

Malvern Hills District Council

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## **Great Malvern Conservation Area** Appraisal and Management Strategy





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## Acknowledgements

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## 1 Introduction

### Introduction

The Great Malvern Conservation Area was designated in 1969 by the Local Authority in recognition of the special architectural and historic interest of the area. The conservation area contains the origins of a Norman church, but the main historic development occurs from the Regency period along the Malvern Hills and develops east during the Victorian period. At the centre of the town is Church Street the heart of the towns small commercial centre.

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 2006.

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 all encompassing and omission of any particular building, feature or space should not be taken to imply that it is of no interest.



## 2 Assessment of Special Interest

### 2.1 General Character

The Great Malvern Conservation Area can be characterised by the town's origins as a spa town and then its subsequent development through the Victorian period. It has a distinctive character defined by the built environment of high quality architecture as well as its natural geology and landscape situated at the base of the Malvern Hills, designated as an Area of Outstanding Natural Beauty (ANOB). The Malvern Hills create the landform and basic grain of the early road networks and of the town's development. They also greatly contribute to the conservation area as an attractive backdrop for the town, which enhances views into, out of, across and within the area.

The conservation area was originally designated because of its rich architectural heritage including stuccoed, classical, Victorian, Regency, Gothic Revival and Italianate styled buildings. Along with the attractive architecture of the buildings, the planned setting out of the streetscape with boundary walls and mature planting add character to the area. Today the area is one of the few Victorian towns of its size that remains intact, which further emphasises its importance and justification as a conservation area.

Great Malvern conservation area can generally be characterised by its three key stages of development. There is the historic core around the Abbey of 15<sup>th</sup> century date and the development as a coaching stop with the Unicorn public house built in the 16<sup>th</sup> century, the Regency origins of the town to the base of the Malvern Hills and then moving from the hills down into the valley the spread of Victorian development of large houses on

individual plots. All three of these key phases of development are fundamental to the development of Great Malvern and to the character that defines the town today. When defining the characteristics of Great Malvern the open space, landscaping and the spread of mature trees must also be considered as these are intertwined across the whole area and provide cohesion between the different character areas.

The majority of the wider town is Victorian in date, which has had a large degree of influence on the architectural style and character of the area. Local influence can be seen in the use of Malvern Stone as both a construction material and as a cladding material where it is laid in a polygonal arrangement. The existing stone is, in many cases, cemented in with ribbon pointing, though it is unlikely that this would have been an original feature. Traditionally it is expected that the pointing would have been flush with the stone and therefore subtler in appearance. The overwhelming character of the area steams from the large plots of land and the individuality of building designs throughout the area. The variety of architectural styles are repeated throughout the area with many of the same design principles, features and details having been employed which create a town with a cohesive character, and a clear distinction with other surrounding areas. Whilst this summary of character is appropriate for an overview of the town, on close inspection it is clear that there are additional character areas within the whole town area.

These additional areas can be divided into a further six broad character areas that will be discussed in more detail later in this appraisal. The six additional areas are:-

- The Lees and surrounding green space
- Christ Church and the east end of Avenue Road to the east of the Station

- Bank Street and surrounding vernacular building
- Lansdowne Crescent and Terrace
- Great Malvern Station and School
- Malvern College and Playing fields

throughout the Victorian and Edwardian Periods.

## 2.2 Location and Setting

Great Malvern is defined by its topography and the contours of the hills define the western edge of the town. In this way it lends itself to views both from the valley up towards the Malvern Hills and from the Hills looking down towards the town. It is very evident not only from the choice of town layout but also from the architectural form of much of the area that this topography has been a key consideration in the development pattern of the town.

Great Malvern is situated at the base of the Malvern Hills, the contours, of which, define the linear development of the town. The conservation area is bounded to the north and south by two other conservation areas (Trinity and The Link respectively) and to the east by the Great Western (Worcester & Hereford) railway line and the Malvern Hills form the boundary to the west. The setting of the town to the lower slopes of the Malvern Hills is integral to the character of the conservation area, and provides an interesting and dramatic backdrop. The Hills are designated as an Area of Outstanding Natural Beauty. The Hills have been integral to the architecture and development of the town. From the first building where they provided the source of the Malvern Stone through quarrying as well as the many springs that help define the importance of the Spa town. The contours have defined the plan form of the town and the quarried stone is very much integral to the character of the subsequent phases of development in the town

### 3 Origins and Historic Development of the Area

#### 3.1 Archaeological and Historic Development

There is archaeological evidence that indicates that there was settlement around the Malvern Hills in the Iron Age. There are, however, no visible remains of this in existence today. The earliest surviving visible remains are of parts of the 11<sup>th</sup> century Church.

For much of its early history, the area of Great Malvern formed part of a vast forest, known as Malvern Chase, which was used by royals and nobles for hunting. Great Malvern Priory, as well as the nearby Little Malvern Priory, was established in the late 11<sup>th</sup> century and early 12<sup>th</sup> century by the Benedictines (Hurle 2002, 6), and it was around this that Great Malvern developed (Smith 1995, 7). Throughout the medieval period, however, it remained as a small village.

At the Reformation, the parishioners bought the Priory Church for £20, to replace the original parish church, which was in a very poor state of repair, and was subsequently demolished (Smith 1995, 7).

The forest laws protecting Malvern Chase were rescinded in the 17<sup>th</sup> century, at which point some of the forest was converted to farmland. When enclosure threatened the remaining open land in the 19<sup>th</sup> century, the local population ensured its retention by setting up the Malvern Hills Conservators, which continues to safeguard over 3000 acres of land today (Iles 2005, 7).

Malvern's importance as an educational centre had its origins in the 18<sup>th</sup> century. A number of schools were established in Great Malvern. One, situated on Belle Vue Terrace, was run by George Roberts. By 1817, Mrs Saunders also kept a 'Ladies School', and by the early 1820s, reference is made to two seminaries, which provided rather different education for the different sexes:

*'one for Young Gentlemen, who are liberally boarded, and carefully taught the English, Latin, Greek and French languages, writing, arithmetic, and the elements of mathematics by Mr Goodman and assistants. The other is at a short distance from the village, where Young Ladies are instructed in every branch of polite and useful education by the Misses Billings'* (Hurle and Winsor 1985, 76).

A further school was established in the 19<sup>th</sup> century for the education of working class children in industrial and manufacturing processes alongside reading and religious duties (Hurle and Winsor 1985, 76). By the turn of the 19<sup>th</sup> century, Great Malvern remained a small village; its population numbered just 819, compared to Powick at 1172 and Upton at 1858 (Smith 1995, 7).

The character of this small rural village was transformed, however, in 1842, when Doctor Wilson and Doctor Gully arrived and introduced the water cure (Smith 1995, 7). The presence of water springs in the area had long been known, and they were already famed for their healing properties. In 1622, water is recorded as being bottled at the Holy Well, and in 1756 the purity of Malvern Water had been tested by Dr Wall, a gifted medic and businessman. He pinpointed why Malvern water was so special; it was exceptionally pure, containing very few minerals:

*'The Malvern water, says Dr John Wall, is famed for containing just nothing at all' (Weaver 2003, 2).*

St Ann's Well was constructed in around 1819, and was dedicated to the mother of the Virgin Mary who was the patron saint of springs and wells. It was considerably extended in the 1860s, when the springs began to be marketed as a medical treatment on a wide scale. The water cure, also known as hydrotherapy, attracted huge numbers of upper class visitors to the town, transforming the town into a fashionable spa resort. Famous visitors, seeking a cure for varied ailments, included Charles Dickens, Florence Nightingale, Charles Darwin, Thomas Carlyle and Alfred, Lord Tennyson (Smith 1995, 7). Patients were subjected to a number of different water treatments, alongside plain food and exercise regimes. Malvern did not cater for the gambling, dancing and licentious behaviour associated with other spas such as Bath and Tunbridge Wells. This worked wonders on the, usually over-indulged, visitors who could afford the Spa fees. As one Malvern resident declared,

*'It does very well for old London aldermen and the like, who have been gorging themselves, and come down here to get rid of the effects of their gluttony, and go back like sows to wallow again in the mire. I shouldn't like it, however.'* (from: *Three Weeks in Wet Sheets by a Moist Visitor to Malvern*, quoted in Weaver 2003, 3).

Treatments included 'The Packing', which involved being wrapped in cold, damp sheets; Shallow Baths; the Sitz Bath; the Descending Douche and the Ascending Douche (Weaver 2003, 4-7). Malvern Water was also bottled

and sold by several local companies, latterly by Schweppes and Coca Cola Enterprises.

The increase in tourists to the town brought about the need for new accommodation in which they could stay. The Crown (originally built in the 1740s but now replaced with the Lloyds Bank) was extended, and a number of other establishments constructed over the century. By 1855 there were 95 hotel and lodging house keepers, with 200 recorded in the town in 1865. This was equivalent to 25 percent of the Malvern population (Iles 2005, 7).

The 1840s Tithe Map for Malvern shows the extent of the town at that time. A number of wells are depicted, with St Ann's Well situated in an isolated location to the west. The overall footprint of the town remained small at this point, with large detached houses spaced along the main north-south thoroughfare, with a denser concentration of structures around Belle Vue Terrace and down Church Street. A further map of 1840s Malvern has been constructed by Brian Smith (1982), and based on the tithe map and the Foley Estate Maps, shows the area around Belle Vue Terrace and Church Street in more detail. It identifies the name and date of construction of the majority of the houses, which date mostly to the early 19<sup>th</sup> century. Of particular note, the map shows the swan pool, which was formed from the remains of the monastic fish pond. The Malvern streetscape is similarly shown by the 1843-1893 Ordnance Survey maps, which shows detached houses set in large gardens containing mature vegetation. This genteel character remains throughout successive Ordnance Survey map editions.

During the 1840s to 1870 most of the land was owned by the Manor of Malvern, the Foleys or by the Mason Family (Smith, 1966). They ensured that low density and high quality building was constructed in Malvern by way of strict covenants over the land. This has

largely informed the layout and plot sizes that are still visible in Great Malvern today. One of the requirements in the covenant was that only one property be built per plot, which is still the predominant character of Malvern Town.

The railway was established in Great Malvern in the 1860s, with important stations constructed at Malvern Link and Great Malvern. These two stations comprised of architecturally ambitious schemes, incorporating in both cases a hotel designed by architect E. W. Elmslie (Hurle 1989, 29). The Imperial Hotel at Great Malvern station was reputed to be the grandest hotel in Worcestershire. It was joined to the station by an underground tunnel, which allowed residents to arrive directly from the station without having to brave the elements outside. A further tunnel allowed direct egress of luggage from the train to the hotel. The road between the hotel and station was known as The Avenue, and lined with Lime Trees. Public gardens were laid out to the front of the Station, which were illuminated at night by gas-lamps. The Imperial Hotel was bought in 1919 by Malvern Girls' College and subsequently enlarged. A devastating fire damaged much of the railway station in 1986, which has since been restored (Hurle 1989, 30).

Following the establishment of several small schools during the 18<sup>th</sup> century, the second half of the 19<sup>th</sup> century saw further private boarding schools founded in the town. The development of these schools in Malvern was due to a combination of factors, including its established reputation for being a healthy environment, its good transport infrastructure, innovative local businessmen, and the nation's growing awareness of the need for educational reform (Hurle 1989, 31). Of particular note, Malvern College was founded in 1865. Despite the challenges resulting from drastically sloping grounds, the College had,

by the end of the century, established a reputation in sport as well as in the competition for University awards (Hurle and Winsor 1985, 80).

The burgeoning number of visitors to Great Malvern also necessitated the provision of entertainment facilities in the town. Cecilia Hall had been built in the 1850s, and supplemented by the Royal Spa Concert Hall in 1883. These were rendered redundant in 1885 when the Assembly Rooms and Winter Gardens opened (Hurle 1989, 32). Set in Priory Gardens, formerly the private gardens of Dr Gully, this complex incorporated a winter garden, theatre and cinema. Priory Gardens is shown in some detail on the 1904-1939 Ordnance Survey map, which shows the park laid out with meandering paths, a band stand, swimming baths and incorporating the swan pool.

After thirty years as a prominent local figure, Dr Gully left Malvern in 1872, and subsequently died in 1883. His former partner, Dr Wilson, had died in 1867. Towards the end of the century Malvern's heyday as a spa town came to an end. Increased scepticism over the medicinal abilities of the treatments – and an outbreak of typhoid in 1905 – blighted the water-cure industry (Hurle 1989, 5).

Instead, a number of alternative industries became prominent in the town, including quarrying and the motor car industry. Quarrying had occurred in the Hills surrounding Great Malvern since the mid-19<sup>th</sup> century, and the industry became particularly important to the town in the 20<sup>th</sup> century; only recently ceasing completely in the 1970s (Smith 1985, 8). The Santler Malvernian, one of the earliest motor cars, was developed and manufactured in Malvern in 1894. The Morgan sports car is also still produced in Malvern, at the Pickersleigh Road factory, and exported across the world (Iles 2005, 8).

The Winter Gardens complex was extensively refurbished in the 1920s, in preparation for the first Malvern Festival in 1929. Over the following decade Malvern became known for its film and theatre festivals, with Edward Elgar and George Bernard Shaw becoming particularly prominent figures within these. Elgar lived in Malvern for many years, and is buried at St Wulstan's church. The theatre scene in Malvern remains vibrant, and still attracts many famous actors (Iles 2005, 8). The theatre and Winter Gardens were refurbished and developed in the late 1990s resulting in the development of the Forum Theatre and associate complex visible on Grange Road.

World War II led to a heavy influx of American, Canadian and European soldiers and nurses to the five army hospitals in the area, which provided a total of 10,000 beds for war casualties. A Royal Navy training establishment, *HMS Duke*, was also present in the town, and the redundant railway tunnel was used to store torpedoes. The Telecommunications Research Establishment (TRE) was evacuated to Malvern in 1942. TRE had started work on radar in the 1930s, and continued to develop many of the processes in Great Malvern (Hurle and Winsor 1985, 84). This played a major part in bringing World War II to an end, leading to the phrase:

*'Waterloo was won on the playing fields of Eton, but the Second World War was won on the playing fields of Malvern'.*

The TRE workers were made to feel rather unwelcome, not least because their presence in the town made it a greater target for German bombing campaigns. TRE remained in Great Malvern after the war, and many significant developments in radar and crystal science occurred here. It now operates under

the name QuinetiQ, and is still a major source of employment in the area (Iles 2005, 8).

