



Malvern Hills District Council, The Council House, Avenue Road, Malvern, WR14 3AF  
[www.malvern hills.gov.uk/planning](http://www.malvern hills.gov.uk/planning)

## MALVERN HILLS DISTRICT COUNCIL

### URBAN DESIGN CONSULTATION RESPONSE

<b>TO:</b> Lee Walton	<b>DATE:</b> 23 <sup>rd</sup> February 2024
<b>REF:</b> M/23/01711/OUT	
<b>DESCRIPTION:</b> Outline planning permission for up to 55 dwellings (with means of access to the site be considered at this stage and all other matters reserved)	
<b>LOCATION:</b> Land At (Os 7500 5952), Berrow Green Road, Martley	
<b>APPLICANT:</b> Mrs T Almeida	

The following Policies and Constraints apply:

**ENFN - Enforcement Notice Issued Ref: HIST/EN/0073 Property: Longstone Cottage, Berrow Green**

**Road, Martley, Worcester, WR6 6PQ - Distance: 0**

**ODB - Outside SWDP Development Boundary - Distance: 0**

**SWDP - SWDP 15: Designated Rural Areas - Distance: 0**

**PROW - Public Right of Way: Type- Footpath. Path No- MT-698 C - Distance: 0**

**NEIG - Neighbourhood Plan: NPA Boundaries - Distance: 0**

**WSUP - Water Supply. If Major Application consultation required with Severn Trent (Welsh Water if**

**in Bockleton Parish) - Distance: 0**

**SWDP - SWDP 5: Protect and Enhance - Distance: 0**

**NEWS - Paper: Berrows Journal - Thursday - Distance: 0**

**CIL - CIL009 - Non-Urban Area - Distance: 0**

**ACON - Area of Special Control of Advertisements - Distance: 0**

**SWFR - Surface Water: 1 in 30 extent. - Distance: 0**

**SWFR - Surface Water: 1 in 100 extent. - Distance: 0**

**SWFR - Surface Water: 1 in 1000 extent - Distance: 0**

**ENFN - Enforcement Notice Issued Ref: HIST/EN/0239 Property: Longstone Cottage, Berrow Green**

**Road, Martley, Worcester, WR6 6PQ - Distance: 0**

**PROW - Public Right of Way: Type- Footpath. Path No- MT-694 B - Distance: 8.75**

**LBB - Listed Buildings Affect Setting 25m Buffer - Grade II. H.E Ref: 1082996. Listed Building.**

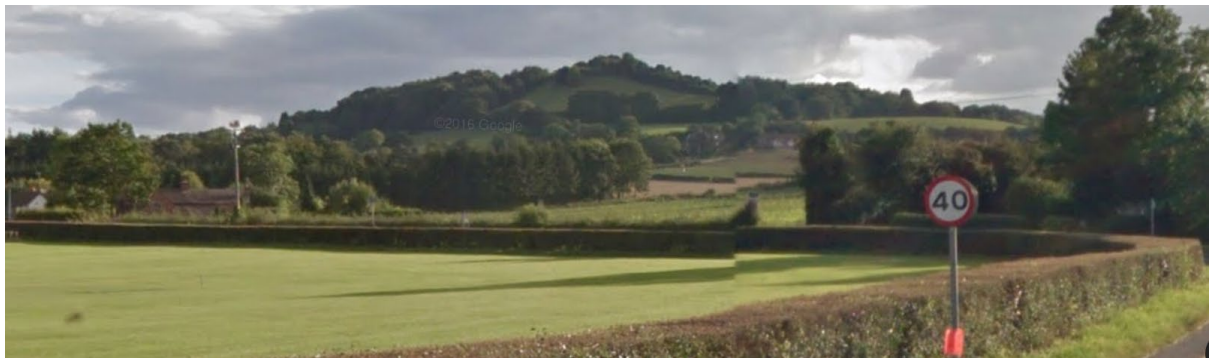
**Longstone Cottage. LB/1082996 - Distance: 11.11**

