

Malvern Hills District Council

Upton upon Severn Conservation Area

Appraisal and Management Strategy



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1 Introduction

The Upton upon Severn Conservation Area was designated in 1968 and was extended to the north in 1996 and to the south in 2003 by Malvern Hills District Council in recognition of the special architectural and historic interest of the area. The conservation area contains the historic centre of Upton, incorporating a portion of the River Severn to the north, and the commercial core to the south of this.

Conservation Areas were introduced through the Civic Amenities Act in 1967. The formalisation of Conservation Area designation came about with the Town and Country Planning Act 1990, which states in sections 69-71 that Local Authorities have been given the duty of designating Conservation Areas and formulating proposals for the preservation and enhancement of their character and appearance. Within Malvern Hills District there are now 21 conservation areas. Designation of a conservation area is not intended to prevent new development in the area, but introduces an additional level of control for the quality of design, repair and maintenance in such areas. This should be undertaken in accordance with policies for the built environment set out in the Malvern Hills District Local Plan (particularly policies QL7-QL9), adopted in July 1996.

Under section 69(2) of the 1990 Listed Buildings and Conservation Areas Act, The Council has a duty to review and appraise its conservation areas on a regular basis. Further statutory duty was placed on Local Authorities in 2006 with the introduction of BVPI 219b requiring Conservation Area Character Appraisals

to be written for all designated Conservation Areas. This Appraisal has been prepared in accordance with English Heritage guidance on conservation areas contained within *Guidance on Conservation Area Appraisals* (2006) and *Guidance on the Management of Conservation Areas* (2006), and in accordance with *Planning Policy Guidance 15: Planning and the Historic Environment* (PPG15).

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

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

Guidance will also be provided on the future management of the conservation area, 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.

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

The essential character of Upton upon Severn can be found in its unique

preservation of many of its original historic features. The town is rich in heritage with a large variety of architectural styles including Medieval, Tudor, Georgian, Victorian and later twentieth century additions. Much of its original layout from the 15th century still survives including burgage plots along High Street and narrow streets and pavements around its historic cruciform plan. Along with this many individual unique features still survive that add to the character of the area; these include lampposts attached to properties, traditional liquor serving hatches and buildings with historic associations including the property that Cromwell visited after the Civil War and the site of the cholera outbreak.

2 Assessment of Special Interest

2.1 Location and setting

Upton upon Severn is located in the south west corner of Worcestershire. The town lies on the banks of the Severn, ten miles down stream from Worcester and 18 miles upstream from Gloucester. Evesham lies to the east and the Malvern Hills dominate the horizon five miles to the west. The population of the town has remained relatively static; with 2,319 people being recorded in 1822 compared to the present day figure of approximately 2,600.

The river Severn has always played a vital role in Upton's development and economic growth providing employment in commerce, fishing, and other trades. The influx of vessels mooring up in Upton also provided local industries such as inns and lodging houses with an income. However due to its proximity to the river the town is liable to flooding which has had a significant impact on local businesses. Today, Upton is a traditional town with a wide variety of specialist outlets including butchers, bakers, a chocolatier, a florists and pubs and restaurants and the surrounding landscape is predominately agricultural land with views of the Malvern Hills to the west.

Geologically, the Severn from Powick to Tewkesbury runs through a wide band of Keupar Marl with a series of terraces of lighter material adjacent to the river. To the east is the Lias, generally a heavy, clay rich in lime. Bredon Hill is an outlier of the Cotswolds with the inferior Oolite as the main formation. The Malverns consist of Pre-Cambrian rocks which consist

mainly of hard granite-like rocks. To the west is Silurian limestone.



View east down Waterside



Old Street looking north



View South West towards Waterside

2.2 General character and plan form

Upton upon Severn Conservation Area forms the historic core of the modern town. Its early development and layout is still visible in the medieval cruciform plan of the town centre and the long narrow burgage plots fronting the High Street and Old Street. The most notable historic buildings are located along this plan form and include a variety of 17th century timber framed buildings, 18th century brick facades, Regency stucco and a 13th century Church tower. A mixture of commercial and residential buildings remain throughout the streetscape.

Upton upon Severn Conservation Area is a low lying area. The town itself is characterised by its riverside location and its close proximity to the Malvern Hills. To the north, west and east are open green spaces, whereas the south features later residential development. Due to the dense built urban form of the conservation area views of the surrounding landscape are limited, except on the periphery of the area where the green spaces and views of the Malvern Hills can be fully appreciated.

One of the principal characteristics of the town is its regular building heights and traditional vertical emphasis with a wide variety of architectural styles. The conservation area is remarkable in the sense that its historic built form has remained relatively unaltered with only a minimal amount of new build punctuating the historic environment visible.

To the north, the conservation area is more rural in character, especially properties north of the River Severn which



View east of the river Severn



View east towards St Peter's Church from field west of New Street



Regular building heights along Old Street

are predominately detached set within private gardens along narrow



streetscapes. Across the river to the south, Eastside retains evidence of Upton's maritime history, in the presence of warehouses now in light industrial use. The south of the Conservation Area also has a more rural feel especially south of Old Street which features heavily recessed properties and views of the Malvern Hills.

2.3 Statutory background

Conservation Areas were introduced by the Civic Amenities Act 1967 and are defined as "areas of special architectural or historic interest the character and appearance of which it is desirable to preserve or enhance". Conservation Areas can vary greatly in size and character, but generally it is the overall quality and interest of an area, rather than the individual buildings that justify its designation. They remain a particularly important way of conserving the built environment.

Designation as a Conservation Area has a number of implications. Most importantly, the Local Authority is required to give special attention to preserving and enhancing the Conservation Area in exercising its planning functions. They also are under a duty from time to time to "formulate and publish proposals for the preservation and enhancement of any parts of their area which are Conservation Areas" (Planning Listed Buildings and Conservation Areas (LBCA)) Act 1990, s.71). Planning consent must also be gained for certain types of development which are elsewhere classified as permitted development, such as various types of cladding, dormer windows, satellite dishes and radio masts/antennae. Consent is further required for the demolition of buildings within Conservation

Areas. Designation also brings controls over works to trees.

The protection of an area does not end with Conservation Area designation. PPG15 "Planning and the Historic Environment" urges Local Authorities to prepare detailed assessments of the special interest, character and appearance of their Conservation Areas. A character appraisal defines and analyses the special qualities and the architectural and historic interest that warranted the Conservation Area designation. PPG15 states that "the more clearly the special architectural or historic interest that justifies designation is defined and recorded, the sounder will be the basis for local plan policies and development control decisions, as well as for the formulation of proposals for the preservation and enhancement of the character or appearance of an area". Character appraisals should therefore provide a framework against which development proposals can be assessed for their appropriateness in the historic environment.

2.4 Planning policy framework

The Malvern Hills District Local Plan was formally adopted on 12th July 2006 and provides a detailed framework for the future development of the District addressing the period 1996 to 2011.

Historic environment policy is primarily set out in Chapter 4, "Quality of life" with key policies that are relevant to the preservation or enhancement of the character or appearance of the Upton Upon Severn Conservation Area including:

- 4.2 The Built Environment
- 4.3 Conservation
- 4.4 Listed Buildings

4.5 Ancient Monuments and Archaeology

4.6 The Natural Environment

Policies that may have an impact on development with the conservation area include:

- Policy QL7- New Development in Conservation Areas
- Policy QL8- Demolition of buildings in Conservation Areas
- Policy QL9- Settings of Conservation Areas
- Policy QL10- Alterations and Extensions to Listed Buildings
- Policy QL11- Demolition of a Listed Building
- Policy QL12- Alternative Uses for Listed Buildings
- Policy QL13- New Development affecting the Setting of Listed Buildings
- Policy QL13A- Enabling Development

2.5 The Purpose of the Conservation Area Appraisal

The Upton-upon-Severn Conservation Area Appraisal has been prepared in response to the guidance outlined above and, as such, discharges the Council's obligations and duties under the Planning (LBCA) Act 1990, as well as complying with English Heritage's recommendations. The document may subsequently be adopted as a Supplementary Planning Document to the Adopted Local Development Framework which would then make it a material consideration when considering applications for development within the Conservation Area

3 Origins and Historic Development of the Area

3.1 The origins and historic development of the area.

The earliest known written reference to Upton upon Severn comes from an inquiry made in 897 which indicates that Upton was granted by the Mercian King Coenwulf to Winchcombe Abbey in the late eighth or early ninth century. In about 930, the district became part of England, by Athelstane's victory over a British king, Margadud. Archaeological evidence however suggests that the settlement may have been inhabited by the Romans after a circular cavity was found in a cornfield in 1787; potentially a site where they buried their dead.

The first major documentary evidence that describes Upton comes from the Domesday book of 1086 where it is noted to have served as a port for Hereford and Monmouth. Apart from this little is known about the Medieval period other than that Upton had begun to acquire a character that it has continued to maintain; that of an economy based on agriculture and maritime trade and the associated benefits this brought to the town.

By the 15th century the town was probably already a Borough with the layout of the main streets likely to have been completed by the middle of this century. A significant amount of land in the parish was farmland during this period which included an area within the boundaries of Malvern chase which had strict rules governing development in the area. No forest clearance or new building could take place here unless a special license was acquired. These 'Forest Laws' were in place until the 1630s when Charles I

deforested Malvern Chase allowing further development and expansion within the parish.

During this century, on 29 August 1651, the settlement was also the scene of a skirmish with the Old Church being held by Commonwealth troops against the Royalists during the Battle of Upton. The defeat of the Royalists and loss of the important river crossing put Charles II at a serious strategic disadvantage, and he was defeated shortly afterwards at the Battle of Worcester. After Cromwell's victory he apparently visited the settlement to congratulate the survivors.

By the eighteenth century, Upton parish was developing into a thriving small market town and the town saw a marked increase in economic prosperity reflected in the town's Georgian architecture.