Map of Malvern Town 1846

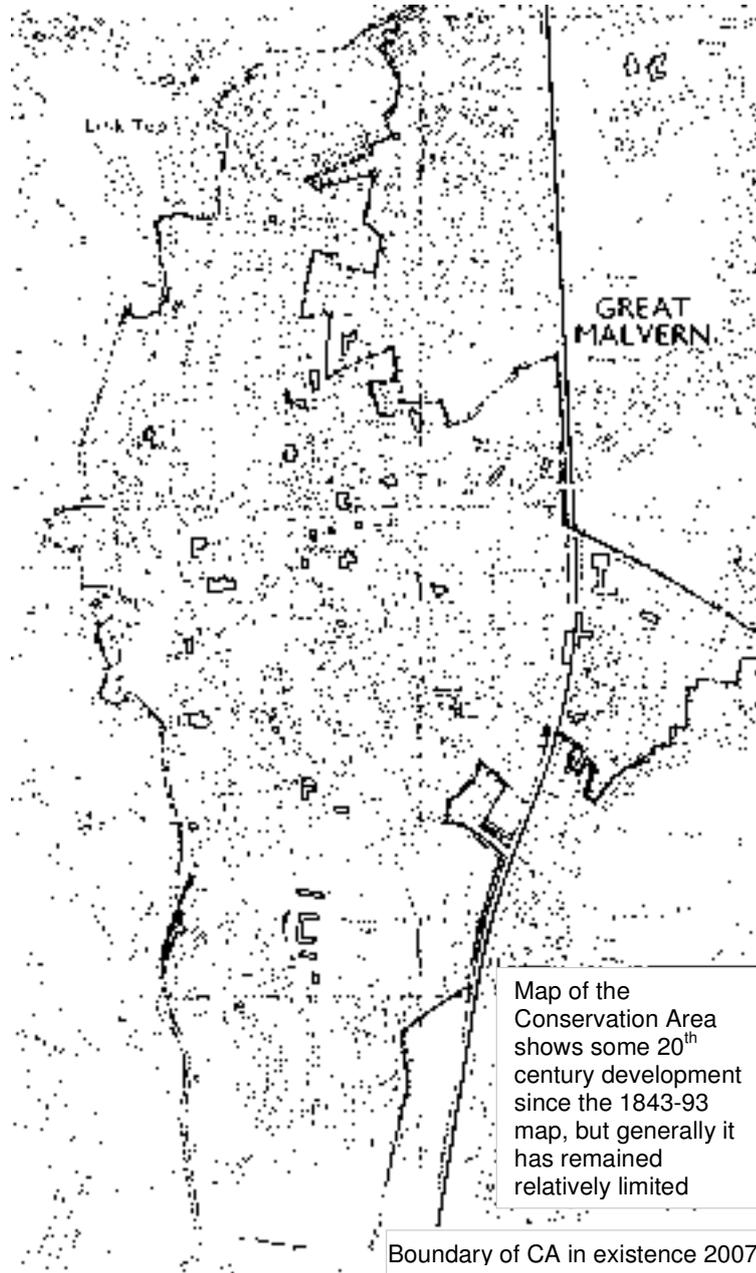


Historic Map of Great Malvern 1843 – 1893



The historic map shows the majority of the town and therefore the Conservation Area was established by the end of the 19<sup>th</sup> century

Map of Malvern Town (1997)



## 4 Spatial Analysis

### 4.1 Street Patterns and Green Spaces

#### Street Patterns

Given the sheer scale of the Great Malvern Conservation Area it is worth briefly providing an overview of the street patterns, open spaces and buildings within the conservation area before detailing the different character areas. The area is characterised as much by its green space as by its buildings and has been referred to as a 'town of trees with buildings in between'. The layout of the town has largely been determined by the topography and natural landscape of the Malvern Hills. The north of the area (north of Church Street) has a north to south linear road layout. To the south of Church Street a general north to south linear pattern is partially evident but a much freer approach to the street patterns has been taken.

#### Green Spaces

There are several areas of public, open green space, the majority of which are covered with trees. Almost all of these areas are quite enclosed or hidden from view. Such areas are the playing fields to Malvern College, the green in Lansdowne Crescent, the park land associated with Davenham house at the very north of the Conservation Area, the Lees to the very south in some respects is enclosed, Priory Park and the land surrounding the Firs to the south of The Lees.

In addition to these larger areas of green space the whole of the area is quite sparsely developed, evident from the views of the town from the Malvern Hills.



View of the Church and Abbey Hotel from the Malvern Hills



View of the north of the Conservation Area from Worcester Road



View over Severn Valley from Worcester Road

## 5 Character Analysis

Malvern Town is a Spa Town that, subsequent to its development as a coaching station had its initial main period of development in the Regency period. A further, greater period of growth then followed in the Victorian era. These were not, however, the only development phase within the town, the Abbey and Priory, as well as other older timber framed buildings indicate that there was an earlier phase in the post-medieval period and then infill development and replacement buildings has occurred through the mid – late 20<sup>th</sup> century.

The overwhelming character that presents itself is one of a wealthy town, large houses built onto large regular sized plots. There is a fairly uniform low density of building across the town, with the high percentage of open, green space and the large gardens with mature planting. There is a small commercial area centred around Belle Vue Terrace and Church Street. Other than this the majority of the town is clearly residential and has a suburban feel to it. Even the locations of the many Churches, the Station, College and School are in the main small pockets in the heart of the residential areas. This has the effect of the conservation area appearing as a smaller, more localised area, than is in fact the case, as all the residential areas are continuous rather than being subdivided.

The lack of a centralised core of commercial and civic space has been born partially from the restrictions imposed on the town by the Malvern Hills and the existing linear Regency developments. This has led to the piecemeal development of various civic buildings such as the school and college.

The two main development phases form the basis for the development of the character areas which are defined not only by their period but by the architectural styles, the green space and the planned layout or plot division (character areas can be defined in a number of ways including chronologically, geographically, architecturally or for landscaping). Nine character areas have been identified within the whole conservation area, defined by a combination of these factors. The character areas are:-

- 1) The Abbey and The Priory
- 2) Regency Malvern and development on the Malvern Hills
- 3) Victorian / Edwardian Malvern
- 4) The Lees and surrounding green space
- 5) Christ Church and The east end of the Avenue to the east of the Station
- 6) Bank Street and surrounding vernacular buildings
- 7) Lansdowne Crescent and Terrace
- 8) Great Malvern Station and School
- 9) Malvern College and Playing fields

## 5.1 The Abbey and The Priory Sites

This character area is at the heart of the conservation area, consisting of some of the oldest surviving parts of the town. The main features of this area are the Abbey gateway of 15<sup>th</sup> century origins, though largely restored and then partially rebuilt in 1891, the church and the new theatre built on Priory Park. The character is varied within this area due to the grand buildings and lack of residential roads. The area is defined by the open space and what had been the Church Meadows with the Swan pool and later the Assembly rooms, rather than by a strict road pattern or linear building line.

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

The Gateway is a Scheduled Monument and Grade II\* listed. It consists of a Gatehouse standing to the west of the church with an archway located on Abbey Road almost at the junction with Wells Road and Belle Vue Terrace. The gateway closes down views south from Belle Vue Terrace and north from Abbey Road and creates a focal point of both sides of the gatehouse. The gateway is an interesting feature within this area with the north and south elevations not being contemporary in style and detailing. The south elevation was rebuilt in the 16<sup>th</sup> century in red brick with mullioned 2-light windows with drip moulds. Additions were included in the early-mid 19<sup>th</sup> century and consists of the three gables with bargeboards, which stylistically places it with the character of the Victorian development in the area. The north elevation was originally of 15<sup>th</sup> century date and has since been restored. This elevation displays detailed and attractive tracery in the sandstone, and crenulations on the high parapet, almost



View looking north to the gatehouse



View looking south to the gatehouse



Figure of the bulky extension to the Theatre

completely concealing the hipped roof behind.

The Abbey hotel is an important focal point for this area. The style of the hotel is predominantly Jacobean in style, having been built as a replica to its 17<sup>th</sup> century predecessor. The use of Malvern Stone and the building's grand scale integrate it into the conservation area, despite its architectural style clearly being of earlier date.



Figure of the Abbey hotel (right) and the link with the gateway (left)

The Theatre, enlarged and modernised from the 1885 Assembly Rooms does not follow the historical form of the rest of this character area being a bulky modern building. The modern development has, however, been rendered and painted in a white / cream colour so as to fit in with the adjacent buildings. An attempt has been made to articulate the facades with classical proportions of the floor heights, though this is partially out of context when viewed from the south as this does not directly relate to other buildings within its vicinity.



Figure of the bandstand within Priory Park

The Great Malvern Priory is a dominant and attractive building in this area and boasts the largest display of 15th century stained glass in England (Pevsner & Brooks 2007).

#### *Character Analysis*

This is an area of mixed character with the oldest parts of Great Malvern mixed with some of the newest architecture in the area. The character area is largely defined by the layout, scale and use of buildings rather than the complete cohesion in building style.

From the south the gateway is viewed within the context of the Abbey Hotel a mid-19<sup>th</sup> century building. The restoration and rebuilding of the gateway in the 19<sup>th</sup> century has meant that the hotel and gateway (on this south elevation) have similar features and as such appear as a coherent group creating a very attractive stopping point to



Attractive view from Priory Park looking towards the Malvern Hills. Showing the attractive open space characteristic of this area.

Abbey Road. This is compromised to an extent with the hotel extension, though these are largely concealed behind the boundary.

#### *Local Details and Building Materials*

Building materials and detailing prevalent within this area are sandstone, render and paint as well as regular building forms to the south and spires and Malvern stone of the Abbey in the north. Prevalent throughout is green space and trees, providing some visual barriers to the buildings within this space. The green space dominates the layout of this area and whilst is not easily seen from the road, it plays an important role in defining public space.

#### *Materials*

- Malvern stone
- Limestone and sandstone dressing
- Render

#### *Detailing*

- Large scale buildings of public use
- Grandeur of design
- Public realm and open space
- Irregular building layouts
- Tracery

#### *Green Space*

The green space and space between the buildings largely makes up the character of the area. The buildings within this character area are not domestic in use, but are mainly of a grand scale being built for a public use. The space surrounding is therefore necessary to gain views to the buildings as well as appreciate them within their setting. Priory Park is an attractive landscaped area surrounded by buildings. From within the park, however, the sense of space is emphasised by the invisibility of the built form, hidden by the trees and vegetation. Within the park is the lake and the listed bandstand. This green and open space is one of the main characteristics of this character area.



Figure of Malvern Priory looking north



Figure of the bulky and unattractive rear of the modern extension to the Abbey hotel.

#### *Intrusive and Damaging Features*

The extension to the Abbey Hotel is the greatest intrusion to this area. There has been some attempt to set it back from the main building line. The boundary wall and hedge partially conceal it from the main street scene. It is, however, still intrusive within this particularly sensitive historic area. The hotel has a very distinct and attractive style, which unfortunately has not been reflected in the modern extensions.

The extension to the theatre is intrusive in its height, when compared to the rest of Priory Park, which is lower in level. Given the height of the buildings to the southwest and other modern intrusions such as extension to the hotel, the character of this part of the conservation area has been altered. The scale of buildings and the irregular and open layout of the overall character of the area has, however, been retained.

## 5.2 Regency Malvern

This character area includes the villas along Belle Vue Terrace and Worcester Road. There are some other Regency / Early Victorian buildings further east of this area but as a main core of survival the western edge of the conservation area has been selected as this character area.

The focus for the area is Belle Vue Terrace, located on the lower contours of the Malvern Hills and raised above Wells Road. The Terrace consists predominantly of early 19<sup>th</sup> century attractive listed buildings. The Malvern Hills forms the backdrop to these attractive buildings when view west along Church Street.

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

The architecture in this area is quite typical of the Regency period. Typical to this area are the large individual villas, and these are located along the north east of Worcester Road. Prominent, with their symmetrical form fronting the street, sash windows with classical proportions, design and sighting. These buildings have their individual features such as porches. The finish is render and painted though the colours vary. Whilst the building design is generally quite uniform the buildings are individually designed and vary in their height and scale to some small degree.

### *Character Analysis*

Along with the regular restrained architectural style the landscaping is generally sparser than in the Victorian areas. This may be due to the location of the Villas. Along the east side of Worcester Road they are located on higher ground and have been built on large plots, which, between the



The Listed building of grand scale, altered and extended in more recent times.



Typical Regency Villa style building along Worcester Road.

houses enables, excellent views and glimpses of the town below. If these plots were landscaped with dense vegetation these views would not be possible. It is not known if this would have been part of the original considerations in the laying out of the houses, but such views should be retained and extensions or development should respect these vistas.

The west side of Worcester Road (particularly the north west) is largely Regency but the properties are, in the main, set back from the road behind dense vegetation. Most of the properties are set off long driveways that work their way partially up the hill slope. This means that the way

the character of the conservation area is perceived from the street is one of the natural environment rather than built, especially with the trees lining the west side of the street and with the Malvern Hills extending off to the west.

#### *Local Details and Building Materials*

The villas largely determine the character of this area. There is a small variety of building style and form in this part of the conservation area, but the following provides the key materials and detailing present.

#### *Materials*

- Limestone
- Render
- Painted facades in typical heritage colours; green, blue, cream

#### *Detailing*

- Classical proportions to fenestration and height of floors
- Classical block plan form
- Sash windows
- Simplicity of style
- Classical features such as pediments, columns, use of Ionic and Doric orders.
- Shallow hipped roof and parapets
- Detailing to porches

#### *Green Space*

The town is interspersed with views to the Malvern Hills. The gardens to the properties on the east side of Worcester Road has been eroded. Some of the frontages, especially along Worcester Road, have been made into hard standing for cars. There is limited green space along Belle Vue Terrace as the building line fronts right onto the narrow pavement.

#### *Intrusive and Damaging Features*

There are several poor replacement buildings along Worcester Road. In some cases a poor pastiche attempt has been



Poor pastiche attempt at fitting into the character of the Regency architecture on Worcester Road. Such future development would not be acceptable.



Mid 19<sup>th</sup>C Lloyds building showing classical features with the fenestration and pediment details.

made. Whilst these modern developments are detrimental to the conservation area as individual buildings, the overall impression of the street scene has not been greatly adversely affected. The layout, and positioning of the buildings within their plots are generally in keeping with that of the rest of the street in their building line. Further such developments will, not, however, be acceptable as further erosion of the character of individual properties and plots

will cause the character of the street scene to be lost. Further guidance on design of new buildings is given in the Management Strategy at the end of this Appraisal.

### 5.3 Victorian / Edwardian Malvern

The core of Victorian Malvern is spread from Graham Road east across the conservation area with a combination and diversity of building styles including Victorian Regency, Gothic and Italianate, Dutch Gables and Queen Anne located on large plots. To the north of the area this character is quite uniform along Graham Road, Victoria Road, Orchard Road, Priory Road, Albert Road South, Tibberton Road, and Imperial Road. This character continues in the south of the conservation area though there are parts where the building and plot sizes become smaller and the house style becomes more consistent.

