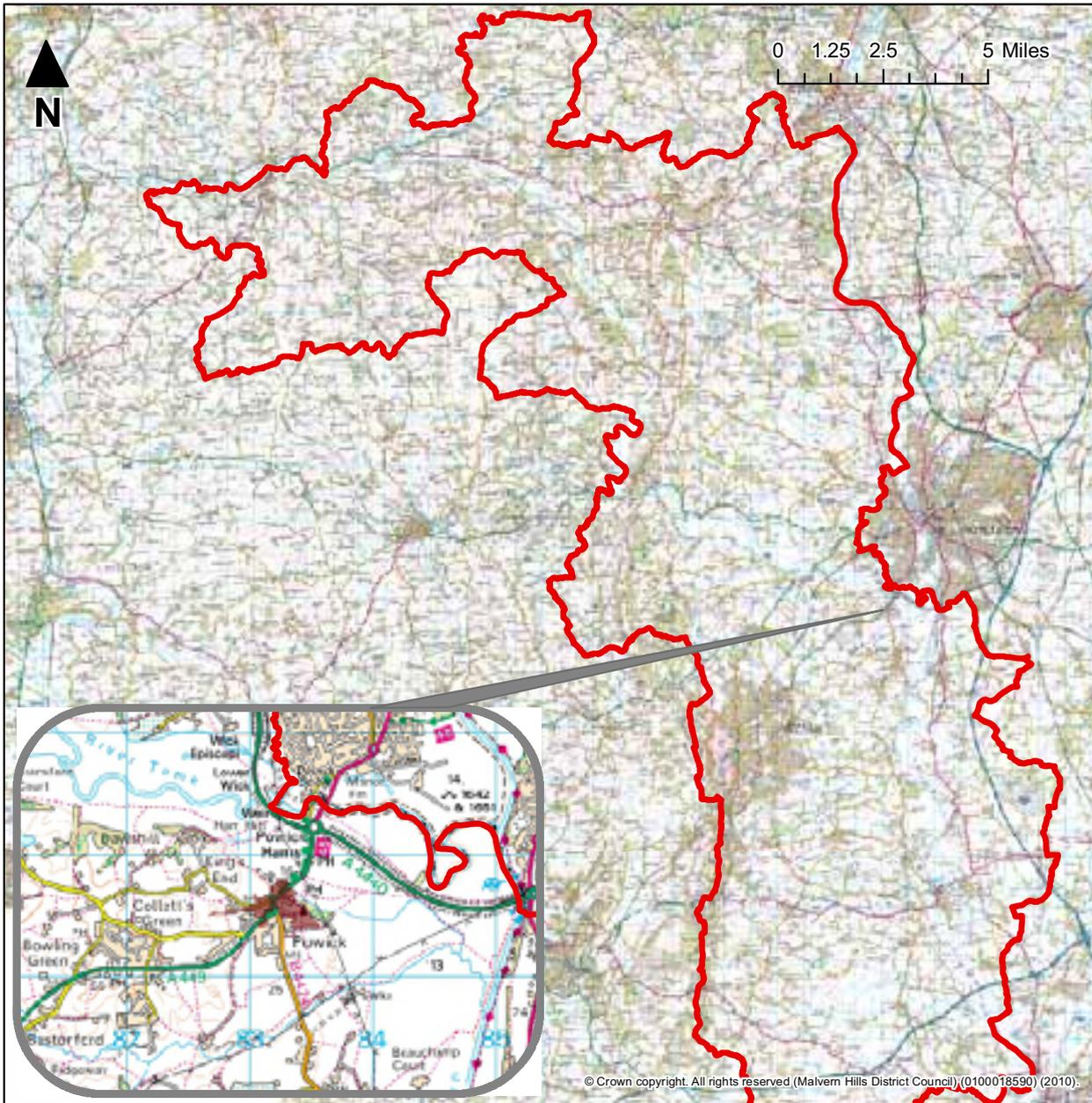
2.05

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. Policy QL9 seeks to protect the setting of 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.
- 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 may not be removed where they contribute to the character of the area and new boundaries are to be appropriate for their location.



Location Map of Powick Village Conservation Area

Key

- Malvern Hills District
- Existing Conservation Areas

3.00 Summary of Special interest

3.01

Powick Village Conservation Area is essentially a linear settlement with buildings clustered along the main thoroughfare. Historic maps, which date back to the mid 1800's, show that the layout of the village has changed little since that time.

3.02

The conservation area contains buildings dating from the 17th, 18th and 19th centuries built in different architectural styles and constructed from a variety of different materials. They appear to sit comfortably together within the conservation area and contribute to its special interest. Even today, the large detached, often listed buildings, continue to occupy spacious, well landscaped plots sited behind high boundary walls. Many of the buildings have, out of necessity, turned their back on the busy road network.

3.03

In addition to the imposing listed buildings, there are also smaller semi-detached and terraced properties in clusters within the conservation area. In contrast with the historic buildings, they occupy smaller plots and are often located immediately adjacent to the edge of the highway.

3.04

The alterations to the road network in the twentieth century had a major impact on the appearance of the conservation area. The Cross House was effectively annexed from the rest of the conservation area, and a number of buildings were demolished to make way for the new road.

3.05

The traffic continues to have a negative impact on both the character and appearance of the area. However, the village is fortunate to have a number of footpaths and quiet roads leading off the busy thoroughfare. These offer respite from the traffic noise and pollution and the traditional qualities of village style quickly return. It is from these areas that the quality of the buildings can be fully appreciated. This is particularly noticeable in Kings End Road. This narrow lane, without continuous footways, harsh lighting or traffic sign clutter is in direct contrast to the nearby trunk road.