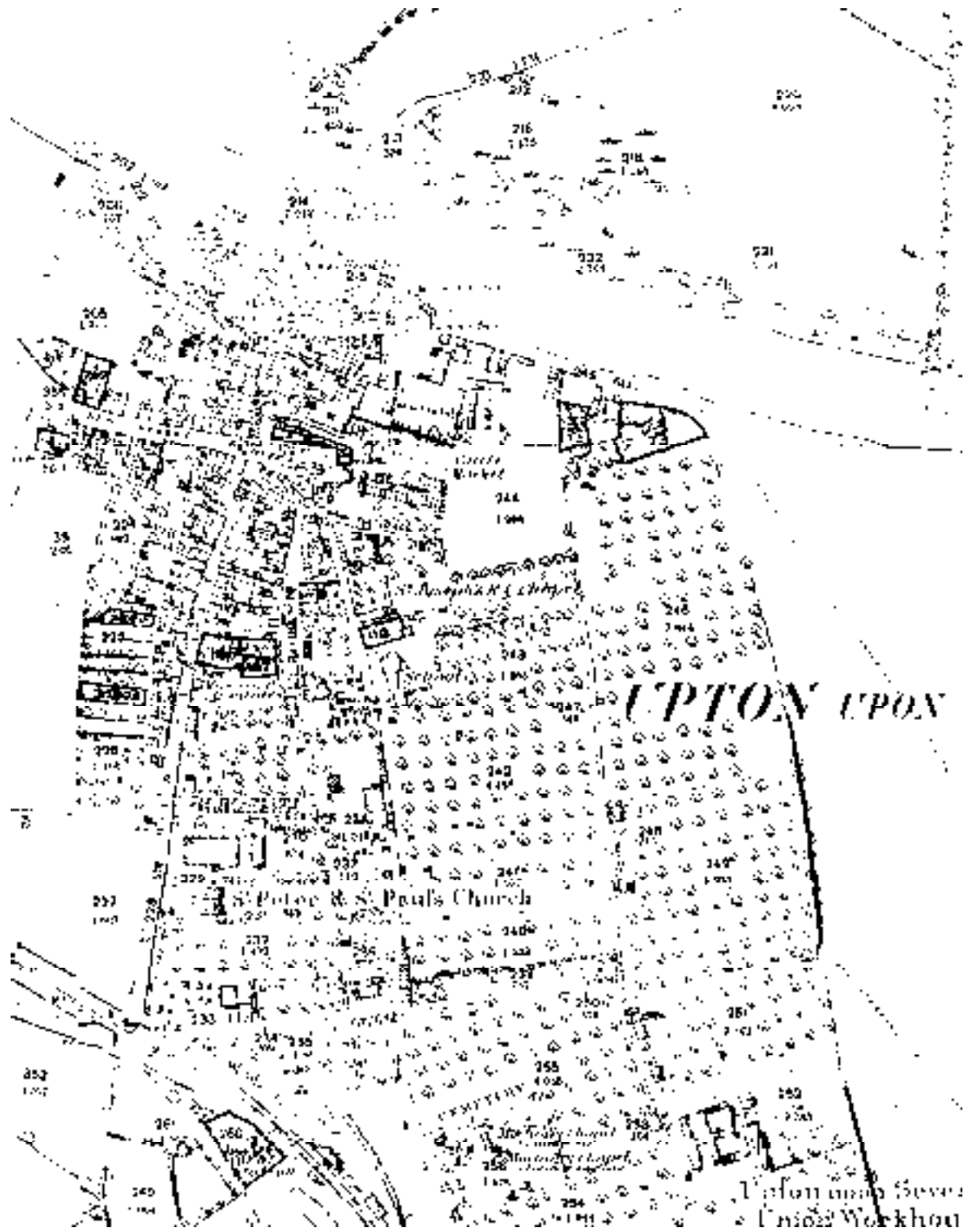
In 1832 Upton was ravaged by the nationwide cholera epidemic despite this period seeing the general sanitary conditions of the town improving with the removal of detrimental features such as open drains and dilapidated buildings. This period also saw a flurry in building activity including the removal of the old bridge. The importance of Upton at this time was also heightened by the construction of the Court House built to serve as a county court. This stayed in use until 1867 when the court was transferred to Malvern.

Along with this, the middle of the 19th century saw the provision of gas lighting in the town, with the works themselves being located in New Street. The town also contained many places of worship and drinking establishments at this point in time.

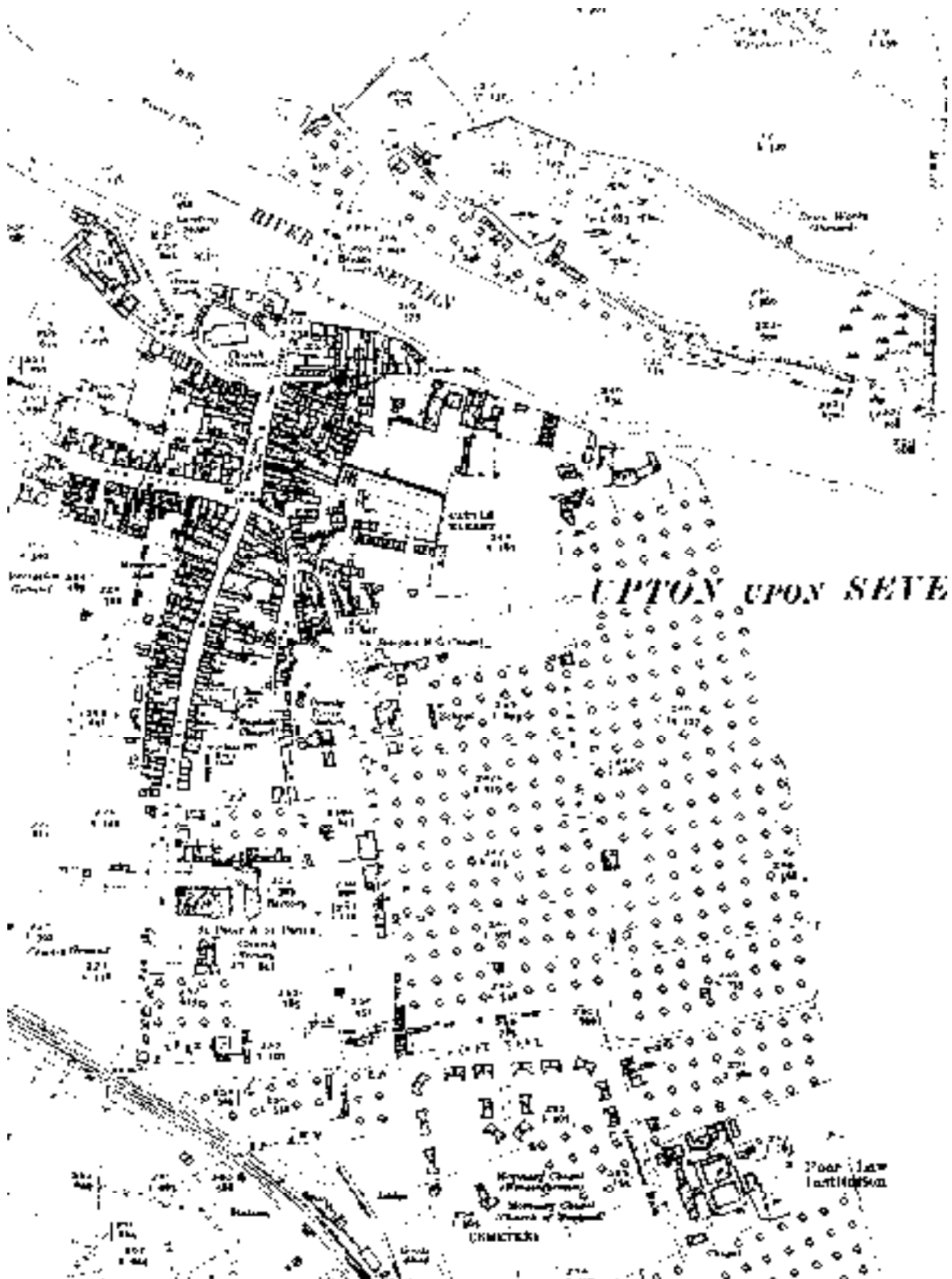
Tithe Map of Upton 1841



Map showing Upton upon Severn 1886



Map showing Upton upon Severn 1928



3.2 Archaeological significance

Documentary and place name evidence confirms that there has been a settlement at Upton upon Severn since at least the Anglo-Saxon period. 'Upton' is a common place name nearly always derived from the Old English *Upp-tūn* meaning 'higher *tūn*' with *tūn* a name originally denoting a village or homestead (Ekwall 1985). The first documentary evidence for the town comes from a Worcester charter that records that in 897 Ealdorman Æthelwulf held an inquiry concerning the lands mentioned in the charters of Coenwulf concerning his inheritance. He found that no heir had power to grant for more than one life the lands of Coenwulf's inheritance that pertained to Winchcombe. The Ealdorman 'spoke' of the estate of 5 hides 'in *Uptune*' granted to Wullaf by his father Ælflæd, who held it after his father Cynethryth as it was part of the inheritance. Æthelwulf and the *Witan* decided that after Wullaf's death the estate should revert to the see of Worcester for the redemption of Coenwulf and his heirs. It would appear then that Upton upon Severn was part of the original endowment of Winchcomb Abbey by Coenwulf, King of Mercia. The Domesday Book records Upton upon Severn within the manor of Ripple in the land of the Church of Worcester (Williams and Martin 1992).

The settlement probably originated around a fordable crossing point of the River Severn. This ford may have been located along the alignment of High Street/Old Street and documentary evidence indicates that a bridge crossed the river at this point during the medieval period, although it is also possible that this was located to the east of the 'Old Walls'. Abutments of a 19th century bridge still

survive on the north bank of the river at this location. The village also had a ferry, recorded in documents dating to the early 14th century. The ferry is recorded as 'vacant' by the late 15th century however, probably due to the construction of a bridge close by. The medieval street plan of the town can be deduced from the 1841 tithe map of Upton upon Severn. This indicates that Upton upon Severn was a planned medieval town with tenement plots laid out to the east and west of High Street and to the north and south of New Street. At the focal point of this plan lay the Church of St Peter and St Paul, mirroring the fundamental role it played in the life of the people of the village. The medieval church was replaced in 1756-7; the subsequent church was abandoned in 1879 and then demolished in 1937. The site of the church is now marked by a rectangular mound about two metres high. The west tower survives and is a Scheduled Ancient Monument. A standing stone cross now stands within what was the medieval church-yard, the socket stone and shaft are now incorporated into a war memorial and are a Scheduled Ancient Monument. A ducking stool, also known as a goom-stool stood at the end of New Street during towards the latter end of the medieval period.

Archaeological evidence suggests that occupation and land-use of the area around Upton upon Severn was relatively intense for the medieval period. The remains of medieval agriculture in the form of ridge and furrow are known at a number of locations including Rag House, Ripple and Hanley Castle. Earthwork platforms at Ripple race course may suggest the presence of a deserted medieval settlement; documentary evidence



suggests a further small settlement existed at Holly Green.

4 Spatial Analysis

The morphology of Upton-upon-Severn Conservation Area is heavily influenced by the town's medieval origins and its reliance on the river trade. This is reflected in both visual and physical terms.

The centre of the conservation area is based around a cruciform plan that includes Old Street, High Street, New Street and Court Street. The majority of the town's commercial activity occurs around this area.

