

Malvern Hills District Council

Kempsey Conservation Area

Appraisal and Management Strategy



Planning Services Adopted December 2008

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Contents:

Part 1: THE APPRAISAL

1.0	Background.....	1
2.0	Planning Policy Context.....	2
3.0	Summary of Special Interest.....	4
4.0	Assessing Special Interest.....	5
5.0	Origins and Historical Development.....	6
6.0	Character and Appearance.....	9
7.0	The zones	
	• <i>Historic Core</i>	10
	• <i>Old Road North</i>	14
	• <i>Main road south</i>	18
8.0	Local Details and Architectural Decoration.....	21
9.0	Local Materials.....	24
10.0	Boundary Treatments.....	26
11.0	Natural Environment and Wildlife.....	29
12.0	Negative Features and Neutral Areas.....	30
13.0	Issues.....	33
14.0	Suggested Changes to the Conservation Area Boundary.....	34
15.0	Community Involvement.....	38

Part 2: THE MANAGEMENT PLAN

2.1.0	Introduction.....	39
2.2.0	Management Proposals.....	40
2.3.0	Further Reading and Bibliography.....	41

Part 3: APPENDICIES

Appendix 1	Management Strategy Framework.....	42
Appendix 2	Local Plan Policies.....	44
Appendix 3	Planning Tools for Enhancement.....	48
Appendix 4	Criteria for Boundary Changes.....	50
Appendix 5	Design Guidance.....	51
Appendix 6	Listed and local Buildings.....	52
Appendix 7	Boundary Treatments.....	56

Part 1: The Appraisal

1.0.0 Introduction

Background

1.0.1

A conservation area is an area of special architectural or historic interest, usually the historic part of a town or village, where we wish to preserve its character or appearance. Kempsey Conservation Area was designated in 1978 and it includes three different areas: The Historic Core; The Old Road North Area and The Main Road South Area. These are shown on the plan below.

1.0.2

Under Section 72 of the Planning (Listed Buildings and Conservation Areas) Act 1990 Councils must pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area.

1.0.3

The designation of a conservation area is no longer considered appropriate as an end in itself. For the designation to be meaningful, the process requires the preparation of an appraisal to define what is special, thereby justifying the status of the conservation area. This should also form the basis for making decisions about the future of the conservation area, ensuring its character and appearance is taken properly into account.

1.0.4

This appraisal begins with a brief overview of the planning context and a summary of the special interest before looking in more detail at the setting, historic development, spatial and character analysis. Key issues affecting the area have been identified and management proposals to address them are proposed. The Conservation Area boundaries have also

been reviewed. The original boundaries of the Kempsey Conservation Area might not be as relevant as they were at the time of designation. Changes to residential curtilages, subsequent changes or new development might mean that parts of the Area are no longer special and the boundary needs to be adjusted to ensure that the character of the Conservation Area is not weakened by them. In addition, other areas of architectural interest that contribute to the character of Kempsey, have been re-examined and considered for inclusion within the Conservation Area boundary.

1.0.5

No appraisal can ever be completely comprehensive and omission of any particular building, feature or space in this document should not be taken to imply that it is of no interest.

1.0.6

This Appraisal has been undertaken in accordance with the recommendations of the English Heritage publications, Guidance on

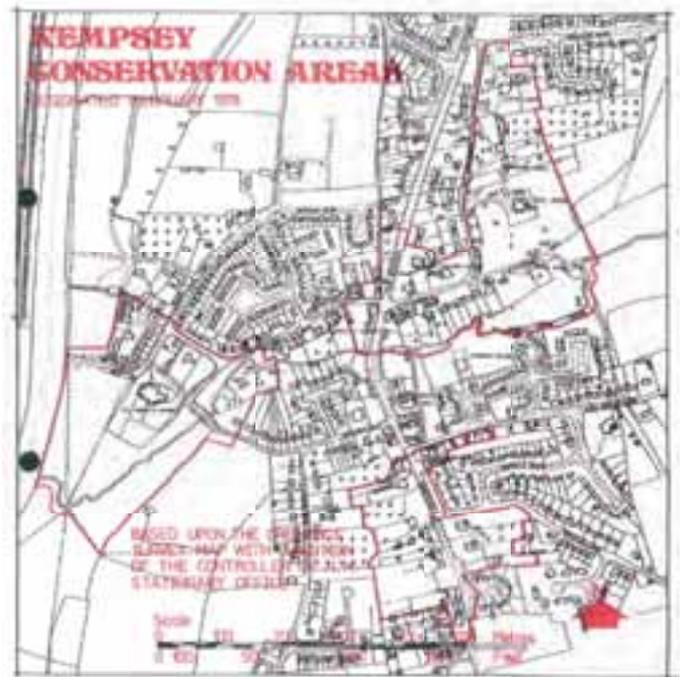


Fig. 1

*The three zones within Kempsey Conservation Area
As designated 1978*

Conservation Area Appraisals and Guidance on the Management of Conservation Areas.

2.0.0 Planning Policy Context

2.0.1

Conservation Areas were established by the 1967 Civic Amenities Act and are defined as being areas of “special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance”. The local authority must give special attention to these areas and to their enhancement, and ensure that development proposals preserve and enhance the character of the area. Conservation Areas can vary greatly in size and character, but generally it is the appearance of the area, rather than individual buildings, that justifies the designation. They remain a particularly important way of conserving the built environment.

2.0.2

The designation is seen as the first step in a dynamic process, and is intended to provide a basis for making sustainable decisions about its future through the development of management proposals. Designation gives the local authority additional powers to foster a spirit of good neighbourliness and to encourage sensitive new development and to stop, for example, removal of significant features. In conservation areas the demolition of any building and most parts of buildings is unlawful without Conservation Area Consent from the Council. All trees over a certain size are protected against felling, lopping or pruning without authorisation. A wider variety of extensions, including all roof alterations, require planning permission

2.0.3

This appraisal should be read in conjunction with the national, regional and the local planning policy framework, particularly:

- Planning Policy Guidance Note 15 – Planning and the Historic Environment

(PPG15) which sets out Government Policy on the protection of conservation areas and other elements of the historic environment.

