

Malvern Hills District Council

Trinity Conservation Area

Appraisal and Management Strategy





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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 Trinity Conservation Area was originally designated in November 1978 as the Malvern Link Conservation Area. Initially the area was defined by the important Link Common, however the boundaries were reviewed in 1999. This resulted in the designation of a further conservation area to the east, encompassing the commercial core of Malvern Link. The new conservation area took the Link name and the original conservation area was renamed Trinity. The boundaries of the renamed area were also revised and extended; to include significant amounts of housing

on Hornyold Road and further housing on Somers Road.

1.1.3 The conservation area still centres on the historic common which has remained a large open greenspace. It includes both the high quality 19th century villas built on key routes through the area, and smaller properties built as workers housing for those involved in local industries.

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 Trinity Conservation Area. Seaford Court is earmarked in the Local Plan as the potential site for the new Malvern Hospital. Policy EP20 emphasises the need for this development to reflect the character of the wider Trinity Conservation Area.
- 1.2.5 Other relevant policies include the designation of protected greenspace in Policy QL2. This additional protection has been applied to a number of open spaces within the Trinity Conservation Area, and provides further protection against development impacting on their environmental and recreational importance.
- 1.2.6 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 Under section 69(2) of the Planning (Listed Buildings and Conservation Areas) Act 1990, local authorities have a duty to review and appraise conservation areas on a regular basis. These appraisals and associated management plans are intended to allow councils to monitor change within the areas and inform future decision making.
- 1.3.2 This appraisal has been prepared in accordance with "*Planning Policy Guidance Note 15: Planning and the Historic Environment*". In addition guidance on the preparation of Conservation Area Appraisals is provided by English Heritage. Specifically two documents have been referred to: *Guidance on Conservation Area Appraisals* (2006) and *Guidance on the Management of Conservation Areas* (2006).

1.3.3 In order to prepare the appraisal extensive on site analysis was undertaken. This was combined with documentary research to assess several important criteria including:

- 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 is also provided on the future management of the conservation area through the management strategy with specific reference to:

- the extent of intrusion, damage 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. Residents, developers and the general public may also use the document to understand the conservation area's 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.

1.4 Summary of Conservation Area

1.4.1 The Trinity Conservation Area lies between the historic cores of Great Malvern to the south, Malvern Link to the east and North Malvern and Newtown to the north. To the west, the conservation area is bounded by the Malvern Hills, designated an Area of Outstanding Natural Beauty (AONB). The conservation area is dominated by the large open space of the Link Common which is a vital remnant of the area's rural past.

1.4.2 Around the common and to the northeast are examples of smaller housing which form the small late 18th century and early 19th century development known as the Link Top. Generally this consists of small, densely planned housing presenting

small scale streetscapes with modest housing fronting onto open green spaces.

- 1.4.3 The conservation area also encompasses the built environment which developed largely in the late 19th century. The area is predominantly residential and generally sparsely settled with detached or semi-detached houses set within large plots. Houses are generally set back from the road, with mature planting creating green streetscapes. There is considerable variation in style and materials reflecting the relatively piecemeal development of plots. However, in scale and spacing the properties present some uniformity and there is a predominance of Malvern stone and brick.

2 Assessment of Special Interest

2.1 Definition of Special Interest

2.1.1 The Trinity Conservation Area has been designated due to its special architectural and historic interest. Its distinctive character stems from both the high quality of the built environment and the area's natural and topographical advantages. Its sloping and undulating topography allows views in and out of the area, towards the Malvern Hills and out onto the Severn plain. The historic origins of the area as a royal forest and chase have also contributed to its setting, with the large green spaces included within the designated area. These spaces also serve to link the conservation area to the surrounding open hills, reinforcing the settlement's strong sense of identity.

2.1.2 Architecturally, the Trinity Conservation Area contains an extraordinarily rich built environment. Many of these buildings stand alone as remarkable architectural examples, and cumulatively this gives the area a unique ensemble of buildings of more than special interest. The form and materials of the housing in the area is also such that they fit well with the surroundings, in particular the use of Malvern



Enclosed spaces in the Link Common



Views of out the Conservation area from Holy Trinity Church with the Severn plain beyond



The area has an extremely high quality built environment.

stone creates a harmony between the natural and built environment.

- 2.1.3 More modest workers housing which is interposed in the streetscapes serves as a welcome contrast, throwing the larger structures into relief. This housing also serves to reflect the mixed history of the area, as both the Victorian spa town dedicated to leisure and the more practical working landscape of agriculture and quarrying.



Smaller houses provide contrast and a depth to the quality of the built environment.

2.2 General character and plan form

- 2.2.1 The development of the area's built environment falls into three broadly defined phases. Firstly, the isolated houses associated with the rural use of the common land and forest, generally dating from the 16th and 17th centuries. Secondly, the 18th and early 19th century development of small cottages and some modest and irregular workers' housing within Link Top. Thirdly the laying out of large Victorian villas and some public buildings, following the arrival of the railway and the development of the water cure in the mid-19th century.



One of the early isolated buildings associated with the Link Common, the Link Farmhouse

- 2.2.2 The piecemeal development of the common land has resulted in an unusual layout. Rather than being centred around an



Early 19th century housing on Lygon Bank

historic core, the early buildings are located disparately throughout the area, generally subsumed by Victorian development. Focus for the conservation area is provided instead by the Link Common, although its size means that important buildings are spread over a wider area. This includes Holy Trinity Church and the adjacent Link Top commercial area.

2.2.3 Early houses are generally modest and vernacular in style; with a few timber-framed cottages and brick farmhouses. The late 18th and early 19th century development is again modest workers housing located in an irregular layout clustering around areas of common ground, and important thoroughfares.

2.2.4 The Victorian development dominates the conservation area while retaining a sense of the earlier settlement pattern. The Victorian street plan reflects earlier thoroughfares and respects the important common ground provided throughout the area. In general the 19th century date for much of the development has ensured a coherent streetscape with an overall sense of peace and seclusion. This is enriched by the architectural quality of the buildings, which vary in materials and style to create a



Link Cottage situated on the common is a surviving element of the sparse development of the area prior to the 19th century



Before the late 19th century houses were in a modest, vernacular style, such as this one on North Malvern Road



Link Towers on Somers Road

palimpsest of the best of late Victorian architectural design.

- 2.2.5 In contrast, small areas around the common reflect the more modest status of some of the Victorian inhabitants, reflecting the workers associated with the successful spa town industry and the continuing local industries of quarrying and brick making.



More modest 19th century housing on Oxford Road reflects the workers who also moved into the area in the 19th century

2.3 Location and Landscape Setting

- 2.3.1 The Trinity Conservation Area covers an area defined and built largely in the 19th century. It is bounded by the historic settlements of Great Malvern to the south, North Malvern and Newtown to the north and Malvern Link to the east. It now falls within the boundaries of Malvern Link, but its origins are associated with the expansion of all three earlier settlements; particularly Great Malvern to the south.



Boundary of the conservation area with the slope of the western side of North Hill rising to the right of North Malvern Road.

- 2.3.2 The landscape setting of the settlement is defined by its location on the western slopes of the Malvern Hills. These are now designated as an Area of Outstanding Natural Beauty, the boundaries of which border the western edge of the Trinity Conservation Area.



The Malvern Hills, an Area of Outstanding Natural Beauty, provide the backdrop to the open ground within the conservation area

North Malvern Road to the lower, flatter areas at the eastern end, around the railway station and Pickersleigh Road.

- 2.3.4 Visually the hills dominate the setting of the area, with views of North Hill from throughout the area, and the elevated views of the Severn valley to the east from the higher vantage points. This gives an openness to the area with glimpses and vistas of the wider landscape from many vantage points.
- 2.3.5 This sense of open space is reinforced by the Link Common, a surviving vestige of the medieval hunting chase which ran along the western hillsides. Despite the enclosure and subsequent development of surrounding land, the common itself has remained largely undeveloped. This open land with clumps of mature trees provides a reminder of the original form and purpose of the land within the conservation area.

3 Origins and Historic Development of the Area

3.1 Archaeological and Historic Development

3.1.1 There is little evidence of prehistoric activity within the Conservation Area, however its location on the slopes of the Malvern Hills raises the potential for prehistoric remains. Throughout the prehistoric era the Malvern Hills appear to have formed an important trade route and prominent landmark. Evidence for prehistoric activity is largely Iron Age; with notable hill forts on Midsummer Hill and the Herefordshire Beacon. Evidence of earlier occupation is limited, but includes a middle Bronze Age axehead found in Malvern Link in the 18th century (Hurle 2007, 5).

3.1.2 During the Roman period the Malvern area played a less significant role. Important trade routes moved away from the hills, passing further to the east and west. Evidence of significant Roman activity is focussed on the production of pottery, with many known and possible kiln sites identified around the Trinity area (Bowden 2005, 28). This made use of the local resources of clay as well as the forest which provided a convenient source of fuel.

Following the collapse of the Roman Empire it is likely that settlements in the area shrank, or disappeared altogether (Bowden 2005, 31).

3.1.3 The Saxon period saw the establishment of a number of small settlements in the district although it remained largely forested. The area fell within the extensive parish of Powick which was owned by Pershore Abbey before being granted to Westminster Abbey. In 972, a charter from the Abbey established the boundary to the parish. In places this boundary line is still identifiable with surviving landmarks and it appears to have passed through the modern area of Trinity. References to cultivated land indicate that some settlement had already been established in the Link area, reinforced by the Saxon origins of the name from 'hvinc' meaning slope (Smith 1978, 17; Mawer and Stenton 1927).

3.1.4 The Domesday Book does not list any settlements in the Malvern or Trinity area although the Priory was known to exist by this date. This suggests that settlement in the area was not significant enough to be noted, with the population dispersed over a wide area. Most significant for the development of the area was the designation of the Malvern area as a royal forest in 1074 (LDA 1993, 10).

This meant that a large area of the east of the hills was controlled by forest law. This was designed to protect the rights of the monarchy to the game and timber derived from the forest, both for pleasure and for commercial purposes. Among a number of regulations, this ensured that the area would not be deforested. The Malvern chase was administered from Hanley Castle to the southeast of the area. Trinity falls within the Link area which represented the northern section or 'walk' of the chase (Hurle 2007, 20).