High Street and Old Street transect the conservation area from north to south. Both these streets are characterised by terrace properties that form a generally unbroken continuous building frontage. Whereas Old Street is generally enclosed with its built form being densely packed and narrowly separated, the High Street is more open which is a possible result of it being in close proximity to the Old Market place. It is a combination of these streets' characteristics that provide its visual interest.

All four of these roads are unique in the conservation area in that they retain much of their historic interest and features. As mentioned earlier, the intersection of these four roads would once have been characterised by the market cross; traditionally a scene of busy activity on market days. This market cross now sits in the grounds of the Old Church as a War Memorial.

Court Street, like Old Street is very enclosed in its character, but also has a secluded feel, with a very narrow streetscape and densely packed urban form. It features several Tudor buildings and the old workhouse along with the Old

Court House which gave the road its name. Just off Court Street is Court Row,



Alleyway off Old Street



Court Row



Enclosed streetscene of Court Street

one of the few areas in the conservation area that could benefit from some regeneration. Certain properties including the Royal Oak and its forecourt are in desperate need of sensitive renovation for example.

To the west of the conservation area, New Street continues the feel of High Street being similar having a wide streetscene and a variety of building styles although it is quieter due to its location. However, further to the west this uniformity is disrupted by inappropriate buildings on the south of the road. These insensitive buildings have eroded the character to the west of the street being set back too far from the road and as a result do not address New Street with their principal facades facing onto Backfields Lane.

Similarly Church Street, especially the north west section, has altered quite a lot over time with the demolition of working warehouses for an Art Deco garage and the relocation of the bridge across the Severn being moved to go directly into Church Street. Despite these changes, the road still offers an attractive entrance to the conservation area from the north with attractive views of the cupola and the assorted historic buildings that surround it and 'draw' the visitors' eye towards the centre of the conservation area.

To the southeast, London Lane still retains much of its original feel with its tight entrance consisting of Tudor buildings with many attractive original doors and windows. However this character has been partially eroded by Nos. 1-3 which do not respect the original historic building line and are insensitive in their scale and design. The original building line would have been originally punctuated by access routes in between properties, which could



New Street looking east



Church Street looking east



London Lane looking east to Church Street

have been copied in any new building scheme. However, although the continuity of the lane is disrupted, it does provide

visibility to rear of the historic properties lining High Street.

The roads to the north of the conservation area fronting on to the River Severn especially to the west are very well kept incorporating several attractive heritage features. This area is more rural in character than the rest of the conservation area and has a pleasant secluded character being set down a small country lane which is characterised by high hedges, narrow streetscape views and a mixture of old red brick Victorian properties and later 20th century additions.

The nearest comparable street to this is Waterside to the south of the river, which features an assortment of buildings and provides attractive views towards the Marina to the north, although these views are partially obscured by an attractive row of trees which help define the streetscene to the north of the road. The properties along this road, especially to the east are large in scale and are well set back from the road, with either landscaped gardens to the front or tarmaced drives.

School Lane, to the south of Dunn's Lane, continues this character being particularly quiet with predominately large scale buildings albeit of a community nature such as the school, church and Police Office. The north of School Lane features some concentrated terraced properties, which follow the continuity of Court Street. Further south however, the road 'opens' up with large detached properties set back from the road in large plots of land. Most of the boundary treatments consist of high brick walls the majority of which are historic. At the southern end of School Lane the only property along Minge Lane is visible, which dates to the 18th century and features fine cast iron railings



Area north of River Severn off East Waterside



Waterside looking west



School Lane looking south

and an attractive central doorway. The rest of the road is excluded from the conservation area being much later in character. This property features a good

example of a sensitive out house extension. The south of the conservation area is characterised by more open spaces with much less activity than the west.

Another key feature of the conservation area is the number of small alleyways that contribute to the area's secluded/labyrinth type feel. The main one of which runs from the south of Court Row down to Minge Lane, with several arteries running off it onto Old Street.

4.1 Key views and vistas

A number of key views and vistas are present into and out of the conservation area:

- Views south from the High Street down towards Old Street and views north from Old Street looking up to the High Street.
- Views of the Malvern Hills are prominent from the bridge and from the south of Old Street.
- Views of the old railway embankment from the south of Old Street.
- Views of St. Peter's and St. Paul's spire are visible throughout the conservation area especially from Minge Lane, across from the sports ground to the south west of the conservation area, from school lane and from several alley ways spread around the south of the conservation area.



View north along Old Street



View of St Peter's looking north east from area currently outside conservation area



Looking south west along Waterside

- Views of the old church are prominent especially in the north of the conservation area, dominating the skyline from the north of the banks of the River Severn from the west of Church Street on the approach to the town, from selected points along Dunn's Lane, Severn Drive, Backfields Lane, the Sports ground to the south west of the town and from the east footbridge to the north east of the conservation area as shown in Figure 2.

5 Character analysis

Upton upon Severn comprises four areas of distinct character, as indicated by their age, built form, geography morphology and use. Key buildings of positive townscape contribution are identified and mapped in Figure 2. The central to western side of the conservation area is predominately characterised by commercial activity with hotels, restaurants, cafes, and specialists shops all dominating the streetscapes with occasional residential properties.

5.1 Character Area 1: High Street, New Street and Northern section of Old Street

This area is the most central part of the conservation area being originally centred around a bustling market and market cross. It includes the more densely built southern half of the High Street, New Street and the built up section of Old Street. Generally speaking this area is made up of terrace properties with narrow medieval burgage plots fronting the High Street and Old Street. The majority of town's important historical buildings are centred around this early plan form, including the 13th century Old Church tower, several 17th century timber framed buildings, 18th century brick facades and some Regency stucco. To the west of Old Street are several allotments and associated buildings, along with later addition industrial businesses. The character of Upton's town centre however is based on the continuity of building design, the regular building heights and traditional vertical emphasis.

The oldest properties that remain in this character area date from the Tudor period



Timber framed property High Street



The White Lion Hotel, High Street



Looking north along Old Street

(with the exception of the church tower). The layout of this area is believed to have been completely developed from the

middle of the 15th century and due to the lack of development within Upton upon Severn, the town's focus has hardly changed since its original inception with High Street and Old Street remaining the busiest streets in the area. This is becoming an increasing problem however as Medieval street patterns can rarely be adapted to suit motorists' needs.

There are several alley ways that come off from Old Street including Buryfield Walk which is located near the southern end of Old Street on the east hand side. This is predominantly lined with high hedges and timber fences, and is paved in tarmac. Where the hedge line lowers, attractive views of St Peter's church spire are visible.

Architectural and Historic Qualities of the buildings

Character Area one contains an eclectic mix of historic buildings dating from the Tudor period to modern day infill. The construction of buildings over such a long period of time has created a streetscape of a highly varied character in its design and scale. It is this consistent variety however that gives the area its unique character.

Buildings are generally two or three storeys ranging from Tudor to Georgian refaced buildings and Victorian properties. The way that the street has developed organically has led to a very interesting constantly shifting roofscape, with steeply pitched roofs, jettied upper floors, hipped roofs, dormer roofs, roofs obscured by parapets. Georgian, Victorian and Tudor frontages are dominant throughout the character area, although several properties represent refrontings of post-medieval buildings, building types include stucco fronted inns on earlier cores, 16th and 17th century timber framed properties



Jettied floors on High St



Roofscape along Old Street



18th Century refronting on earlier core, High Street

with plaster infilling, large timber framed houses, brick refacings, rows of red brick houses, 18th and 19th century brick

buildings and painted brick houses

Approaching character area one from the south involves going through the open spread out character of character area four. This openness abruptly changes on the approach to the historic core when the imposing church of St Peter comes into view and after No. 71. The character of the street changes completely with plot widths becoming narrower and the streetscape becoming more enclosed. It is in this area also that the roofscape of the conservation area can be fully appreciated with sweeping vistas of the town's roofscape punctuated with important visual landmarks including St Peter and St Paul's church, the Cupola of the Old Church, and long views down Old Street towards High Street.

The 'entrance' to the more developed part of Old Street to the south is architecturally unimpressive with a number of mid to late 20th century new builds detracting from the historic streetscene. Despite this however, some attempt has been made in their design. No. 68 for example has a neutral impact on the streetscene as although it is not of any historic merit, its height, scale and massing are sensitive enough to fit in with the general streetscene whilst managing to maintain the integrity of the street. The character of the area derives from its diversity and the imposition of imitative or 'in keeping with existing' styles runs counter to the way in which the area has traditionally evolved organically

Other neutral features include boundary treatments in alleys ways off Old Street such as on Church Walk where wire meshing has been put in place as a boundary in the church grounds. Fortunately in this case however this potentially detrimental impact is limited by



Unimpressive properties to the south of Old Street



St. Peter and St Paul's Church

the hedges and trees that grow through and adjacent to it. Other boundary treatments include historic brick walls and buildings. Some properties in Church Walk have suffered unsympathetic alterations such as unsympathetic/boarded up doors and frosted windows. By the end of Old Street the road widens where there once

would have been the market cross and enters into the more spaced High Street.

Both High Street and New Street are very similar in their character and could almost be mistaken for being the same road if it wasn't for the difference in traffic in both area. To the far west of New Street the area is far more rural in its feel, this is reflected in the large recessed properties to the north of the road and the open field to the south. Views of the church spire are important from this location.

The recessed property Collinghurst is a very good example of a development that should be fully discouraged in the Conservation Area. Although it has been omitted from the Conservation Area, its presence completely detracts from the streetscene. Not only does it not follow the historic building line of the other properties on the street its scale, design and massing are completely inappropriate. Instead of addressing New Street, its principal façade faces onto Backfields Lane, it also has several features such as balconies that again have no relevance to the street, and its fenestration pattern doesn't reflect that of the adjacent properties.

Backfields Lane is a back street behind Old Street and contains a complete mixture of properties from sheds, garages, new build and historic buildings and is very piecemeal in its development, which provides an interesting roofscape as a result. Due to its location behind Old Street, it seems to have declined into a state of disrepair with many of the properties having uPVC windows inserted and unsympathetic roof lights. No. 76 for example has been heavily altered over time which has resulted in its historic and architectural integrity being completely



Collinghurst house on Church Street/Backfields Lane



Backfields Lane looking North

eroded especially by the inclusion of uPVC windows. Despite this, however, there are several attractive features, including north western views of the Malvern Hills and attractive metal windows in No.34.

Boundary treatments are predominantly made up of the properties that abut the edge of the pavement. Although further to the west it is characterised by modern textured brick walls to the north and hedges to the south due to the more rural character of this section.