- Malvern Hills District Council’s Local Plan which sets out the District’s planning policies. These policies will influence how development proceeds throughout the district including the Kempsey Conservation Areas.

2.0.4

Policy relating to development within the towns and villages of the district, including Kempsey, is set out in the Local Plan (Policy DS1). Parts of the Kempsey Conservation Areas, and all of the Main Road South Area are within the settlement boundary to which Policy DS1 relates. The settlement boundary is shown on plan x opposite. Generally speaking development outside the settlement boundary will not be permitted.

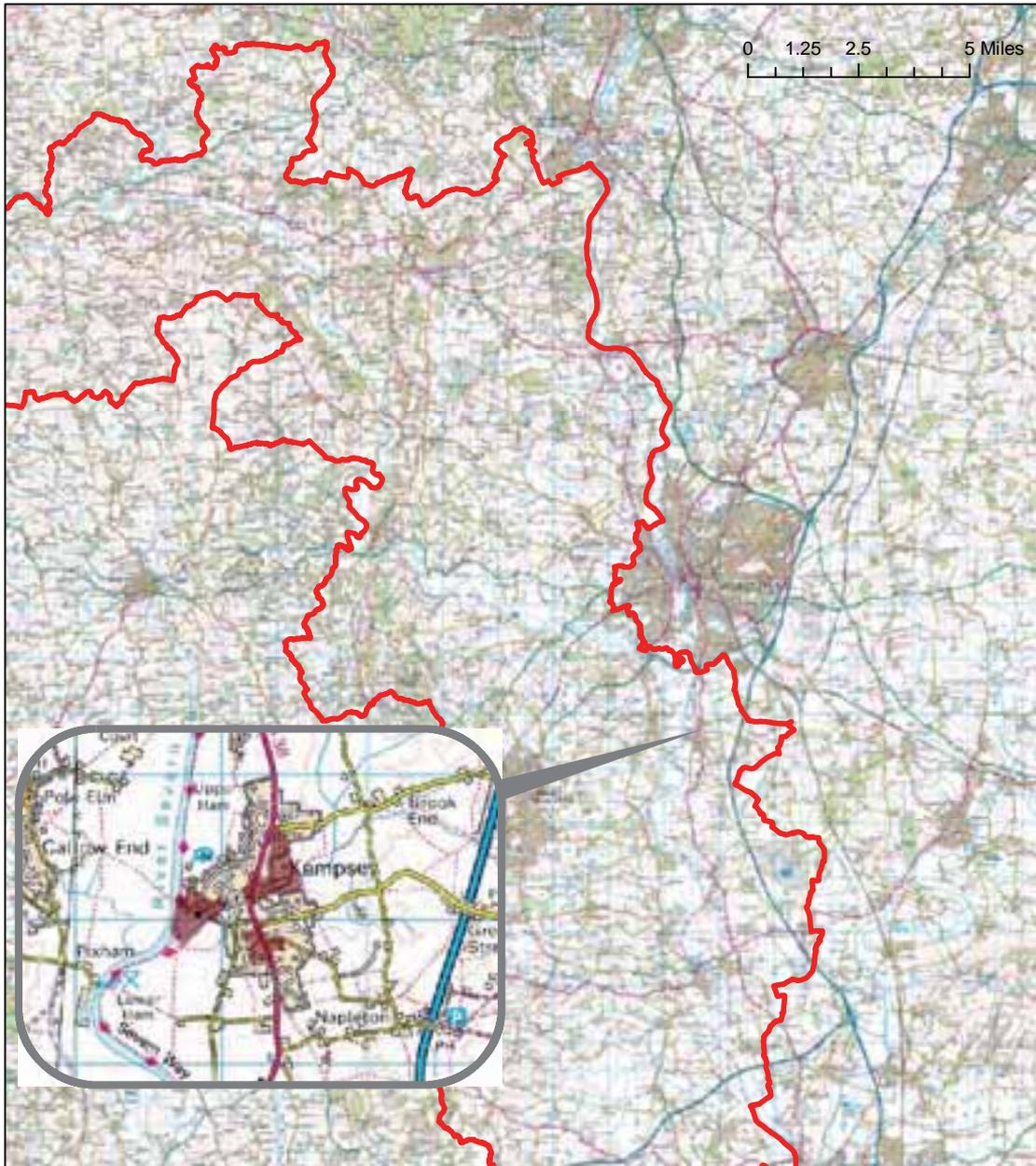
Policy QL7 of the Local Plan sets out the criteria for new development in conservation areas and this is augmented by Policy QL8 which relates to demolition of buildings in conservation areas. Policy QL9 seeks to protect the setting of conservation areas.

Other relevant Policies are QL3, QL4 and QL5 which control shop fronts, advertisement signs and walls gates and fences.

Generally speaking, these Policies seek to ensure that

- New development in conservation areas will be refused unless it can be demonstrated that it will preserve or enhance the character of the area.
- Demolition of buildings in conservation areas will only be permitted if they offer no visual contribution to the area or are beyond repair, and their replacement will be an enhancement.
- Development and advertisements outside the conservation area which will affect the setting of the area will not be permitted.

- Boundary treatments may not be removed where they contribute to the character of the area and new boundaries are to be appropriate for their location.



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Fig. 2

Location Map of Kempsey Conservation Area

Key

- Existing Conservation Areas
- Settlement Boundary
- Malvern Hills District

- Original and attractive shop fronts should be retained and new shop fronts must be appropriate to the character of the area.

3.0.0 Summary of Special interest

3.0.1

Each of Kempsey's three conservation areas has their own distinct character but they share the parentage of an early core.