#### *Character Analysis*

The main core character of Malvern is of Victorian mansions developed from the prosperity of the spa town. The Victorian town follows the initial development in the Regency period of linear development north-south, parallel with the base of the Malvern Hills. Graham Road (formerly known as Graham Terrace) appears to be the dividing line between the two phases of development, being of mixed character between Regency Villas and large Victorian mansions. Back Lane to the west would appear to have originally been developed as a rear access to both Worcester Road and Graham Terrace, with most buildings being developed after the Victorian era.

Development to the south of Church Street is not linear in the way the north is, having developed from the existing layout that stems from around the Priory and Abbey as well as Malvern College further south. By the mid to late 19<sup>th</sup> century Malvern College



Large Gothic revival style Victorian property characteristic of the character area.

and associated land defined the southern boundary of the town, with only field systems extending further south. The road patterns to this part of the town follow loops rather than linear routes and would appear to have continual development up and out towards north Malvern. The houses to the south are more varied in size than in the north with some smaller properties built on smaller plots. It is likely that the wealth of the town declined following the demise of the Spa business and thus housing and plot sizes became reduced.

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

The quality of the architecture is to a very high standard throughout the area. With individually designed properties being a particular feature of the area. The architects of the day not only designed the houses but the boundary walls, pillars, gateposts and railings to match the design of the properties. The area therefore has a very attractive streetscape with many original walls and gateposts surviving. Those properties of Gothic Revival and Italianate styles are particularly imposing on the street scene, both in their individual design as well as in their scale and heights. The Gothic

buildings in particular with features such as turrets and tall steep gables being prominent through out the building designs. This is in complete contrast to the formal design of the Regency properties.

Being of mid-late 19<sup>th</sup> century date the majority of buildings do not automatically qualify for listing. The properties that are listed are the larger complex buildings such as the Malvern School, Station, College (see separate section) and the Council Offices to Priory Road. There are many impressive individual buildings throughout the area that may be worth considering for a local listing or for a proposed statutory list.

Some of the housing to the south seems to use a similar formula of design for a particular area, such as that around The Lees and then again around Christ Church Road and east end of Avenue Road (see separate sections). This said very few houses are identical as the materials and finishes used in these cases are generally varied and therefore the impression of individuality is, to a degree, retained.

#### *Local Details and Building Materials*

Architectural detailing to buildings varies to an extent throughout the area as the buildings in the main are individually designed, there are, however, certain features that reoccur.

#### *Materials*

- Malvern stone (walls and cladding / facing stone)
- Red brick
- Render in some cases
- Sandstone dressing stone / quoins
- Slate and clay roof tiles
- Use of some limited timber



Large Victorian property, rendered, showing gables and turret / tower.



Large mansion of Malvern stone showing use of gables, including Dutch gables and mansard roof to gain additional height.



Figure of relatively modest property with two storey bay window with attractive pitched roof.

*Detailing*

- Gables and dormers
- Decorative bargeboards
- Vertical emphasis and importance of building height and rhythm of built form and roof-scape, including tall building height, prominent chimneys and tall narrow windows predominantly sash
- Large scale buildings delicately and finely detailed
- Flourish of a wealth, richness and exuberance of design
- Decorative ridge tiles / roof tiles
- Turret and other decorative features
- Detailed articulation of all facades of buildings
- Large plots with large individually designed buildings
- Trees and green space dominating the boundary and landscaping of plots.
- Decorative porches
- Malvern stone boundary walls

*Green Space*

The landscaping, trees and green open space are defining characteristics of this area, and are visible throughout. When Malvern is viewed from the Malvern Hills one of the most imposing features are the trees interspersed with the built landscape. This is particularly evident when walking around the conservation area, as trees are visible either as a boundary treatment, on land to the front of properties set back from the road or in some cases glimpses of trees are seen through to rear gardens and between properties. The trees and green space play a particularly important role within the overall architectural style as they add an imposing quality to the plots and the street scene, which enhances the architecture and highlights the sense of closed space. In addition to this, pathways are quite prevalent in the north of the area between the parallel roads. Often they are largely hidden from view because of the overhanging tree



Figure of Italianate style building



Figure of traditional shop front in Church Street



Figure of poor replacement building in Church Street

coverage, which also adds to the closed sense of space and of the prominence of the natural environment. It also emphasises the size of the plots, which are able to incorporate such large trees.

*Shops along Church Street*

The character of the retail part of Church Street is different to that of the overall area, led largely by the change in use from residential. This area has been laid out so it can be used as public space, emphasised by its location acting as a division between the character areas of The Abbey, Regency Malvern and Victorian Malvern. It has been included here because the original buildings in the main were Regency with subsequent additions, replacements and alterations in the subsequent two centuries. (A further analysis of shop fronts is included in a separate section).

*Intrusive and Damaging Features*

Much of the original character of the area has been retained, both with regard to the alteration of properties and of additional or infill development. The area of most inappropriate development is along Back Lane and Victoria Road. In these streets 1970s housing has crept into back-land plots off Worcester Road and has filled in the tennis courts and open land that were previously to the north of Mowbray House on Victoria Road. Though this section, along with the modern police station, have been omitted from the conservation area.

The split-level car park opposite the tennis club to the south west of Victoria Road is also of poor quality especially with regard to the boundary treatment both onto Victoria Road and to Albert Road North which at a higher level it also fronts onto.

This car park has been identified in the Local Plan as land allocated to housing (Policy H11). It would be expected that any new



Figure of poor modern development on back land



Figure of poor modern flats on Priory Road



Figure of poor modern development on back land, sub-dividing plots

development would be an improvement on the current car-park and would respect existing traditional design features in the area and therefore help enhance the appearance of the conservation area.

The Malvern Tennis Club and sports facilities to the south east of Albert Road North is a negative feature due to the modern buildings and poor quality materials used in their construction. The overall impact on the conservation area is fairly neutral, however, as the area fronting onto the conservation area is green and open with the tennis courts and is largely surrounded by trees and vegetation. This limits the negative impact, though the area should be considered for enhancement if further development of the site were considered.

## 5.4 The Lees

### *Character Analysis*

Located to the very south of the main Victorian area there is a small development that has a similar character to the rest of the area but was built slightly later than the main area in the late 19<sup>th</sup> / early 20<sup>th</sup> century. The Lees is a semi circular enclave to the south of Thirlstane Road with a green at its centre.

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

An attempt has been made to design the buildings to respect the existing architectural styles existing within the majority of Victorian Malvern. Whilst semidetached houses have been introduced into the area they have been designed on a grand scale so as to appear as individual buildings. Similarly the design of some of the houses is repeated around the Lees, but this is disguised to an extent by the varied use of building materials and the finishes employed.

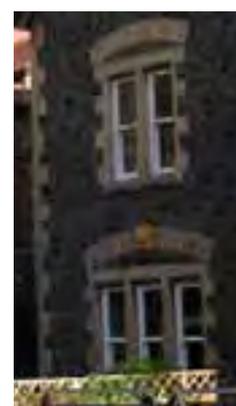
The main building materials are redbrick, Malvern stone (cladding) and limestone (for dressing) with red clay tiled roofs and white painted timber-framed sash windows. The architectural style is similar to much of the rest of the conservation area; there is a vertical emphasis to most of the buildings, being three storeys high but two rooms wide (the main exception being the broad building to the south east corner) with high chimneys punctuating the sky line. The use of two storey bay windows, dormer windows, turrets, hipped roofs and large imposing chimneys provides as distinctive building type typical of its period. The use of decoration, such as carved stone detailing on the bay windows and the use of stone relieving arches over the windows, create a distinct style.



Figure of detached house style in The Lees



Figure of typical house styles in The Lees. Shows the rhythm of the roof-scape along The Lees



Figures showing details on buildings in the Lees; chimney, roof, sandstone dressing, polygonal Malvern Stone, bay windows

### *Green Space*

The Lees and the central green have their own character having been built as a coherent unit off Thirlstane Road. The layout around the green creates a character area that is distinct from the houses on Thirlstane Road, with the houses on The Lees being set back facing the green rather than fronting Thirlstane Road. The houses are a mix of semidetached and detached properties all from the same design type.

### *Local Details and Building Materials*

The Lees has a fairly uniform building style that has some variety of building materials but still within this the overall building materials and details are quite cohesive. The main materials and detailed features are listed below;

#### *Materials*

- Malvern stone (walls and cladding / facing stone)
- Red brick
- Render in some cases
- Sandstone dressing stone / quoins
- Polygonal Malvern Stone cladding
- Clay tiled roofs

#### *Detailing*

- Vertical emphasis and rhythm of built form and roof scape, tall building height including mainly three storey buildings, prominent chimneys and tall narrow windows predominantly sash
- Fairly large scale buildings
- Bay windows
- Trees and green space dominating the public space and providing an attractive setting to the buildings
- Malvern stone boundary walls
- Little mix in housing type

### *Intrusive and Damaging Features*

The Lees is built on a hill rising to the south and west. This has meant that the green in the centre of the area is on changing levels and views across are not direct. This provides a greater sense of space as it provides the impression that the area is larger and more dispersed than is the case. The area is also heavily treed, further blocking views across. To the east of the green it is noted that there is some informal car-parking. Due to the change in levels, the parked cars are not a prominent feature of the green, but parking provision should not be extended as the erosion of the green will have a detrimental effect on the character of this part of the area.



Figure showing cars encroaching on the Green

## 5.5 Manby, Christ Church and Avenue Road (east of the station)

### *Character Analysis*

Unlike The Lees this area was developed to respect the existing street pattern, with roads running on a north south axis. This follows the general street pattern of the area and the north south direction of the railway line. The extension east to Avenue Road provides the east west axis that links the roads. The houses are a mix of detached, semi detached and terraces.

The larger houses are those to the north along Avenue Road where the houses follow the existing development pattern for Avenue Road, set on large plots. The semi-detached houses are still set on large plots and are a mixture of two and three storeys. The vertical emphasis seen in much of the area and around the Lees, is not prevalent here however, as the pairs of semis, proportionately, are much wider on the street front than the detached properties. The terraces are four storeys, and whilst have a prominent horizontal presence their height retains some of the vertical emphasis so characteristic of this conservation area.

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

The main building material is red brick with some limestone dressing, red clay tile roofs and large chimneys. The use of render is fairly extensive though few buildings are completely rendered. It is used as a decorative feature on a building or to highlight a feature such as a bay window. The overall decorative style is more restrained than that in The Lees and the rest of the area. Bargeboards are fairly plain in



Figure showing the cottage to the south of Thorngrove Road



Figure showing the terraced houses with the characteristic porches and bay windows of Manby Road

design, decoration appears to be through the use of painted window frames, porches and bays. There are some examples of more detailed decoration, such as the motifs carved into the stone bays windows.

At the southern end of Thorngrove Road there is a pair of attractive cottages of quite vernacular style. They are very simple in their form, two up two down. Opposite is a wall approx. 2 metres in height that appears to be of late 19<sup>th</sup> century date. These cottages are an attractive feature of this character area and the modern extension and development to the south has gone some way to respect the detailing and

proportions of the cottages. The wall is an attractive feature of the area and provides an attractive boundary between the car-park and the railway beyond.

#### *Local Details and Building Materials*

This part of the conservation area is slightly later than the original Victorian area. It would appear that the later date (and decline in the spa town) coincides with the development of a smaller plot sizes. Whilst the houses are slightly smaller being semi detached and some terraces there weath of materials and design is still rich through out this character area. There is a mix of building materials and design details in this area, the prominent ones are detailed below:-

#### *Materials*

- Red brick
- Tiled roofs
- Render / paint
- Some timber cladding
- Limestone dressing

#### *Detailing*

- Turrets and chimneys
- Sash Windows
- Terraces (though mix of property types)
- Three storeys
- Porches / devorative entrances
- Low boundary treatment

#### *Intrusive and Damaging Features*

There has been a development of late 20<sup>th</sup> century bungalows built on the west side of Thorngrove Road. They are subservient to the conservation area as a whole being low and largely set behind the railway line. This said, however, within this character area they are at odds with the design, local detailing, materials and architectural style present. It may be assumed that the bungalows were built (as seen elsewhere, such as Back Lane) to minimise their impact



Figure of the semi-detached houses with turrets, gables and on three storeys. Low boundary treatment fronting the road.



Figure showing the attractive historic wall in Thorngrove Road



Figure showing the modern bungalows on Thorngrove Road with little soft landscaping, detracting from the character of this area.

on views to the Malvern Hills and to be subservient to the existing street scene and architectural styles. To an extent this can be seen to be effective as the bungalows are generally only visible from Thorngrove Road, but within the road they are not at all effective and such development should be avoided in future. More prominent buildings of appropriate design would be far more suitable, and in keeping with the evolving building style that has existed within this area for centuries. Further development of this type should be restricted and alternative appropriately designed new buildings proposed.

## 5.6 Bank Street

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

Bank Street has, in part, a character derived from the small vernacular type buildings on the east side and dispersed with larger properties on the west side of the road. The buildings are a mix of 19<sup>th</sup> century properties; the character in this part is derived from the red brick cottages with attractive detailing. Small casement windows and tiled roofs are present. The other properties on the south west side are generally slightly earlier of early 19<sup>th</sup> century date and are more formal in their architectural style particularly the two buildings furthest south west. These are set back in their plots, partially hidden from view by trees to the property boundary and on a slope rising away from the east side. Not only does this physically distances them from the rest of the street but also distances them architecturally from the vernacular style evident in the rest of the area.

### *Character Analysis*

The character of this area is mixed because to the west side of the street the architecture is more formal being of a traditional modest style than that to the east side of the street. These buildings are, however, set back and do not impose on the character of the street as a whole, which is of a more vernacular style. The character of this area is further definable by the small front gardens, low boundary walls and narrow pavements all of which creates a sense of closed space and provides the character of a narrow country lane. The properties are generally gable ended with the roof slop facing the road, this provides a horizontal emphasis in the building style in this area and emphasises a sense of low building heights. This is very



Figure of a timber framed house in Bank Street



Figure of a cottage of late 18<sup>th</sup> C date

different from Worcester Road that leads up to Bank Street where the character is open with large plots and views between the properties, where the Regency style of buildings dominate the street scene.

### *Local Details and Building Materials*

There is a mix of prominent building materials in this street. Whilst red brick is prevalent in several cases houses have been painted white, thus disguising the distinctive brick style. Whilst there is limited timber visible within this area there is one key timber framed building (Brompton Cottage). There are also timber details that are prominent such as bargeboards,

porches, window frames and sills that reiterate that vernacular style.