Local details and building materials

Cellar doors along Old Street are an important and intrinsic asset to character of the streetscape and should be retained at all costs. Any proposed public realm work that involves street surfacing should be aware of the importance of these doors and contingency plans should be put in place to ensure their retention. The majority of properties lining the street have retained their original cast iron rain water goods which has add to the character of the street. Other features that add to the character of the street include attractive flooring outside No. 38 and the smell of the florists outside No. 75.

Street clutter on the whole is unobtrusive in this area, with signage being kept to a minimum and attractive period lamp columns being attached to building facades. Properties including No. 3 and No. 6 along New Street have lampposts attached to their walls, although their specification is not highly sympathetic it does help to reduce the street clutter.

Other attractive features include metal litter bins, traditional shopfront canopies and traditional street plates such as that on Old Street. Signage and shopfronts overall are generally well preserved with many traditional shopfronts and sympathetic materials such as timber and acrylic lettering surviving, as opposed to the more unattractive internally illuminated types. Other attractive features include nice cast iron railings outside the memorial hall and lots of hanging baskets which add a welcoming feel to the street. Carved fascia brackets on building near the old market cross are also an attractive heritage asset.



Attractive tile work on Old Street



Cast Iron Cellar doors on Old Street

Intrusive and damaging factors

This character area has been highly preserved and many of its properties have fared very well over time with very few unsympathetic alterations being made to the historic fabric. Many of the issues that are detrimental to the conservation area are predominately a matter of poor maintenance and can be easily remedied, a smaller amount of the problems are irreversible.

Certain later additions that are detrimental to the historic fabric are fortunately quite rare, but certain examples include the No. 65 on Old Street which has been badly altered with cement render at the base

and uPVC windows inserted. This could be potentially very detrimental to the structural integrity of the property as the building will no longer be able to 'breathe' and as a result damp could become an issue.

Another intrusive factor is the paving in the area which is in dire need of some uniformity in its design. Currently the majority of paving is an odd mixture of black and red tarmac with infills on darker tarmac, which detracts from the aesthetic amenity of the streetscapes. Other unsympathetic street furniture items include poor traffic bollards along Old Street, although these are likely to be needed to prevent cars from mounting the kerb which is also a serious problem in this character area. Plastic bins along Old Street are unobtrusive but cast iron would be preferable considering this area is the main focus of the conservation area.

Some properties have boarded up first floor windows which are presumably not in use. Every efforts should be made to get these properties occupied as one of the main reasons historic buildings go into disrepair is due to lack of maintenance. This would also be in line with the Local Development Framework Policy Ds4 which specifies the need for 3,900 dwellings within the Malvern Hills District by 2011. These properties are know as Windfall sites of which there are a 132 permitted per annum in WCSP Policy D1. English Heritage policy is also in favour of getting properties above shops back into use '...the significant under-use or vacancy of historic buildings, especially of upper floors above shops, can be a serious problem. This needs to be tackled in order to encourage the return of such buildings to full beneficial use' (Guidance On Management of Conservation Areas,



Disjointed paving along Old Street



Boarded up windows above shop on Old Street

6.1).

Other detrimental features include intermittent uPVC windows in historic properties such as number 65 Old Street, and unsympathetic flues, such as No. 53 where the flue has not been powder coated to 'blend' in with its surrounds and has been positioned in a very prominent position as opposed to the rear of the property which would be preferable.



uPVC to be discouraged in Conservation Area



Inappropriate signage for conservation area

Although overall the shopfronts and signage are of a very good quality in the area, certain shopfronts do detract from the streetscene, being inappropriate in their appearance, scale and design. These include Upton fruit and Veg which has a

new unsympathetic shopfront and the Spar which although has no internal illumination does have exceedingly large signage which is far too big for the size of the property and within the historic context. The Star inn's signage is also inappropriate considering its listed status and its location in the Conservation Area.

Other minor detrimental features within the conservation are more easy to resolve such as No.22 on Old Street whose dormer window needs repainting and the internally illuminated box projecting sign outside No. 2 which is wholly inappropriate especially considering it is attached to a Grade II listed building.

5.2 Character Area 2: North of the river

This area is quite distinct from the rest of the conservation area being physically separated by the River Severn and having a distinct layout and plan form. This area was originally set in marsh land and several of the buildings would have been built as a result of the brick works that were in use there until the turn of the century. The area is more rural in character than the rest of the conservation area and is one of the quietest in the conservation area being only accessible via a gravel road to the west or on foot from the fields to the east.

The area is predominately made up of Victorian properties with several later 20th century additions being sensitively built to fit into their surroundings. It is characterised by its greenery, narrow streetscapes, buildings with pitched roofs and low brick boundary walls.

The architectural and historic qualities of buildings

Many of the properties along this road retain all of their historic features, which is a typical characteristic of the conservation area as a whole. The majority of properties are residential featuring red brick, pitched clay tile roofs, sash windows, traditional doors and a small percentage of contemporary boundary treatments, predominately consisting of hedges, wooden beamed fences and low brick walls.

The area also features a number of new build including houses and garages whose design on a whole are sympathetic to their surrounding environment. Certain materials used on these properties could be more sensitive however. A number of garages feature non-conservation features such as metal panel doors which are out of place in such a rural location for example. Although the majority have managed to fit in with their surrounds fairly successfully featuring wooden beamed doors, clay tiles and sensitive brickwork.

The new build that makes up part of James Cottage is relatively sensitive to the adjacent property, blending in fairly well, although its fenestration pattern should have been designed to be more in keeping to the main building.

Character Analysis

This area is quite distinct in its character having a more rural feel than the rest of the conservation area. It is characterised by quite narrow streetscapes, low lying brick boundary walls with dense hedges over them and fairly large detached properties set in reasonably large grounds. To the west, the area is characterised by open picnic areas which overlook the river

and the north of the town. Further east the character area becomes more enclosed with the majority of detached properties fronting onto the path before coming to narrow paths that lead to the attractive bridge by the Marina.



Properties to the east of the character area



Views west of the character area.

Local details and building materials

The predominant material in this area is red brick with one property painted white and several others being constructed of new brick. The white building to the south of the road on the corner entrance features a canted corner detail similar to No. 27 on the High Street which would have been originally used to allow horse and carts to get round corners. Traditional features include the clay roof tiles, timber

doors, stone lintels etc. The road surfacing towards the east of the road is predominately gravel, which is a suitable paving material for this location.

The surfacing after the two garages to the east is laid in tarmac and is in a relatively good condition. The area is one of the few locations within the conservation area that contain picnic areas, with this area featuring two on its western edge.

The detail and decoration of buildings within this character area is fairly standard and uniform with the exception of modern infills, the timber framed property to the east and the white washed building to the entrance. New garages feature fanlights above their door ways which is not a traditional feature.

Intrusive and damaging factors

This character area features very few negative features due to the successful retention of most of the buildings' architectural features. The quality of the picnic park to the west is slightly detracted from by its close proximity to the main road and the noise of passing traffic. Several features that do not necessarily enhance the conservation area include metal doors in garages.



Views west along East Waterside



Picnic Park north of River Severn

5.3 Character Area 3- North of High Street/South of River

This character area covers the historic entrance way into the conservation area from the north, along with the grand townhouses to the east. Much of the area abuts the River Severn. It includes Church Street to the west, the bridge over the River, the northern end of High Street, Waterside and Dunn's Lane. This area is less developed than the southern end of the conservation area and has less commercial activity and more entertainment/recreational uses such as pubs and pleasure activities based around the river trade.

The architectural and historic qualities of buildings

This area contains a wide variety of architectural qualities dating from the 13th century bell tower to modern 20th century additions. The properties along Waterside date from the 18th to late 19th century and are generally large detached properties of note including the Malt House., to the rear of which, although only visible from an alley way, is the old gardens building which dates to the late 16th century. Waterside also features a variety of

building styles and materials including pitched roofs, Palladian windows, modillion eaves with red brick being the predominant building material.

Moving west towards Dunn's Lane the streetscene narrows and the built form becomes more heavily concentrated with tightly packed terraces and narrow footpaths. The quiet nature of Dunn's Lane is also highlighted by the fact that the road didn't used to stretch as far east as it does now with it originally ending at the corner of the White Swan.

Moving further west towards Church Street the architectural style changes with more timber framed Tudor buildings being the dominant architectural norm. No. 16 is especially important as it is said that Cromwell came here after the civil war to celebrate his victory. Along with these there are several 18th century cottages to the west of the church tower featuring interesting brick dentil cornices and the early 18th century refronted 2-6 Church Street.

Character Analysis

The east of the character area, along Waterside is characterised by high walls to the south of the road and open views of the Severn to the north although they are shielded by the attractive row of trees that line the banks of the river and provide enclosure to the streetscape. The east of this area is similar to Character area two in its rural/quiet nature, although the properties are very different being larger in their scale and more elaborate in their design and heavily recessed from the road. The road surfacing is predominantly tarmac leading onto a dirt path which is in a reasonable state of repair. The boundary treatments feature grass verges either side of the road, with several buildings

abutting the road, and high walls interspersed with cast iron gates being predominant.



Malt House along Waterside



Church Street-entrance to built up section of conservation area

There are several new build properties in the area, with the majority being located along the south eastern side of Dunn's lane. Although their design is not particularly impressive or sensitive to their surroundings, there has been some attempt to articulate the historic appeal of Dunn's lane; Swan house for example progressively reduces in size and becomes more recessed as it goes west and in turn retains views east down Dunn's Lane and respects the building form and size of the lane.

The modern paving fronting the river is reasonably sympathetic. The area around the Swan hotel is a definite potential area of enhancement. The roads that surround the pub are not particularly busy with pedestrians or traffic but the pub is in a prominent visual location being an important corner site defining both Dunn's Lane and Waterside and is also visible from Severn Drive and the river.

The area opposite the King's Head on the west of Waterside is very attractive in character featuring several newly inserted heritage features including stone setts, timber fencing, attractive cast iron railings and bollards along with pleasant benches and trees set in attractive arboresin. This is a good example of sensitive heritage features that should be encouraged throughout the rest of the conservation area. Street lamps are attached to buildings which from a street clutter point of view is very good, however they could be more sensitive to the surroundings in their design.

Further west towards the bridge are attractive open spaces that lead on to an attractively landscaped sensory garden which has views onto the river and provides access down onto the mooring landing space, an area that could benefit from some cleaning due to the debris that has built up by the riverbank. The Street furniture in this area is also sensitive to its location being of a high specification.