The interest of the village lies in the mix of building types that exist side by side. At its heart lie the timber framed and thatched cottages which are of the local vernacular but the high quality Georgian and Victorian gentry houses on the edges of the settlement make the place special. Adding interest are the service and commercial properties which served the grander houses and which are grouped along the Main Road.

3.0.2

One of the most distinguishing features of present day Kempsey is the fact that, despite later development, parts of it still have the feel of semi-rural, open spaciousness. This is achieved by areas of low density of development where the larger houses are set in generous gardens. The fields on the edges of the village, the meandering stream that runs through it form a most pleasant semi-rural setting. But equally important, it is the amount of and quality of Kempsey's mature trees that contribute to give the village its sense of place.

3.0.3

The three conservation area zones recognise the development of the village and its diverse built characteristics.



Fig. 3

Timber framed cottages form the heart of the village



Fig. 4

Large C19 properties set in generous acreages make the place special.



Fig. 5

Grand houses



Fig. 6

Kempsey's Service Industry

4.0.0 Assessing Special Interest

Location and setting:

4.0.1

Kempsey is situated four miles south of historic Worcester City within the wide flat lands of the Severn Valley. The River Severn which flows to the west of the village has cut into the gravel soils of the flood plain to create a series of low flat terraces.

4.0.2

The village sits low in the landscape and is dominated by the River Severn and its floodplains. The gently meandering Hatfield Brook, a tributary of the River Severn, flows through the village to the east of the church and its tree-lined banks form an immediate setting for the Village while views of the dramatic Malvern Hills to the west, beyond the river, form a distant backdrop.

4.0.3

Only an occasional glimpse of the Church tower, when travelling south from Worcester, heralds the approach to the village. Being set low in the landscape and with so many trees about it Kempsey is not a visually prominent settlement. Views into and out of the conservation areas are therefore local and intimate.



Fig. 7

Meandering stream creates semi-rural setting



Fig. 8

Low lying river plain with Malvern Hills forming a dramatic backdrop.

5.0.0 Origins, Historical Development & Archaeology

5.0.1

Some time during the Iron Age, the area around what is now St Mary's Churchyard was fortified with earthwork embankments and used as a promontory hillfort. A four acre Roman camp is likely to have existed to the north of what is now St Mary's Church.

5.0.2

In Saxon times, from about the seventh to the ninth centuries AD, the original settlement occupied the place where the church now stands. It was on a semi-island between the river and the marshland and it took the name of the local Saxon Chief Kemys, "Kemesei", or the island of Kemys.

5.0.3

The Kempsey estate was mentioned in the Domesday Book of 1086, but the earliest parts of the present Church date from 1250. To the west of St Mary's Church is the site of the Bishop's of Worcester's Summer Palace. This was thought to have been demolished by 1695, but its foundations still exist in the field south west of Lane's End.

5.0.4

The core of the settlement is likely to have been centered on St Mary's Church but, unfortunately, little remains of it although it is known that the population of the village was severely decimated by an outbreak of The Black Death in 1327 when only fifteen percent (86 people) of the population survived.

5.0.5

Three of the earliest domestic dwellings in the village are all situated in Church Street, and number 36 Church Street was used as a hospital by Cromwell's forces during the Civil War Battle of Worcester...

On the southern wall of the Church tower are

bullet holes, which are said to have been made by Parliamentary soldiers practising for the Civil War.

5.0.6

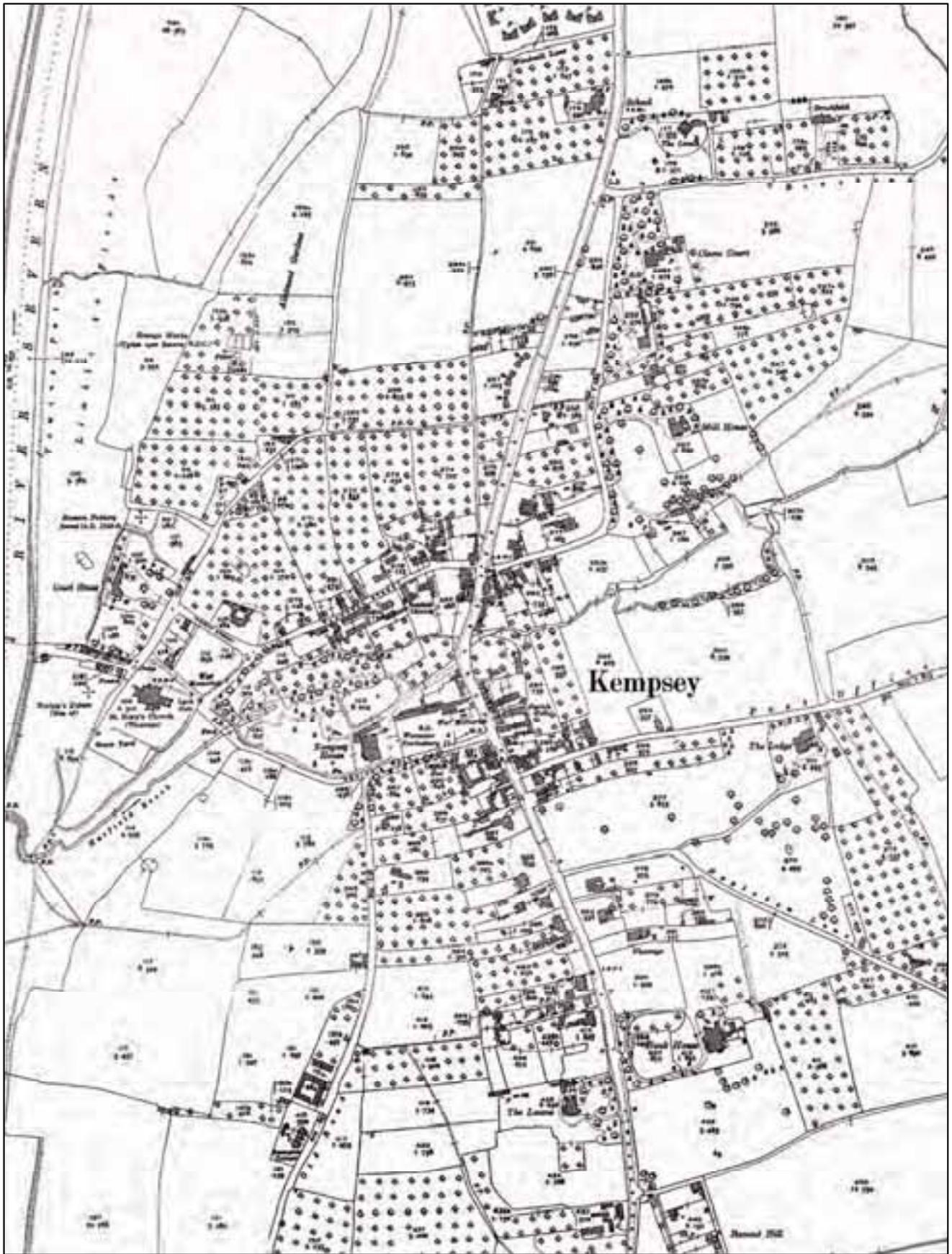
During the eighteenth and nineteenth centuries, Kempsey became a highly desirable place to live. Middle class gentry began to settle and their fine, spacious houses set in large acreages within the orchards, gave the village a gracious character that lingers today and which forms the basis of the conservation areas. The new settlers brought work in the form of servants and staff so that by the early C19 the village saw the rise of a range of minor service industries and businesses, such as workshops, bakeries chapels and public houses. By this time the main road had become a focus for the village and, possibly to attract passing trade, much of the artisan development was centred along this route.