- 3.1.5 The protection of royal forests continued throughout the 16th century. In 1584 a survey of the chase was carried out to assess its condition. Henry Digley's description survives including mention of the 'lynke' area: 'again in the link greene Blackwall brought us unto a greate stone in a tuft of bushel and said here endethe my walke of the lynke' (Hurle 2007, 65). The stone mentioned stood until the 19th century on the Link Common; but was moved to St Matthias' Church where it remains. Many of the forest rights were purchased by local landowners and land within the chase could still be subject to development. There are records of a kiln for the local tile and brick making industry for example, including one on the Common (Smith 1978, 149).

Under Charles I in the early 17th century, the protection of the chase came to an end. In 1628 the area was surveyed and valued; including the Link walk which comprised 14 acres under the control of Sir Walter Deveraux. In 1632 a third of the land of Malvern chase was sold to private owners, the remaining two-thirds were to remain open in perpetuity.

- 3.1.6 Despite the protection afforded by Charles' provision, in 1778 the Parish of Leigh, of which the Link formed the southern part, applied for an act to enclose. This caused much anger in the area, as commoners' rights were again encroached upon. Attempts to put up fencing defining new boundaries met with local resistance (Hurle 2007, 106). Despite this the planned enclosure went ahead; leaving the areas of common land identifiable today, including the Link Common. Following the enclosure of the area a 20 acre plot of the newly enclosed land at the Link Top was used to create a workhouse with associated almshouses for the Malvern district (Smith 1978, 128).
- 3.1.7 Up until the 19th century, the population of the Link area had remained stable, even dropping slightly following enclosure and the associated loss of grazing and timber rights. However, from the early 19th century the

popularity of Great Malvern as a centre for the water cure had a significant impact on the surrounding area. Industrial activity in the area also increased with more quarrying of stone from the hills and an expansion in the brick trade in Malvern Link. This encompassed sites around the Trinity and Link Top including Belmont Brickworks between North Malvern and Newtown.

3.1.8 This industrial development resulted in an expansion of the village with a number of large villas constructed along

Worcester Road, thus creating a ribbon development between Great Malvern and the centre of the Link to the northeast. At the Link Top, cottages were constructed in the 1810s and 1820s as part of the infill of the area between Great Malvern, Malvern Link and North Malvern. Development in this area focussed on providing smaller houses for tradesmen and quarry workers (Smith 1978, 188-9). These development patterns are highlighted on the 1846 Tithe map. This shows the small village settlement, which



1846 Tithe Map of Malvern

remained the centre of the Link. Within the Trinity area a small number of houses are densely packed on irregular plots at the eastern end of the common; with further, more regular development between the Mathon and Cradley (modern North Malvern and Cowleigh) roads to the northwest.

- 3.1.9 The 1840s saw the start of expansion in the area. Much of this was prompted by the sale of land by the larger landowners, such as the Somers estate. The division of land generally lead to generous plots, particularly to

the northwest of the common. This expansion in population also led to the construction of a church and schools for the village. The rising population in the Link Top area led to the construction of Holy Trinity Church in 1850-1, to serve parts of North Malvern and the Link Top and Link Common area. In 1859 the process of expansion was accelerated by the arrival of the railway. Link Station was the first to open in the Malvern area, and for two years all passengers to Great Malvern alighted here and travelled



1st edition Ordnance Survey map of the area

south into the town. A large railway station, and associated station hotel were constructed, designed by E. W. Elmslie. The arrival of the railway was a key moment in the development of the area, leading to a large expansion in population of the Link. At the same time as the opening of the railway the release of large areas of land by local owners led to a significant increase in the population of the town. The construction of hotels and boarding houses, as well as large numbers of private houses, indicated the Link's new status as part of the emerging railway network.

3.1.10 The First Edition Ordnance Survey Map shows the extent of expansion in the area in the late 19th century. The route of the railway line running from the north into Malvern is shown. The construction of the next phase of the line, to Great Malvern a mile to the south, involved a large cutting through the eastern portion of the Link Common. The area to the north of Worcester Road was also rapidly developed in the mid-19th century. At the Link Top, continued expansion in housing led to the enlargement of the church in 1872 by Haddon Brothers, a local architectural practice (Pevsner 1968, 167). The earlier station hotel was converted for accommodation for a boy's school in 1885.

3.1.11 In the early 20th century expansion continued to spread outwards from the historic core of the town. Development was largely focussed to the north and east of the Link where flatter land was available for easy construction. This united the historic centre of the Link with other small, but expanding villages, including Upper Howsell. To the east, within the Trinity area, expansion was limited to development along the hillside to the north, the main core around Link Common being either already developed or protected as common ground. The area was impacted little by the World War with a single bombing episode aimed at the Link Station and sidings, missing and hitting buildings on the Worcester Road area east of the railway station (Carpenter 1995, 24).

3.1.12 Late 20th century development in the area has again focussed on flatter land to the east of Malvern Link. Building in the Trinity area has been limited, but there has been some infill of some of the larger Victorian plots. There has also been considerable alteration in the station area. Much of the earlier station building was demolished in the 1970s and replaced with smaller scale modern buildings. Only the Station-keeper's house remains. The old station hotel was also demolished following

the closure of the boys' school in the 1965. Some of the Victorian villas to the north of Worcester Road have also been replaced with modern apartment blocks.

4 Spatial Analysis

4.1 Street Pattern and Key Spaces

4.1.1 The development of the Trinity Conservation Area is dominated by the Link Common and the key routes which run adjacent to it. To the northeast, the street pattern has developed parallel to the main Worcester Road. Similarly to the northwest key roads run parallel to the main North Malvern route. This reflects the dominant topography of the area which has resulted in many of the streets being formed along terraces, with significant rises and falls in ground level along and between streets.

4.1.2 The generally sparse development means that most streets have an open feel. Important open spaces are generally associated with areas linked to the Common, including those at the junction of Worcester Road and North Malvern Road, and further south adjacent to Lygon Bank.

4.2 Greenery and Green Spaces

4.2.1 The Link Common dominates the lower half of the Trinity Conservation Area. This provides a vital green space both for the conservation area and the wider town. The Common consists of areas of



Early routes around the common; Worcester Road



Open space at the junction of North Malvern Road and Worcester Road, surrounding grass links the area to the Common south of Worcester Road



The Link Common, the heart of the conservation area

open space and groups of mature trees, which, together with the undulating topography, ensure that smaller areas of the common can feel enclosed. It is also transected by two roads and the railway line to Great Malvern, although these are well screened with mature planting.

4.2.2 To the east and south of the main common are smaller sections of green space. Originally part of the common area, these now provide important enclosed spaces bordered by housing. The small area of housing encompassed by the conservation area to the south of Moorlands Road is set back from the road within an open area of land. Similarly to the east, a small green provides the focal point for housing on Link Terrace, Oxford Road and Lygon Bank. These areas link the built environment to the common and provide pleasant vistas for some of the smaller houses in the conservation area.

4.2.3 Throughout the developed area to the north of the common the housing is generally set back from the road within large plots of land. This ensures that most streets in the conservation area have a 'green' feel. The mature trees in many areas make most streets feel enclosed. Some modern development in the area has made use of this feature by utilising planting to mask less



Green space provides a focus for Lygon Bank, Oxford Road and Link Terrace



Green space on Moorlands Road, later housing follows the same pattern facing onto the open space



Somers Road a 'green' streetscape makes a positive contribution to the conservation area

traditional housing forms. This has generally been successful in neutralising the impact of the modern housing. In addition, a number of undeveloped plots are covered with mature trees providing more greenery on certain streets.



Modern housing masked from the streetscape by mature planting on Alexandra Road

4.3 Key Views

4.3.1 The changing ground levels within the conservation area provide considerable scope for views both within the conservation area and into the wider landscape. These form an important part of the conservation area framing the open spaces and built environment, and providing an important sense of place.

4.3.2 Dominating views throughout the conservation areas are the adjacent Malvern Hills; visible from within the designated area and forming an impressive and beautiful backdrop to most of the streetscapes.

4.3.3 Specific important viewpoints out of the conservation area are marked on Figure 2 and include

- **Southeast through gaps between houses along Cowleigh Road and Hornyold Road**

4.3.4 From the higher ground, particularly around Hornyold and Cowleigh Road, views eastwards out onto the Severn Plain form a series of striking but brief vistas along the roads. These are glimpsed between the houses, providing a sudden and surprising backdrop to the streetscape.



Views of the Malvern Hills provide a stunning backdrop from many points in the conservation area



Glimpses of the wider setting between housing on Cowleigh Road

- **Various viewpoints across Link Common**

4.3.5 Within the conservation area the open ground around the Link Common provides a number of important vistas, both across the green space and into it from adjoining streets. These are vital to the setting of the adjoining houses. The area towards the east of the common is generally more open with fewer trees, and thus the views in this area are particularly expansive.



Link Common from Pickersleigh Road, the common provides many important views set by its mature trees and open grassland

- **Northwest from Worcester Road**

4.3.6 Holy Trinity Church, on the higher ground, provides an important focal point for views from the common and Worcester Road. The plan form of this area, however, generally limits views with no long vistas. Similarly, the mature planting, particularly the high number of trees, mask properties from the roadside.



Holy Trinity Church viewed from Worcester Road

- **Northwest from the junction of North Malvern Road and Cowleigh Road**

4.3.7 This important view provides a vista out of the current conservation area, up the important thoroughfare of North Malvern Road. This encompasses the varied historic structures along the eastern side of the road and to the west



View of the North Malvern pump at the junction from the end of Cowleigh Road

the rising slopes of North Hill. The view terminates in a notable landmark; the distinctive red brick tower of the North Malvern pump.

- **Southeast and northwest from the junction of Trinity Road with Newtown Road**

4.3.8 The open space around the road junctions allows a number of important views, including to the southeast over the Link Common and to the northwest towards Holy Trinity Church.