3.06

The road network through the village is such that it effectively divides the conservation area into four, with The Cross House occupying its own island. During the evenings however the area takes on a more tranquil atmosphere as there is less traffic and pedestrian access around the village becomes much easier.

3.07

On exiting the village to the north east, the area takes on a more urban feel as the road increases in width. The modern houses are more uniform in appearance and are on a less grand scale. The loss of boundary walls and the presence of parked vehicles coupled with a modern petrol station add to this urban feel.

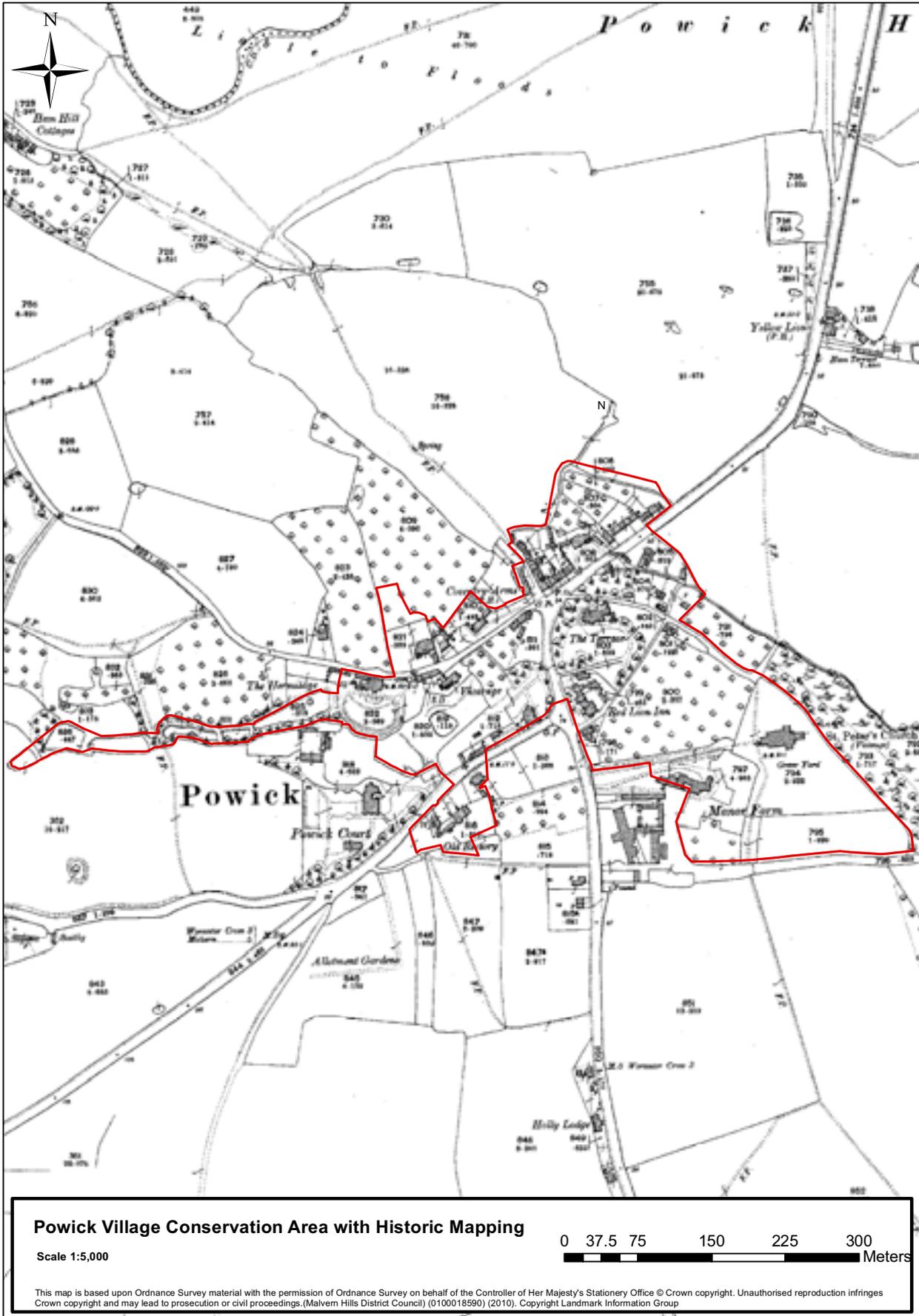
4.00 Assessing Special Interest

Location and setting

- 4.01
Powick village is situated approximately 3 miles south-east of Worcester, 6 miles east from Malvern and 8 miles north from Upton-upon-Severn. The conservation area itself encompasses the historic core of the village.
- 4.02
The naturally elevated setting of Powick village overlooks the floodplain where the River Teme joins forces with the River Severn. It affords many fine distant views north-east towards the City of Worcester.
- 4.03
To the north of the conservation area is the fifteenth century Powick Old Bridge. It was at this bridge where two Civil War engagements took place in 1642 and again in 1651.
- 4.04
Today, the approach road into Powick village from Worcester crosses the “new” Powick Bridge which was constructed in 1837. This heavily trafficked route undermines the obvious quality of the architecture and introduces an urban element into the previously peaceful atmosphere of the village.
- 4.05
The views of the trees around the escarpment and a brief glimpse of Virginia House provide a vital introduction to the conservation area when approached from Worcester City. The properties below Virginia House appear to be cascading down the slope with their gabled roofs and chimney stacks all coming into view. However, the steel framed agricultural buildings in the foreground are unsightly.
- 4.06
The majority of significant buildings are not immediately obvious from the centre of the village. They sit in enclosed walled or screened gardens well stocked with mature trees. Many of these buildings are listed and include The Cross House; The Hermitage; Virginia House; Powyke House and The Old Vicarage. These buildings represent a cross section of architectural periods ranging from the early C17 timber framed Cross House to the C19 brick built Powyke House and includes the unusual Swiss chalet style of the former lodge to Virginia House.
- 4.07
Throughout the conservation area, there are examples of mid twentieth century “infill development” which occurred as a result of gardens being sold to make way for new development.
- 4.08
The presence of a variety of mature trees has enabled the conservation area to retain its semi-rural feel. The trees help to reduce the noise and soften the visual intrusion of traffic using the busy A449. The trees and woodlands combine to provide a green soft edge to the village and enhance the setting of the buildings within it. They make a significant contribution to the character of the conservation area and can be appreciated from within, and in views to and from, the area.
- 4.09
One of the interesting features of the area is the variation in the topography across the conservation area. Virginia House sits on top of an escarpment and the houses beneath it appear to be clinging on to the hillside slope. Kings End Road slopes gently eastwards towards the A449. The properties on the northern side of this road occupy an elevated position; elsewhere within the conservation area the land is relatively flat.

4.10

The presence of high boundary walls and the proximity of buildings to one another are such that views between buildings within the conservation area are limited. The best views of the open countryside can be obtained from the edge of the conservation area looking out.



5.00 Origins, Historical Development & Archaeology

5.01

The name "Powick" has evolved over the centuries. In the 10th century it was known as Poincguic, then Poiwic and Poiwicha in the 11th century, Poywyk during the 12th, 13th and 14th centuries and Powyke in the 15th century.

5.02