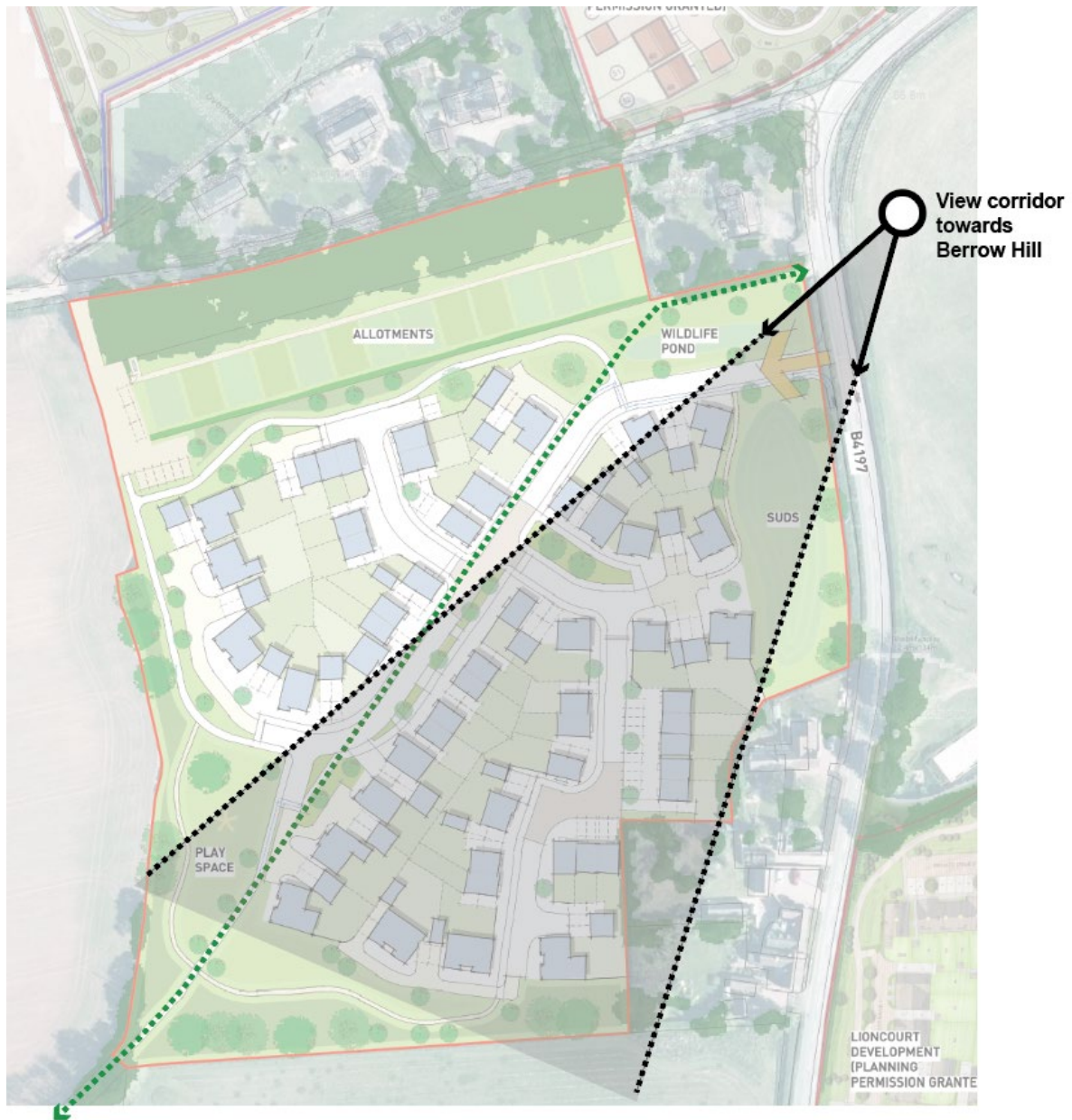
**Consultation response:**

The following initial comments should be taken into account when making a planning decision in order to improve the urban design quality of the proposal.

**Context**

- The site is at the extreme southwestern edge of Martley, to the west of the B4197 as it heads southwards from the village settlement.
- The site lies some distance from the Martley Village Development Boundary.
- The site is considered to be in 'Open Countryside' within the policies of the SWDPR.
- The site is not identified as an allocation for residential development in the SWDP and does not appear to have come forward as part of the Call for Sites process.
- The site sits within the view corridor of an identified 'Significant View' ". . . towards the Iron Age fort Scheduled Monument on Berrow Hill and the outskirts of Berrow Green" in the Martley, Knightwick and Doddenham Neighbourhood development Plan.
- This corner of the village is one of the few areas in Martley that afford uninterrupted views towards Berrow Hill over green open space and open countryside. (see Google Street View extracts below)





### Existing and other proposed development

The 'Ryecroft Way' development and the 'Jessop' development include wide areas of green infrastructure/public open space lining the northern side of the B4197, in conjunction with Martley Playing Field Recreation Ground and the proposed development site, this green space helps to emphasise and enhance the openness of the view towards Berrow Hill and act as a visual indicator that you are leaving the built settlement when heading south west.

What residential development there is on the west side of the road is small scale, intermittent and next to the road. Most properties have generous garden plots, usually to the rear or side. Properties include the grade II listed Longstone Cottage, on the bend, Barleycove Cottage, Rose Cottage and Row End. Beyond this the mature tree lined boundary to the Elgar Estate and the Maylite Trading Estate, unfortunately, interrupt the view to the hill briefly, before its closer proximity dominates the view as the land rises towards Berrow Green.

Whereas all recent residential developments and proposals at this western end of Martley seek to protect and enhance the views towards Berrow Hill, this scheme places itself in the foreground. The scale of the residential development is at odds with that on the western side of the B4197, as described above, and would extend the village into the open countryside that provides the rural setting for Martley.