5.0.7

Further development of Kempsey began in the 1950's when, in order to meet demand for post-war housing, Local Authority housing was located in the vicinity of Windmill Lane to the north of the village and on the area of land now known as Court Garth. Development continued apace into the 1960's and 1970's and as a result a large number of orchards were replaced by relatively high-density housing developments. Sadly, a number of large detached properties were also demolished to make way for new houses in areas such as Plover's Rise and, significantly, on land now known as Squires Walk / Close which was on the site previously occupied by Kempsey House, a C18 Vicarage with much acreage.

5.0.8

Today, Kempsey is the largest village within Malvern Hills District, with a settlement population of 2,514 (2001 Census).



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Map of Kempsey Early 20th Century. Note the long gardens and extensive orcharding

Fig. 9



The Cross, Kempsey



Kempsey



The Stores



Church Street



The Stores At The Cross



Main Road

Fig. 10

Early 20th Century Views Of The Village

6.0.0 Character & Appearance

General:

6.0.1

The overall character of the village of Kempsey is of a relatively mixed settlement pattern, with the historic core having been greatly extended during the nineteenth and twentieth centuries. The historic core is now a quiet backwater down by the river. Two outlying areas, Old Road North and the southern section of Main Road South, emerge as places of distinction with the former containing eighteenth and nineteenth century buildings while nineteenth century developments predominate along Main Road. The separate localities are identified and described as following:

- **Historic Core** which includes the parish Church and open fields about it which form its setting.
- The **Old Road North** which contains many of the grand late C18 and early C19 residences.
- **The Main Road South**. This is essentially a linear development of nineteenth century dwellings.

7.0.0 THE ZONES

7.0.1 Historic Core.

General:

7.0.1

This is the original core and ancient heart of the village and fittingly, the Church is its centrepiece. A tree-filled graveyard, a pretty Lych-gate and an ancient ford set the scene for this powerful, twelfth century edifice. The houses about it keep their distance and their low roofs and plain attire ensures certain deference to the holy building. The River, the main reason for Kempsey's early beginning, and the open river terraces on which the settlement is founded, are encountered with something akin to surprise, for one has to pass by the Church to reach them. A stone's throw away, the river passes unperturbed. Its influence is still evident by the lush vegetation about it and by the open landscape that spreads beyond it, but the buildings in Kempsey's historic core are mostly modern and they turn away to cluster about the Church. This part of the Village escapes the bustle of busier parts and retains the ambience of a peaceful, rural hamlet.

7.0.2 Buildings:

Impressively large St Mary's Church with its tall tower reflects the religious importance and medieval wealth of the village, much of which has now long gone. Its architectural interest is recognised in its listing status (grade 1) and its standing as Kempsey's most ancient and revered building is undisputed.

7.0.3

Church House, nestling closest to its namesake, its neighbour and the twentieth century bungalows that back on to the north side of the churchyard could be described as 'good neighbours'. Within their large mature gardens these individual and yet self effacing properties allow the Church to retain its dominance. The low roofs, of the bungalows in particular, blend well.



Fig. 11

St Mary's Church,



Fig. 12

Tall tower continues to dominate



Fig. 13

Thatched Cottages with St Mary's in the background



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Fig. 14

Kempsey Conservation Area Appraisal - The Historic Core

Key			
	Conservation Areas		Significant Views
	Listed Buildings		Prominent Open Spaces
	Other, unlisted buildings of merit		Significant Trees and Tree Groups
	Settlement Boundary		Opportunity for enhancement
	Negative or Neutral Features		Good Vernacular features

7.0.4

Similarly the bungalows to the north west of the Church all have low, tiled roofs and a repetitive appearance that emit a low-key cohesion that serves, rather than impacts, on the area.

7.0.5

Sadly this cannot be said for the more recent developments at Court Garth where the use of modern materials is disturbing.

7.0.6

Two thatched and timber framed C17 cottages in Church Street testify to the fact that the early settlement formed along this thoroughfare leading to and from the Church. Photos taken during the early 1900s (Page 8) show that there were other, now demolished, timber framed buildings here which makes those surviving all the more precious.