Southeast from Newtown Road

- **Southeast from St Peter's Road along Hornyold Road**

4.3.9 Generally the streetscapes of the conservation area are enclosed spaces with only short vistas. The long straight line of Hornyold Road, however, can be viewed from the high ground at this northern end. From here the mixed rooflines of Hornyold Road and Cowleigh Road can be viewed with a variety of materials and decorative gables visible. These are set against the wooded slopes of the hills rising behind.



Setting of the conservation area with North Hill rising behind the housing

- **Worcester Road from the junction with Graham Road**

4.3.10 Although adjacent to the Link Common, Worcester Road is separated visually from it by a double avenue of trees along the southern side of the road. This avenue, and the mature planting and boundary walls to



Northwest along Worcester Road

the north of the road, provide striking views along the road, both along Worcester Road and along the avenue of trees, marking the edges of Graham Road where it cuts across the common.

- **Views east and west from the Link Common footbridge over the railway line**

4.3.11 As observed above, the open area of the Link Common provides a series of impressive views both across the conservation area and encompassing the wider landscape. However the rise in ground level for the railway bridge provides a particularly panoramic set of views. To the south and southwest, the area beyond the conservation area can be observed, looking over the rooflines of the modern Link housing towards the line of the River Severn. To the west and northwest, views across the common and back into the conservation area allow glimpses of the high quality architecture through the small coppices on the common.

- **Junction of Howsell Road and Somers Road looking northeast**

4.3.12 This vantage point, close to the Howsell Road railway bridge, provides the only view from the conservation area of the eastern side of Malvern Link. The higher ground level within the



View looking east across the Link Common footbridge



View looking west from the Link Common footbridge



View from Somers Road looking northeast

Trinity Conservation Area means that the vantage point looks over the rooflines of the settlement, and the narrow north to south running road lines are discernable. A focus for the view is the tower of St Matthias' Church in the centre of Malvern Link. Beyond the settlement, the wider landscape of the Severn Plain is visible

- **From Link Farm, at the Pickersleigh Road and Meadow Road, to the southwest**

4.3.13 This vantage point provides one of the few places within the conservation area where the settlement of Great Malvern can be seen to the south. This is viewed rising on the slopes of the hills, with a focus provided by the tower of the Priory. Glimpses of varied rooflines can be observed, interspersed with mature trees. Behind the settlement the profile of the Malvern Hills can be observed continuing to the south.



View of the hills and Great Malvern from Link Farmhouse on the junction of Meadow Road

4.4 Contribution of Key Unlisted Buildings

4.4.1 The conservation area contains six listed buildings, all grade II, and a further eight listed items of street furniture (see Appendix 1). This is relatively low considering the high quality of the architecture, but reflects the difficulty of singling out buildings of particular merit within the streetscape. Therefore, a high number of unlisted buildings have been identified as making a positive contribution to the conservation area.



Link Villa, 111 Moorlands Road

4.4.2 An important distinction must be drawn between those buildings which are considered 'key unlisted' buildings and those which make a positive contribution to the conservation area. Both are vital to the character of the area, but the following list is intended to highlight buildings of particular importance, although unlisted usually due to their relatively late construction date. Other buildings which make a positive contribution will be highlighted throughout the rest of the text.



Link Tower Lodge, 20 – 26 Somers Road

4.4.3 The following is a list of buildings which were judged to be of particular importance. These are also identified on Figure 2. However, this list should not be considered exhaustive:



169 Worcester Road

- Link Villa, 111 Moorlands Road
- Link Tower Lodge, 20 Somers Road
- 24-26 Somers Road
- 64-66 Somers Road
- 125 Worcester Road
- 143 Worcester Road
- 169 Worcester Road
- 171 Worcester Road
- 179 Worcester Road
- 181 Worcester Road
- 187 Worcester Road
- Station House, Link Station, Worcester Road
- United Reform Church, Worcester Road
- Trinity Hall, North Malvern Road
- 11 Hornyold Road
- Lancaster House, 25 Hornyold Road
- 59-63 Hornyold Road
- 26-36 Moorlands Road



179 Worcester Road



United Reform Church, Worcester Road



59-63 Hornyold Road

4.5 Boundary Treatment to Plots

4.5.1 The boundary treatment throughout the conservation area is remarkably consistent, with the frequent and recurring use of Malvern stone walls. These are usually complemented by mature planting, which provides an effective screen for houses and gardens while using materials which make a positive contribution to the conservation area. Driveways and gateways are usually marked by gateposts in either brick or ashlar stone creating a contrasting feature in the walling.



Typical boundary treatment with low stone wall, brick gateposts and mature planting screening the house

4.5.2 It is the use of Malvern stone that creates consistency in boundary style. The height of the walling varies from 0.5m up to its use for retaining walls of over 2m. Similarly, complementary features vary from mature trees, formal hedges and in places some timber screening.



Ashlar stone gatepost on Alexandra Road

4.5.3 The boundary treatment contributes positively to the character of the area, screening houses from the road and enclosing streetscapes. The remarkable consistency in the use of these materials makes it one of the most important features of the conservation area.



Streetscape characterised by stone walling and mature planting

4.5.4 In many cases the attractive walling and gateposts are complemented by gates of individual and high quality design. In many of the streetscapes where housing is screened from the road, these form important landmarks and make a positive contribution to the character of the area.



High quality gates of individual design add positively to the conservation area.

4.5.5 This characteristic boundary treatment has considerable advantage for the conservation area, as it can be used to successfully neutralise the impact of modern development on the character of the historic areas. Conversely, however, the occasional inappropriate boundary has a significant negative impact on the character of the area. In general, the retention of the boundary walls in modern development suggests that the importance of these features is already being taken into consideration. However the impact of any changes to boundaries should be carefully considered.



Effect of modern development neutralised by the use of traditional boundary treatment



Inappropriate boundary treatment has a negative impact on the conservation area

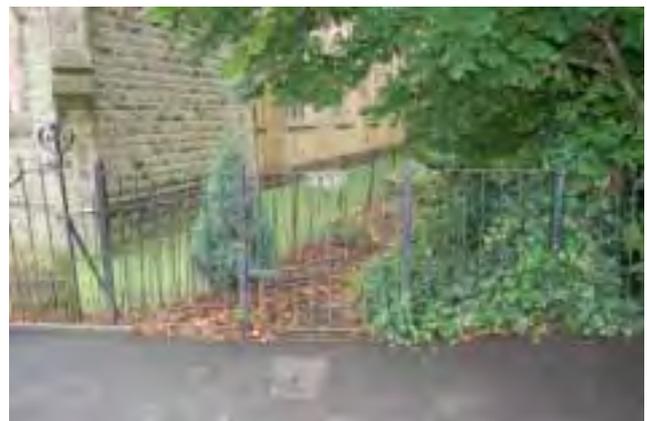
4.6 Public Realm

4.6.1 As with boundary treatment, the consistent treatment of the public realm plays an important part in the character of a 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.



One of the listed lampposts along Moorlands Road

4.6.2 The conservation area currently contains some good examples of historic street furniture, most notably in the area around the Link Common. The listed lampposts on the southern side of the common are an unusual and attractive feature along Moorlands Road. One listed post box also survives on Worcester Road, with other examples in a traditional form. There are also older, possibly early 20th century, metal benches included occasionally in the area around the common, which make an attractive addition.



Early railings around the United Reform Church, Worcester Road

4.6.3 Metal railings are also a feature of the area, particularly those in the Link Station. These incorporate the occasional street lamp, complementing the main streetscapes. Some modern street furniture in the area has been successful in complementing the earlier

elements, particularly the bins at the eastern end of the conservation area, close to Malvern Link commercial area.

- 4.6.4 Throughout the conservation area, original or early road signs survive on many thoroughfares. These are of mixed materials but identified though the use of white background and black lettering. Some are fixed to the wall, although occasionally they are fixed to metal posts, with a black and white striped pattern to make them more visible. Where these survive they make a positive contribution to the conservation area. However, newer replacement signs follow a different design, with green and white signs usually fixed at a low level by timber posts. While these are not unattractive, the distinctive and previously coherent use of black and white signage would be preferable.



Attractive early metal benches and modern bins on Pickersleigh Road

- 4.6.5 Some of the earlier signs are in a poor condition. For example the timber sign affixed to a free-standing post at the top of Hornyold Avenue, which is no longer complete or legible. In other places signs have not been painted for some time. Renewal of this signage should seek to use the original forms rather than replace them with modern alternatives.



Original street sign at the northern end of Cowleigh Road

- 4.6.6 Apart from the five listed street lamps along Moorlands Road the majority of the street lighting

in the conservation area is modern. The predominantly residential character of the area means that these are sparsely placed and do not negatively impact on the area. However, they employ a mix of utilitarian design and materials none of which are in keeping with the character of the area. Renewal of these features should seek to enhance the character of the area through the use of more traditional forms.

4.6.7 Survival of early or original features can also extend to street surfaces, such as kerb stones and brick channels. Small features such as these can make an important contribution to the conservation area, and should be retained wherever possible.

4.6.8 The following streets in or near the conservation area retain historic kerbs and/or brick channels:

- Oxford Road and Oxford Terrace
- Lygon Bank
- Link Terrace
- Moorlands Road
- Trinity Bank
- Pump Street
- Cowleigh Bank
- Hospital Bank
- Henley Place

4.6.9 As well as the well defined streetscapes the conservation area also contains a number of rights of way, either formally or informally defined. Many of these create the access routes across the common, but some are included within the built environment. These provide opportunities to view the buildings and streets from different angles, with glimpses of back gardens, and the rear and the backs of buildings. Such footpaths, be they mud tracks or more formal tarmac alleyways, provide another aspect to the conservation area. It is therefore important that views into and out of these routes are not hindered, nor any new building allowed to block such routes.

4.7 Shop fronts

4.7.1 While the conservation area has no high profile role as a shopping area, Worcester Road and Newtown Road have a series of shops, predominantly to serve those living locally. Those on Worcester Road appear to have earlier origins, and a number of attractive shop fronts with surviving features blend well with the Victorian character of the conservation area, and make a positive contribution to it. This includes the survival of stall risers, and cornices complemented by good signage.