Local details and building materials

This area has an eclectic mix of local details and building materials. Along Dunn's Lane for example several properties have lampposts attached to their facades reducing the visual street clutter. No. 21 also features a wrought iron bracket attached to the side of the

property increasing the historic interest of the street. This street is also notable for featuring a property with a blue plaque stating that the cholera epidemic was presumed to have began from the property to the rear. Other interesting features including the 'out door' window, an attractive leaded window where liquor would once have been served.



Sensory garden off Church Street



Attractive features on Dunn's Lane

Church Street has a wealth of interesting materials with buildings dating from the 13th century to the mid 20th century. The church tower is interesting due to that fact that even though the nave was lost the tower itself was retained. It also features an attractive latter addition copper lined

cupola. The old market cross also stands in the grounds of the church as a War Memorial and located to the west of the church are some interesting stone blocks that line the road.

Nos. 2-6 Church Street are especially interesting as it was reputed to originally have been a manorial courthouse from the 16th century, although it was later refronted in the 1700s. This building is especially interesting for its continuous parapet which is mounted by five urns and the survival of early 18th century glazing bars in the windows. The property also features attractive cast iron rainwater goods as do several other properties in the character area including No. 12a Dunn's Lane.

Intrusive and damaging factors

Along Waterside, boundary treatments including brick walls are in a reasonable state of repair although some parts have been unsympathetically repointed with cement which may have detrimental consequences for their future conservation. Some of the paving treatments need to be addressed especially along Church Street, London Lane and west of Dunn's Lane where the paving has become increasingly disjointed with different types of tarmac being inserted randomly.

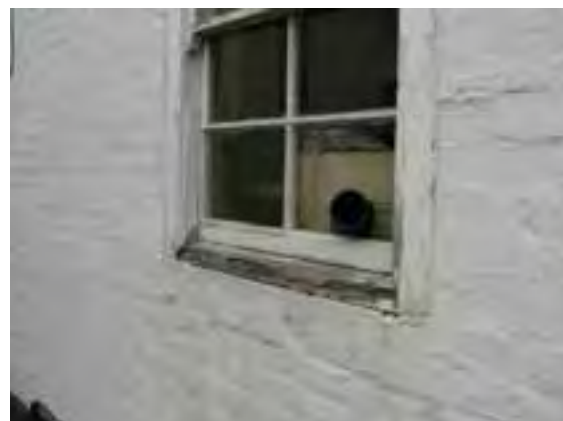
Other specific negative features include September Cottage which is a new build sensitively done, but incorporates fake sashes which should be discouraged. Dormer windows to the west of Dunn's Lane are in need some repair work which will not only benefit the aesthetic value of the street but will also help to make the windows last longer by hindering rotting timbers. The property adjacent to the Star Hotel on Dunn's Lane contains a very poor plastic air vent that seems to be a

temporary measure although does have a negative impact on the visual amenity of the property and should be discouraged. Generally air vents are expectable providing they take into account their surroundings which in this case it does not.

The building to the west of the Malt House seems to have been once part of a row of terrace properties dating to the early 19th century, as identified by the date stone to its rear.



Unsympathetic repointing on Waterside



Inappropriate air vent on Dunn's Lane

However it has been heavily altered overtime and is very domestic in appearance when compared to its neighbours. Due to its scale and massing

however, the negative impacts have been minimised, although a more sensitive boundary treatment such as a wall or hedge would be preferable to the existing fence. The attached 'garage' is in a poor state of repair and as such detracts from the aesthetic quality of the streetscape.

Along the Waterside, the fencing opposite Bridge House is unsympathetic to its surrounds being too utilitarian in design. By replacing these railings with railings similar to those opposite the Kings Head the 'feel' of the area would be greatly improved. Future plans for the area may include the insertion of permanent flood defences which would obviously have a significant impact on the conservation area. As should these defences should be sensitively designed to fit in with their surroundings in order to preserve or enhance the conservation area.

The boathouse is constructed of unsympathetic brick work and is inappropriate in terms of design although it does respect the building line. Certain parts of the character area could do with more maintenance like the dilapidated bench by the old swing bridge base. Due to the flooding situation over the summer many of the buildings in this area are empty which has resulted in the area being cluttered with skips especially outside the two pubs along with waste disposal bins which detract from the visual amenity of the streetscape

London Lane is likely to have been originally characterised by two storey properties as is reflected in the historic buildings that still survive. However several of the buildings are completely out of character with the historic environment, Nos. 1 to 3 for example are recessed on a road that would have traditionally had

properties abutting the street. Historically the building line to the south would have been punctuated by driveways/access ways and alleyways. However, in this instance, because the road was never characterised by closely packed adjoining buildings, and the properties seem to have been built to the rear of some burgage plots off the High Street, the new build is less obtrusive allowing attractive views of the buildings' gables to be kept. The design of the building also makes an attempt at having some sympathetic detailing such as its non-uniform brick colours.

Furthermore, the property adjacent to number three has been very badly repointed, which should be discouraged in



Inappropriate new Build on London Lane



Unattractive fencing along Waterside



the conservation area. There are several attractive period doors that punctuate this road, some have been replaced with unsympathetic additions that could have been prevented had an Article 4 direction been imposed on the area. Other items that detract from this character area include No. 4's rooflight which although is acceptable in principal juts out too much and would be more preferable being flush with the roof to reduce its negative visual impact.

Church Street, to the west of London Lane, is important in that it is the first street that is visible to any visitors coming from the north. On the approach from the west along the B4211 the first building visible from the road side is the Art Deco 'Regal Garage'. Although this building replaced some historic storage sheds it does add an extra dimension to the conservation area being the only Art Deco building. It also provides as interesting focal point for people heading south across the river. The only thing that detracts from it however is the adjacent yard to the west which is overly cluttered and detracts from the visual amenity of the area. This area is in definite need of enhancement and should stay in the conservation area so that any new proposals made can be designed sympathetically to preserve or enhance the appearance of the conservation area.

5.4 Character Area 4-Court Street/School Lane/southern section of Old Street/Minge Lane

This character area covers a relatively quiet section of the conservation being predominantly made up of back roads and narrow passageways, it includes Court

Street, Court Row, Oak Street, Buryfields Lane, School Lane and Minge Lane. The area has a generally spaced out quality with a large number of recessed properties and occasional densely packed terraces.

This area is where the majority of 'community' properties are located, most notably the Police Station, St. Joseph's Church and the local school. Due to the nature of these properties, they are quite large in scale and set in relatively large open spaces, which the majority of surround properties replicate. The area is also notable for featuring what is claimed to be the oldest part of Upton in the form of a piece of basalt that can be found to the far north of Court Street

The architectural and historic qualities of buildings

Most of the properties along Court Street date to the 17th and 18th centuries. The Street has important historical associations attached to it, containing the home of the County Court and being near the Court Row which contains the site of a chapel where John Wesley preached in 1770. This road then leads off into School Lane where the first notable building is St Joseph's Roman Catholic Church, built in 1850 by the well-known architect Charles Hansom and beyond that is the primary school of 1858 which is very similar in style to the Church.

Buildings within this Character Area are predominately made up of red brick to timber framed Tudor properties to the north.

Character Analysis

To the north of this area is Garden's Walk, a later 20th century road which is reflected in the unusual layout of the properties

lining it to the south. The buildings' principal facades don't address the road leading to an unusual streetscene which features properties' outhouses fronting onto the pavement, creating a negative frontage.

Court Street is dominated by a small number of shops and professional services and has a very enclosed feel. It has a similar feel as Old Street being very narrow and having small pavements and featuring several small one to two storey Tudor properties, unlike Old Street however it is far quieter having much less traffic flowing through it. The Street itself was named after the court house that was built on it. This road is also interesting in that it has one of the oldest parts of Upton along it in the form of a piece of basalt. Off Court Street is the pleasant Court Row which has a very secluded isolated character but is quite open in its layout. It is one of the few areas in the conservation area that could benefit from some regeneration however due to the run down appearance of the Royal Oak and its forecourt.

Oak Street, to the south east of Court Row features an undulating brick wall which is a prime example of how using lime mortar in historic brick walls allows the wall to 'breathe' and evolve naturally without cracking, which would be the case were the wall repointed with cement mortar. The alleyway contributes to the labyrinth type feel of the conservation area with some high walls and hedges interspersed with garages and gardens. The Street becomes much more uniformed in character towards the south with old brick walls interspersed with attractive hedging.

To the east of these enclosed lanes is School Lane whose streetscene is

characterised by a narrow entrance flanked by a row of terraces to the north which opens up by the Church before becoming narrower again towards the south of the road with an assortment of historic and modern high walls outhouse and enclosed gardens to the west and



School Lane looking north



View north from Court Row

new residential units to the east. This street features the majority of the public/community based properties in the conservation area and has a very quiet isolated feel.



Oak Street looking south

A degree of uniformity is also given to the road due to the continuity of walls along the east side and the uniformity in design of the school and church. The property adjacent to the Police Station, although lacking historic merit, is single storey and enclosed behind a brick wall with dense hedges and thus has a limited impact on the visual amenity of the conservation area.

Further south is Minge Lane which only features one property referred to as Hilton House, a red brick house of about 1790 with attractive contemporary cast iron railings. This has had a recent additional outhouse built in the grounds. Despite their being no evidence of any structure being there previously, this is a good example of a sympathetic addition to a listed building. The building materials are appropriate and the scale of the property is not too overbearing being subservient to the listed building.

The south of Old Street is characterised by terraced properties deeply recessed from the existing boundary walls. Boundary treatments here are a mixture of attractive historic walls to less sympathetic walls, although all along the built edge is maintained. This 'openness' is

complemented to the west by the open playing fields and views of the Malvern Hills in the distance.

Local details and building materials

As with the rest of the conservation area, the predominant building material in this character area is red brick and several Tudor timber framed properties. Interesting local details include No. 27 High Street which runs down a large section of Court Street and has a similar canted wall to that of the property of East



Hilton House on Minge Lane



Heavily recessed properties on Old Street

Waterside mentioned earlier in the character appraisal. Nos. 1-4 along Oak Street also feature an unusual iron work

that spans the two properties on the first floor. Oak Row also contains some attractive brick paving to side of the alleyway which warrants ever need of retention. The corner of Court Street and High Street features an attractive bollard whose design should be encouraged throughout the Conservation area.

Lampposts attached to buildings are another characteristic of the area on properties such as No. 3 Brown Square, as mentioned earlier in the appraisal these are to be encouraged as they improve the attractiveness of the Street by reducing the street clutter. Due to the age of the majority of properties in the area structural ties are also a common feature of the character area.