7.0.7

Another reminder of the past is the jumble of two storey C19 red-brick unlisted buildings, comprising a former public house and associated stables and barns in Lane End. These reflect the importance of the river crossing at this point, for at one time, the 'Severn Trow' serviced the needs of the river men.

7.0.8 Trees:

The most overwhelming contribution to the character of this locality is the number and variety of mature trees that grow here. Trees in the churchyard, around the Church Road bungalows, by the bridge and within the Rocky (a protected public space), gives the Historic Core its rural feel which is a fitting setting for the heart of the ancient settlement. Notable trees are the three Limes on the Church's northern boundary, the London Plane at Court Garth, a Yew north of Church House and Norway Maple in the garden of 23 Church Street.

Key Issue:

This is a very sensitive location where additional development and changes in height are likely to be invasive.



Fig. 15

The unexpected glimpse of the river and wider landscape



Fig. 16

Bungalows cluster below the Church



Fig. 17

The pretty lytch gate



Fig. 18

Meek modern bungalows close to the Church



Fig. 20

Buildings to serve the river crossing



Fig. 19

An ambience of a rural hamlet



Fig. 21

Church House being a 'good neighbour'

7.1.0 The Old Road North Area.

General:

7.1.1

This part of Kempsey is special because it embodies the early C19 development of the village. There is still a feel of exclusivity along the north part of Old Road where the larger houses sit behind their screen of trees and within their maturing acres. Backing on to fields and bordering the tree-lined and wandering Hatfield Brook, much of this area feels semi-rural but this observation is dispelled as the Old Road approaches the busy Cross Roads where a combination of commercial premises create a lively and distinctly urban ambience.

7.1.2

Even though many of the grander houses are hidden from view, glimpses through the trees and over walls and hedges reveal a variety of architectural style and detail, Georgian, Regency, Victorian and then Edwardian properties of quality, all built to impress the social standing of their occupants. And they continue to do so. Even though some properties such as the Firs have been heavily extended, there is still an air of quality about this part of the road.

7.1.3

A quite different character emerges at the crossroads. Although the houses on the north side of the Road are still large well-screened residences, their gardens are smaller. The road becomes narrower, more intimate as the cottages on the south side generally cluster together to spring from the footpath edge. This is known as the 'Cross', where Kempsey becomes alive. The Public house, the shop and the remnants of other small business, in contrast to their neighbours, deliberately thrust themselves into the public arena.

7.1.4

Here the closely spaced properties are jumbled together to produce an arrangement that is



Fig. 22

Large houses in mature grounds, set behind a screen of trees.



Fig. 23

More large houses in mature grounds, set behind a screen of trees.



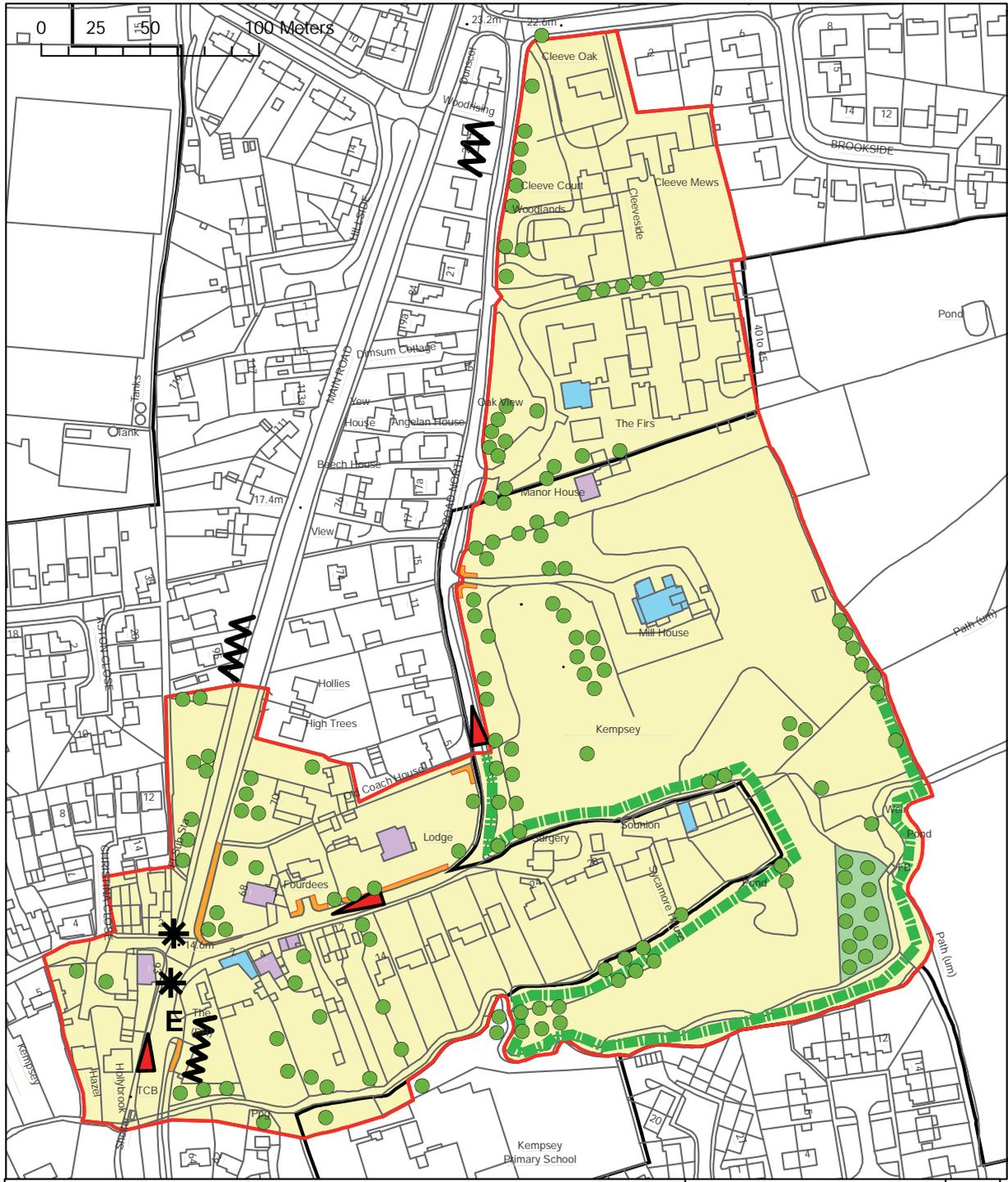
Fig. 24

or behind a high hedge.