The prominent detailing are casement windows (though both timber and metal are present). Gables are a feature that has been repeated throughout the area and even on the modern buildings the gable feature has been used. To the historic properties many of the gable ends are punctuated with end stacks.

*Materials*

- Red brick
- White paint
- Some timber detailing
- Clay roof tiles
- Some render (rough cast)

*Detailing*

- Simple vernacular style houses
- Steep pitched gable roof form with roof slope fronting high street
- Horizontal emphasis of built form
- Low rise buildings
- Prominent chimneys and end stacks
- Small plot size
- Building line close to street frontage
- Gables
- Casement windows to the east side and sash windows on the west side
- In addition some Regency houses of small scale with double storey bays
- Some bay windows

*Green Space*

Unlike much of the conservation area, Bank Street is defined in part by its lack of green space with its small plots and small buildings which leaves limited room for green space or landscaping. This said there are trees and boundary hedges that add to the sense of closed space from the west. The low boundary treatment is also visible on the eastern side. The exception to this is the



Figure of some of the red brick cottages typical of Bank Street



Figure of the Modern houses on Bank Street, attempting the simple vernacular form



House with bay windows to the west side of Bank Street

northern boundary of the conservation area where at the north of Bank Street the vistas look out on to the common of Malvern Link conservation area beyond. Though not part of the character of the actual area, it creates an attractive boundary for the conservation area.

*Intrusive and Damaging Features*

The late 20<sup>th</sup> century properties to the west side of Bank Street are of poor quality. There has been a modest attempt to reflect the gable features within the street and the new buildings are generally orientated so that they have their roof slope fronting onto the street. The bungalow is probably the most neutral of these modern buildings as the proportion of height to width reflects that of the red brick cottages. The other modern two storey buildings are not as subservient in the street scene, but given that they are set back from the road, have some landscaping to their frontages and are not prominent in the street scene they are relatively unobtrusive.

## 5.7 Lansdowne Crescent and Terrace

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

The architectural quality of the terraced buildings within this character area are of particularly high quality and very distinct from other architectural styles within the area and built in the mid 19<sup>th</sup> century. The hospital is fairly typical of similar styles of late 19<sup>th</sup> – early 20<sup>th</sup> century date, constructed in stone with its gables and non-uniform architectural style.

### *Character Analysis*

This sub area has two distinct character types, that of the terraces and that of the Church and the Hospital. This character area consists of the enclave of Lansdowne Crescent and Lansdowne Terrace to its east. This area is characterised by attractive terraces of mid 19<sup>th</sup> century date, that are double fronted, looking out onto both Lansdowne Crescent and out onto Madresfield Road. Development density is greater here because Lansdowne Crescent and Terrace were part of the Vicar's glebe and therefore, exempt from the control of the Mason and Foley estate, which required individual properties on large plots.

There is the Methodist Church to the east dated to 1865-6 and the hospital that was built in at the beginning of the 20<sup>th</sup> century. The character of this enclave is defined not only by the built heritage but also by the setting of the buildings around the centrally located and landscaped Green.

There are, in addition to the terrace blocks, some additional large detached properties to the north and west of Lansdowne Crescent that are quite typical of the smaller detached houses on Church Street. They do not,



Figure of the Green at the centre of Lansdowne Crescent



Figure of the attractive terraces in Lansdowne Crescent



Figure of the Church to the north East of Lansdowne Crescent

however, define the character of this character area as they are set back from the crescent. They are not visible on initial access to the crescent or across the green. They are only really accessible when viewed directly from their own frontages. The character is, therefore, derived from the civic buildings and the terrace blocks and any development should not introduce any more prominent building forms than currently exists.

#### *Local Details and Building Materials*

Due to the two building types within the area the detailing and building materials have to be defined in two sets. There are those for the terraces that are white rendered with black timber detailing and slate roofs. The other is rough-cut stone laid in irregular courses for civic use and are, thus larger complex buildings.

#### Terrace blocks

##### *Materials*

- Render
- White paint
- Slate tiled roof

##### *Detailing*

- Simplicity of design, large block terraces (or maisonettes)
- Regular building form round the central green
- Standard building proportions of lower ground, ground and first floors
- Low pitched hipped roof
- Low walls to boundaries
- Painted Key stones to window and door arches
- Block uniform style

#### Civic buildings

##### *Materials*

- Stone
- Rough courses
- Sandstone dressing



Figure of the Hospital in Lansdowne Crescent, one of the allocated sites in the Local Plan



Figure of the cottages in Lansdowne Terrace

##### *Detailing*

- Large irregular design (civic scale)
- Gothic revival elements to the design

##### *Green Space*

The Crescent is defined by its setting around the central landscaped Green, which is largely covered by trees. Whilst the

architecture is prominent in design and scale, the trees in the central green limit the views across the space which greatly adds to the character of this area as being an enclosed and confined space, which the architecture in itself would not convey.

*Intrusive and Damaging Features*

The formal laying out of this space has not allowed much room for alteration, a more recent building has been developed at the northern end of the crescent but this is set back and has been designed as a folly type building and cannot be said to detract from the area. Lansdowne Terrace, has been altered with replacement windows, new roof, insertion of windows, chimneys and many of the original features have been lost. This said the houses are still of an attractive quality as a group and replacement should only be encouraged where it will be like for like with the original. The extent of intrusion has not caused irreplaceable damage.

## 5.8 Malvern Station and School

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

The Station is a fine example of a Victorian railway building. It was clearly an important station locally on the Great Western Line as the decoration to the iron capitals supporting the roof over the platforms is very attractive and intricate. The front of the building is very attractive and has a clear horizontal emphasis being single storey and running almost the entire length of the platform. It should be noted that much of the building was destroyed in the mid 1980s by fire and what is seen today is the subsequent restoration.

The School (formerly the Imperial Hotel) was built as the main hotel for tourists visiting the Malvern Spa Town. The different building materials used do little to create a cohesive character, though the use of some similar techniques in the buildings such a limestone dressing create some similarity in the built form.

Both buildings are civic buildings with very particular functions. The defining feature of the character area is the use of the civic space and the civic function of the buildings. Whilst the two buildings are of different architectural styles, this does not detract from the character area as the buildings are not within the immediate visual vicinity of each other. The landscaping and layout of this part of the conservation area is important as both buildings can be viewed from various locations. This has the effect of multiple facades of each building being visible from publicly accessible areas. This provides a distinct character from much of the residential areas that surround them on



Figure of Great Malvern Station looking north showing its prominent chimneys



Figure of one of the ornate capitals in the platform of Great Malvern Station



Figure of Malvern School, the oriel window on the southeast elevation

Avenue and Imperial Roads.

#### *Local Details and Building Materials*

The building materials are Malvern stone with limestone used as a dressing stone. Slate has been used on the roof, which is traditional of the older properties within the area. The station has rather prominent chimneys, also seen on the school. The school is built in red brick with limestone being used as a dressing material.

#### *Materials*

- Malvern stone
- Limestone dressing
- Red brick
- Slate roof tiles

#### *Detailing*

- Oriel windows to the school
- Turrets to the school
- Sash windows
- Prominent chimneys

#### *Green Space*

The forecourt to the station is dominated by the green, originally landscaped as a public garden. This green is particularly prominent as it rises away from the station, so on the western side the station is partially hidden from view. The space is attractive with many trees randomly dispersed through out and is characteristic of several other greens within the conservation area. Whilst the topography of the area means that the green partially conceals the station it is a far more appropriate and attractive setting than a large car park would be. The main car park has in fact been located to the other side of the station so as not to interfere with the traditional frontage.

#### *Intrusive and Damaging Features*

The rear of the station backs onto the west side of Thorngrove Road with the associated car park. This is clearly not the main public

entrance as there is little to promote the attractive station building. The car park adds little to the setting of the station. The bungalows that have since been developed along the west side of Thorngrove Road appear to be of 1970s date and not at all in keeping with the character of the area (see the Manby, Christ Church and Avenue Road character area assessment).



Figure of the front elevation of Malvern School fronting Avenue Road

## 5.9 Malvern College and Playing fields

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

The listed buildings are attractive but are very difficult to get good views of because they are orientated inwards to the College grounds and therefore views from the public accessible conservation area are limited. This, therefore, provides a largely concealed view of the buildings and creates an enclosure within the conservation area. The main buildings are of a high quality design, reflected in their listed status. Like the school to the north of the station these are civic buildings, which, generally promote larger more complex building design. The main historic buildings are built in one main phase of development as a coherent and comprehensive complex, which creates their individual character area. Architectural style and building materials are repeated in the different buildings on site.

### *Character Analysis*

This is a reasonable sized character area but it consists of more open space than buildings. The main buildings on site are listed. The unlisted buildings to the west of the railway line are modern but are not visible from the conservation area and are concealed from the east by the railway. The houses to the south along Thirlstane Road are attractive and set back from the road with landscaping partially concealing them from view.

### *Local Details and Building Materials*

The local Malvern Stone as well as grey stone are the main building materials



Figure of Malvern College showing steep gable



Figure of Malvern College tower



Figure of a lodge type property on Malvern College grounds with playing grounds to the rear

within this character area. The low boundary wall with some green foliage characterises the western boundary of this area and provides a uniform streetscape with the rest of Priory Road. The buildings are large which is appropriate for their use. They have proportions not dissimilar to that of the Abbey with their Gothic Revival style including steep gables, buttresses and tracery decoration. The buildings form their own complex unique to the land use.

#### *Materials*

- Variety of limestone
- Slate tile roof

#### *Detailing*

- Very steep gables
- Sparse development on open grounds of school and around playing fields
- Many trees and much green space
- Grandeur of design and scale

#### *Green Space*

The green space is important to this character area as it is central to the college and development of the site, but it is not publicly accessible. Some short views are possible through the main entrance off Thirlstane Road but these are very limited.

#### *Intrusive and Damaging Features*

At present the site is largely closed off from the public and those parts of the site that are publicly accessible or visible, are attractive. Whilst there are modern buildings within the site these do not impact directly on the conservation area as they are not visible from public highways or public space. If the site were to be developed and public access was granted to the site it would require very sensitive development to be subservient to and sympathetic with the historic buildings on site.

## 6 Further Assessment

### 6.1 Important Views

Views form an important component of any conservation area, and help define the areas special interest and character. Alterations to individual properties and open spaces can cause major changes to how the area is viewed and can have a detrimental effect on the resultant area. Identifying particular views of importance can highlight what aspects of an area are important and help ensure these views are preserved.

The individually designed buildings are well articulated on all elevations. One of the reasons for this is likely to have been the exposed and visually accessibility of the different elevations, traditionally not seen in residential streets, such as the rear elevation. Such elevations are visible because of the topography and changing land levels. When looking over the town and the Severn plain from the Hills the rear of many of the properties are visible from the higher level and the architecture and design of the rear elevations has been designed with the expectation that they will be viewed. Such views can be seen from Wells Road, Anne's Road and Worcester Road (between the villas) looking east.

There are many attractive and important views within and around the Great Malvern Conservation Area. Several of these are detailed below, though should not be regarded as an exhaustive list.

Important Views:-

- A Looking from Belle Vue Terrace southwards towards the north elevation of the Abbey Gateway. View Aa looking from the grounds of the Abbey south



View A from Belle Vue Terrace looking south



View Aa from grounds of the Church looking south west



View B from Abbey Road looking north

west toward the gate is attractive with the Hills beyond

This view takes in the north side of the gateway showing the intricate stonework of tracery panels in the stone structure with the Malvern Hills rising to the west. The view leads you towards the gateway, and the view shuts down into the entranceway. As one approaches the gateway views open up to the east with the alleyway leading to the Abbey. The views of the Abbey Gateway are important because they show the only surviving part of the monastery buildings once present on the site. This view when seen from Belle Vue Terrace also shows the unchanged street scene since the 1890s.

- B Looking from Abbey Road northwards towards the south elevation of the Abbey Gateway

This view includes the Abbey Hotel and the southern elevation of the Abbey Gateway. This elevation was largely rebuilt in the 16<sup>th</sup> century with the three gables and ornamental bargeboards having been added in early – mid 19<sup>th</sup> century very in keeping with much of the area.

- C From the junction of St Ann's Road and Worcester Road, by the Unicorn Public House looking west along St Ann's Road, and east down Edith Walk (trees and attractive buildings to west end of Edith Walk).

This is a split view:-

West

Looking west the Unicorn PH, one of the older buildings within the area, being timber framed is of a different character to the rest of this part of the conservation area, which is generally Regency. The longer view looks towards the Malvern Hills, though this is concealed from the view as the view is closed down with the winding line of the road and the location of the trees, especially the weeping willow to the entrance of the walk way. The view draws the observer in



View C of The Unicorn PH



View C looking east into Edith Walk



View C looking west into St Ann's Road

towards it because of the sense of enclosure. Once drawn in the space and view open out with the imposing property and high Malvern Stone wall ahead and the change in direction of St Ann's Road. The observer is once again drawn forward with a closed down view through vegetation which then opens up west towards the Malvern Hills.

East

Looking east the view disappears down Edith Walk, which is flanked by two imposing buildings Barclays and HSBC of early 19<sup>th</sup> and early 20<sup>th</sup> century dates respectively. The view appears to be of an avenue of trees and is quite closed off as it disappears from view down the hill. Beyond this view are the modern supermarket buildings in Edith Walk. What is particularly effective in this view is the absence of these buildings from the view. In this way the modern buildings have not impacted upon the traditional streetscape from this vantage point and such protection of views should be encouraged when development is being considered.

- D Views looking north towards the junction at Bank Street.

This view is particularly attractive as a junction of five roads. The view into Bank Street is attractive because the land falls away to the north of the conservation area and leaves the roof-scape, especially to the east of the street, of the vernacular style buildings. This helps provide this street with its individual character.

- E View from Moor Land Road looking north into the Trinity Conservation Area.

This view takes in the open Link Common land with the undulating topography leading into the Trinity conservation area. This provides an attractive backdrop for the northern boundary of the conservation area.



View D the junction at Bank Street



View E from Moor Land Road north to Link Common



View F from Church Street looking west



View G from Priory Road west to Malvern Hills

- F Views for Church Street looking west towards Belle Vue Terrace and the Malvern Hills beyond.

This view looks up one of the two shopping streets within the Conservation Area. Whilst Church Street itself is of a mixed quality of building types the overview is attractive with Belle Vue Terrace terminating the view at the east and with the Malvern Hills rising beyond them. This is quite a dramatic view and is characteristic of the dramatic topography of the conservation area.



View H view east over Malvern College

- G View from the south west of Priory Road looking east up at the Malvern Hills  
This view, like that from Church Street, is important because it shows the town rising to meet the Malvern Hills. There is a depth to the conservation area visible, with the white building appearing to be precariously balanced on the Hillside in the distance.