Intrusive and damaging factors

Court Row features some of the most damaging features in the whole conservation area. Certain properties including the Grade II listed Royal Oak and its forecourt are in desperate need of renovation as are other properties to the west of the pub. The Council should consider this as a priority opportunity site. The paving is also very poor here and needs resurfacing and the concrete bollards are completely inappropriate to their historic surroundings and detract from the setting of the building and the streetscene as a whole. It would be far more appropriate to have cast iron bollards like those seen on the Waterside.

Along Oak Row, an alley to the south of Court Row, a small property features an unsympathetic roof light. Due to its location however it is less unacceptable than those in prominent positions throughout the conservation area. The alley then leads into the sea of tarmac of the library car park. The rear of the Police

Station is also visible which is particularly unattractive, having been unsympathetically rendered with concrete and has an inappropriate extension added to it. This could have potentially disastrous consequences for the structural integrity of the building, as it can no longer 'breathe'. Along Oak Row there is a unattractive grill which has no relation to the rest of the street. The first floor of No. 1 needs repainting and No. 6 has poor cement render to the base. No. 9 on School Lane has had DPC injections to the base which is likely to have been a cause for the spalling of the lower courses which could



Negative building in Court Row



Royal Oak building in Court Row in disrepair

be potentially damaging to the building.

The Council should ensure that conservation advice is readily available to people who live in historic buildings.

Further south, Buryfield has also been stuccoed over with unsympathetic render which is fortunately not very visible within the streetscene due to its scale and recessed nature. However, this type of stucco is to be discouraged on any other buildings due to its negative impact on the visual amenity of the conservation area especially in more prominent visual places. This extension, although unsympathetic in its scale and design has attempted some articulation in its design with its tile on edge with brick coping work.

Any plans to redevelop this area should reflect the character of this street and respect the streetscape in terms of scale, massing and design. The surgery does not reflect the character of the street being single storey in height and constructed of completely different bricks. However, due to the height of the boundary wall that encloses the space and the height and recessed nature of the surgery, the negative impact the building has on streetscene is negligible.

Further south, plywood has been inserted into one of the gaps along the street which again detracts from aesthetic quality of the street. If this is not a temporary structure then the Council should consider enforcement action to have it removed.

New brick walls have generally been done in a sympathetic heritage style, although the mortar pointing is poor. The publication 'guidance on pointing in Upton-Upon-Severn Conservation Area' should be consulted whenever repointing is undertaken in the conservation area.

Just off Severn Drive is Garden's Walk whose character has been eroded by unsympathetic alterations to the properties in the form of uPVC glazing and new additions to the properties. The front of these properties face onto Brown Square. Properties to the west of these such as those adjacent to No. 1 Brown Square have had unsympathetic cement pointing which has damaged the bricks, a suitable breathable lime mortar should be used to prevent spaling. Several other properties along Brown Square including No.4 have



Surgery along School lane



uPVC on historic buildings on Garden's Walk

had inappropriate features added to them including unsympathetic double glazing and roof lights. The road surfacing does

contain some original paving bricks which should be retained where possible.

Severn Drive is a later 20th century addition to the town of Upton which is reflected in the piecemeal character of the west side which is predominately made up of tapering back buildings, views to the rear of the High Street properties, parking spaces and new build. Only the west hand side of this road is in the conservation area due to the lack of historic merit the properties opposite have. Being a new road and predominately not in the conservation area, the fact that there are modern lampposts does not have a detrimental impact. However there are some modern walls that are not very sympathetic to their surrounds. The road surfacing here is adequate but needs some infilling. The southeastern side also features some unattractive pallasade fencing which would benefit with being powder coated so its negative effect on the adjacent conservation area can be reduced.

6 Management Plan

6.1 Management Proposals

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.

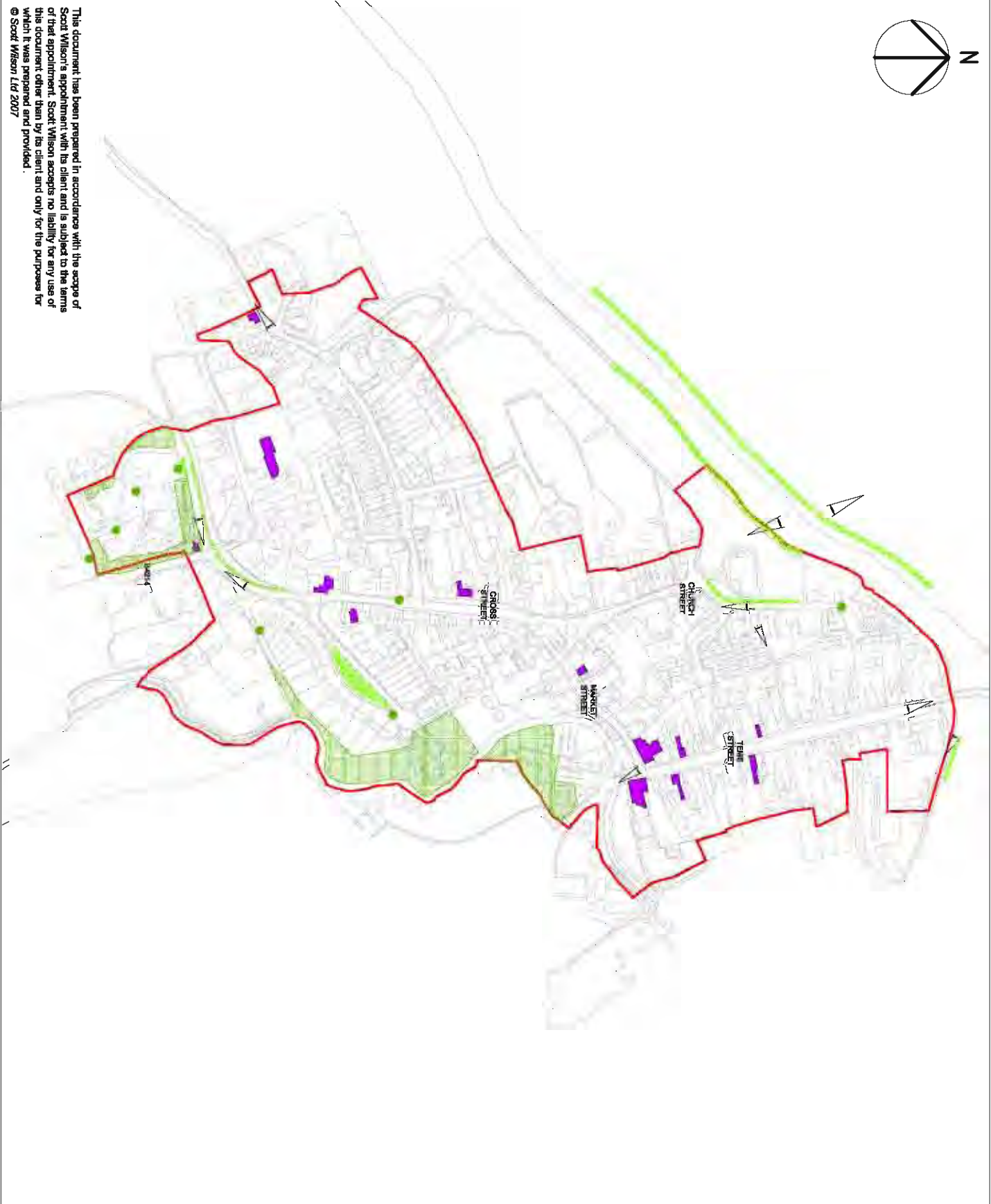
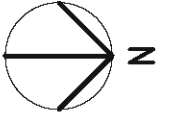
6.2 The Management Strategy Framework

The Management Strategy for Upton-upon-Severn 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 control untidy areas and the condition of historic buildings within the conservation area. 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. Furthermore, it builds on the Conservation Area Appraisal by examining potential enhancement schemes and the management and improvement of public infrastructure. It also includes protection of important trees and green spaces and produces an assessment of the ecology/biodiversity value within the conservation area and its landscape setting.

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

been established by Malvern Hills District Council (MHDC):

1. In August 2006, MHDC adopted the Malvern Hills District Local Plan. This establishes the land use position against which all planning, listed building and conservation area applications will be assessed.
2. MHDC will build on the statutory development plan process by utilising and establishing additional Supplementary Planning Documents (SPDs), such as the House extensions SPD and the Re-use of Rural Buildings SPD.
3. MHDC will evaluate the planning decisions it makes within Upton upon Severn conservation area. It will examine the use and effectiveness of existing local plan policies and their success at appeal. This will be monitored every year and reported in the Council's Annual Monitoring Report.
4. MHDC may 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 may 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.
5. MHDC will undertake to provide all appropriate organisations with a copy of the appraisals and management plan with the aim of influencing the preparation and



This drawing may be used for the Purpose intended and only written dimensions shall be used.

Key

- Buildings which make a positive contribution
- Conservation area
- Important vegetation
- Key views
- Tree preservation orders
- General tree preservation order areas

| Revision | Details | By | Date | Surf/K |
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Job Title: **Tenbury Wells**

Drawing Title: **Figure 2 Spatial Analysis**

Scale: **1:1000** at A3

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| NTS | A.Copp | A.Jones | 03.12.07 |

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- production of other relevant plans and strategies which relate to the conservation area
6. MHDC will regularly undertake a full re-appraisal of the conservation area. This will enable a full re-evaluation of the effectiveness of established policies and procedures. Photographic dated surveys (including aerial photographs) of the conservation area will be maintained as a basis for monitoring and recording change of the conservation area and its setting.
 7. MHDC will ensure reported incidents of unauthorised development within the conservation area are investigated and actioned in accordance with the Enforcement Policy.
 8. Whilst no listed buildings have been identified as being 'buildings at risk'. MHDC will continue to monitor the physical condition of all listed buildings within the conservation area.
 9. The appraisal has established the importance of the natural environment within the conservation area. The protections and enhancement of the trees, open spaces and hedgerows identified in the document will be carried out.
 10. 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.

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. Any alterations to a listed building will require Listed Building Consent. Further information on listed buildings can be obtained from MHDC.

6.3 New Development

Generally new development has been reasonably sympathetic to the surrounding environment being similar in scale, massing and design such as those along Old Road. However there are certain examples of poor development in and around the conservation area that are completely unsympathetic in their scale, massing and design. These present a number of opportunities for sensitive development to enhance the streetscape and townscape as a whole.

Any new build should be designed with respect to its context and follow the design guidance outlined above. For individually important sites it may be appropriate to prepare design briefs, providing guidance on appropriate development to enhance the area.

Collinghurst House, although not in the conservation area, does detract from the character of the streetscene due to no attempt being made to respect the existing built form with regard to scale, height, design, material, layout or plan form.