Early attractive shop front along Worcester Road

4.7.2 The facades on Newtown Road are more mixed. They appear generally to have been added more recently and the conversion of the earlier domestic houses has produced mixed results. Examples such as F.L. Cox & Sons are sympathetic to the Victorian development. Others are less sympathetic and some conversions have been unsuccessful at either preserving the domestic character of the property or creating an attractive shop front. Overlarge fascia signs for example that at 14 Newtown Road which has a negative impact on the character of the area.



More recent shop front blending well with the surrounding housing form, Newtown Road



Inappropriate shop development and overlarge fascia signs with a negative impact on the area, Newtown Road

4.7.3 Further, more piecemeal conversion of houses to shops is in evidence along Cowleigh Road. Generally these do not detract from the character of the shops, with appropriate materials used and shop fronts in proportion to the size of house. A few exceptions however have a more significant impact. This is predominantly due to the scale of extensions to earlier buildings, for example at 12 Cowleigh Road and at 56 Cowleigh Road.



5 Character Analysis

5.1.1 The form of the Trinity Conservation Area owes much to the Victorian spa development of Malvern. The general feel of the area is of affluent 19th century residential development, something which has generally been well maintained and built upon in the ensuing years. Individual and high-quality houses spread outwards from the historic focus of the Link Common, which reflects the earlier more agricultural origins of settlement in the area.

5.1.2 In places within this Victorian streetscape more modest housing is included. Less architecturally prepossessing these nonetheless reflect a broader spectrum of residents traditional to the area. The higher density and simpler housing providing a welcome contrast to the more grandiose houses.

5.1.3 The area has an open green feeling, not only from the Link Common but also from mature planting and open spaces around much of the housing. Commercial development in the area is small-scale generally serving the local population, and does not intrude into the peaceful residential feel of most of the streetscapes.

5.1.4 This is reinforced by the setting of the area, with frequent views of the surrounding hills and plain providing a strong sense of place. The settlement is nestled into the side of the hills and is closely associated with this area of outstanding natural beauty.

5.1.5 Although the Trinity Conservation Area has many strong unifying features, it can be subdivided into character areas, each with a distinct architectural and/or historical form. The area has been divided into six character areas:

- 1 – Link Common
- 2 - Link Top
- 3 – Hornyold Road
- 4 – Alexandra Road
- 5 – Worcester Road
- 6 – Link Station

5.2 Link Common

5.2.1 The area of common forms the heart of the Trinity Conservation Area, and the wider Malvern Link settlement. This historically significant and beautiful greenspace has provided a focal point for development, with many of the surrounding buildings facing onto it. These groups of buildings are included in the character area; to the east a series of late 19th century villas and to the south a mixed group of late 19th to early 21st century housing. This disparate housing is united by its setting around the open space of the common.

Green Space

5.2.2 The common provides a large and undeveloped space within the character area. It has an undulating topography, with clumps of mature trees which create small, enclosed spaces within the common. The common has an important amenity role and its enclosed spaces provide scope for natural habitats within the town. The mature trees mean that areas within the common feel cut off from the surrounding housing providing a sense of a natural and untouched environment in the townscape.

5.2.3 It is also transected by two roads, one of which, Cockshot Road, is a relatively busy



Link Common from Moorlands Road



Housing on Moorlands Road, fronting onto the common



Mature trees screening Cockshot Road

thoroughfare; although the topography of the site and mature planting limit its impact on the rest of the area. The common is also cut by the railway line to the west. The southern boundary of the character area includes a pedestrian bridge over the railway line. This provides important views into and out of the conservation area.

- 5.2.4 To the west, and subdivided from the main common by Moorlands Road, is a green space fronted onto by Link Terrace, Oxford Road and Lygon Bank. This links the housing in this area to the common beyond, although again a number of mature trees, spread throughout the green space, provide an enclosed feel to the space. The association with the common is also maintained by the natural style of the green space, with no formal planting. Young trees are also present indicating a sustained approach to tree planting in the area.

Historic and architectural quality of the buildings

- 5.2.5 This character area contains buildings varied in size and date. The shared feature of these is their setting – all are grouped around the common and face onto it in various locations.



Views across the common from the footbridge over the railway line



Greenspace adjacent to Link Terrace, Oxford Road and Lygon Bank.

5.2.6 This character area includes some of the earliest buildings in the conservation area; the historical importance of the common having led to some sparse development prior to the late 19th century. Several of these are listed; including Link Lodge and the Link Farmhouse. Although their styles contrast with the typical mid- to late 19th century form seen elsewhere in the conservation area, they form an important and attractive grouping of structures.



Earlier housing within the character area includes Link Lodge, a listed regency villa on Pickersleigh Road

5.2.7 At the far end of Pickersleigh Road the Link Farmhouse (formerly known as The Cedars) represents one of these earlier, listed buildings. It forms an attractive feature in the character area, and makes a striking landmark for the boundary of the conservation area, distinguishing the historic area from the surrounding modern housing.



Key unlisted buildings within the character area include Link Cottage set in the Link Common

5.2.8 In addition, several unlisted buildings make a positive contribution to the area including Link Villa in the open area of the common and Link End, the largest of the villas along Pickersleigh Road.

5.2.9 To the east of the common, this character area includes the row of large detached 19th century houses fronting onto the common across Pickersleigh Road. These have views to the west, across the common to



Late 19th century villas along Pickersleigh Road

North Hill. These are of mixed materials but form a coherent group with similar massing and varied rooflines, and quoin-stone detailing. There is some modern development in keeping with this style.

5.2.10 Further to the west and providing a contrast to the large houses on the eastern boundaries, are more modest groups of housing. These are grouped in two areas, around greenspaces associated with the common. Again these are characterised by their relationship to the common. The housing is smaller brick properties with a plainer, modest style. Within these 19th century groupings, some modern development has been well designed to blend in.

Local Details and Building Materials

5.2.11 Detailing and building materials varies between the larger villas and smaller workers housing. Generally the smaller century housing is characterised by

- red brick, with occasional stock brick or stone detailing
- low two storey houses
- a plain architectural style
- window detailing of simple brick heads and projecting sills
- some use of bay windows
- slate roofs



Smaller, modest 19th century housing on Oxford Road



Examples of typical detailing to smaller houses, with bay windows, some stone quoin stones, and simple window style

5.2.12 This is contrasted by the housing on Pickersleigh Road. This is formed of larger houses with the same mix of architectural styles and materials as seen in other character areas. This includes

- Malvern stone, brick or render with decorative detailing in contrasting materials
- houses of two and half storeys
- gothic or classical detailing
- varied rooflines with front facing gables
- decorative timber bargeboards



Example of typical detailing of larger villa on Pickersleigh Road

Intrusive and damaging features

5.2.13 Modern development has in general been sympathetic to the prevailing earlier styles of the character area, or is well screened to neutralise any impact. New housing styles have sought to respect traditional density and style. None of it is considered intrusive and the area has few negative features.



Modern housing blending well in scale and character with older properties behind

5.3 Link Top

5.3.1 The origins of the Link Top are associated with the piecemeal development of properties along the fringes of the Link Common. The area reflects the late 18th and early 19th century development of workers housing for near-by industries. This, combined with the importance of the Worcester Road thoroughfare, ensured a commercial aspect to the area and also led to the development of a number of amenity buildings at the Link Top in the early 19th century.



Commercial area fronting onto the busy Worcester Road

5.3.2 This combination has given the Link Top a livelier feel than most of the conservation area today; with the busier commercial thoroughfares of Worcester Road and Newtown Road within the Link Top. This is contrasted by the enclosed area around the church which has a more peaceful aspect although bounded by busy thoroughfares.

Architectural and Historic Quality of the Buildings

5.3.3 The character area focuses on Holy Trinity Church; a grade II listed building located on a high piece of ground. It is constructed of Malvern stone with sandstone dressing, and executed in the gothic style. A small lantern tower with spire



Holy Trinity Church from Trinity Road, mature planting screens the graveyard from the busy surrounding roads and provides a peaceful greenspace

rises above one of the aisles. It is now surrounded by mature trees and feels secluded from the nearby roads; although views of the spire and upper part of the church can be seen from most of the character area. Closely associated with the church is the Vicarage and Trinity Hall.

5.3.4 To the north of the church is another vestige of the earlier history of the Link Top; the grade II listed animal pound, stocks and whipping post. Also listed are 1 – 3 North Malvern Road. This is a distinctive thatched property which stands out from the surrounding housing and makes an attractive addition. These and other listed properties indicate the early settlement of the area, focussed on Worcester Road. They provide an attractive group of structures which contrast with the area's predominantly Victorian character.

5.3.5 Fronting onto the larger roads, Worcester Road and Newtown Road are larger domestic properties, predominantly detached two storied houses in brick. Given the position of these houses on major through-routes, many have been converted to commercial use. Combined with the church and other amenity buildings these two commercial areas help to form a centre to the settlement at the Link Top. In many cases



Grade II listed stocks and animal pound, North Malvern Road



Typical domestic property in the area

shop facades have been created by adding single storey blocks to the front of earlier houses, although some later buildings appear to have purpose-built shop premises.

5.3.6 In general these conversions appear to have been undertaken relatively early, with a good number of attractive, Victorian or early 20th century shop fronts surviving. Timber detailing to windows and doorways includes fluted pilasters and decorative window arrangements. A number of finely detailed shop fronts on Worcester Road; including that of the Post Office (84) and numbers 88 and 92 to the north, although that of the newsagents (88) is partly blocked by a large modern sign board.

Local Details and Building Materials

5.3.7 In general the buildings in this character area form a cohesive group, more modest in scale and materials than is general elsewhere in the conservation area. The church and associated hall form a contrast to this; with their use of Malvern stone and distinctive gothic styling.