Powick would have been the obvious location for an early settlement given its proximity to the river and freshwater ponds and streams. The river would have provided the inhabitants with an important supply of food and materials. The rich alluvial soil adjacent to the river would have enabled a variety of different crops to be grown in sufficient quantity to serve the inhabitants.

5.03

In 972 land at Powick was confirmed to nearby Pershore Abbey, by King Edward's Charter. It was then given by Edward the Confessor to Westminster Abbey.

5.04

The tithes of Powick were given to the Priory of Malvern who rented the land up until the Dissolution of the Monasteries. (1536-1540)

5.05

To the north of the village, on the site of the now converted Powick Power Station, the Domesday Book recorded two mills. These mills were leased by the Prior and Chapter of Malvern.

5.06

Powick occupied an important position along the routes from the west and south that lead to the river crossing which is located to the north of the conservation area. The Red Lion Inn would have provided accommodation for passing travellers.

5.07

The late medieval Powick Old Bridge was the site of an earlier bridge which was known as "the bridge of Wyke by Worcester". It became the site of two very important Civil War battles.

5.08

There was a substantial increase in the population of the parish between 1811 and 1851 and again in 1852 when the former Powick Hospital opened.

6.00 Character & Appearance

General

6.01

The overall character of the village of Powick is that of a semi-rural village, comprising a rich mix of buildings, the gardens of which contain a wide variety of mature trees.

6.02

The character and appearance of the conservation area has been adversely affected by the high volume of traffic using the Upton Road and the A449 which bisects the conservation area.

6.03 Originally the road from Malvern was located to the south of The Cross House. It then met the Upton Road at a T-junction immediately opposite The Red Lion P.H. However, in the middle of the twentieth century, the A449 was constructed and it cut diagonally across the rear garden of The Cross House in a north easterly direction. A number of buildings were demolished in order to make way for this new road.

6.04

It was then considered necessary to create a One Way traffic system effectively isolating The Cross House. Not only is the physical presence of the traffic, coupled with road markings, detrimental to the area, but the traffic noise is audible from a number of locations. Unfortunately, the road noise punctuates the tranquillity of the churchyard. However the network of public footpaths takes the pedestrian away from the traffic noise.

6.05

The Cross House, which is surrounded by a high boundary wall and a number of mature trees, appears as a tranquil oasis in the middle of the busy road network. Access, on foot, to this building is difficult due to the high volume of traffic using the surrounding roads.

6.06

It is possible to identify the twentieth century expansion along the routes out of and into the area. There are also examples of infill development where plots have been lost to development. These modern buildings are more uniform in style and materials. The street pattern is also significantly different as the building to plot ratio is much reduced.

6.07

Throughout the conservation area, the presence of brick boundary walls contributes significantly to the character and appearances of the conservation area.

7.0.0 The Zones

Zone 1

7.0.1 The Historic Core.

This first zone is centred on the Church of St Peter and St Lawrence. No development has taken place within this zone and the setting of the church, and the nearby former Manor House and Manor Farm, has been preserved.

It is in this locality where evidence of an early Romano British settlement, dating back to the 1st century, was uncovered following archaeological investigations, undertaken by Worcestershire County Council.



The tower which can be seen from the surrounding area.

General and spatial analysis:

7.0.2

To the north west of the church are open fields across which are views towards the conservation area. A number of trees are sited along the north eastern boundary which obscure the busy A4440 from view. The area has a predominantly peaceful rural feel although it is in close proximity of the village.