View I Across Lansdowne Crescent Green

- H Views looking east over Malvern College

Malvern College is an attractive collection of Victorian Buildings located to the south end of the conservation area. The site is built sloping to the east with the buildings facing east. Therefore viewed from the west looking east the rear of the buildings are in sight but this is still attractive due to the formation of the buildings on this west boundary and the views through to the rest of the site and the landscape below.



View I In front of the Station

- I Views across the green fronting the Station and across the green within Lansdowne Crescent

In both these locations the view across the green space and through the trees create attractive glimpses of the buildings behind and draw the observer into the site. The green space also acts as an attractive setting for the buildings. This space also separates the station from the residential area that surrounds it, and helps define the character area it sits within.

- J Views from and to the Bridges on Avenue Road and Barnard's Green Road.

Both these bridges are of some architectural merit, especially that on Avenue Road. The view from the bridges looking up and down the line are important as they show the bridges, that normally are not seen and bring the railway line partially into the conservation area.

Additional views:-

In addition to the specific views detailed above there are several important views within the area that are created by the Malvern stone boundary walls and trees and hedges behind. Many streets within the conservation area have vistas along them that have a similar form, because of this boundary treatment. The views of individual streets are important because they reinforce the character of the area with the recurring feature of the Malvern walls and green boundary treatment, which are an intrinsic part of the character of the area. Such views can, for example, be seen along Priory Road, Clarence Road and Avenue Road.



View J looking north to bridge on Barnard's Green Road



View J looking south to bridge on Avenue Road



View visible in several locations throughout the conservation area, including the high hedge and low wall boundary treatment.

## 6.2 Trees and Landscape

Trees and landscaping are important to the character of the conservation area. Their role is in the backdrop and setting of the buildings especially on the Malvern Hills that rise to the west of the area. The general character of the area is laid out so that properties can be viewed from several locations within the large plots and trees can be viewed surrounding the properties. Along most roads the boundaries are detailed with low walls with trees or hedges behind or there are street trees lined along various key roads such as Avenue Road.

The retention of trees and landscaped gardens will be encouraged in the conservation area. If it is felt appropriate Article 4 Direction could be used to protect frontages from being paved over. The landscaping to the front of plots is particularly important in defining the street scene and should be preserved.



Green boundary treatment



Malvern wall and hedges to the boundary



Trees on the green to The Lees

### 6.3 Boundary Treatment to plots

The Malvern stonewalls are a reoccurring feature throughout the conservation area. These have been mentioned in the 'Views' section as contributing to several important views within the conservation area and enhancing the character of the area. Being such a defining feature of the area they have been specifically mentioned in the local plan to afford them protection. The walls vary in height throughout the area, in some parts they are a metre or so in height and in other parts they are close to two metres.

One of the most prevalent building / facing material in the area is the Malvern Stone. Many of the walls have pillars and gateposts that have been designed to match the architecture of the corresponding property, and should be retained where they survive. The walls and posts are, therefore, very much in keeping with the character of the buildings. Even where the walls are present to the boundary of a property that is rendered, brick or limestone the boundary walls help provide a cohesion to the whole character of the area.

The treatment to the property boundaries are critical for defining the street scene within an area. Within conservation areas boundaries are often an important characteristic of the area, as the views from the street are so important. Within this conservation area the boundary treatment often conceals or partially conceals the property on the plot, which gives the boundary an elevated importance, of defining the character of the area. The front gardens and the Malvern Walls dominate views along many of the streets. Without these the character of the area would be completely altered. This is especially true for those areas where the



Figure of the Malvern Stone walls with rough coping stones



Figure of low boundary wall with railing and vegetation and trees behind.



Figure of poor quality boundary treatment. Such fencing should not be acceptable in the conservation area

houses are set far back in their plots and the boundary walls keep a building line to the street frontage. Having a building line to the front of the plot creates the sense of a narrower space and to an extent increases the sense of seclusion as the actual houses are often not very visible. All these attributes add to the character of the area and if these spaces were to be opened up the character would be changed.

One of the large threats to the Malvern walls and the green front gardens is the conversion of the large mansion houses into flats with the large gardens being hard surfaced for car parking. Whilst there are still relatively few examples of this, it is a trend that is spreading. If this continues, or if poor boundary treatment are used to replace existing wall and hedges or if new developments do not provide appropriately designed landscaping at the front the use of Article 4 Directions may be considered for the added protection of boundaries and landscape detailing.



Figure of boundary treatment showing how it can be used to conceal properties.

## 6.4 Building Materials / Details

There is a variety of building materials and styles used throughout the area. Whilst this is highlighted to an extent in the different character areas, there are still cohesive material types and design codes visible because of the locally sourced materials and local building techniques. This has meant that for the majority of the area the building materials and details are similar with the exception of the Regency and villa style buildings.

A summary of the prevalent building materials and local detailing has been provided below. These details should be read in conjunction with the guidance set out in the Management Plan. This guidance will help to inform new building within the conservation area and highlight the elements that are of particular importance to preserve or enhance.

A general summary for the areas are provided below. A more detailed description is provided in the individual sections.

### **The Abbey and Priory**

#### *Materials*

- Malvern stone
- Sandstone
- Render

#### *Detailing*

- Large scale buildings of public use
- Grandeur of design
- Public Realm and open space used in conjunction with buildings
- Irregular building layouts
- Tracery

### **Villas**

#### *Materials*

- Limestone
- Render
- Painted facades in typical heritage colours; green, blue, cream

#### *Detailing*

- Classical proportions to fenestration and height of floors
- Classical block plan form
- Sash windows
- Simplicity of style
- Classical features such as pediments, columns, use of Ionic and Doric orders.
- Shallow hipped roof and parapets
- Detailing to porches

### **Victorian / Edwardian areas including The Lees, Manbury and surrounding character area and Malvern Station and School**

#### *Materials*

- Malvern stone (walls and cladding / facing stone)
- Red brick
- Render in some cases
- Limestone dressing stone / quoins
- Slate and clay roof tiles
- Use of some limited timber

#### *Detailing*

- Gables and dormers
- Decorative bargeboards
- Vertical emphasis and rhythm of built form and roof-scape, including tall building height, prominent chimneys and tall narrow windows predominantly sash
- Large scale buildings (though smaller in Manby character area), delicately and finely detailed
- Flourish of a wealth, richness and exuberance of design
- Decorative ridge tiles / roof tiles
- Turret and other decorative features
- Detailed articulation of all facades of buildings

- Large plots with large individually designed buildings (especially in the main Victorian character area, though smaller scale with the introduction of semi detached and terraces in Manby)
- Trees and green space dominating the boundary and landscaping of plots.
- Decorative porches
- Malvern stone boundary walls

### **Lansdowne Crescent**

#### Terrace blocks

##### *Materials*

- Render
- White paint
- Slate tiled roof

##### *Detailing*

- Simplicity of design, large block terraces (or maisonettes)
- Regular building form round the central green
- Standard building proportions of lower ground, ground and first floors
- Low pitched hipped roof
- Low walls to boundaries
- Painted Key stones to window and door arches
- Block uniform style

#### Civic buildings

##### *Materials*

- Stone
- Rough courses
- Limestone dressing

##### *Detailing*

- Large irregular design (civic scale)
- Gothic revival elements to the design

### **Bank Street**

#### *Materials*

- Red brick
- White paint
- Some timber detailing
- Clay roof tiles

- Some render (rough cast)

##### *Detailing*

- Simple vernacular style houses
- Steep pitched gable roof form with roof slope fronting high street
- Horizontal emphasis of built form
- Low rise buildings
- Prominent chimneys and end stacks
- Small plot size
- Building line close to street frontage
- Gables
- Casement windows to the east side and sash windows on the west side
- In addition some Regency houses of small scale with double storey bays
- Some bay windows

### **Malvern College**

#### *Materials*

- Variety of stone
- Slate tile roof

##### *Detailing*

- Very steep gables
- Sparse development on open grounds of school and around playing fields
- Many trees and much green space
- Grandeur of design and scale

## 6.5 Public Realm

One of the key features that runs throughout a town and holds the framework of a town together is the public realm; the streets, parks and commuter space. The defining features of the public realm are the materials and street furniture as they complement the buildings and surrounds for which they serve. It is, therefore, critical that these areas are a key consideration in any development schemes and are regarded as part of the whole townscape.

Poor quality materials and inappropriate and mixed specifications for street furniture can greatly detract from an area. Street furniture should, therefore, be treated as a single entity (with regarded to style and design) rather than as individual elements.

Within the conservation area there are some good examples of traditional street furniture that should be retained. In cases where new furniture is required the design should be derived from that of the traditional furniture existing. Of particular note are the post boxes, lampposts, old street signs (particularly the finger post at the junction of Wyche Road and Wells Road) and railings as well as the detailing to some of the curbs and paving. The blue enamelled street signs at WH Smith on Belle Vue Terrace and at Lyttelton House on Abbey Road are attractive traditional elements of the public realm that should be retained.

Within the conservation area, especially around the Abbey there are several original, listed, street lamps. The survival of the high proportion of street furniture greatly adds to the historic character of the area. Furthermore it increases the importance of

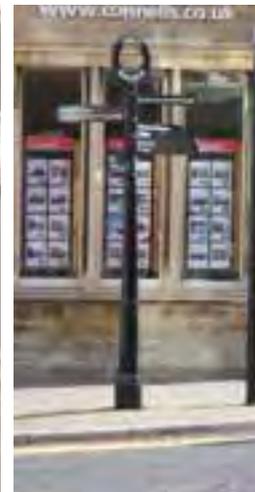
the conservation area, having much of its original streetscape intact.



Original road sign



Railings, low wall and gateposts, variety of styles, sizes and shapes are repeated throughout the area.



Figures of the Listed post box and old style sign post

The division between public and private space in this conservation area often is marked by the boundary treatment to the private dwelling. Whilst these walls, gates, fences, hedges and trees are on private land they play an important role in the appearance of the public space. It is therefore, essential that when changes are proposed to private frontages there is an acknowledgement of and respect for the overall street scene, and not just consideration of the individual property.



Figures of the original post box in a gatepost and traditional street lamps

## 6.6 Shop fronts

Church Street and Worcester Road are the main shopping streets in the conservation area. Their character is derived from their Regency and Victoria origins of which some are still largely retained. The frontages within both these streets are of mixed quality with regard to design and preservation of traditional frontages.

The shops fronting Church Street are predominantly two and three storey buildings of mixed quality. They appear to be built later than those on Belle Vue Terrace and have in many cases been altered from their original form. There are some very poor modern wholesale replacement buildings, such as Boots, especially towards the west of the street as well as modern shop fronts having been inserted into the original buildings. There have also been some modern replacements that whilst not enhancing the traditional character of the area can be said to be neutral in their appearance and effect on the conservation area.

This said there are still sufficient traditional frontages (original and replacement) that retain the Victorian character of the area. Traditional frontages do not necessarily need to have a uniform style but there are certain key elements that make an attractive cohesive group. Proportions of glazing, stall risers, cornices, fascia boards, signage as well as the materials and location of the door all contribute to the appearance and style. A general form should be retained to respect and enhance the traditional style. (See section on shop fronts in the management strategy for more information on shop fronts).



Figure of a traditional shop on Church Street



Figure of traditional shop front



Figure of the poor shop development on Graham Road

## 6.7 The Conservation Area Boundary

The last review of the conservation area was made in 1997 and several boundary changes were suggested at that time of which the majority were approved by Committee on the 29 April 1997. The area adjoins other conservation areas to the north and south so it is not felt necessary to alter the boundary between the different Conservation Areas. The boundary to the west largely follows the edge of the settlement boundary as the land rises to the Malvern Hills. The existing boundary reflects the historic settlement boundary, with the exception of Lodge Drive, which has been omitted being standard mid to late 20<sup>th</sup> century housing and not of the character of the rest of the area.

The eastern boundary to the north appears to dart illogically about across Victoria Road when viewed from plan but when walking round the area the boundary is sensible and defensible given the poorly designed Police Station and the 1970s housing towards the north of Victoria Road and along Cockshot Road mixed with the particularly good quality buildings at the junction of Victoria Road and Albert Road North. Further south the conservation area boundary runs along the line of the railway line to the east of Lansdowne Crescent and Lansdowne Terrace, but crosses the bridge over the railway along Barnard's Green road.

The boundary then stops at the east end of Barnard's Green Road and excludes the junction with two green roundabouts and the unusual, but attractive war memorial / bus stop to the south west side. Despite being a junction with associated traffic flow the area is attractive because of the green space



Figure of historic wall in Lower Wilton Road



Figure of attractive detached house in Wilton Rad



Figure showing the uniform house types in Lower Wilton Road

between Barnard's Green Road and Pickersleigh Road and the setting of the buildings and shops surrounding the roundabouts. The boundary has no doubt been drawn tight around Avenue Road to exclude the poor quality building on the corner of Avenue Road, which does not relate to the late 19<sup>th</sup> Century buildings along the rest of this attractive street. As such the building detracts from this entrance into the conservation area.

Whilst the boundary line is defensible to the west of the railway, given the change in character with the modern housing development along Madresfield Road there is an argument that could defend inclusion of Gilbert Road, Wilton Road and Lower Wilton Road as well as the cemetery to the south of Madresfield Road. This review recommends that the conservation area be extended to include these roads. The boundary has been proposed to the north of the cemetery. This is the historic boundary of the original cemetery. The housing in this proposed extension predates housing along the eastern part of Avenue Road and is probably of mid 19<sup>th</sup> century date with some later additions added in or rebuilt. The character of the houses is mainly semi-detached and built in redbrick with limestone dressing and with attractive detailing and good quality frontages, including original railings and boundary treatment and would benefit from increased protection. It would appear that this housing is contemporary with The Lees to the south of the area.

As the conservation area progresses south the boundary briefly runs along Court Road by the junction with Clarence Road but then moves back to the western side of the railway line. Court road is host to several attractive buildings, that unfortunately have now been greatly altered or the sites have been redeveloped for modern houses. The



Figure of semi detached houses in Gilbert Road set with the Malvern Hills behind

area where the buildings still retain their original features and are of sufficient group value to merit inclusion in the conservation area is at the junction with Court Road and Thirlstane Road. These properties have also been proposed for inclusion within the conservation area extension.

## 6.8 Summary of Pressure for Change / Enhancement Opportunities

The infilling of back land plots with poor 1970s houses.

The conversion of houses into flats with the original gardens being paved over for car parking, altering the character of the area and creating an unacceptable loss of attractive mature trees.

Site allocations set out in the Local Plan, need to ensure development enhances the conservation area and that good quality design is central to any new development.