5.3.8 Domestic housing in the area mainly consists of

- detached brick houses with small front gardens
- red brick or rendered properties



Typical conversion of a domestic property with a single storey block added to the front of the house



Attractive early shop façade on Worcester Road

- window and door surrounds in contrasting materials, symmetrically arranged
- some single storey extensions into former front gardens to create commercial premises
- roofs of slate or clay tile

Green Space

5.3.9 The character area includes various green spaces associated with the near-by common. Between Newtown Road and North Malvern Road, open grassland with mature trees infill the irregular areas created by the various intersecting roads. This provides important views down to the common and isolates the various thoroughfares, thus preventing them from dominating the area. These also serve to link this busy area back to the common, allowing its important natural characteristics to emanate beyond the boundaries of the common proper.

5.3.10 Adjacent to Newtown Road, the open space includes a car parking area, an important amenity for the Link Top, but currently quite exposed, with little to screen the area from the surrounding green space. This does not form an attractive element in the conservation area, although the necessity of such practical features is recognised. Additional



Detached brick house fronting onto Newtown Road



Greenspace and mature trees around important thoroughfares



Car park area at junction of Newtown Road with Hornyold Road

screening, in the form of more planting for example, may help neutralise its effect on the area.

5.3.11 Further green space is provided to the east of the character area, to the east of North Malvern Road. Here the boundary of the conservation area follows the traditional field boundary, thus including a section of undeveloped land east of the road. This contains the listed pound structure surrounded by mature trees. This green space links the conservation area to the hills beyond, representing the base of the undeveloped hillside. This is strengthened by its relatively untamed feel, associating the area with the carefully managed hillsides within the Area of Outstanding Natural Beauty.



Open land to the east of North Malvern Road

5.3.12 On the other side of North Malvern Road, green space is provided by the churchyard. Again this is planted with mature trees isolating the space from the surrounding roads. However, this area is carefully maintained providing a welcome secluded space despite its proximity to the busy Worcester Road.



Mature planting and greenspace around the church

Intrusive and damaging features

5.3.13 In places commercial conversion of earlier domestic properties has been unsympathetic. On Newtown



Overlarge fascia detracting from the building on Newtown Road

Road the early chapel structure at 38 has had a poor modern shop front inserted and at 14 Newtown Road alteration to create a residence and commercial premises has created an uneven façade. Some signage is also intrusive; particularly at 14 and 22 Newtown Road where overlarge sign boards dominate the historic facades.

5.3.14 Modern development in the character area is mainly focussed around the open space to the north of Newtown Road. Two large blocks of flats have been added in this area. These are considerably larger than other properties and lack the same architectural detailing. Although the sloping topography of the area masks the impact of these large structures on the buildings to the north, in general they have a negative impact on the conservation area.



Intrusive 20th century flats on Newtown Road

5.4 Hornyold Road

5.4.1 Hornyold Road, together with the western side of Cowleigh Road and parts of Hornyold Avenue and Belvoir Bank, have a consistent character reflecting the late Victorian development of the area. The roads sit on the higher ground within the conservation area providing frequent views out towards North Hill and over the Severn Plain to the east. Within the character area, the sloping topography also gives an undulating profile to the streets, with the ground sloping downwards from west to east and from north to south.

Architectural and Historic Quality of the Buildings

5.4.2 The regular road plan and relatively uniform plot size indicates a planned approach to development in the area. However, development of individual buildings reflects a more piecemeal design process creating a pleasing variety in form and materials. There is consistency in the size and massing of buildings; with detached or semi-detached properties of two or two and half storeys, set back from the road with mature planting. The density of houses is greater than in the Alexandra Lane area; but there is still some sense of seclusion, with



Victorian properties on Hornyold Road, looking north



Views from the character area towards the hills

properties nestled in their own plots and often screened from the roadline.

- 5.4.3 The area is predominantly domestic, however a small number of houses have been adapted as commercial premises towards the southern end of Cowleigh Road. The piecemeal conversion has not created a continuous street frontage, retaining its predominantly domestic streetscape. The shop units are generally sympathetic to the surrounding buildings, with no dominant fascias and some fine detailing. The shop fronts at 26-30 Cowleigh Road are good examples which are in keeping with the building and the area.



Commercial properties on Cowleigh Road

- 5.4.4 A key site within the character area is the end of Hornyold Road, at the junction with Cowleigh Road and St Peter's Road. The properties are larger than is typical for the streetscape, of three storeys and set closer to the road, creating a striking impression on the approach to the conservation area from the northwest.

Local Details and Building Materials

- 5.4.5 The buildings of this character area form a cohesive group of high quality domestic buildings. There are some commercial conversions along the eastern side of Cowleigh Road, but in



Properties on Hornyold Road form a striking entrance into the conservation area, despite some unsympathetic modern additions

general these retain their domestic detailing, allowing them to blend well with surrounding properties. Characteristics include

- variation in material with red and yellow brick, Malvern stone, and some rendered properties
- contrasting materials for detailing in ashlar stone particularly quoin detailing to the corners
- consistency in orientation, scale and massing
- generally gothic detailing, although a few classical properties can be observed
- stone hood-moulded windows
- gable ends with decorative barge boards
- clay tile roofs

5.4.6 The boundary treatment throughout the area is consistent, using low Malvern stone boundary walls, often with brick gateposts. This is complemented by mature planting which screens many of the properties from the road. These have been sacrificed in places along Coweigh Road to allow properties to be used for commercial purposes, but in general it survives as the main boundary form.

Green Space

5.4.7 No public green space exists within the character area;



Semi-detached property in Malvern stone with timber frame detailing to gable



Decorative barge boards characteristic of the area



Properties screened by mature planting

however as with much of the conservation area, there is a good survival of mature planting in extensive gardens to the rear and front of properties. The latter is particularly important, screening many properties from the road and creating a varied streetscape.

Intrusive and Damaging Features

5.4.8 The piecemeal nature of Victorian development has meant that a number of empty plots on Hornyold Road have been infilled at various points in the 20th century. These have successfully been blended into the surrounding streetscape, respecting traditional scale and density.



Less sympathetic shop fronts out of scale with the property

5.4.9 Generally intrusive features are associated with the conversion of domestic properties to commercial uses. Some conversions have been successful, and the commercial use of some properties is not damaging to the character of the area, however, some properties, for example 12 -16 Cowleigh Road are less successful with the modern extensions more dominant and an obtrusive awning



Modern extension to 56 Cowleigh Road, out of scale with the original property

5.4.10 At the northern end of Hornyold Road both houses to the south of the street have been marred by some recent additions. The large property at 56 Cowleigh Road has been extended as

shop premises with a large single storey extension running around the northern part of the building. While its form has attempted to match the details of the main building its scale is out of proportion and spoils the approach to the conservation area from the northwest. The insertion of the adjacent modern house has also added a greater density to the road than seen typically in the character area.

5.5 Worcester Road

5.5.1 The series of properties fronting onto Worcester Road form a distinct character area. Their development reflects expansion in the area in the late Victorian period, in association with the success of the water cure in Great Malvern. This has led to some extremely high quality houses, individual in style and forming an impressive enfilade down the main road. However, this character area has also been significantly affected by modern development, with the replacement of a number of the villas with large blocks of flats.

Architectural and Historic Quality of the Buildings

5.5.2 As with other areas of housing in this area, the orientation of the development respects the boundary of the Common, with the houses designed to overlook the open space. That this boundary also forms the line of Worcester Road is also significant; as the buildings can be seen as an early ribbon development along one of the most important routes into Great Malvern.

5.5.3 Development in this character area is generally formed by large villas of three storeys, set back from the road with large gardens. These are screened



Looking west on Worcester Road, with properties to the north and the open common to the south



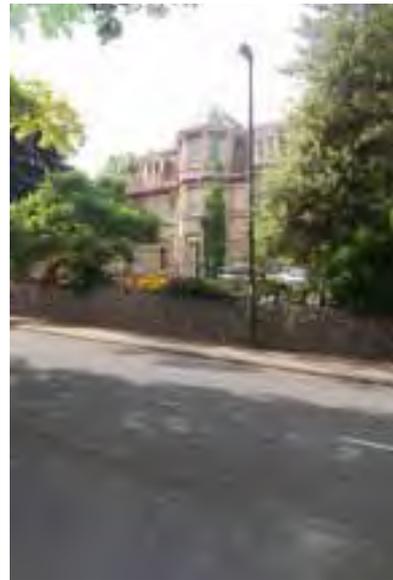
Properties oriented to front the Link Common

from the road by high walls of Malvern stone and mature planting. None of these villas are listed, but many make positive contributions to the conservation area, particularly as they front Worcester Road.

5.5.4 The size of these houses has inevitably resulted in some subdivision into apartments, but generally this has been done sympathetically with little external impact to the properties.

5.5.5 The advantageous position; against the main road to Great Malvern and adjacent to the common ensured the use of impressive facades. Although now screened from Worcester Road by mature planting, glimpses of these facades add greatly to the experience of the character area from the main road through the conservation area.

5.5.6 To the rear of the Worcester Road properties many of the plots have been used for infill development. These properties spread off three inserted cul-de-sacs; Alexandra Lane, Jenny Lind Gardens and Albert Park Mews. Isolated buildings on these roads are early 20th century; for example 6 and 8 Albert Park Mews and the Christian Science Church on Jenny Lind Grove. The majority of development, however, is modern.



Large Victorian villas characterise the area



Early 20th century development on Albert Park Mews behind Worcester Road, with associated modern housing behind which respects the scale and form of the earlier buildings

Local Details and Building Materials

5.5.7 As with other character areas there is variation in styles between the larger villas on Worcester Road and more modest buildings in the development to the rear.

5.5.8 Materials and detailing include

- Malvern stone and rendered properties, with some in yellow stock brick
- mostly classical detailing, reflecting their mid- rather than late Victorian date, including symmetrical facades, rusticated stonework
- gothic detailing to some larger properties with gable ends and contrasting materials
- three storey buildings with mews housing around
- smaller houses to the rear in brick, two storeys with plainer facades

5.5.9 Boundary treatment along Worcester Road is remarkably consistent with the almost universal use of Malvern stone walling with mature planting behind. Gateways are generally marked with brick or stone gateposts. This style has been well maintained by the later development along Worcester Road. To the rear of Worcester Road, the infill developments



Regency style villa on Worcester Road



Late Victorian villa on Worcester Road



Boundary treatment usually screens properties from the road glimpses of housing through mature planting make an important contribution

have a more informal boundary style, with more open areas and greater variation in style. Malvern stone walling is still employed for some properties.