7.0.3

The open land surrounding the church is historically important as it forms the churchyard and the boundary to the former Manor House. The fields create a setting for these buildings that are at the core of the village.

7.0.4

The approach to the church from the Upton Road is via a long tree lined avenue. At the end of this avenue is a pretty Lych gate. The church can also be accessed via a public footpath from the north.

7.0.5

On a clear day, the tower can be seen, from the viewpoint which is located at the junction of the A38 and the A4440. Views of the church from within the conservation area are fairly limited though; the principle view being obtained from the public footpath east of the Red Lion P.H.

7.0.6 Buildings

There is just one building listed as being of special architectural or historic interest within the historic core. That is the aforementioned Church whose architectural importance is recognised by its Grade One listed status given by English Heritage.

7.0.7

Constructed from local sandstone, its transept walls, along with two windows, date back to the 12th century. It has an impressive 15th century tower and it is thought that its plan is based upon a simplified version of the plan of Worcester Cathedral.

The timber framed Manor House which is within close proximity of the church, is considered to make a valuable contribution to the character and appearance of the conservation area.



The timber framed Manor House just emerges into view.

7.0.8

Trees

The most overwhelming contribution to the character of this locality is made by the number and variety of mature trees that grow here. These trees contribute significantly to the character of this particular zone .



Well established trees make the place special.

Zone 2

7.1.0 The Terrace

This second zone is centred on The Cross House which occupies its own island in the heart of the conservation area. The zone extends from The Coach House, in the south western corner, to the petrol station in the north eastern corner of the conservation area.

7.1.1

This is one of the most interesting zones within the conservation area as it contains an eclectic mix of dwelling types, sizes, architectural styles, materials and plot sizes.

7.1.2

There has been very little recent development within this zone with the exception of the petrol station.

General and spatial analysis:

7.1.3

This part of the conservation contains the highest concentration of listed buildings. All of the buildings within this zone are unique in their design and the majority are of timber frame construction. These buildings tell the story of how architectural styles have evolved over time.

7.1.4

Virginia House occupies a prominent position overlooking the conservation area. To the north east of this property are humble cottages which occupy large plots and can be accessed via the network of public footpaths. These cottages have been built in a random fashion on the lower slopes of the escarpment. It is only Church End Villa which attempts to visually compete with its neighbour, Virginia House.



Church End Villa which is visible on the approach into the conservation area from the north.

7.1.5

The size of the plots surrounding Virginia House, The Cross House and The Old Rectory are large and irregular in shape. The buildings are enclosed by imposing boundary walls of brick or stone construction. In contrast, there is a terrace of timber framed buildings known as 42, 43 and 44 The Village where the building to plot ratio is much reduced.

Buildings

7.1.6

Within this character area there are nine listed buildings, including the old pump house located on the eastern side of the A449.



The listed pumphouse along the A449.

7.1.7

The approach, from the south, into the conservation area is dominated, by the timber framed Cross House which emerges from the trees which surround it. It occupies its own private island located at the heart of the settlement, and stands proud as one of the oldest buildings in the village.

7.1.8

The scale of the building and its vertical emphasis combine to inform the traveller that they are entering the conservation area. It heralds the entrance into and out of the conservation area from two different points.



The Cross House a key building on the approach into and out of the conservation area.

7.1.9

The Cross House along with Virginia House, The Old Rectory and Old Rectory House, are all large detached listed properties which occupy spacious plots set behind high boundary walls. They are all partially obscured from view by the mature trees located within their gardens.

7.1.10

In the same way in which The Cross House occupies an island, so the same can be said of Virginia House. It appears “fortress like” situated on the top of the escarpment surrounded by high boundary walls. The mature trees, particularly the Cedar of Lebanon, give the building its sense of scale.



The Cedar gives Virginia House its sense of scale.

7.1.11

Virginia House, itself an imposing building, is not visible in the general street scene. Its grandeur cannot be fully appreciated as only glimpses of the building can be seen on the approach into the village from the direction of Worcester. However, limited views of the building can be obtained by looking northwards from the track leading to the church.

7.1.12

To the south, is its 19th century former lodge which was designed to resemble a Swiss Cottage. Like the other buildings it is unique in its design.



The Swiss Chalet emerges from the greenery.

7.1.13

The Cross House is a fine example of a timber framed building. Other good examples of this type of construction can be seen at 42, 43 and 44 The Village which are buildings dating back to the 17th century and, in addition to the Red Lion P.H, are all listed as being of special architectural or historic interest and reflect the vernacular style of architecture.

7.1.14

The 18th century Old Rectory and Old Rectory House are semi detached properties situated on the south side of the A449. The landscaping to the front creates a buffer shielding the buildings from passing traffic.



The Old Rectory, Old Rectory House and The Coach House cluster together to form an interesting group.

7.1.15 Trees

The trees within this zone make an outstanding contribution to the character and appearance of this part of the conservation area. Along the A449 on the approach into the village from the south-west, they shield the houses from public view and introduce a calming element which is in contrast to the busy thoroughfare.



Mature trees lessen the visual impact of the road.

Zone 3

7.2.0 Kings End Road.

This third zone extends in a south westerly direction, in a linear form, along Kings End Road from the junction with the A449 Worcester Road.

General and spatial analysis

7.2.1

The high visual quality of this area is derived from the variety of individually designed properties and the presence of mature landscaping. The narrow road which is often free from traffic ensures that the area has a semi-rural feel.