Potential threat of UVPC windows replacing traditional windows and other such attractive detailing being lost. The loss of design details in new build is in some ways more of a threat at the current time. There is not a lot of evidence of UVPC at the moment but the few examples could increase over time and should be monitored.

## 6.9 Considerations for the Management Plan

- Back land development and sub division of plots
- Design of new buildings
- Redevelopment of larger (public) buildings and sites within the area
- Article 4 Directions, to protect specific design features within the area.
- Trees, consider suggesting the need for future management of the replacement of trees that are now reaching maturity
- Erosion of front gardens
- Shop fronts

## 7 Management Strategy

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.

### 7.1 The Management Strategy Framework

The Management Strategy for Great Malvern 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 has to be an on-going process, based on existing or proposed policies and procedures and monitored to ensure its effectiveness. The following management framework shall be used:

1. In August 2006, MHDC adopted the Malvern Hills District Local Plan. This establishes the land use position

against which all planning, listed building and conservation area applications will be assessed.

2. 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 the Great Malvern 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 will ensure that effective community consultation on all future policy documents, planning, listed building, conservation area consent and tree applications relating to the conservation area takes place in accordance with the standards it has established in the Statement of Community Involvement. This will 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 production of other relevant plans and strategies which relate to the conservation area
6. MHDC will undertake a review of the appraisal in due course. This will enable a full re-evaluation of the effectiveness of established policies and procedures. Photographic dated surveys (including aerial photographs) of the conservation area will be

- maintained as a basis for monitoring and recording change of the conservation area and its setting.
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. MHDC will examine the contribution made by unlisted buildings of merit within the conservation area. Such buildings will be incorporated into a future Local List for Malvern Hills District Council.
  10. 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.
  11. The appraisal has identified several areas that have a negative impact on the appearance and character of the conservation area. Through consultation on the appraisal, MHDC has sought views on these areas, whether any other areas could be included and what mechanisms could be useful for improving the appearance of those areas.

## 8 Problem Areas Identified in the Appraisal

The Appraisal highlighted those areas that detracted from the character of the conservation area and that need future management considerations. This management plan provides suggestions for the appropriate management of development within the conservation area to ensure its character is protected.

### 8.1 New Development

One of the major problems within the conservation area was due to the development of poorly designed and located back land development. The area of particular concern was along Back Lane in the north of the conservation area where there have been several modern, (1970s in appearance) houses built to the rear of plots fronting Worcester Road. Historically this development has had no regard for the original town planning and lay out of the area, as 'Back Lane' would have been a lane created between the backs of both Worcester and Graham Road. It would not have been planned out with the intention of it being used as a residential street but rather as an access lane. In this respect the function of the lane has been altered. The design of the individual houses further detracts from the character of the area as no attempt has been made to respect the existing built form with regard to scale, height, design, material, layout or plan form.

The houses have been built with a horizontal emphasis, quite contrary to the vertical emphasis of nearly all other buildings within this conservation area. The buildings are generally low two storey buildings with the fenestration further highlighting the horizontal emphasis with short, wide casement windows.



Modern

Original

The general roof design further adds to this squat design with shallow pitched roof slopes facing the front of the houses. Even the gables that are evident are short with shallow pitches and of a different style to those on traditional buildings within the area.

The materials on these modern properties are generally quite poor. A variety of brick type has been used, though mass-produced red and yellow bricks are prominent, and somewhat incongruous with the rest of the area. The windows are, in the main white UPVC. There are some poorly designed and poorly detailed dormers that have been added to some of the houses.

Very little attention has been paid to respecting the design detail of existing buildings within the area. The houses are in the main built to a simple block plan, with limited architectural detailing or articulation to the façades.

The natural topography of the area goes some way to mitigate the negative effect of these properties on the character of the conservation area. The changing levels mean that the properties are largely concealed from Worcester Road, being set lower down. From Graham Road they are largely concealed as the houses on Graham Road are raised from the footpath and therefore provide a visual barrier to Back Lane. In a similar way the boundary treatment has retained some of the sense of a back lane with high hedges, trees and vegetation. It should, however, be noted that whilst the buildings are largely concealed with regard to the adjoining streets this should not be an excuse for further development to be allowed to continue.

### Design Principles

The following design principles should be followed when proposing new development within the conservation area.

**Plot** – The conservation area is characterised by large plots. The detached houses usually have space between adjacent properties so that much of the side elevations can be viewed as well as the front elevations. These proportions of space, plot division and density should be respected to ensure character of the area is not unnecessarily eroded by reducing the open sense of space. In some cases back-land development may not be acceptable in principle if it is deemed that the plot division would alter the character of that part of the conservation area.



**Height** – respect that of the traditional character of the area. For Victorian Malvern that is vertical emphasis two and often three or more storeys, appropriately designed and detailed.

**Scale** – The Regency and Victorian buildings in this area are of a fairly grand scale for individual residences. Introducing small scale properties within these areas completely alters the character of the area. Roof-scape and streetscape can be completely altered if there is an existing strong character or building line present.

**Materials** – Malvern Stone is prevalent throughout the area and whilst there are certain areas where red brick is quite characteristic the bricks are traditionally made which provides a slightly uneven finish. The introduction of uniform bricks is not characteristic and should be avoided.

**Local design details** – incorporating some traditional design elements into a new building can completely alter the appearance and overall effect of the building. The use of

gables, decorative bargeboards, articulated elevations, will all reflect existing character and help new development enhance the conservation area.

Not all of these elements should be used in all development but an understanding of these design features is necessary to design a building that is respectful of its historic environment whilst remaining modern.

### Extensions

Due to the large scale of many of the houses within the conservation area there has not been a great need for extensions. Many of the Victorian houses are individually designed with much articulation and attractively designed features on all elevations, which make them difficult to appropriately extend. The 3 / 4 storey height also means that single storey extensions are likely to look awkward as they will not respect the proportions of the existing house. Extensions should respect the scale, design and materials of the original property whilst being subservient. The threat for extension is therefore not really to the large Victorian houses but rather to the smaller houses and the cottage style properties seen in Bank Street. The figures opposite highlight examples of poor extensions that should be avoided in developing residential houses.



Figure showing an example of poor extensions to a house. In particular the side extension is poor because of the size, it is too large for the scale of the original house. The extension juts out past the original building line of the existing house. The finish is poor being rendered when the original house is not. Overall the extension is not subservient to the original house and does not respect the scale, size, design or plan form of the original house.



Figure showing another house with poor extension. In this example the size is appropriate, but, the flat roof and door and window detailing is poor. Extension to fill the entire depth of the plot is also poorly designed. The carport is also poorly designed especially with regard to materials, no attempt has been made to match design and materials to the original property.



## 8.2 Satellite Dishes, Solar Panels and Wind Turbines

At present there is little evidence of the encroachment of satellite dishes, solar panels, wind turbines or other such intrusive forms of development within the conservation area. Given the governmental pressures, for sustainable living, however, there is the potential future threat that more householders will want to develop their properties to meet higher sustainability standards. Where such development encroaches on the character of the conservation area, guidance will need to be followed to ensure that the character of the conservation area is not unnecessarily eroded.

Within the conservation area any such development should be sited, where possible, to be concealed from view of public highways. Given the changing topographical levels and the important views within the area, to the rear as well as the front elevations of properties, the siting of solar panels, satellite dishes and such like will be particularly important, to have minimal impact on the street scene and views between properties.

Development that would be detrimental to the character of the conservation area will not be permitted. Advice should be sought from the Local Planning Authority where any additional developments are proposed within the conservation area to ensure that they are in keeping with the character of the area and are not sited in sensitive locations.

## 8.3 Alterations, Article 4 Directions, boundary treatment, landscaping

Some inappropriate alterations are visible throughout the area. At the moment, however, there is sufficient evidence that the changes that have been made are in fairly localised locations and that on the whole the conservation area has been well maintained. A photographic survey of the conservation area has been taken to accompany this management plan. This will act as a tool for assessing change within the conservation area in the future.

The two main forms of development and alteration that have had some effect on the character of the area are:-

- Subdivision of large houses to flats with the large front gardens having been converted to hard standing to accommodate more parking, and removal of boundary hedges.
- The replacement of window, doors and porches in inappropriate materials or of poor quality design (one location where it has adversely affected the area is Lansdowne Terrace).

This document has identified the advantages of designating Article 4 Directions for the protection of frontages and boundary treatment (for example front gardens, walls, fences, hedges, gates and gateposts) that face the highway.

Whilst alterations have so far been relatively localised there is evidence of more and more inappropriate alterations and additions within the conservation area. Small-scale changes can erode the special character of an area. There is a clear uniformity of special character in this area and even inappropriate changes to



windows or doors would start to drastically alter the area. The most efficient way of appropriately managing change is to designate Article 4 Directions.

The designation of Article 4(2) Directions over the whole conservation area would provide greater protection. This would not only protect the important boundary walls and fences but would help manage small-scale changes to windows and doors. It should be emphasised that this type of control would only be exercised in cases where the character of the area was under threat. The increased control is to monitor and manage change rather than to prevent it and would be there only to preserve features that contribute to the character of the conservation area.

Any proposal to remove Permitted Development rights and carry forward a decision to proceed with an Article 4(2) Directions will result in further public consultation and assessment. The Council, will take these forward in due course, given the strong justification and public support following the consultation of this document.

## 8.4 Trees and Landscaping

The appraisal has highlighted the importance of trees and landscaping within the conservation area. Some trees are protected by Tree Preservation Orders but the other privately owned trees are also afforded some protection by virtue of their location within the conservation area.

The main concern therefore for the erosion of trees and landscaping are to the front gardens and boundary trees and hedges to properties of potential conversion or redevelopment. In such cases there may be proposals to convert the frontages into carparks. Such proposals will not be acceptable and appropriate landscaping schemes will be expected to be submitted and approved to ensure the future retention of green frontages and appropriate boundary planting.

The other areas of green space that could be subject to erosion are the public parks and greens dotted throughout the conservation area. These open spaces are fundamental to the character and nature of the conservation area and their development would completely alter the character of the area. Whilst there are no plans at present to develop these spaces it is worth stressing their importance to the town. The need to ensure that there is continual maintenance of these areas, for continual enjoyment of the area and appreciation of the original setting and laying out of the town, must also be recognised.

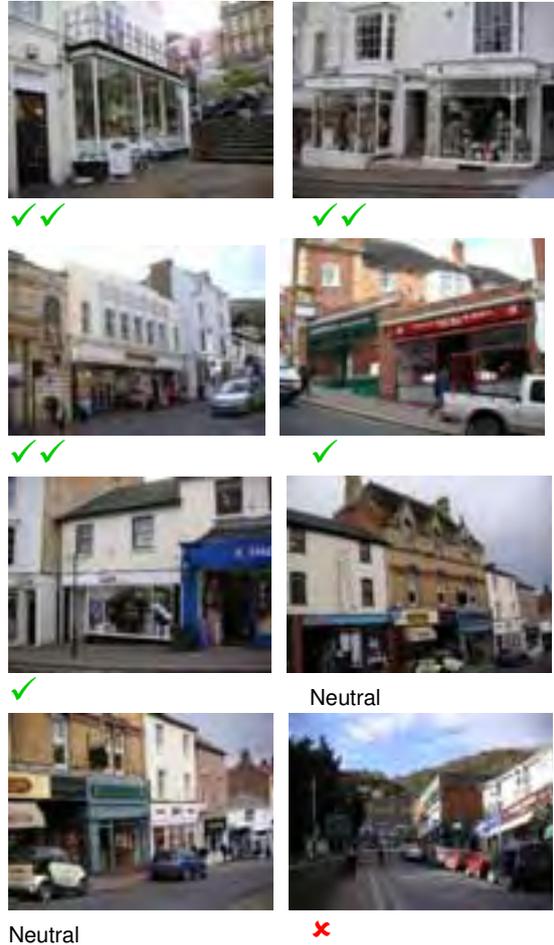
## 9 Shop Fronts

The majority of the conservation area is residential but there are three streets that are commercial in use. The principal shopping street is Church Street with Worcester Road and Graham Road leading off from this.

Along Church Street the quality of frontages varies with some traditional frontages having been retained. The replacement frontages vary to some extent with some attempting to retain the traditional proportions and others having completely modern designs. Of importance are the proportions of glazing and the use of mullions and transoms as well as the size and particularly the height of the fascia. The figures opposite show a series of shop fronts along Church Street, some of good quality, some neutral and some poor.

There are also a couple of buildings on Church Street and Worcester Road that are grander than the standard shops. In the main these properties are banks. Examples include Natwest, Lloyds, Nationwide, Barclays and IHBC (see figures overleaf). Due to the more elaborate architectural style of these buildings the external facades have been treated relatively sympathetically with regard to signage. Only minimum intervention is apparent in these cases.

In addition to these shopping streets there is Church Walk located between Edith Walk and Church Street. It is largely concealed from view being located behind Church Street and accessed through an alley. It primarily consists of modern shops with Somerfield being located on the corner with Edith Walk. This collection of shops do not enhance the conservation area being of poor design quality. Given their location, however, they are relatively neutral on the character of the conservation area as they are only really visible from within Church Walk.



Figures of shop fronts on Church Street. The first three (✓✓) are either original fronts or very good replacements. The next two (✓) are not traditional in their appearance but they respect some of the traditional proportion and are subservient to the street scene. The next photographs (Neutral) show the north side of Church Street and show the overall appearance of the shop fronts which, whilst not completely traditional, overall provide a fairly neutral appearance. Individual shops could be better presented to provide a more appropriate frontage. The last photograph (✗) shows a poor frontage, overhanging and dominating the street.

The shops along Graham Road are generally of a poor quality unsuitable for their location within the conservation area. Any redevelopment of this site should be encouraged. The shop frontages are only part of the problem as the whole development is of poor quality and should be viewed as a site for potential future enhancement.

**Summary**

The retention and improvement of valuable historic references will be encouraged, with particular reference to the following guide:-

- The removal of traditional features should be avoided. These features all contribute to the individuality of each shop.
- Duplication, enlargement and extension of the fascia beyond the traditional area will not be acceptable.
- The enlargement or unsympathetic alteration of existing windows should be avoided.
- The use of inappropriate materials to replace traditional materials will not be acceptable.
- The construction of fascias of common length which visually link two or more buildings that have separate architectural identities or different shop fronts will not be acceptable.
- The introduction of internally illuminated signage will not be acceptable.

Retention of any traditional features should be a primary factor when repair or replacement of a shop front is planned. Sensitive and sympathetic replacements should guide design of new shop fronts with the following being considered:-



✓



✓



✓



✓



✓

Figure of the larger buildings converted to banks for commercial use. The buildings retain their traditional appearance by subtle signage and sympathetic alteration to facades. These are good examples of the reuse of buildings.