In common with the intermittent dwellings lining the western side of the road towards Berrow Green, the change in character from the existing village is noticeable when, for example, taking the lane westwards towards Kingswood at the bend in the B4197. Along this route, scattered and isolated cottages and farmsteads, undulating topography, arable fields and hedgerow boundaries and distant views across the Teme Valley take precedence and a rural character is immediately established in contrast to the incremental ribbon style development that has branched out from the original historic core of Martley.

In terms of urban design, planning policy and associated Neighbourhood Plan, it is suggested that the proposed development is incongruous in this location for the reasons given above. However, if the Planning Case Officer considers that the planning application is acceptable and planning permission is granted, then the following general urban design advice should be considered in relation to the submitted layout:

- As stated above, the general appearance of all residential development to the west of the B4179 is of intermittent individual or groups of properties that are either isolated in the landscape, in the case of farmsteads or line the edge of the road. The layout submitted does not reflect this 'feathering out' of the built form beyond the village. An obvious solution would be to reduce the number of dwellings within the scheme.
- The views towards Berrow Hill needs to be preserved and enhanced, and it is suggested that this will be the most challenging aspect to achieve. A possible solution might be to include green open space through the centre of the layout taking into account the alignment of this space in relation to the Berrow Hill view. This green space could retain the PROW without the need to realign it and could also include a revised SUDS solution that might include planted swales, raingardens and ditches that extend to SUDS tree pits lining the roads within the scheme. Location of tree planting would need to be carefully considered in relation to screening properties and maintaining the Berrow Hill view.  
The proposed play space could also be included within this central green space where it could benefit from further passive surveillance.
- It is suggested that the wildlife pond might be better located in the southwest corner, away from the road and closer to boundary planting that could, potentially, become part of a wider wildlife habitat network of surrounding hedgerow field boundaries and trees.
- Road layout – Suggested this would need to be revised in relation to comments above.
- Boundary treatments – The Indicative Masterplan indicates a number of places where rear and side garden boundaries would be visible from the public realm. Use of high close boarded fencing should be avoided in these locations. Refer to the Neighbourhood Plan for local boundary materials that can include red brickwork, hedgerows and local stone or a combination of these.

- Residential parking bays – These work best, visually when they are to the side of a dwelling and the view is terminated by a garage rather than close boarded fencing. Frontage parking should be avoided where possible as rows of parked cars have a negative visual impact on the street scene. Where possible, parking bays should be separated by shrub planted strips and tree planting to soften and screen vehicles.
- Parking bays should be of high quality permeable surfaces (not black tarmac) to add visual interest to the street scene and visually define private space.
- Side elevations of dwellings should include windows where they overlook POS, to allow for passive surveillance, and at nodal points (corners, junctions etc) and views along streets, where they would otherwise display a blank, featureless wall.
- The NPPF requires that new developments should include tree lined streets. In this rural location it is suggested that more streetside trees should be included, ideally as part of a SUDS scheme as described above.
- Dwellings should overlook POS to provide natural/passive surveillance. In limited situations, where this is not possible, side elevations should include windows/doors to give a similar degree of passive surveillance over these spaces.
- Rear gardens of dwellings should not back onto POS as private space should be enclosed (ie back to back rear gardens) for security reasons.
- Situations such as the POS in the bottom southeast corner on the Indicative Masterplan should be avoided. Do not create small, unoverlooked areas of open space with limited potential for use other than anti-social behaviour.
- These trees should not be included in the front gardens of properties but in managed GI space to ensure that they are not removed by future residents.
- Access onto paths through POS from private driveways – Where possible make private driveways part of the path network to avoid residents creating shortcuts across grassed areas to access the paths.

The above is not exhaustive and if outline planning application is granted there would be further urban design consultation, particularly in regard to the design, type and scale of dwellings that have not been submitted at this stage of the process.

**Simon Hopkins**

**Assistant Urban Designer  
Planning Policy Team  
Wychavon and Malvern Hills District Councils**

#### **Disclaimer**

Our ability to provide a high quality service is very dependent on the quality of documents and depth of information submitted to us. We rely on applicants and agents to provide us with comprehensive documents, commensurate with the scale/complexity of the proposal to enable us to work with you.

The advice given by council officers in response to pre-application enquiries does not bind the council's decision-making or constitute a formal decision by the council as the local planning authority. However, we will give you the best advice possible based on the information that you provide, and with regard to relevant circumstances at the time. Any views or opinions expressed are

given in good faith and to the best of our ability without prejudice to the formal consideration of any planning application following statutory public consultation.

The written advice provided will be considered by the council as a material consideration in the determination of a future related planning application, subject to the proviso that circumstances and information may change or come to light that may alter that position. In this regard the weight given to pre-application advice will decline over time.

Please be advised that delays between obtaining pre-application advice and the formal submission of a related planning application may lead to the pre-application advice becoming outdated, especially if new planning policies/guidance are adopted, new case laws are formed, or the surrounding context changes.