7.2.2

The majority of buildings on the south side are positioned immediately adjacent to the edge of the highway; often there are no boundary walls instead, it is the front elevations of these buildings which form the boundary with the highway. It is along this road that the scale of the buildings can be fully appreciated. On the opposite side of the road however, the dwellings occupy a slightly elevated position and are hidden behind boundary walls and trees. The scale of some of the properties is such that they dominate this particular side of the road.

7.2.3

The majority of the properties have been constructed in brick and are two storeys in height. Due to their proximity to the road they do not have a garden to the front of the building. Instead they have large, very private, rear gardens which vary in both shape and size. A line of trees behind these buildings adds to the rural feel of this part of the conservation area.

7.2.4 Buildings

There are four listed buildings within the zone.

7.2.5

Daybrook House occupies a large plot at the eastern end of the zone. It is bounded to the north and east by a modern brick wall which shields it from the busy road. The mature trees which surround it enhance its setting.



Daybrook House heralds the entrance into this character area.

7.2.6

The Old Vicarage, is a two storey brick built dwelling constructed in the 17th century. This building makes an outstanding contribution to the appearance of the area. Unlike Daybrook House, this property and its neighbour, The Hermitage, have a strong horizontal emphasis and these buildings span across the whole width of their respective plots.



The window detail makes this building special.

7.2.7

There are examples of timber framed buildings within this character area. The Coach House has been listed by English Heritage as it was considered to be “a good example of local vernacular traditions”. The outbuildings to Daybrook House are also timber framed and there is a connection here with other timber framed buildings within The Terrace zone.



Evidence of timber framing in this listed building.

7.2.8

The Hermitage is another imposing building with its windows being one of its most interesting features.

7.2.9

Although Holly Cottage and The Cottage, including its outbuildings, are not listed they are buildings of merit. They make an important contribution to the appearance of the area. Their design has incorporated a number of architectural features which contribute to their character.



The Cottage is a building of merit

7.2.10

Fortunately, there has been no recent development within this zone and this has enabled historic design principles to continue to dominate. The most recent development was in the mid twentieth century where dwellings were constructed in a former orchard and, due to their uniform architectural style; they fail to enhance the character of the conservation area.

7.2.11 Trees

The presence of the mature trees and landscaping within this area make a significant contribution to the character and appearance of the conservation area. The trees cast a shadow over the road and the absence of heavy traffic gives the area a very peaceful atmosphere.



A large house shielded by mature trees and shrubs.

7.2.12 Ponds

This area contains a number of ponds which appear on the 1840 Powick Tithe map. This map recorded a series of ten ponds located on land to the south of Kings End Road. Today, only six of these ponds are in existence. Two were lost when the One Way road system was introduced. The pond which was formally situated within the garden of The Hermitage has been filled in and two ponds, located to the north east of the series, have since silted up.

The existence of these ponds has had a strong influence on development within the conservation area. Had these ponds not been preserved, then the pattern of development may have been very different from that which we see today. The remaining ponds are an important historic element within the conservation area and consequently they make a valuable contribution to its character and appearance.

Zone 4

7.3.0 Worcester Road

This zone extends in a north easterly direction along the A449 from Kings End Road to the northern most edge of the conservation area.

The density of development here is higher here than in any of the other zones within the conservation area.

This high density is in evidence along the main road where there are examples of modern infill development.

General and spatial analysis

7.3.1

This zone is dominated by heavy traffic. The physical presence of vehicles, coupled with the noise and pollution which is generated, detracts from the character and appearance of the conservation area.

It is along the Worcester Road where the later expansion of the village has taken place. Modern dwellings, lacking in architectural detail, sit close together in regular shaped plots and obviously appear out of context with the grander period properties.

The busy road has necessitated the removal of front boundary walls to accommodate off street parking. Vehicles are parked in front of the houses and this, along with the absence of mature trees, has further eroded the character and appearance of the conservation area.



Boundary walls have been removed.

7.3.2

Leading off the A449, into a quiet lane past Coventry Arms Cottages, the properties on both sides of this road comprise of an interesting variety of modest terraced cottages. This area has a tranquil atmosphere as access to these properties is via a narrow lane and consequently, the area is not affected by through traffic. Access to open fields is only a short distance away and this adds to the rural feel.

Buildings

7.3.3

There is only one listed building, Powyke House, within this zone. Unlike the majority of the other buildings in the conservation area it is three storeys in height and it is set back some considerable distance from the road.



Powyke House and its unlisted neighbour, 15 The Village below.



7.3.4

Its neighbour, number 15 The Village, is an unlisted building however it is a building of merit. Its gable wall fronts onto the main road and its most impressive side(west) elevation is hidden from view behind high gates.

7.3.5

There are a number of other interesting buildings such as Coventry Arms Cottages and 25 The Village. Unfortunately many properties within this zone have been altered to such an extent that the character of the original building has been substantially weakened.



Brook House.

7.3.6 *Trees*

As mentioned previously the absence of mature trees, except those surrounding Powyke House, gives the area a harsh urban feel which is in contrast to the other zones within the conservation area.

8.0.0 Local Details and Architectural Decoration.

8.0.1

The most noteworthy buildings in the centre of the village are the timbered buildings located on the main routes through the conservation area.

The vernacular tradition of timber framing is fairly well represented in the village with several surviving timbered buildings such as The Cross House, numbers 42,43,44 The Village and the Red Lion PH.



Vernacular tradition of timber framing in Powick.

8.0.2

The Red Lion, another timber framed building, dates back to the seventeenth century but was much altered and extended in the early nineteenth and twentieth centuries. Little evidence of the timber frame now remains following its refacing in brick. However, it is still possible to imagine how it would have looked in its original form by comparing it with its neighbours.