The materials used on most of the modern day developments have been relatively sympathetic in some areas although quite a few developments have 'slipped through the net' having poor quality massed produced bricks as opposed to better quality locally sourced bricks, poor fenestration patterns and unsympathetic Upvc windows.

Due to the layout of the town however with its general enclosed feel, the majority of new development that does detract from the conservation area is limited. There are two exceptions to this however, most notably Collinghurst House on New Street and the hardstanding by the Art Deco

garage on Church Street. Both these sites are visually dominant within their streetscenes and every effort should be made to enhance or redevelop these sites.



Unsympathetic new build



New build sympathetic in scale and massing but not in its detailing.



Site detracting from streetscene

6.4 Design guidance

The Malvern Hills District Local Plan and Regional Spatial Strategy establish the planning policy framework for assessment of planning, listed building and conservation area applications. Important policies of relevance to Upton upon Severn are mentioned in the Appraisal. In addition, the Supplementary Planning Guidance documents; House Extensions and the Re-use of Rural Buildings further assist in the assessment of development proposals.

The designation of a conservation area is not intended as a bar to all change. Rather it is intended as a guide for future development to ensure that the special interest of the designated area is protected. Any new development should be guided by sound principles of urban design and be sympathetic to its setting. Where possible, opportunities for the replacement of buildings which are intrusive to the character of the conservation area should be utilised. Reinstatement of historic features should also be encouraged when opportunities arise.

Any ongoing and future development within the conservation area or its immediate setting should ensure that:

1. The type, character and design of the development actively enhances the conservation area;
2. The development would not result in the demolition of a building or structure which makes a positive contribution to the conservation area, or where its removal would be harmful to the character of the conservation area;

3. The distinctive street pattern, plot sizes and open spaces are respected and preserved;
4. Any new structures respect the overall pattern of building within the conservation area in scale, form, proportion and detailing;
5. Any extensions to existing buildings should be sympathetic in building material and architectural style to the main building;
6. Key views into and out of the conservation area identified within this Appraisal are maintained;
7. Existing areas of vegetation are maintained and protected. Any new boundary planting should be of native species; and
8. Adequate provision is made for the increase in traffic associated with any new development. The impact of parked vehicles on the streetscape and provision of parking areas should be carefully considered and should not adversely impact on the conservation area.

In addition, generic guidance on sensitive development and alteration within the conservation area should be made available to residents, businesses and the local planning authority. Where possible, opportunities for the replacement of buildings which are intrusive to the character of the conservation area should be utilised.

Reinstatement of historic features should be encouraged when opportunities arise. A local list should be implemented, reviewed and supported in policy under the Local Development Framework Alterations or repairs to road surfaces and paving

within the conservation area should ensure that these areas are reinstated to match existing surfaces.

6.5 Guidelines for repair and alteration work:

Building materials

Red brick is the predominant building material throughout the conservation area although materials include timber framing and stucco render. The predominant roofing material is clay tile. These materials should be continued in any new build in order to compliment the existing streetscape. The introduction of stone and concrete should be avoided.

Windows and doors

Existing windows and external doors should be retained and carefully repaired wherever possible. Most original windows are of a timber sliding-sash design. If replacement is unavoidable, new windows should be accurate timber replicas of the original design, in both pattern and detail. uPVC windows are completely unacceptable as they prevent historic buildings from attaining sufficient ventilation and detract from the aesthetic quality of the buildings.

Shopfronts

Historic shopfronts make a significant contribution to the aesthetic appearance of the conservation area. This is particularly important with regard to the recent flood damage. A Shop Front Grant Scheme is in place for Upton upon Severn and this information should be made available to all businesses in the town.

Any alteration to the shopfronts should preserve and enhance all existing historic shop furniture. New shopfronts should be sympathetic to the building and respect the structure in terms of building materials, building scale and architectural style. All shopfronts should respect the wider streetscape character and there should be a presumption against projecting box signs, garish colour schemes, oversized fascias and internally illuminated signs. Opportunities to replace inappropriate signage should be taken as they arise.

Ironwork

Decorative ironwork, such as railings and balconies should be retained and carefully repaired or, if absolutely necessary, reinstated accurately to the original pattern and detail, in a similar material, usually wrought or cast iron.

Boundary Treatments

There will be a presumption against permitting the removal or partial removal of original boundary walls, railings or gates. Historic boundary treatments should be repaired or reinstated (where there have been removals), to match the original design wherever possible, to reinforce the character of the Conservation Area.

This is a particular concern at historic residential and ecclesiastical properties where such boundary treatments are fundamental to the setting of the buildings.

Car parking

There will be a presumption against any development which proposes the conversion of residential property garden areas into hard standing for car

parking, as this detracts from the character of the Conservation Area.

Demolition

The Council will not normally permit the demolition of historic buildings in Upton upon Severn Conservation Area unless the building to be demolished can be shown to have a negative effect on the character or appearance of the conservation area.

Landscaping

In accordance with both PPG15 and the Malvern Hills District Local Plan, green spaces and vegetation which make a positive contribution to the conservation area will be protected. Individual specimens are protected by Tree Preservation Orders. In addition to this, special notice is required for any proposals to cut down, or extensively trim, any tree within the conservation area.

Proposals for new development will be sympathetic to the landscape character of the conservation area, while any new planting will be consistent with its existing appearance.

With regard to hard landscaping, any alterations or repairs to road surfaces and paving within the conservation area should ensure that these areas are reinstated to match existing surfaces. Many of the pedestrian areas have recently been repaved using brick which compliments the wider streetscape. This should be extended throughout the town centre when the opportunity for reinstatement arises.

Individual buildings

The contribution of individual buildings to the conservation area should not be underestimated. In addition to the listed buildings, many buildings have been

identified as making a positive contribution to the area and every effort should be made to protect these structures.

Whilst no listed buildings in Upton upon Severn 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'. One structure which may be considered for inclusion potentially is the Royal Oak in Court Row. The grade II structure is falling into disrepair. Every effort should be made to bring this building back into active use.

Two main ways in which the conservation area could be enhanced include:

1. The offering of conservation enhancement grants for the restoration of properties in terms of decoration and repair. At present there are currently no enhancement grants available for listed or unlisted building developments from either English Heritage or Malvern Hills District Council. Should this situation change in the future or other sources of funding from other organisations become available, these could lead to an amendment of the Appraisal document and process.
2. The serving of Urgent Works Notices on listed buildings or the serving of Section 215 Notices. Both of these tools of enforcement are available within the conservation area. The former is a notice served on the owner of a listed building at risk and requires the owner to make the building wind and weather tight pending a

full repair. The latter is a notice served on the owner of any property within a conservation area where it is considered that the poor or untidy state of the site or building significantly detracts from the character of the conservation area. Their possible use is part of the Enforcement Plan and Management Strategy.

Traffic

The Appraisal has identified a significant impact placed on the conservation by traffic, both moving and stationary. At present, much of the traffic is located on High Street and Old Street with parking available on both sides of the street. Car parking represents a dominant feature within the streetscape and often detracts from the appearance of the conservation area.

Suggested measure to reduce the impact of traffic in Upton upon Severn include:

1. Removal of parking on one side of Old Street;
2. Restricted times for parking on Old Street;

6.6 Extensions

Due to the nature of the properties within the conservation area being either densely packed terraces properties or large scale townhouse buildings, the demand for extensions with the conservation area has been relatively low.

Extensions should respect the scale, design and materials of the original property whilst being subservient. Despite there being a low threat from extensions in the conservation area it is important to

highlight designs that are and are not in keeping with the surrounding environment.



Poor quality extension on School Lane having no respect for the plan form, scale or original design features along with poor fenestration pattern, materials and roof



More sympathetic extensions being sensitively subservient, featuring sensitive materials with regards to bricks and roof along with good fenestration pattern

6.7 Suggested Boundary Changes

Guidelines for assessing Conservation Area boundaries and any consideration of their extension are set out in *Planning Policy Guidance note 15 (PPG15)* but also in *Guidance on Conservation Area Appraisals and Guidance on the Management of Conservation Areas*, and the specification for assessing boundary



reviews set out in these documents has formed the basis for the reassessment of the boundaries.

Since its original designation in 1968 the boundary was extended to the north in 1996 and to the south in 2003. Following a survey appraisal, one area was considered for extension of Upton upon Severn Conservation Area which was an extension of the boundary to the south west to include the area of open park space west of Old Street. It was suggested that this area made a positive contribution to the setting of the conservation area providing views north east towards the town and its interesting roofscape and attractive views south west towards the Malvern Hills. However after the public consultation feedback and public meetings it was decided to not include this extension due to its lack of architectural merit.

6.8 Article 4 (2) Direction

An Article 4(2) Direction enables a Local Authority to selectively suspend permitted development rights, restricting minor works such as alterations to walls, roofs, windows, doors or house colours that might not otherwise require planning permission. This would result in the Council having control over small alterations to 'dwellinghouses' that until now had had the combined affect of detrimentally altering the character of the conservation area.

An Article 4(2) was considered in the appraisal process but it was not felt from the survey that any such article was needed considering the large number of properties that already have listed building protection.

6.9 Conservation Enhancement Grants

There are currently no enhancement grants available for listed or unlisted building developments from either English Heritage or Malvern Hills District Council. Should this situation change in the future or other sources of funding from other organisations become available, those could lead to an amendment of the Appraisal document and process.

6.10 Urgent Works Notices or Section 215 Notices

Both of these tools of enforcement are available within the conservation area. The former is a notice served on the owner of a listed building at risk and requires the owner to make the building wind and weather tight pending a full repair. The latter is a notice served on the owner of any property within a conservation area where it is considered that the poor or untidy state of the site or building significantly detracts from the character of the conservation area. Their possible use is part of the Enforcement Plan and Management Strategy.

6.11 Further Reading

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

- The Government's Planning Policy Guidance Note (PPG15) "Planning and the Historic Environment"
- English Heritage's "Guidance on the Management of Conservation Areas" and "Guidance of Conservation Area Appraisals"
- The joint English Heritage and English Historic Towns Forum



publication "Conservation Area Management"

- Malvern Hills District Council's guidance leaflets "Conservation Areas" and "Listed Buildings" and also the relevant sections of the Malvern Hills District Local Plan for the background to this Appraisal.