Green space

5.5.10 The character area lacks any formal open spaces, however, the large plots in which most of the houses are set gives the area a very 'green' feel. Some new development has maintained this, for example on Albert Park Mews where green spaces and mature trees have been retained.



Greenspaces and mature planting retained in modern development

5.5.11 The mature trees and greenery visible from the roads is a crucial part of the experience of the character area. While the architecture is high quality, in most cases it is partially obscured by planting. On a practical level this screens the buildings from the busy Worcester Road, but it gives the area an enclosed feel, with often only glimpses of the high quality buildings around.



Mature planting giving an important green feel to the streetscape, despite the lack of public greenspace

Intrusive and Damaging Features

5.5.12 Most damaging to the character of this area is the replacement of several villas with larger apartment blocks. Some of these have been well designed and have a neutral impact on the character area, for example Morgan Court. However, some have a negative impact, due to

their scale which dominates the surrounding properties. In some cases this is exacerbated by their proximity to the road, and because there has been little attempt to screen properties. Ashgrove is an example of this.

5.5.13 As well as the neutral or negative contribution of individual modern apartment blocks they also have a cumulative impact on the character of the area. Even where modern development is not intrusive, the continual replacement of properties erodes the distinctive character of the area.

5.5.14 In the rear plots, recent development has been sympathetic to the conservation area, with properties designed not to intrude on the character of the surrounding streets. In some examples the design of the modern housing reflects features in the surrounding area. The properties on Albert Park Mews are particularly successful examples of this; following an irregular plan, with good scale and massing and several mature trees preserved as screening. Again however the cumulative impact of this type of development can be intrusive if it is allowed to form a high proportion of housing in the area.



Modern apartment block with a negative impact on the area



Despite a more successful attempt to use local detailing, and appropriate boundary treatment, the cumulative effect of the number of modern buildings has a negative impact

5.6 Alexandra Road

5.6.1 This character area encompasses properties on Alexandra Road and those spreading along Somers Road to the east of Alexandra Road and forms the main area of late Victorian expansion within the conservation area. These properties, like those on Worcester Road, represent the houses of the affluent people moving to Malvern in the wake of its popularity as a spa town. As such, the quality of the houses is very high, with good architectural detailing forming secluded and beautiful streetscapes.

*Architectural and Historical
Quality of the Buildings*

5.6.2 The plan of the area follows the line of earlier development, with Somers Road running parallel to the earlier Worcester Road and linked to the main route by Alexandra Road which runs perpendicularly from Worcester Road. However, this route is irregular, reflecting the uneven topography as it follows the contours of the hillside. Properties sit on large plots of land. Plot size and house style varies indicating the piecemeal development of the area. Along Alexandra Road small groups of houses, developed at the same time, form coherent groups in the wider streetscape, most



Alexandra Road



Coherent groups of houses designed to sit together characterise areas of Alexandra Road, such as these on Laburnum Walk

notably those around Henley Place. These, interspersed with other individually designed properties, create a varied streetscape which nonetheless provides a harmonious architectural style.

5.6.3 More modest villas are included to the west of Alexandra Road, which appears to represent a small development with a more uniform character than that of the main road. There has also been some early 20th century infill on the eastern side of Alexandra Road. These generally sit on smaller plots, but in style and scale make a positive contribution to the character area.



Early 20th century properties on the west of Alexandra Road which blend in well with the Victorian development pattern

5.6.4 The area of Somers Road included within this character area generally has larger properties, although still often semi-detached, within extensive grounds. These bear greater similarities to the near-by properties on Worcester Road. However, the peace and seclusion of Somers Road, which has little in the way of through traffic, associates it more with Alexandra Road. The properties also share similar general attributes; particularly the greater use of red brick than in the Worcester Road character area.

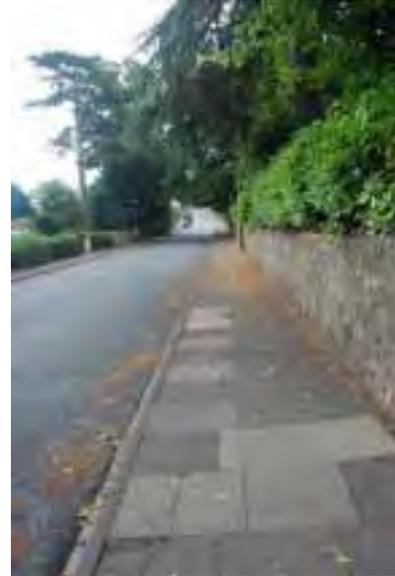


Larger properties on Somers Road

5.6.5 Properties on Somers Road include Link Tower Lodge, situated on the junction of

Somers Road with Albert Park Road. This distinctive structure with its three-storey towers makes a prominent and positive contribution to the character area.

- 5.6.6 Boundary treatment is again important within this character area. It is less consistent than elsewhere, with more informal arrangements and some longer front gardens, but generally the use of Malvern stone boundary walls is still prevalent. This is enhanced by mature planting which screens many properties from the street and reinforces the sense of seclusion from the road.



Boundary treatment, such as this along Somers Road, makes a vital contribution to the streetscape

- 5.6.7 The area has generally been subject to little in the way of recent development, with only isolated modern properties. Generally these have been well blended to the surrounding area to provide a neutral impact.

Local details and building materials

- 5.6.8 The character area has a variety in form and styling and mixture of building materials. This includes

- Malvern stone is prominent, with red and yellow stock brick, ashlar stonework and rendered properties
- architectural detailing varied including both gothic and classical, Italianate detailing notable on Somers Road



Properties with gothic detail

- properties two or two and half storeys
- decorative gable ends with barge boards or mock timber framing
- quoin stone detailing to building edges and to window and doorways

Green space

5.6.9 There is no public open space within this character area. However, the mature planting around many of the properties creates a very green streetscape with vistas dominated by mature planting.

5.6.10 In addition to this, empty plots on Somers Road and Albert Park Road are heavily planted with mature trees to provide green gaps in the streetscape. This greenspace again makes a positive contribution to the character area.

Intrusive and Damaging Features

5.6.11 This character area has little modern development. In general, the effects of any modern houses are neutralised by a sympathetic boundary treatment, with the use of mature planting to screen modern properties from the streetscape. Modern development which is intrusive is therefore limited to those properties which have a less traditional boundary treatment. At 26 Alexandra Road, for example, is a modern property



Varied architectural detailing includes individual high quality design features such as gothicised window frames on this property in Alexandra Road



Inappropriate boundary treatment forming a negative impact on the character of the area

around which is a high wooden fence. While the house itself makes a neutral contribution the fencing is out of keeping and notable for its contrast, creating a negative impact on the character area.

5.7 Link Station and Surroundings

5.7.1 This character area centres on the buildings and open spaces associated with Malvern Link Station and encompasses development along Worcester Road and the eastern end of Somers Road. This area has a significant proportion of modern development, much of which has a negative impact; this serves to make the surviving Victorian features in the area all the more vital, defining the original development of the area and its positive aspects.



Worcester Road adjacent to Link Station

5.7.2 This area reflects the late Victorian street plan, with properties fronting both Somers Road and Worcester Road. Osborne Road to the west and Howsell Road to the east link the two parallel streets with irregular, curving lines which divide the busy A-road to the south and the quieter residential streets to the north.

5.7.3 The area has a contrasting topography. To the north, Somers Road follows the contours of the hill, with a steep drop to the south giving the rear of the street a prominent profile from the lower properties on Osborne and Worcester Road. This also provides contrasting views from the area. The Link station has views westwards up towards the hills, while the



Prominent profile of Somers Road from Osborne Road to the south

higher ground at the end of Somers Road and Howsell Road give views to the east, over the rest of the Malvern Link settlement.

Architectural and Historic Quality of the Buildings

5.7.4 This character area has a mixed use, with the domestic properties typical of the area combined with the public domain of the railway station and some large, modern amenity buildings.

5.7.5 The railway line, which forms the centrepiece, was crucial to the 19th century popularity of the area, providing the first train services to any of the Malvern settlements. The Link station now encompasses a mix of structures, reflecting the original Victorian development of the site and substantial subsequent alteration.

5.7.6 Surviving Victorian features include Station House, which reflects local building styles, built in Malvern stone. To the west of the railway line some fine wrought iron railings survive. Also surviving are the stone gateposts marking the entrance to the station from Worcester Road surmounted by lampposts. Both of these make a positive contribution to the character area.

5.7.7 Other station structures are more recent, with the original



Link Station has a mix of positive and negative features



Entrance to Link Station with original gateposts create a positive landmark on Worcester Road

ticket offices and waiting rooms replaced by relatively insubstantial wooden huts and the modern station bridge.

5.7.8 Further west on Worcester Road are buildings associated with the end of the Malvern Link commercial area. These are different in style and density from other parts of the conservation. There are domestic buildings fronting onto the main road and opposite these is Malvern Link United Reform Church. Adjacent is the associated church hall. Both of these structures make a positive contribution to the Malvern Link commercial area, which is mainly in the adjacent conservation area.



United Reform Church, Worcester Road forms a prominent landmark at the edge of the conservation area.

5.7.9 Fronting onto Somers Road are a series of late Victorian and more recent properties. These houses are on relatively narrow plots and more exposed within the streetscape than elsewhere in the conservation area. The styling of the older properties is similar, however, and newer properties are similar in scale and form. Behind these properties the land slopes downwards sharply, creating a striking feature above the road line.



Somers Road has some fine Victorian housing, defined on narrow plots

5.7.10 The northern boundary of the character area is formed by the Howsell Road railway bridge. This is a fine late Victorian brick bridge, visible from the Link



Howsell Road Railway Bridge, another positive feature at the edge of the conservation area

station area due to the higher profile of the road. The bridge contributes positively to the conservation area; a surviving Victorian element of the wider setting of the railway station.