Fig. 25

Ivy House providing a full-stop at the end of the Road



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Fig. 26

Kempsey Conservation Area Appraisal - Old Road North Area

Key			
	Conservation Area		Significant Views
	Listed Buildings		Focal features
	Other, unlisted buildings of merit		Prominent Open Spaces
	Settlement Boundary		Significant Trees and Tree Groups
	Negative or Neutral Features		Opportunity for enhancement
	Good Vernacular features		

beguiling. Tiny timber-framed Park Cottage, a remnant from the early 1700s, is overshadowed by the formality of three-storey Park House while either side of them the unlisted but nevertheless locally interesting Victorian cottages smooth the way towards the traffic-laden Main Road.

7.1.6

Across the main road from the Old Road North junction, Ivy House provides an abrupt, visual 'full stop' in townscape terms, to Old Road. All views, when approaching from the east, are satisfactorily directed to this well-balanced property.

7.1.7

Prominent Ivy House, the Original Stores and the Crown public house at the crossroads are focal points along the Main Road and first impressions of Kempsey are influenced by their appearances and their surroundings.

7.1.8

Further to the south east the buildings are informal. Unlisted but noteworthy Sounion, a timber-framed house with agricultural outbuildings, and Sycamore Lodge, also unlisted but of sufficient character to add interest to the area, form an attractive and more rural grouping in their own right.

7.1.9

The later, mid twentieth century dwellings, alongside the Hatfield Brook are utilitarian in appearance. Behind them, the course of Hatfield Brook encloses the open spaces and fields between the stream and the dwellings. These lands form an important setting for the Conservation Area.

Trees:

7.1.10

On the east side of Old Road North the buildings, although substantial, are almost subordinate to the surrounding trees. To the roadside edge the trees are a mix of species, ages and condition but they are reminders that



Fig. 27

Approaching the busy cross roads.



Fig. 28

Quality Edwardian house.



Fig. 29

Thrusting forward at the crossroads.



Fig. 30

And the shop.

this was once a small country settlement. They evoke the 'rural' feel of the place.

A variety of trees follow the course of Hatfield Brook which emphasise the 'natural' feel of the locality. Notable trees are the Wellingtonia and Redwood at Cleve Court, Lime and Horse Chestnut at Mill House. Also noteworthy are the Atlas Cedar, Copper Beech and Wellingtonia close to the crossroads.

Key Issue

Opportunities for 'Backyard Development' along Old Road and into the fields are firmly limited if the architectural and spacious quality of the area is to be upheld.



Fig. 31

Timber framing sandwiched between later developments



Fig. 32

Informal grouping of agricultural buildings.

7.2.0 The Main Road South Zone

Generally:

7.2.1

This third area, the smallest, is centred on Main Road. Its interest lies in the fact that, as elsewhere in Kempsey, it contains large dwellings set in large gardens and with a cluster of 'commercial' and 'service' buildings on its northern edge along Post Office Lane. But unlike other parts of the village the Main Road introduces urbanity to the street; in the regularity of the spacing of the buildings and in the surge of signs and lights that the thoroughfare demands. The presence of mature trees, are, therefore, important reminders of the pleasantly rural setting of the village.

Buildings:

7.2.2

At the southern end the three, fairly closely spaced, early C19 buildings form a distinctive and coherent group. Further north, several properties retain their large gardens Oakfield, especially, has ground about it which reflects the low density spacious character of the other locations in the conservation area.

7.2.3

Clustered upon the junction at Post Office Lane are the traditional nineteenth century buildings which mirror the artisan growth of the village at that time. An interesting grouping that includes earlier timber framed cottages.

7.2.4

But the most interesting feature of this small area is the richness of detail, the door-cases, the railings, the roof-scape, the house numbers and a myriad of Victorian features that make a sense of place.

7.2.5

And the wall-lined public footpaths leading off the Main Road add a permeability that is at once intimate and interesting for glimpses



Fig. 33

Main Road introduces urbanity to the village



Fig. 34

A coherent group



Fig. 35

Regularity in spacing



Fig. 36

Formal classicism with attendant outbuilding in Main Road



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Fig. 37

Key	
	Conservation Area
	Listed Buildings
	Other, unlisted buildings of merit
	Settlement Boundary
	Negative or Neutral Features
	Good Vernacular features
	Significant Views
	Significant Trees and Tree Groups
	Opportunity for enhancement

Kempsey Conservation Area Appraisal - Main Area

into back yards and gardens is enlightening. The formality of the Road face dissipates into private spaces behind.

7.2.6

Sadly some twentieth century infill and car parks tend to be visually intrusive. Some loss of detail and the use of inappropriate materials are despoiling

7.2.7 Trees:

Mature trees within gardens, but bordering the Main Road, soften the appearance of the thoroughfare. Noted trees include the English Oak at the Oaks which is protected with a Tree Preservation Order, the group of trees in front of the Vicarage and the Yew and Sycamore further to the north.

KEY ISSUES

Control over new development and infrastructure is important here if the density and quality of the area is to be upheld.



Fig. 38

Closely spaced properties at the northern end.