6.12 Community involvement

Every household within the conservation area and immediately adjacent to it was

sent a leaflet summarising the Conservation Area Appraisal and link to the document on the Internet. A period of 28 days, from the 14th January to the 11^d February was given for comments. A public exhibition was also set up between the 14th January and 18th January and a public meeting held within the town. Comments received were taken into consideration in amending the draft Appraisal

7 Bibliography

Policy Documents

Department of the Environment, 1994, Planning Policy Guidance 15:
Planning and the Historic Environment

English Heritage, 2006, Guidance on Conservation Area Appraisals

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Areas

English Heritage, 2005, Streets For All: West Midlands

English Historic Towns Forum, 1998, Conservation Area Management: A
Practical Guide

Malvern Hills District Local Plan (Adopted 2006)

www.english-heritage.org.uk

www.helm.org.uk

Secondary & Primary sources

'Pride of Place, the story of Upton-upon-Severn', Roger Corbet-Milward,
(Upton Civic Society, 1988)

'The nation in the Parish', Emily M Lawson (London, 1884)

'Upton: Portrait of a Severnside town', Pamela Hale (Phillimore & Co.,
London & Chichester, 1979)

'Upton-upon-Severn Rural district, the official guide', (Cheltenham &
London, 1969)



Appendix 1:

Listed Buildings

| Building | Grade |
|--|----------------------------------|
| 2 Brown Square | II |
| 1 and 3, Church Street (north side) | II |
| 2-6 Church Street | II* |
| 8-14 Church Street (south side) | II |
| 16 / Cromwells and 18 Church Street, | II |
| 20, Church Street, | II |
| 2A & 2B, Court Street, Upton-upon-Severn | II |
| 4, Court Street, Upton-upon-Severn | II |
| 1, 3, 5 & 11, Court Street, | II |
| 13 & 15 Court Street, | II |
| 1 to 9, Dunn's Lane, | II |
| 11, 12A and Cottage range to Rear of No.11, Dunn's Lane, Upton-upon-Severn | II |
| 15 / Boatyard Cottage, Dunn's Lane, | II |
| 21, Dunn's Lane, | II |
| Tower of former parish church, High Street (west side) | II* & Scheduled Ancient Monument |
| War Memorial in churchyard, High Street (west side) | II & Scheduled Ancient Monument |
| 7 High Street, | II |
| 11 High Street, | II |
| 15 High Street, | II |
| 17 High Street, | II |
| 23 High Street, | II |



| | |
|--|-----|
| | |
| 25 High Street, | II |
| 2 - 10 High Street, | II |
| 12 High Street, | II |
| 14 and 16, High Street, | II |
| 20 High Street, | II |
| Hilton House, Minge Lane | II |
| 1-3 New Street, | II |
| 5-7 New Street, | II |
| 8-10, New Street, | II |
| 18 New Street, | II |
| 20 New Street, | II |
| 2A New Street, | II |
| 2 New Street, | II |
| 4 New Street, | II |
| 6 New Street, | II |
| 7 New Street, | II |
| 9 (Formerly The Bell PH), New Street, | II |
| Wesleyan Methodist Chapel, New Street, | II |
| St Peter & Paul | II* |
| 5, Old Street, | II |
| 7/Public Library, Old Street | II |
| 9, Old Street, Upton-upon-Severn | II |
| 11 & 13, Old Street, Upton-upon-Severn | II |
| 15, Old Street, Upton-upon-Severn | II |
| 17, Old Street, Upton-upon-Severn | II |

| | |
|---|----|
| 27, Old Street, Upton-upon-Severn | II |
| 29, Old Street, Upton-upon-Severn | II |
| 31, Old Street, | II |
| 33, Old Street, | II |
| 39 to 43, Old Street, | II |
| The Rectory, Old Street, | II |
| 77 to 83, Old Street, | II |
| 85 Old Street, | II |
| 2 Old Street, | II |
| 4 Old Street, | II |
| 6 Old Street, 14 / London House, Old Street, | II |
| 16 / Post Office Old Street, | II |
| 18 Old Street, | II |
| 20 Old Street, | II |
| 22 and 24 Old Street, | II |
| 26 Old Street, | II |
| 30 Old Street, | II |
| 32, 34 & 36 Old Street, | II |
| 38 Old Street, | II |
| 40 Old Street, | II |
| 44 Old Street, | II |
| 46 Old Street, | II |
| 48 & 52, Old Street, | II |
| 54 Old Street, | II |
| 60 & 62, Old Street, | II |

| | |
|---|----|
| 6 (Willow Bank), School Lane, | II |
| 8 (Police Station), School Lane, | II |
| 22 (Buryfield), School Lane, | II |
| Listed Coach House, School Lane, | II |
| Waterside House, Waterside, | II |
| The Malthouse, Waterside, | II |
| Elm Cottage, East Waterside, | II |
| Old Wall and Barn, Waterside, | II |
| Severn House, Waterside, | II |
| Barn, North-East of Malthouse, Waterside, | II |
| White Swan Complex, Waterside, | II |
| Front Wall and Gate, Waterside House, | II |
| Bankside House, Waterside, | II |



Appendix 2:

Buildings which make a positive contribution

| Building |
|-------------------------------------|
| Regal Garage, Church Street |
| Bridge End House, Eastside |
| Holly Villa, Eastside |
| Elm Cottage, Eastside |
| Southview, Eastside |
| 30,28,26 New Street |
| Garage, New Street |
| Old Fire Engine Station, New Street |
| 12, 14, 16 New Street |
| 22 High Street |
| 10,12 Old Street |
| 21,23,24 Old Street |
| Club, Old Street |
| 56, 58, 60 Old Street |
| Upton Clinic, Old Street |



Appendix 3:

Figures

This drawing may be used for the purpose
 (inserted on the article drawings and to read.

Key:

- Listed building Grade II
- Listed building Grade II*
- Conservation area



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| | | | |
|--------------|-------------|----------|-------------|
| Revision No: | 1 | Date: | 10/10/07 |
| By: | [Signature] | Checked: | [Signature] |

Update-Listed-Buildings

Figure 1 Location of Listed Buildings and Conservation Area

| | | | | | |
|-----------|--------|-----------|-------------|-----------|----------|
| Drawn by: | AD | Checked: | AD | Date: | 10/10/07 |
| Scale: | 1:1000 | Approved: | [Signature] | Drawn by: | AD |

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- Key**
- Buildings which make a positive contribution
 - Buildings which make a negative contribution
 - Conservation area
 - Key views



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Upton-Upon-Severn

Drawing Title

Figure 2 Spatial Analysis

Scale 1:1000

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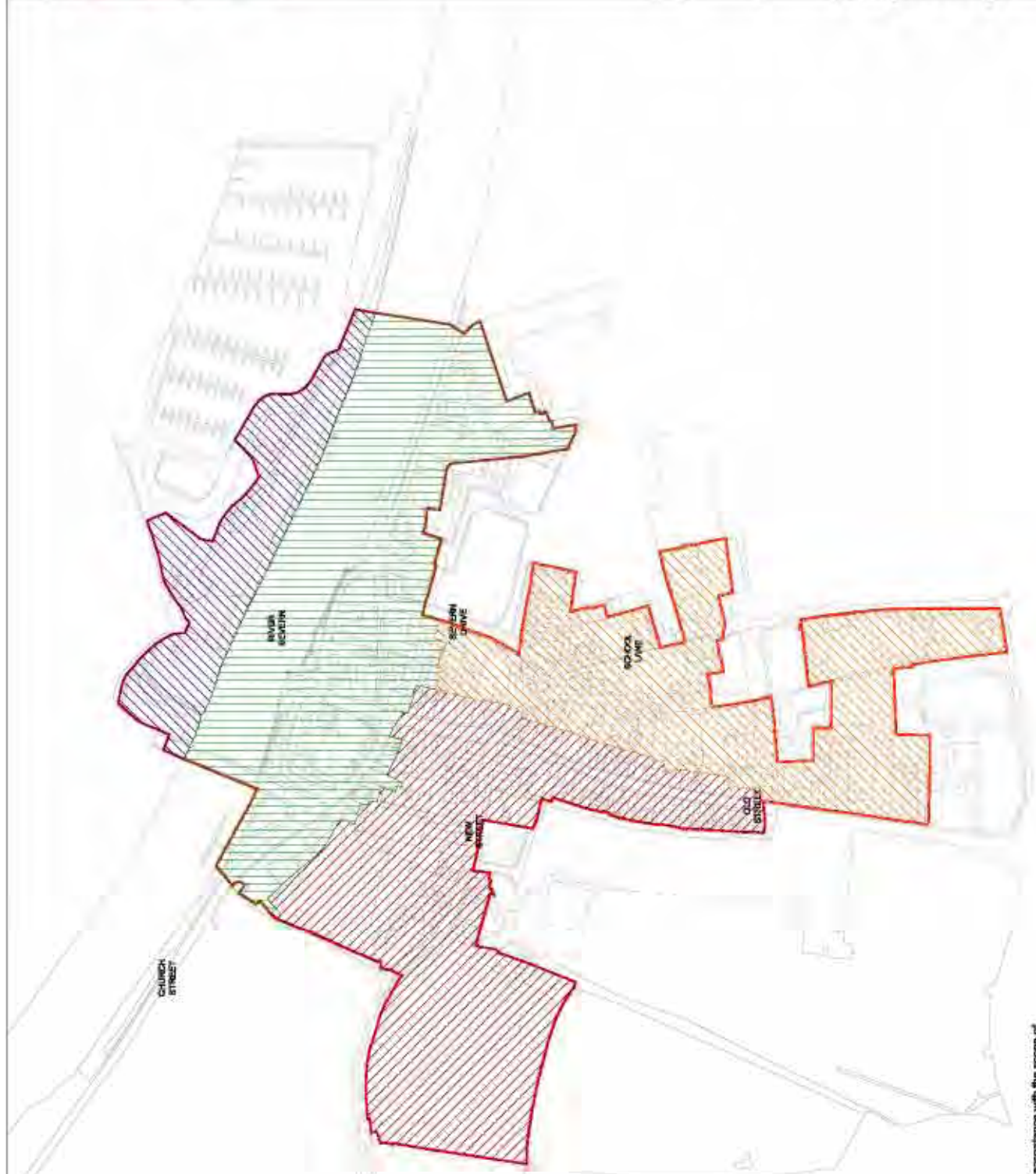
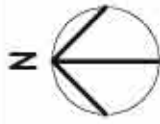
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| G. Bourne | | | 03.12.07 |

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Key

- Conservation area
- South of High Street, Now Street and northern part of Old Street
- North of River
- North of High Street, South of River
- Court Street, School Lane, South of Old Street, Mings Lane

Revision Details

| No | Check | Date | By |
|----|-------|------|----|
| | | | |

Job Title

Drawing Title

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Figure 3 Character Areas

Scale 1:10,000

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Key
 Conservation Area

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Drawing Title
Upton-Upon-Severn

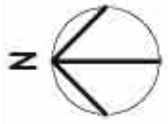
Drawing Title
Figure 4 Boundary of Conservation Area

Scale 1:1000
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