Local Details and Building Materials

5.7.11 The detailing and materials of the surviving Victorian buildings in the area again encompass a varied mix of architectural styles and materials including

- Malvern stone and occasional red brick
- detail to window and door surrounds in ashlar stonework
- timber detailing to the gable ends
- taller three storey buildings on narrower plots
- slate and clay tile roofs

Green space

5.7.12 The southern boundary of the character area is adjacent to the Link Common. The openness and mature planting of this space contribute considerably to the setting of properties along Worcester Road. In particular the views of the common from the entrance to the railway station form a striking impression to those arriving by train.

5.7.13 The character area lacks any formal public green space, something which in places



High quality Victorian architecture on Somers Road



The adjacent Link Common provides a sense of openness and greenery to the character area

around the station does much to accentuate the negative impact of modern alterations.

- 5.7.14 Some notable mature trees and private gardens contribute to the character area. Particularly notable are the gardens to the Somers Road properties, which back onto Osborne Road, and the mature trees setting the railway station car park and the area around Osborne Court. These private greenspaces make a positive contribution to the area.

Intrusive and damaging features

- 5.7.15 In general the modern development of the area around the station is felt to be extremely damaging to the character of the conservation area.

- 5.7.16 The modern buildings at the station represent a poor quality replacement of the earlier structures and are considered to have a negative impact on the conservation area, particularly with regard to their position as a gateway site into the town.

- 5.7.17 Immediately adjacent to the railway station is the Malvern Fire Station. This fronts onto Worcester Road and with an open layout, its structures are highly visible. This modern building is out of keeping with the rest of the character area in form and materials, and the size of the structures, particularly the



Mature trees in Link Station car park



Malvern Fire Station

tower, dominates the lower part of the area.

5.7.18 To the west of the railway station, between Somers Road and Osborne Road, are two large blocks of flats. These appear late 20th century in date. They have a low profile from Somers Road and are partially screened, however to Osborne Road their scale and materials are out of keeping with the character area, resulting in a negative impact. To the other side of Osborne Road a series of modern medical buildings have been constructed. These have been given low profiles, and are well screened resulting in a neutral impact on the character of the area.



Modern blocks of flats along Osborne 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. We consider it is 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 Trinity 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 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 July 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 Trinity 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 Trinity 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. 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 trees, open spaces and hedgerows identified in the document will be protected and, where necessary, Tree Preservation Orders will be implemented; and

12. 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. The Trinity Conservation area currently has 15 listed structures, 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.

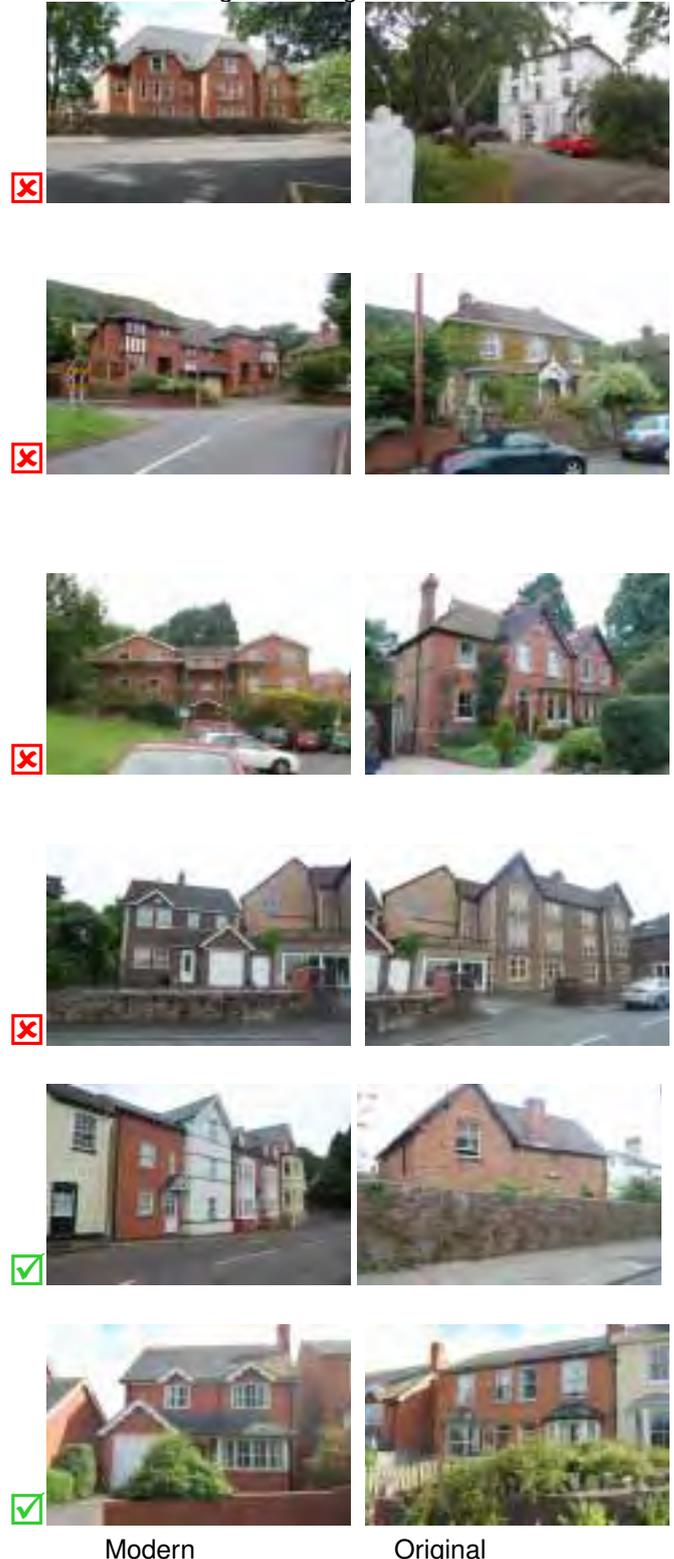
6.3 Modern Development

6.3.1 The designation of a conservation area is not designed to be a bar to all change, but to allow any alterations or new development to complement or enhance the character of the area. The Trinity Conservation Area is fortunate to have a variety of traditional styles, allowing scope for both larger and more modest housing at appropriate locations.

6.3.2 The modern development already undertaken in the area has had a mixed impact on the character of the area with some well considered and appropriate schemes and others which have been more damaging. Where the effect of modern development has been kept neutral, it is generally due to sensitive boundary treatment; the retention or reinstatement of stone walls and greenery allowing the impact on the streetscape to be minor.

6.3.3 Certain types of modern development have had a significant negative impact on the character of the conservation area. The most notable of these is the replacement of the large villas along Worcester Road with modern flats. The variety in design of these flats makes it clear that this has been a

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



piecemeal process. Not all have a negative impact on the conservation area, however, their cumulative impact on the character of Worcester Road is considerable and attempts should be made to prevent further development.

- 6.3.4 A further impact has resulted from the development of municipal buildings towards the eastern end of the conservation area. While these buildings clearly present vital services to the local community, the buildings constructed in the area around the railway station have not made any attempt to respect the overall design ethos of the conservation area. In cases such as Osborne Court, the potential impact has been neutralised by the low profile of the buildings and the retention of mature planting, although the use of timber boundary panels is disappointing. However, buildings such as the Fire Station have a more significant and negative impact. The massing and materials are uncharacteristic for the area and the large brick tower is a highly visible feature within the conservation area. Bearing in mind the successes and failures of previous development within the area, the following design guide is suggested.

6.4 Design Principles

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

- **Plot and Density** - It is vital that the current proportions of space, plot division and density should be respected in any new development. In much of the conservation area the built environment is characterised by large plot sizes with low density housing. New development should respect the existing housing density. Smaller scale, higher density housing is traditional in the Link Common and Link Top character areas, and here there is scope for a greater density in new housing. The effect therefore is to encourage development appropriate to the character of the immediate area.
- **Height** – As with plot size new development should seek to respect the height of housing in its character area. In some cases, for example the Alexandra Road character area there is precedent for three-storey buildings, but in more modest areas, such as areas within the Link Common and Link Top, the low two-storey style should be respected.
- **Scale** – The massing of larger buildings within the conservation area needs to be carefully



Low density housing in the Alexandra Road character area and higher density in the Link Common. New development must respect the density of its character area and immediate surroundings.



Three storey building in the Worcester Road character area and smaller two storey building on the Link Top; again new development should respect the height of surrounding buildings carefully.



Even where height is three-storey the massing and scale of buildings must be considered. Many taller buildings have a narrower plan form, and thus broader buildings of three storeys may still appear out of place in relation. Examples from Alexandra Road character area and Link Station character area.

considered. Victorian development in the area has produced some substantial buildings, most notably in the Worcester Road character area, and there is therefore some scope for larger buildings in new development. However, it is clear that some current examples on Worcester Road have detracted from the conservation area by virtue of their scale, particularly the inclusion of additional storeys within the rooflines as this has the effect of drastically increasing building mass.

- **Materials** – The use of traditional materials is to be encouraged within new development. The current conservation area contains a good mix of materials and there is therefore scope for buildings which utilise Malvern stone, red and stock brick, ashlar stonework and rendering. Where red brick is employed the modern machine made brick should be avoided as this creates an effect too uniform for the general character of the area. The use of Malvern stone for boundary walls is prevalent throughout and should be encouraged on all new development. Roofs are generally of clay tile and this material should be used wherever possible in new development.



There is a variety of building materials in most character areas. Render, Malvern stone and brick area all appropriate, although modern brick is too uniform in character.

- **Local Building Details** - As with materials, the use of local architectural detailing on new development is to be encouraged. Examples such as gable ends, bargeboards, use of alternative materials for window and door openings may help new development be sympathetic to its character area.

6.5 Specific Guidelines for repair and alteration work

- **Building Materials**

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

- **Windows and doors**

6.5.2 Window and door openings should preserve the original form as far as is possible. The conservation area is fortunate to have so far avoided the insertion of too many unsympathetic modern window forms. Replacement with uPVC and similar materials should be avoided wherever possible, and the use of sympathetic materials encouraged.