✗



✓

Figure of poor quality shops (left) along Graham Road, compared with the sensitively converted building adjacent (right).

### **Cornice**

For good practice cornices should be reinstated where missing.

### **Capitals**

This is particularly relevant to the grander bank properties that have pilasters and columns in their design.

### **Fascia**

The fascia depth should be determined by the depth and positioning of the cornice and capitals (where present). If the cornice and capitals have been removed the traditional proportions should still be retained. Where there is no evidence of the traditional frontage then the fascia should have a suitable depth, which is proportionate to the building façade and to other existing traditional frontages on the street.

### **Corbels or Brackets**

Corbels are often used to differentiate between shop fascias when several shops are joined. Good examples exist along Worcester Road and should be retained. Brackets are used for hanging signs and should be reused where appropriate.

### **Pilasters**

These are used to show the division between shop units and can be made quite decorative by the use of corbels above.

### **Windows**

Traditional proportions should be retained whether that be large areas of plate glass or smaller subdivisions.

### **Window sills**

Ensure traditional materials are retained or reinstated, usually in stone or timber.

### **Transoms and Mullions**

The proportion of glazing should be retained and if transoms or mullions are used traditionally then new fronts should design

their frontages with them to reduce the scale of the glazed area. Materials are also important and frames and transoms and mullions should be replaced on a like for like basis with traditional and original materials.

### **Doorways**

Traditional styles of doorways should be reinstated or retained as appropriate. There is a variety of styles along the three shopping streets most of the traditional designed ones are recessed, though they vary in location from one side to the centre. Some variety is acceptable as long as it is appropriate for the shop and design of the whole façade.

### **Stall riser**

Stall risers balance out the amount of glazed area on the frontage. Also with changing street levels especially on Church Street the stall risers help level the bottom edge of the window. Traditional materials should be reinstated where appropriate. Along Church Street there is evidence of tiles and decorative ventilation blocks used in the finishing of the stall riser. Where such features are present they should be retained.

### **Awnings**

These should only be retained in a traditional style appropriate to the shop. If not appropriately managed a street can look very cluttered and the shop fronts can be concealed if poor quality awnings are used. Traditional awnings are usually straight retractable and made of canvas.

### **Signage / Advertisements / Hanging Sign**

Signage should be contained within the fascia and the hanging sign. Internally illuminated signs will not be acceptable in the conservation area. Externally illuminated signs will only be acceptable where there is a precedent set with either spot lighting or trough lighting. All illumination should be sensitive to the overall street scene as well as the individual building.

## 10 References

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## 11 Appendices

Appendix 1: Unlisted Buildings of Local Interest

Appendix 2: Listed Buildings Descriptions

Appendix 3: Figures



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## Appendix 1: Unlisted Buildings of local interest

The last survey of listed buildings in Great Malvern was completed between 1984-1987. This was prior to the changes in listing ruling, which did not consider 19<sup>th</sup> and 20<sup>th</sup> century properties. Given the wealth of 19<sup>th</sup> and 20<sup>th</sup> century properties in and around Great Malvern Conservation Area a separate specific survey would be required by English Heritage to determine buildings for designation. Such a survey is outside the scope of this appraisal but listed below are some buildings of local interest within the Great Malvern Conservation Area.

#### UNLISTED BUILDINGS OF LOCAL INTEREST

Malvernbury, Abbey Road (Civic Soc)  
Malvern House, Abbey road (Civic Soc)  
Market Cross, Great Malvern  
Brick structure, 45 Graham Road, Shirley Lodge, Malvern Town  
Christ Church, Avenue Road, Malvern Town  
Our Lady and St. Edmund Church, Malvern Town  
Congregational Church, Queen's Drive, Malvern Town  
Summer House of Mount Pleasant Hotel, Belle Vue Terrace, Malvern Town  
Malvern Festival Theatre and Winter Gardens  
17 Graham Road (west side), Malvern Town  
29 Graham Road, Malvern Town  
45 Graham Road (west side), Malvern Town  
51 Graham Road (west side), Malvern Town  
50 Graham Road, Malvern Town  
107 Graham Lodge, Graham Road, Malvern Town  
142 Graham Road, Malvern Town  
98 (2 & 3 Stokefield Road) Graham Road, Malvern Town  
65 Graham Road, Malvern Town  
116 Graham Road, Malvern Town  
Cotford Hotel, Graham Road, Malvern Town  
The Exchange Building, Graham Road, Malvern Town  
Stable building, Priory Road, Malvern Town  
40 Priory Road (Civic Soc)  
Woolworths, Church Street (Civic Soc)  
Coach House to the rear of 119-121 Church Street, Malvern Town  
Iron Post supporting kissing gate, Great Malvern  
Trafalgar House, 24 Worcester Road, Malvern Town  
Malvern Parish School, Malvern Town  
50 Graham Road, Malvern Town  
86 Graham Road, Malvern Town  
70 Graham Road, Malvern Town  
76 Graham Road, Malvern Town (Civic Soc)  
19th century house, Graham Road, Malvern Town  
Monastery, Malvern Town  
Lodge to The Firs, Wells Road, Malvern Town  
Gardeners Cottages, 26-36 Moorlands Road, Malvern Town  
22 Bank Street with 7 Zetland Road, Malvern Town  
Davenport House. The Clock Tower Moorlands Road, Malvern Town  
Various shop fronts along Belle Vue Terrace, Church Street, Abbey Road and Graham Road (more in depth study is required to determine elements of change and what original fabric remains in tact)



## Appendix 2: Listed Buildings



No	LISTED BUILDINGS NAME AND ADDRESS	GRADE
1	Priory Church of St.Mary and St.Michael, Malvern Town	II
2	Abbey Gateway, Abbey Road, Malvern Town	II*
3	Main Building to Great Malvern Station, Malvern Town	II
4	Cross, Great Malvern Priory, Malvern Town	II
5	20 - 40 Belle Vue Terrace, Malvern Town	II
6	The Gate House, 2 and 4 Abbey Road, Malvern Town	II
7	The Foley Arms Hotel, Worcester Road, Malvern Town	II
8	Town Club, 30 Worcester Road, Malvern Town	II
9	Parkview House (Ministry of Defense Hostel), Abbey Road, Malvern Town	II
10	Bredon Guest House, 38 Worcester Road, Great Malvern	II
11	46 Worcester Road, Malvern Town	II
12	Worfield House, Worcester Road, Malvern Town	II
13	Aucott House, 54 Worcester Road, Malvern Town	II
14	Sidmouth House, 58 Worcester Road, Malvern Town	II
15	64 Worcester Road, Malvern Town	II
16	Ronkswood, 20 Bank Street, Malvern Town	II
17	2 6 and 8 Worcester Road, Originally the Royal Library, Belle Vue Terrace	II
18	10, 10a and 12 Worcester Rd, Originally the Coburg Baths, Malvern Town	II
19	Holland House, 125 Church Street, Malvern Town	II
20	Malvern College, Malvern Town	II
21	Bello Squardo House, Foley Terrace, Malvern Town	II
22	19-21 Graham Road, Malvern Town	II
23	Lodge to Davenham 148 Graham Road, Malvern Town	II
24	Gates, Gate piers, Railings to Davenham 148 Graham Road, Malvern Town	II
25	68 Graham Road, Malvern Town	II
26	70 Graham Road, Malvern Town	II
27	86 Graham Road, Malvern Town	II
28	98 Graham Road, Malvern Town	II
29	23 and 25, Abbey Road, Malvern Town	II
30	Sidney House Hotel, 40, Worcester Road, Malvern Town	II
31	The Abbey Hotel, Abbey Road, Malvern Town	II
32	3 St Ann's Road, Malvern Town	II
33	26 St Ann's Road, Malvern Town	II
34	K6 Telephone Kiosk (Telephone No. 06845 3490), Wells Road, Malvern Town	II
35	The Grange, Grange Road, Malvern Town	II
36	Ivy Crest/Branksome, Worcester Road, Great Malvern	II
37	44 Worcester Road (east side), Malvern	II
38	Midland Bank, 1 Church Street (east side), Malvern Town	II
39	Montrose Hotel, Graham Road (west side), Malvern	II
40	Clanmere Nursing and Rest Home, 19-21 Graham Road, Malvern Town	II
41	Uplands and Uplands Cottage, 25 Graham Road (west side), Malvern Town	II
42	Emmanuel Evangelical Church, 141 Wells Road, Malvern Town	II

No	LISTED BUILDINGS NAME AND ADDRESS	GRADE
43	Chapel, Malvern College, Malvern Town	II
44	Aldwyn Tower Hotel, St Ann's Road, Malvern Town	II
45	37 Priory Road, Malvern Town	II
46	Oakdale, 16 Priory Road, Malvern Town	II
47	Foley House, 28 Worcester Road, Malvern Town	II
48	St Ann's Well Cottage, St. Ann's Road, Malvern Town	II
49	Boundary Post, St James Road, Malvern Town	II
50	18 Bank Street, Malvern Town	II
51	12 Bank Street, Malvern Town	II
52	2 Bank Street, Malvern Town	II
53	62 Worcester Road, Malvern Town	II
54	60 Worcester Road, Malvern Town	II
55	Abberley House, 56 Worcester Road, Malvern Town	II
56	52 Worcester Road, Malvern Town	II
57	Burford House, Malvern Town	II
58	Gate Piers with Overthrow and Gate to the Priory Church of St Mary and St M	II
59	Lydes House, 392 Pickersleigh Road, Malvern Road	II
60	Forecourt Walls and Piers, Great Malvern Station, Malvern Town	II
61	Wall and Gate Piers to Malvern Girls College, Malvern Town	II
62	Railway Bridge to Great Malvern Station, Malvern Town	II
63	Malvern Girls College, Malvern Town	II
64	Clumber Cottage, 50 Court Road, Malvern Town	II
65	Priors Cottage, 60 Couty Road, Malvern Town	II
66	Lapwood Cottage, 125 Court Road, Malvern Town	II
67	Nos. 3 and 4 House, Malvern College, Thirstane Road, Malvern Town	II
68	No. 6 House, Malvern College, Malvern Town	II
69	Gates and 8 Gate Piers to Nos. 3 and 4 House Malvern College, Malvern Town	II
70	War Memorial Statue, Malvern College, Malvern Town	II
71	The War Memorial Library, Malvern College, Malvern Town	II
72	Gate Piers and Gates at the Main Entrance of Malvern College, Malvern Town	II
73	The School House, Malvern College, Malvern Town	II
74	Southlands (Eilerslie School, 43 Wells Road, Malvern Town	II
75	Gate Piers to 37 Priory Road, Malvern Town	II
76	Pillar Box at the junction of Orchard Road and Priory Road, Malvern Town	II
77	Spa Cottage, 14 Priory Road, Malvern Town	II
78	52 Priory Road, Malvern Town	II
79	23 Wells Road, Malvern Town	II
80	The Tudor Hotel, Wells Road, Malvern Town	II
81	Lytelton House, 9 and 10 Abbey Road, Malvern Town	II
82	3 to 7 Abbey Road, Malvern Town	II
83	50 Belle Vue Terrace, Malvern Town	II
84	Lloyds Bank, 48 Belle Vue Terrace, Malvern Town	II
85	12 - 18 Belle Vue Terrace, Malvern Town	II
86	The Unicorn Inn, 2 Belle Vue Terrace, Malvern Town	II
87	Kensington Cottage, 19 St Ann's Road, Malvern Town	II



No	LISTED BUILDINGS NAME AND ADDRESS	GRADE
88	Upper Hill House, 28 St Ann's Road, Malvern Town	II
89	Red Lion Inn, 4 and 6 St Ann's Road, Malvern Town	II
90	Central Hotel, 2 St Ann's Road, Malvern Town	II
91	119 and 121 Church Street, Malvern Town	II
92	18 - 22 Church Street, Malvern Town	II
93	Cecilia Hall, 20 Church Street, Malvern Town	II
94	The Council House (MH District Council Offices), Church Street, Malvern	II
95	Gates and Gate Posts to the Council House, Malvern Town	II
96	Summerhouse about 25 metres west of No. 23 Malvern Queen's Drive, Malvern	II
97	Six Gas Street Lamps in the Churchyard at Malvern Priory Church, Malvern	II



## Appendix 3: Figures

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

- Key**
-  Listed buildings Grade I
  -  Listed buildings Grade II
  -  Listed buildings Grade II\*
  -  Conservation area

Revision Details	By	Check	Date	Suffix

**Great Malvern**

Job Title  
**Location of Listed Buildings and Conservation Area**

Scale(s) at A3

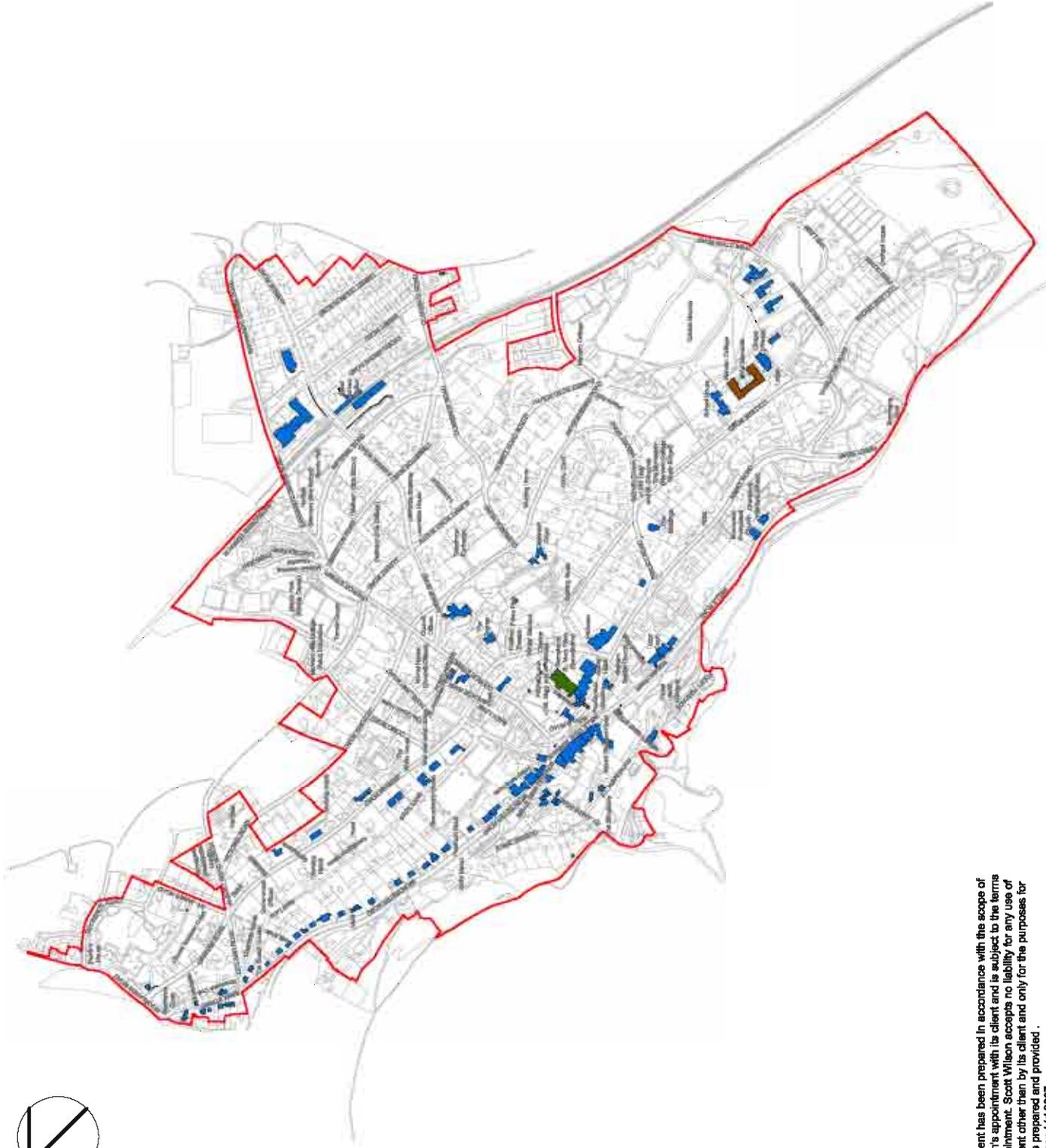
Drawn	Check	Approved	Date
<b>G.Bloomer</b>			<b>03.12.07</b>