Another example of a timber framed building.

8.0.3

The 17th and 18th century brick built buildings are also noteworthy. However due to their locations they are not so noticeable in the general streetscene when travelling through the village. Often set back from the road, or sited behind brick walls, only glimpses of them can be obtained. The exception to this is along Kings End Road where the quality of the bricklaying and attention to detail can be fully appreciated.

8.0.4

Gabled roofs and hipped roofs predominate in the Conservation Area. The gabled roofs to 42 The Village, The Cross House and Daybook House are all very prominent.

8.0.5

Of particular note, throughout the conservation area, are the boundary treatments comprising of brick or stone walls.



An interesting doorway

9.0.0 Local Materials

9.0.1

The building materials used within the Powick Village 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 Peter and St Lawrence which is of squared sandstone with an ashlar tower.



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 timber framing can be seen at No's 42 and 43 The Village and at The Cross House. Simpler timber framed cottages can be seen at Number 30 The Village and at The Coach House, Kings End Road. Unfortunately, none of the timber framed cottages have retained their thatched roofs which would have been the natural roofing material for cottages in and around Powick until well into the nineteenth century.



Another example of timber framing this time along Kings End Road.

9.0.5

But by far the most common material is brick. The bricks would have come from the nearby brick works at Pixham. The most noted brick buildings within the conservation area are Daybrook House, The Old Vicarage and The Hermitage in Kings End Road and Powyke House. In sharp contrast to the older brick is the standard London brick which can be seen on the twentieth century properties along both Kings End Road and Worcester Road.



Traditional brick on The Old Vicarage House.

9.0.6

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 Red Lion Inn, Virginia House, Old Rectory House and the Old Rectory. The properties referred to in the previous paragraph have also been constructed using plain clay tiles. Some modern buildings within the conservation area are roofed with the less appealing, modern concrete tiles.

9.0.7

Slate became more widely available in the 19th century and examples of this type of roofing material are in evidence on the Swiss Cottage, the former lodge to Virginia House.

9.0.8

There are very few examples of properties which have been rendered except The Old Rectory and The Old Rectory House. They have a smooth render to the front elevation and they are the only two listed buildings that have not retained their brick façade.

10.0.0 Boundary Treatments

10.0.1

The historic boundary walls play an important role in defining the character and appearance of the conservation area. In addition to these walls, the boundaries are defined by well maintained hedges. 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.



Cross House emerges from above the trees

10.0.2

The majority of the historic properties, particularly those within The Terrace character area, are enclosed by brick boundary walls behind which are mature trees and shrubs. The result is that only glimpses of these buildings can be seen in the general street scene.

10.0.3

In the case of The Cross House and Virginia House the walls have been constructed in English Bond. The walls to The Old Rectory and The Coach House have been constructed using Flemish Garden Wall bond. English Garden Wall bond has been used at 42-44 The Village.



An example of Flemish Garden Wall bond.



An example of English Bond.

10.0.4

The one exception to these brick boundary walls can be seen at the Old Rectory House, where there is a long length of wall constructed from stone.



A rare example of a stone wall in the conservation area.

10.0.5

The properties on the exit from the village towards Worcester have seen their boundary walls removed in order to facilitate off street parking. This gives the area a more urban appearance. Consequently the quality of the streetscape has been eroded.

10.0.6

Along Kings End Road boundary walls continue to dominate, particularly along the northern side of the road. High boundary walls continue to hide properties such as Holly Cottage and The Cottage from view.



Holly Cottage peers above its boundary wall.

10.0.6

There are examples of original gates which complement the architectural style of the building. These can be seen at one of the approaches to Virginia House and at the end of the track leading to the church.



Gates on the now unused entrance to Virginia House.



Note the original railings.

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 definition of “public realm” includes lamp posts and street signs in addition to items such as benches and litter bins.

11.0.2

Unfortunately, in the village, the quality of the conservation area has been eroded by an excessive amount of signage, street lighting or road markings along the A449. The area does benefit from a bus shelter but this is one of the standard metal bus shelters which adds to the urban appearance of this part of the conservation area.

11.0.3

The conservation area has the benefit of a number of public rights of way that are either formally or informally defined. The network of public footpaths provide the opportunity to view buildings from different angles. It is important therefore that the views from these footpaths are not affected.



This footpath begs exploration.

11.0.4

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



A kissing gate at the approach into the church yard

11.0.5

Post boxes are 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 post boxes have been removed from towns and villages and replaced by metal pouch boxes.



Queen Elizabeth II red post box



A K6 Telephone kiosk designed by Sir Gilbert Scott.

11.0.7

A telephone box on the approach into the village at the A449 junction with the Upton Road. This is another important feature which contributes to the character and appearance of the conservation area.

12.0.0 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. Views into and out of the conservation area are fairly limited

A. Approaching the village from the north.
On leaving the environs of Worcester City, the presence the escarpment with its strong tree line results in the area taking on a much more rural feel. Glimpses of the roof to Virginia House can be seen. These views are halted at the extreme edge by the church tower.



Approaching from the north.

B. Looking south west across from the corner of the church yard

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



The Malvern Hills to the south west in the far distance.

C. Looking south east from the corner of the church yard.

This view is across an undulating landscape which is predominantly rural. The presence of electricity pylons detract from this view.



Note the pylons in the distance.