Fig. 39

Large houses shielded by mature trees



Fig. 40

Business

The following paragraphs relate to all three of the Conservation area Zones as the findings are common to each:

8.0.0 Local Details and Architectural Decoration.

8.0.1

Although the buildings of Kempsey range from the C12 St Mary's Church, to the present time, the most noteworthy buildings are the timbered buildings and 'polite' upper-class houses of the eighteenth and nineteenth centuries.

8.0.2

The vernacular tradition of timber framing is fairly well represented in Kempsey with several surviving timbered buildings. These are fairly typical of the region being mostly three panels high and with large external chimney stacks and in some cases, later inserted dormer windows.

8.0.3

The many eighteenth and nineteenth century houses encompass a variety of C19 styles which appear to compete for supremacy. The 'Georgian', Georgian Gothic and Regency houses with their detailed door cases and architectural decoration are delightful in their variety. In other parts of the village mid, to late Victorian, buildings mark the nineteenth century expansion of the village with twentieth century buildings forming infill development at the outer, suburban edges.

8.0.4

Roofs in the conservation areas are often hipped. Sometimes this is a fashion dictate, but often it is seen on less self-conscious buildings such as the Lane-End cottages or on the corner-placed Crown Public House. This is likely to be a regional rather than local style but nevertheless they are prevalent enough to become a characteristic.



Fig. 41

Vernacular tradition of Timber framing in Kempsey



Fig. 42

Church House with mansard roof.

8.0.5

Much interest is found in the minor details; distinctive chimneys, for instance; eaves decoration with dentil brickwork; the variety of doors and classically inspired door cases and window patterns. Of particular note in the conservation areas are the boundary treatments, the high brick walls, the fences and the especially decorative and prestigious metal gateways



Fig. 45



Fig. 43

A variety of outstanding doorways



Fig. 46

Well detailed 'Georgian' window with brick lintel.



Fig. 44



Fig. 47

Hipped, conical roof and tall chimneys.



Fig. 48



Fig. 51

Details add interest....and character....



Fig. 49

Interesting eaves detail to hipped roof.



Fig. 52



Fig. 50

*Corbelled Chimney
With Decorative Pot*



Fig. 53

*Footpath with its high walls, begs exploration.
An oasis from the busy Main Road.*



Fig. 54

A leafy driveway off main road

9.0.0 Materials used within the Conservation Areas

9.0.1

The building materials used within the Kempsey conservation area would traditionally have been from local sources

9.0.2

Stone, being something of a rarity in low lying, riverside Kempsey, was reserved for the most prestigious of buildings and the only wholly stone building within the conservation area is St Mary's Church which is of multi-shaded Triassic sandstone.

9.0.3

The existence of timber-framing in the village suggests that the most readily available of local materials were timber, shales and muds from the river plain.

9.0.4

But by far the most common material is the rich, orange-red local brick. The most noted brick buildings within the conservation area are Oakfield, The Manor House and Eastern Lodge each of which is constructed with a quality local brick, laid and pointed with narrow coursing in lime mortar. Park House and Ivy House are also good examples. The bridge over the Hatfield Brook in Squire's Walk is an attractive construction of more recent, mellow red brick and a similar but paler modern brick was used to good effect on the bungalows in Church Road.

9.0.5

Painted brick, which lends some variety to the appearance of the place, appears at the Anchor and its neighbour, 71 Main Road, The Talbot and The Original Stores. The painted brick chimney stacks of numbers 34 and 36, Church Street are particularly striking.

9.0.6

The C19 fashion of render and stucco is used to good effect at Colne House (No 65, Main Road) a classically styled Regency Villa, at Wynthrop further up Main Road, at 68 Main Road and its neighbour Redman House. The rendered gate piers of 68, Main Road are particularly effective.

9.0.7

Several cottages retain their thatched roofs which would have been the natural roofing material for farm buildings and the more humble cottages in and around Kempsey until well into the nineteenth century.

9.0.8

Plain, natural clay tile, from fairly local sources, is a fairly commonplace roofing material within the village and is noted at The Church Lych-gate, Church House, Chandler's Cottage in Lane's End, and the twentieth century bungalows in Church Street. Some modern buildings within the conservation area are roofed with the less appealing, modern concrete tiles as seen, for instance, on the bungalows on the south side of Old Road North.

9.0.9

There are a number of buildings within the conservation area with natural slate roofs, including the original building at The Firs in Old Road North.



Fig. 55

Multi-shaded triadic limestone at St Mary's Church



Fig. 58

Paler brick on bridge By the Church



Fig. 59

Brick and render



Fig. 56

Local vernacular, thatch and timber frame, with painted brick, Church St.



Fig. 60

Pale brick on bungalows close to the Church.



Fig. 57

Mellow red brick in Main Road



Fig. 61

Tiled roofs

10.0.0 Boundaries

10.0.1

Boundaries are a significant feature throughout the conservation area. Many properties are defined by high brick walls, in the same local rich, orange/red brick used in buildings. They are an integral element of the Brick walls are a key feature in Old Road and the variety of copings, from bullnosed or blue brick and shaped terra-cotta adds richness.



Fig. 62

10.0.2

Hedges are also prominent, especially in Old Road but generally throughout the areas. They re-enforce the green leafy feel of the place, especially where they erupt above the brick walls, as seen in Church Street, or between fences in Old Road North.



Fig. 63

10.0.3

Railings in an engaging mix of simple, hoped styles – an important feature in Main Road, and to a lesser extent in Old Road – or the more impressively ornate, railings and gates in an astonishingly variety of styles, throughout the conservation areas are particularly distinguishing features.

Boundary walls a feature.