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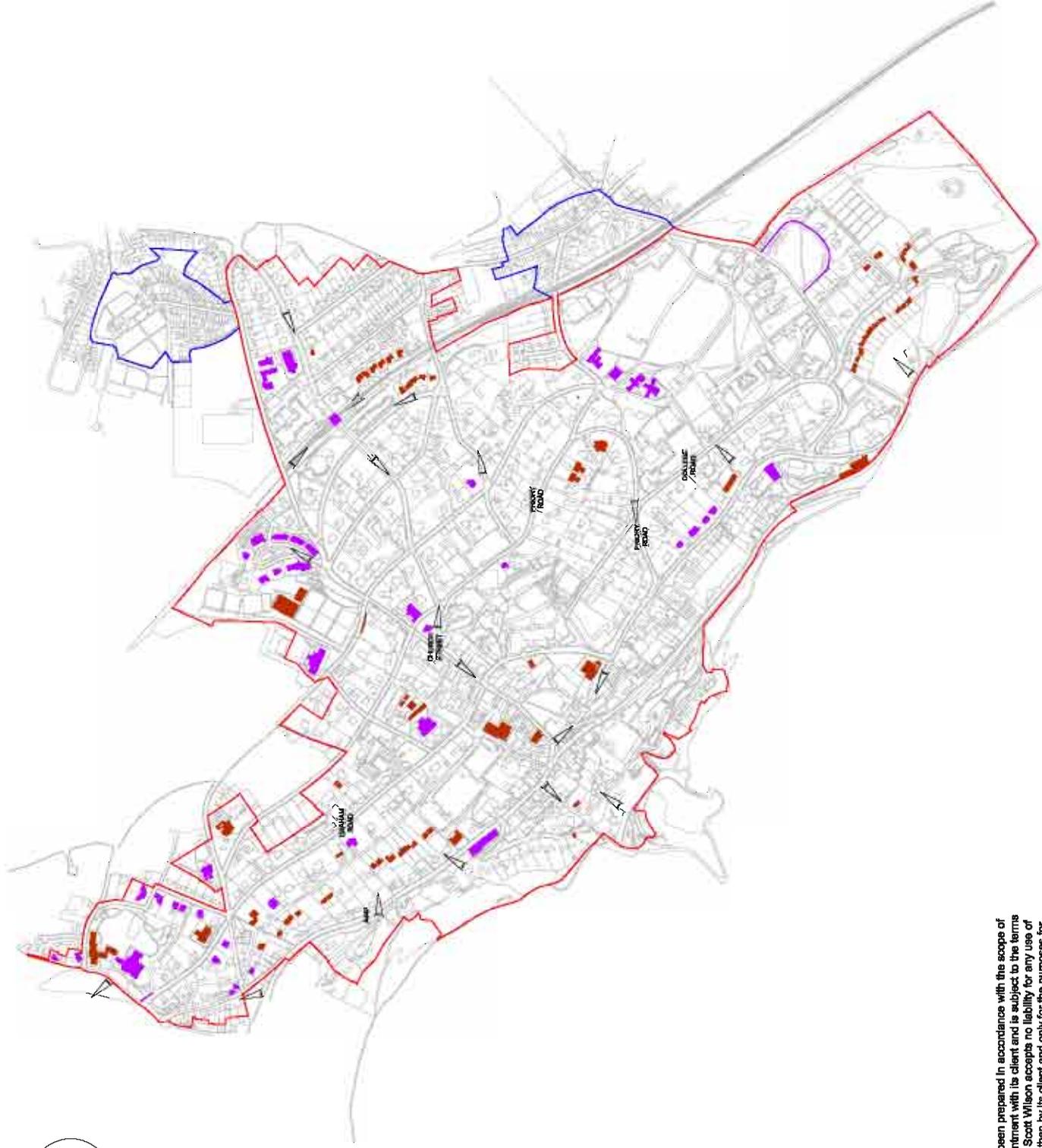
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- Key**
-  Structures detrimental to Conservation Area
  -  Structures which make a positive contribution
  -  Key Views
  -  Conservation area
  -  Extended area



Revision Details	By	Check	Date	Suffix

Job Title  
**Great Malvern**

Drawing Title

**Figure 2  
Spatial Analysis**

Scale(s) at A3

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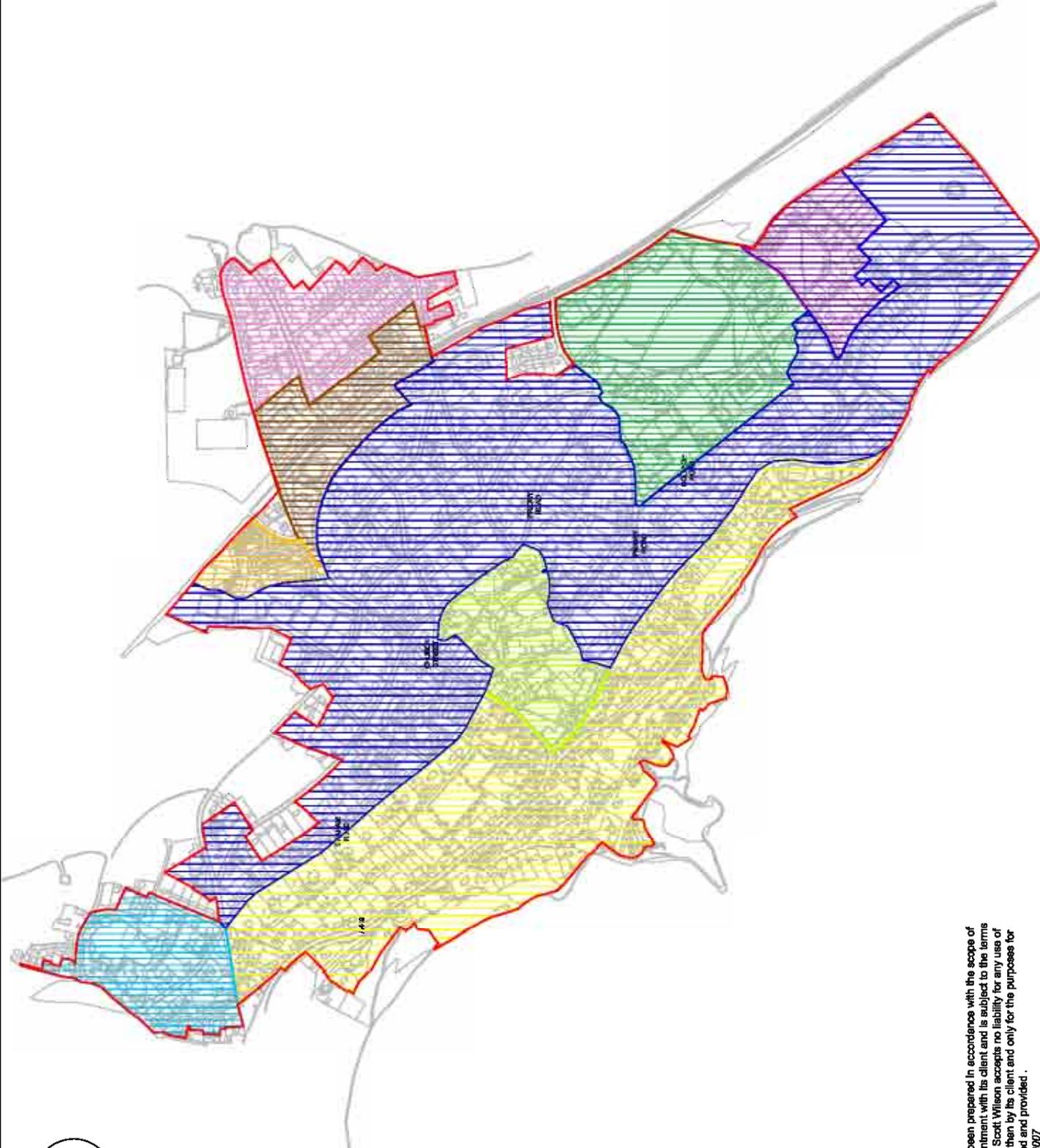
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**Key**

-  Conservation area
-  Victorian Malvern
-  Bank Street
-  Regency Malvern
-  The Abbey & The Priory
-  Lansdowne Crescent
-  Great Malvern Station & School
-  The Lees
-  Malvern College & Playing Fields
-  Christ Church & surroundings east of Avenue Road



Revision	Details	By	Check	Date	Surface

Great Malvern

Drawing Title

Figure 3 Character Areas

Scale(s) at A3  
1:8000

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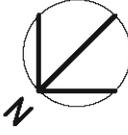
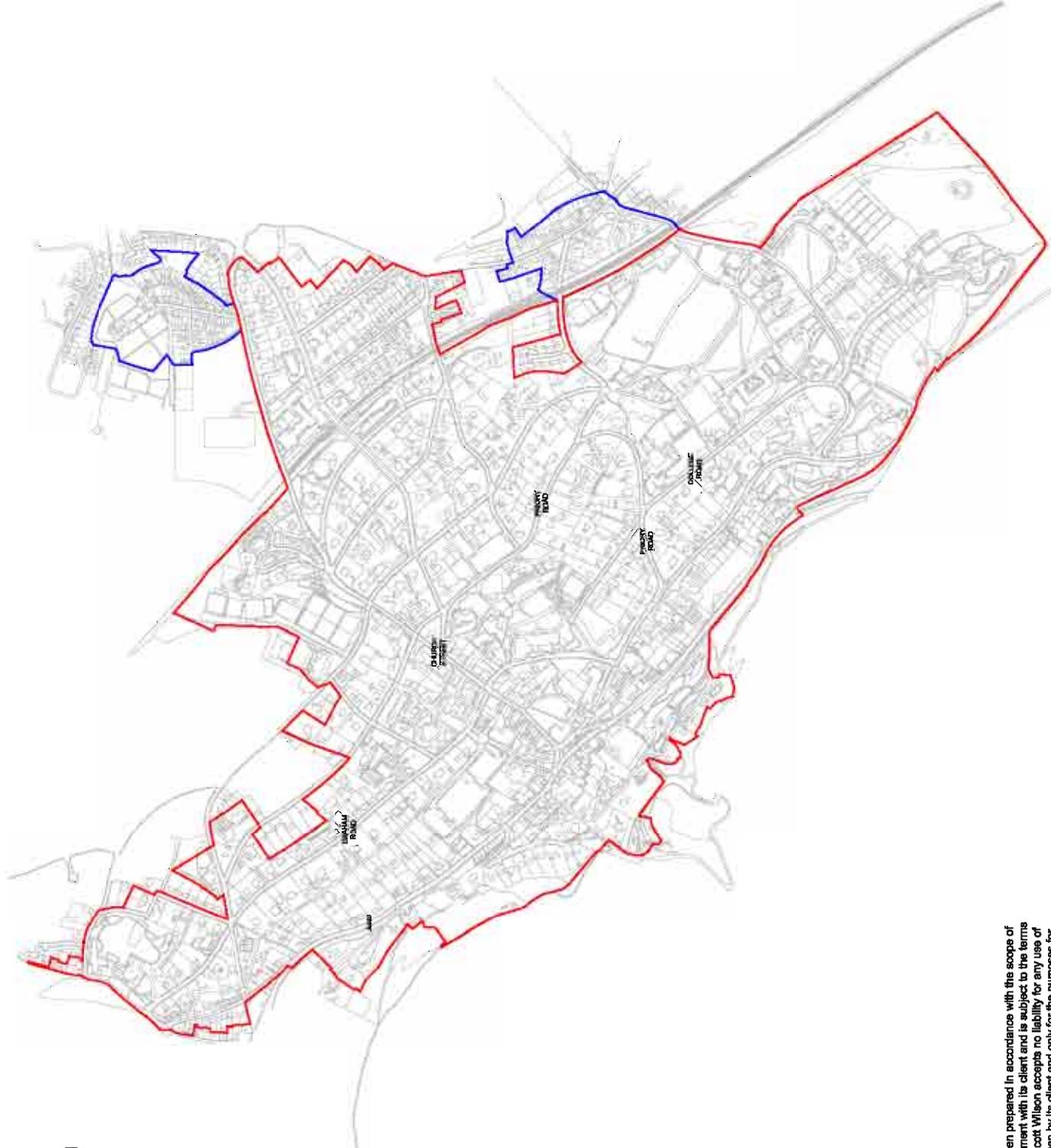
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**Key**

-  Existing Conservation Area Boundary
-  Proposed Conservation Area Boundary 2008



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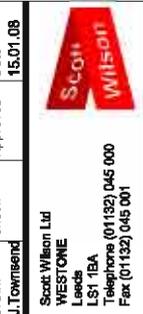
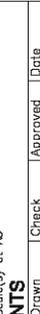
Job Title  
**Great Malvern**

Drawing Title  
**Figure 4  
Extended Area**

Scale(s) at A3  
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