D. Looking east and west along Kings End Road (This is a split view).

West Along this leafy lane, there is a sense of enclosure. The trees dominate the street scene. This feeling of enclosure is heightened by the canopies of the trees which allow shafts of light to filter and create shadows along the highway.



The trees dominate this rural lane.

East Looking east the view opens out towards the junction with the busy A449. In this view, it is the traffic and general clutter which dominates the street scene and gives the area a more urban appearance.



The road begins to dominate this view.

View E Looking north from footpath off Old Malvern Road

Views north and south from Kings End Road are restricted due to the fact that the houses and boundary walls abut the highway. The only views looking towards this area can be obtained from the public footpath some distance away.

View F

Looking north from Brook House

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.



View G Looking north from the escarpment.

Views from the escarpment are dominated by the A4440, the traffic island, street lamps, road signs and road markings. It is very urban in appearance and is in total contrast with the greenery associated with the conservation area.



A very urban scene with Worcester Cathedral in the distance.

View H Looking south from the footpath to the rear of the Red Lion P.H.

From this point there is one of the most important views within the conservation area. It is looking across open fields towards the church in the background.



Again, the church dominates this view.

View I and View J

There are important views of The Cross House on the approach into the conservation area from Malvern and Upton. The building heralds the entrance into the conservation area. The scale of the building, its materials and boundary walls can be fully appreciated.

View K

At the end of the footpath past 30, The Village, there are some outstanding views of open countryside.

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 Powick Village. However, biodiversity value is inherent in the connectivity of habitats through the village created by the course of various streams. These streams 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

There are areas within the conservation area which have been relatively fortunate in retaining much of their character and appearance without significant intrusion. There are however, features that are compromising or detracting. These include:

14.0.2 *New Development.*

In some cases, development has been constructed quite close to the edge of the highway. Their proximity to the road coupled with their scale and materials have altered the character of the conservation area.



Recent development on the approach introduces urbanity to the village.

14.0.3 *Telegraph Poles and Wires*

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



Cables and pylons dominate this view across the open countryside.

14.0.4 *Car Parks*

The car park of The Red Lion, as seen from the adjacent road, results in a gap in the road frontage. The expanse of tarmac is distracting.



Expanse of car park at the public house is visually intrusive.

14.0.5 *Fences.*

At the approach into the village there are long sections of close boarded fencing which appear as an alien feature in the streetscene. The fencing detracts from the prevailing character and appearance of the conservation area.



Close boarded fences, shown above and below, are not characteristic features of the conservation area..



14.0.7

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.

14.0.8 *New Buildings.*

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.

14.0.9

The setting of the conservation area has been poorly observed in the past. This is as a result of the extensions and alterations to the road network.

14.0.06 *Road Markings*

There are numerous examples where road signs and lighting columns, coupled with road markings, have conspired to spoil a number of views of buildings throughout the village.



The approach into the village is spoilt by the proliferation of clutter.

15.0.0 Problems, Pressures and the capacity for change

The appraisal has highlighted the following problems and pressures in three out of the four character areas:

15.0.1 Historic Core

The prominent siting of cables.

Inappropriate siting of an electricity sub station on the approach to the Grade One listed church.



An alien feature on the approach to the most important building in the conservation area.



Electricity cables attached to the tower create a shadow which doubles their impact.

15.0.2 The Terrace

Agricultural buildings on the approach into the village from Worcester.

The petrol station, which as a result of its scale and signage dominates the approach into the village.

The concrete sectional garage in front of Cross House.

The car park to the Red Lion P.H.

Road signage and markings throughout.



The buildings, above and below, detract from the appearance of the street scene.



15.0.3 Worcester Road

Loss of front boundary walls.

Unsympathetic alterations to properties.

Introduction of timber panelled fences.

Road signage and markings throughout.

Proliferation of satellite dishes.



The proliferation of satellite dishes detract from the appearance of these buildings.

Introduction of timber panelled fences.

Road signage and markings throughout.

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 conservation area was first designated in 1991. Since then government guidance, notably PPG15 Planning and the Historic Environment, has heightened awareness and appreciation of historic buildings, their settings and the townscape.

16.0.2

Improvements in the quality of the Ordnance Survey data are such that the boundary has been redrawn in order to follow the land lines more accurately.

17.0.0 Community Involvement

17.0.1

Every household within the conservation area and immediately adjacent to the conservation area was sent a letter and leaflet to explain the appraisal process. An exhibition and a public meeting were held in Powick during October 2009 to which local people were 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 were sent a copy of the appraisal and were invited to comment. A period of 28 days was given for comments and the document was also available to freely download from the Council's website. Comments received were taken into consideration in amending the draft Appraisal and Management Strategy.

17.0.2

A full report, in which all the comments from the consultees have been debated, was considered for adoption at the 2nd February 2010 Planning Committee of the MHDC. It was adopted on that day and subsequently advertised in the press.

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 Powick Village Conservation Area 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 (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 (SPD's) to help explain planning policy.
4. MHDC will evaluate the planning decisions it makes within the Powick Village 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 some 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 Powick Village Conservation Area.

In considering proposals for any new development it is important to respect the building to plot ratio which exists in the individual zones in order to retain the rural feel of the area. It will also be necessary to protect the mature trees which contribute to its character. Obviously, any subdivision of the plots will adversely affect the character and appearance of the conservation area.

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 Powick Village Conservation Area 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.

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.

19.0.4 Boundary Walls and fences.

Brick and stone built boundary walls; 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.

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.