- **Extensions**

6.5.3 Generally extensions should respect the materials and form of the original, particularly with respect to window and door openings. Extensions which project forwards from the houses into front garden areas should also be avoided as this tends to have a disproportionate impact on the streetscape. Possibly due to the substantial size of the Victorian properties most of the conservation area



Examples of good extensions where additional building use the materials and forms of the main building, at the United Reform Church and just outside the conservation area on Cowleigh Road



Examples of poor extensions where materials and scale are out of keeping with the properties they are attached to

has avoided many inappropriate extensions. Some poor examples are in existence in the Hornyold Road area, generally this is due to inappropriate scale or material.

- **Demolition**

6.5.4 The local authority will not normally permit the demolition of historic buildings within the conservation area, unless the building in question has been shown to have a negative impact on its character.

- **Car parking**

6.5.5 Public and private car parking should seek to minimise its impact on the general character of the conservation area through sensible siting and careful screening. Alterations to properties which include the paving of large areas should be avoided. This is particularly important where the conversion of properties to flats necessitates a relatively large parking provision. Public car parks on the common have retained a green feel successfully neutralising their impact. More screening, with planting, may help the car park at the junction of Newtown Road have less impact on the conservation area.

- **Shopfronts**

6.5.6 Current shop fronts which make a positive contribution to the conservation area should be retained. This includes many of those along Worcester Road, representing the early commercial development of the area.



Example of early shop fronts making a positive contribution to the conservation area

6.5.7 New shop fronts should be sympathetic to both the building and the character area. Large fascias and oversized advertisements should be discouraged. Some good examples of modern shop fronts blending in with the domestic character of the street are in evidence along Newtown Road.



Neutral

More recent shop front blending well with the domestic housing form

6.5.8 Removal of existing unsympathetic shop fronts should be encouraged. This includes some of the shop fronts identified on Newtown Road and Cowleigh Road



Inappropriate shop development and overlarge fascia signs have a negative impact on the area

- **Landscaping and Boundary Treatment**

6.5.9 The current consistent boundary treatment should be retained wherever possible, and new development encouraged to use the same form. At present the use of Malvern stone walling for boundaries is a key element in the character of the area. The retention of these features is vital to the continued special interest of the area.



Typical boundary treatment with low stone walling on Worcester Road and Hornyold Avenue

6.5.10 Also vital to this character are the individually styled gateposts, gates and railings. These are more varied than the walling style, but where present are important landmarks. Any historic gateways, gates and railings should be retained, and



Individually styled gateways and gateposts also make a positive contribution to the area

6.5.11 Mature trees, garden shrubs and hedges are similarly vital and should be retained wherever possible. Removal of green spaces and trees, particularly to the front of properties should be avoided and where necessary an appropriate landscaping scheme should be in place to mitigate against the removal of such features.



Neutral

Neutral

Modern development retaining, or utilising traditional boundary form on Cowleigh and Worcester Roads



Inappropriate boundary treatment stops modern housing blending in to the conservation area, and creates a negative impact

- **Street furniture and surfaces**

6.5.12 Any future replacement of street furniture should seek to enhance the character of the conservation area through the use of sympathetic forms.



Attractive older street furniture on Pickersleigh Road and Moorlands Road

6.5.13 Where signage and furniture is in 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.



Original street signs should be retained and repaired wherever possible. Modern replacement should match the detailing of the original signage.

6.5.14 Surviving street surfaces, including historic kerb stones and associated brick channels should also be retained or repaired wherever possible.

6.5.15 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.



Any future replacement of modern streetlamps and signage should use forms sympathetic to the character of the conservation area.



Modern street signs should respect the traditional scheme, particularly in the use of white backgrounds and black lettering.

6.6 Opportunities for Enhancement

6.6.1 Throughout the appraisal, sites which have a negative or neutral impact on the character of the conservation area have been identified. These represent opportunities for further enhancement of the conservation area. Any development should adhere to the design principles as outlined above and seek to create a positive contribution to the conservation area.

Opportunity sites

6.6.2 The conservation area is characterised by large open spaces, many of which are protected by virtue of their importance to the local town. As such there is little scope for development of previously undeveloped areas. Most streetscapes are similarly complete and additional development would be difficult without damaging the vital low housing density.

6.6.3 However, some opportunity for development is presented in two key areas;

- **Empty plots along Somers Road, Albert Park Road and Jenny Lind Gardens.**

6.6.4 There is scope for development of residential buildings on the empty plots in the central area

between these three streets. Any such development would need to be of a low density, ideally with single buildings to the current plot respecting the character of the area as one of high quality buildings screened from the road by mature planting and trees.

- **Modern car park on the road approach to the railway station.**

6.6.5 There has been a considerable amount of recent development in this area. This represents an open area the current use of which makes no contribution to the conservation area. The type of development to be undertaken on this site could be a key means of preserving the historic and architectural significance of this character area, which has been severely damaged by modern development. Appropriate scale housing and vitally, the introduction of green space and trees, could do much to enhance this boundary of the conservation area.

Individual buildings

6.6.6 The condition of the vast majority of the buildings in the conservation area is extremely good. In particular, all buildings noted to have a positive impact on the conservation appear in use and well maintained. Every effort should be made to ensure that this continues, and that

these buildings are preserved. These buildings are identified on Figure 2.

- 6.6.7 The opportunities associated with individual buildings are therefore presented by the few which are felt to have a negative impact on the conservation area. These are identified on Figure 2. Redevelopment of any building which has been judged to have a negative impact should be encouraged, and taken as an opportunity to reverse the damaging features of the buildings. Similarly any chance to reverse or alter some of the inappropriate conversion of domestic properties to shops on Newtown Road would be welcome.

6.7 Article 4 directions

- 6.7.1 As part of the conservation area appraisal the need for Article 4 directions was considered. If adopted, these curtail certain types of minor work which normally form part of permitted development. These are normally adopted where small scale changes are considered to be having a negative impact on a conservation area, for example the paving of garden areas.
- 6.7.2 The Trinity Conservation Area has a number of minor features which it has considered as making an important

contribution to the conservation area, for example the boundary walls. However, it was felt that generally the importance of these features had been recognised, both as part of the planning process and by residents within the conservation area, and that Article 4 directions were therefore not required.

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.

7 Boundary Changes

7.1 Exclusions

7.1.1 As part of the conservation area appraisal the current boundary was evaluated, to identify areas within the conservation area which could be removed, and areas outside which are of sufficient architectural and/or historic interest to be included.

7.1.2 A number of areas were considered for exclusion, most notably the area around Link Station which has had much of its character eroded by modern development. Ultimately it was felt that the area should be retained within the current boundary, so that should opportunities for redevelopment and enhancement occur, the character of the conservation area would be a consideration. Only one small area is therefore recommended for exclusion:

- **Meadow Road**

7.1.3 To the southeast, the conservation area boundary projects southwards to include a small plot of land which was previously vacant, but has recently been built upon. The new house has no architectural merit and it is recommended that the boundary be rationalised by the exclusion of the plot.



Small plot of recently developed land on Meadow Road, recommended for exclusion

7.2 Extensions

7.2.1 Recommended extensions to the Trinity Conservation Area were difficult to define, due to the high quality of much of the architecture around the current conservation area. It can often be counter productive to 'over extend' a conservation area, as the particular historic and architectural character can be diluted. With this in mind, three areas which are considered to closely relate to the current conservation area character are recommended for inclusion:

- **Carlton Road** - To the north, the boundary currently runs southwards to exclude structures on Carlton Road. It is felt that these Victorian and early 20th century structures are of a high architectural quality, with pleasant green streetscape. On this basis their inclusion would enhance the conservation area and this road is recommended for inclusion.
- **Newtown Road and Hospital Bank** - Further to the west along the northern boundary the conservation cuts inwards excluding the majority of Newtown Road and adjoining streets. It is felt that much of Newtown Road, up to the attractive Catholic Church, and Hospital Bank justify inclusion in the conservation area. This housing is generally more modest than seen on the adjacent Alexandra Road,



High quality housing along Carlton Road, recommended for inclusion



Housing along Newtown Road, recommended for inclusion



Housing on Hospital Bank also recommended for inclusion

but nonetheless architecturally striking.

- **Cowleigh Road and North Malvern Road as far as Pump Street** - To the northwest of the conservation area the boundary currently runs down Cowleigh Road, excluding the western side of the street and the properties on North Malvern Road. This area is architecturally distinct from the rest of the conservation area, however it represents one of the earliest phases of 19th century buildings in the Link Top area, and the modest and varied building types enhance the historic and architectural interest of the conservation area. It is recommended that the western side of Cowleigh Road and North Malvern Road as far as the properties on Pump Street be included in the conservation area. This also has the effect of rationalising the boundary to encompass many of the properties which run up to the adjacent, and highly sensitive, Area of Outstanding Natural Beauty.

7.2.2 Following the completion of the appraisal and consultation process these boundary changes have been adopted.



Housing on North Malvern Road recommended for inclusion



Modest housing on North Malvern Road reflecting the early origins of the housing in this area

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Appendix 1:

Listed Buildings

Building	Grade
The Ceders, 62 Pickersleigh Road	II
Link Lodge, 3 Pickersleigh Road	II
Stocks, Whipping Post and Animal Pound Opposite Holy Trinity Church	II
The Bank Vaults Public House, 102 Worcester Road	II
1 and 3 North Malvern Road	II
Boundary Post at SO 7805 4699	II
Five Gas Street Lamps, Moorlands Road	II
Pillar Box in Front of the Seaford Court Preparatory School	II
St. Ann's Orchard, Worcester Road	II
Gate and Gate Piers to St Ann's Orchard	II

Appendix 2:

Buildings which make a positive contribution

Building
Link Villa, 111 Moorlands Road
Link Tower Lodge, 20 – 26 Somers Road
24-26 Somers Road
64-66 Somers Road
125 Worcester Road
143 Worcester Road
169 Worcester Road
171 Worcester Road
179 Worcester Road
181 Worcester Road
187 Worcester Road
Station House at the Link Station, Worcester Road
United Reform Church, Worcester Road
Trinity Hall, North Malvern Road
11 Hornyold Road
Lancaster House, 25 Hornyold Road
59 – 63 Hornyold Road
26-36 Moorlands Road



Appendix 3:

Figure