Large expanses of tarmaced parking areas, for commercial premises such as the car park at The Red Lion P.H, 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 and by properties situated in larger gardens. 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.

20.0.3 Scale

Due to the variety of architectural styles, the buildings in Powick Village vary in scale. Roof scape and street scape can be completely altered if 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 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

21.01 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.*

Article 4(2) Direction

21.02

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.

21.03

This has been evaluated in the Appraisal but it is not felt from the survey that the incidence of low level alterations within the Powick Village 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.

Area of Special Control of Advertisements

21.04

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.

21.05

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. Indeed, the only obtrusive signs are the various road signs, which are beyond this type of control. Consequently, it is not considered that such controls are required for Powick Village Conservation Area .

Urgent Works Notices or Section 215 Tidy Up Notices.

21.06

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 Powick Village Conservation Area however this can be used if necessary.

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.
- The Victoria History of the County of Worcester. William Page 1924.

Part 3 APPENDICES

APPENDIX 1

Local Plan Policies

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

APPENDIX 2

Criteria for boundary changes

A2.1 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.

A2.2 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.

A2.3 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 and 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.”

A2.4 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.

A2.5 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 3

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.

A3.1 There are fifteen buildings within the Powick Village 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 Peter and St Lawrence is listed Grade I. All of the other buildings are listed Grade II. All listed buildings are shown purple on the Appraisal Maps.

Within the **Historic Core**, the listed buildings are -

A3.2 Foremost among the conservation area's listed buildings is the Grade 1 listed *Church of St Peter and St Lawrence* dates from the 13th and 14th centuries, with 12th century remains and a 15th century tower. Constructed from squared sandstone with an ashlar tower and tiled roof.

A3.3 *Lea Tomb* A mid to late 19th century chest tomb constructed from sandstone and marble in Gothic style. On the north side are inscriptions to Charles Wheeley Lea and Amy Mary Lee. At the top of the tomb is an inscription to John Wheeley Lee.

A3.4 Within **The Terrace** zone the listed buildings are;

Cross House dates from early 19th century with 16th century and 17th century remains. It is a two storey painted brick and timber framed building with a tile roof. The south west front has two cross wings. In the 20th century the framing was probably re-exposed.

A3.5 *The Red Lion P.H.*, a 17th century building remodelled and extended in the 18th century. Timber framed refaced and extended in red brick. Flemish bond to the front and English garden wall bond at rear. In the 20th century a single storey extension was added.

A3.6 *Numbers 42-44 inclusive, The Village.* A terrace of three two storey houses which all date back to the 17th century. The timber framing is in square panels with the ground floor underbuilt in brick. Number 44 occupies rear of a cross wing and late 18th century of early 19th century painted brick range on the south side.

A3.7 *Swiss Cottage* The former lodge to Virginia House. Built in the mid 19th century it is constructed in weatherboard brick with a slate roof and designed to resemble a Swiss Cottage.

A3.8 *Virginia House* Built in Flemish bond with stone dressings in the mid 18th century. Two storey and attic with five bays and a sixth bay set back. A lunette window is located within the pediment.

A3.9 *Old Rectory House and The Old Rectory* Two late 18th century houses. Stucco with tile roof, set back to the right is a wing of painted brick. The left hand part of the wing ,is three storeys and one bay. The right hand part is of two bays.

A3.10 *A449 Pump and Pumphouse* A brick built structure with slate roof which dates from the late 19th century.

Within the **Kings End Road** zone the listed buildings are -

A3.11 *Daybrook House*. A two storey house constructed from brick in English garden wall bond with a tile roof 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.

A3.12 *The Coach House*. A pair of late 17th century cottages which were converted into a coach house and stables by the early 19th century and into residential use by the early 1980's. It is a timber framed building with brick noggin towards the west and elsewhere obscured by a brick skin.

A3.13 *The Hermitage* Late 18th century built in brick with Flemish bond. Ground floor fenestration includes tripartite sashes and on the first floor are casements.

A3.14 *The Place* Formerly listed as the Vicarage, then The Place and now known as The Old Vicarage, 7 Kings End Road. Late 18th century with earlier 16th century remains. One of the most important building within the conservation area. It has five bays under a hipped roof and there are tall chimneys to the left and right behind the ridge,

Within the **Worcester Road** zone the listed buildings are -

A3.15 *Powyke House*. An Early 19th century three storey house of brick and tile construction. The doorway has a round head with a fanlight and an open pediment on consoles. The chimneys are positioned behind the ridge.

Unlisted Buildings of Merit (Shown yellow on the Appraisal Plan)

A3.16 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.

A3.17 Particular unlisted buildings of merit within the conservation area are -

The Cottage, Kings End Road.
Holly Cottage, Kings End Road.
Church End Villa, The Village.
15 The Village.

APPENDIX 4

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 Historic Core:

A4.1 The gates at the entrance to the track which leads to the church.

A4.2 The railings which demarcate the boundary of the church yard.

A4.3 The kissing gate to the public footpath leading to the church yard.

A4.4 The church lychgate itself and its gates.

The Terrace

A4.5 The brick wall in front of The Old Rectory and The Coach House

A4.6 The stone wall in front of Old Rectory House.

A4.7 The brick wall and trees surrounding Cross House.

A4.8 The brick walls surrounding Virginia House.

A4.9 The brick wall in front of the 42-44 The Village.

Kings End Road

A4.10 The brick wall in front of Daybrook House.

N.B This list is not intended to be exhaustive

DIRECT ADVICE & INFORMATION

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13.0.2

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.