10.0.4

Of the fences, the country-type timber post and rail - as found along Old Road, or Lanes End- evoke a 'rural' ambience but the more modern, close boarded or panel fences are less effective



Fig. 64

Decorative coping on boundary wall in Main Road



Fig. 65

Hedges enforce the leafy green feel of the place, especially in Old Road



Fig. 66

Ornate gates in Old Road



Fig. 67



Fig. 68

Traditional pedestrian gate in Main Road



Fig. 69

Gate with ornate gate posts in Main Road



Fig. 70

Simple hooped railings in Main Road.



Fig. 71

Pretty gate in Main Road



Fig. 72

'Country-type' post and rail fence in Old Road



Fig. 73

Post and rail fence by the ford

11.0.0 The Natural Environment and Wildlife

11.0.1

There are no international or national Sites of Special Scientific Interest protecting important ecological or geological features in the immediate vicinity of Kempsey. However, biodiversity value is inherent in the connectivity of habitats through the village created by the course of Hatfield Brook. The water courses of Hatfield Brook, the River Severn and various ponds together with the 'woodland' areas throughout the village are of particular value to bats and to numbers of flying insects during the summer months.

11.0.2

Less apparent, but just as important, are private gardens. While the full extent of private gardens may not be entirely publicly visible, the lack of interruption by buildings and the presence of planting contribute to an impression of openness and well-being. Some of the gardens to the grander properties provide a setting for those buildings and are historically important as open space.

12.0.0 Negative Features and Neutral Areas.

12.0.1

Kempsey is relatively fortunate in retaining much of its character and appearance without significant intrusion. There are however, features that are compromising or detracting. These include:

12.0.2

New development:

The Court Garth area and the buildings of Court Close, and their garage block beyond, are constructed in a style and with materials alien to the Old Core and to the setting of the Church.

The development at The Firs, Old Road North, a large extension to the original house, intrudes into the otherwise private lane.

12.0.3

Posts and wires:

Throughout the area posts and wires from the utility companies are distracting by their positions and conditions.

12.0.4

Car Parks:

The yard of The Crown Inn, as seen from the Main Road and the car park of the Talbot which introduce gaps in the road frontage. The expanse of tarmac is distracting.

12.0.5

Fences:

Some properties have modern panelled or boarded fences which jar with the prevailing character and appearance of the conservation area or boarded fences which jar with the prevailing character and appearance of the conservation area.



Fig. 74

Court Garth



Fig. 75

Development at The Firs, Old Road North,



Fig. 76

In Church Street - posts, wires, boxes and fences disrupt



Fig. 77

Posts and wires in Main Road



Fig. 80

And even more car park



Fig. 78

Expanse of car park at the public houses are visually intrusive



Fig. 81

boarded fences are not characteristic features.



Fig. 79

More car park



Fig. 82

Modern development, posts and wires all conspire to spoil view from Post Office lane.

12.0.6

There are some parts of the conservation area which, in their present form, neither enhance or detract from its character.

12.0.7

New Buildings:

The development at Meadow Close exhibit different design characteristics to the established detail of the area. Although their scale and height ensures that they are not overwhelmingly intrusive, they do not reflect the general pattern of development of the area. This backyard development increases the built density of the conservation area and is harmful in that aspect.

The development at Orchard House is set back from the Main Road and their garden planting helps to integrate them into their setting.

New development north of the stores protudes into the street scene and is distracting

12.0.8

The setting of the conservation area has been poorly observed in the past, and some locations outside the conservation area boundary are detracting. These include:

12.0.9

Caravans:

The caravan site immediately north of Lane's End. The prominence of the site from the riverside disturbs the more picturesque and tranquil setting of the Church and the historic Old Core.



Fig. 83

Meadow Close



Fig. 84

Orchard House



Fig. 85

*New Development North
Of The Stores*

13.0.0 Problems, Pressures and the Capacity for Change

The appraisal has highlighted the following problems and pressures in the three conservation areas:

13.0.1

Historic Core:

- The visual intrusion of Court Garth and nearby bungalows.
- The prominent siting of posts, cables and boxes.

13.0.2

Old Road North:

- Pressures to develop at the rear of large properties – as seen at the Firs.
- Design quality of some new buildings
- Lack of building maintenance and repair.
- Loss of characteristic features such as boundary walls and railings.

13.0.3

Main Road:

- Introduction of timber panelled fences
- Intrusive satellite dishes and aerials
- Design quality of some new buildings

The management plan at Section 2 considers how these might be addressed to ensure the continuing preservation and enhancement of the character and appearance of the conservation area.

14.0.0 Changes to the conservation area boundary

14.0.1

The present conservation area boundary is nearly thirty years old and has not been reviewed during that time. Since then government guidance, notably PPG15, has heightened awareness and appreciation of historic buildings, their settings and the townscape. The Conservation Area boundaries have been adjusted to take account of later alterations, including areas of more recent development that contribute little to the character and appearance of the place. Adjustments have also made to include buildings that relate to the late C19 expansion of Kempsey and which effectively contribute to the historic quality of the village. Guidelines for assessing Conservation Area boundaries and considerations for their extension are set out in Planning Policy Guidance Note 15 (PPG 15) and the criteria for this assessment is given in Appendix 4.

14.0.2

Four areas are excluded from the Kempsey Conservation Area. These developments do not contribute to the character of the Conservation area and, in the case of the new dwellings, have taken place since designation in 1978. It should be noted that when any future development changes to these areas is considered, the effect on the setting of the conservation area will be taken into account.

- **Garth Court** and the dwellings and garages around it. These buildings are constructed in a style that does not uphold the character and appearance of the Old Core or the setting of the Church.

- **The new dwellings** alongside and behind the shop in Main Road. The design of these buildings does not contribute to the appearance and character of the Conservation Area.

- **The dwellings in Meadow Close.** These bungalows do not reflect the design characteristics or general pattern of development in the area. Their inclusion within the boundary will weaken the special interest of the Conservation Area.
- **The dwellings at the rear of the Woodlands,** which relate to the new estate in style appearance and height than to the Conservation Area.

14.03

Following appraisal and after public



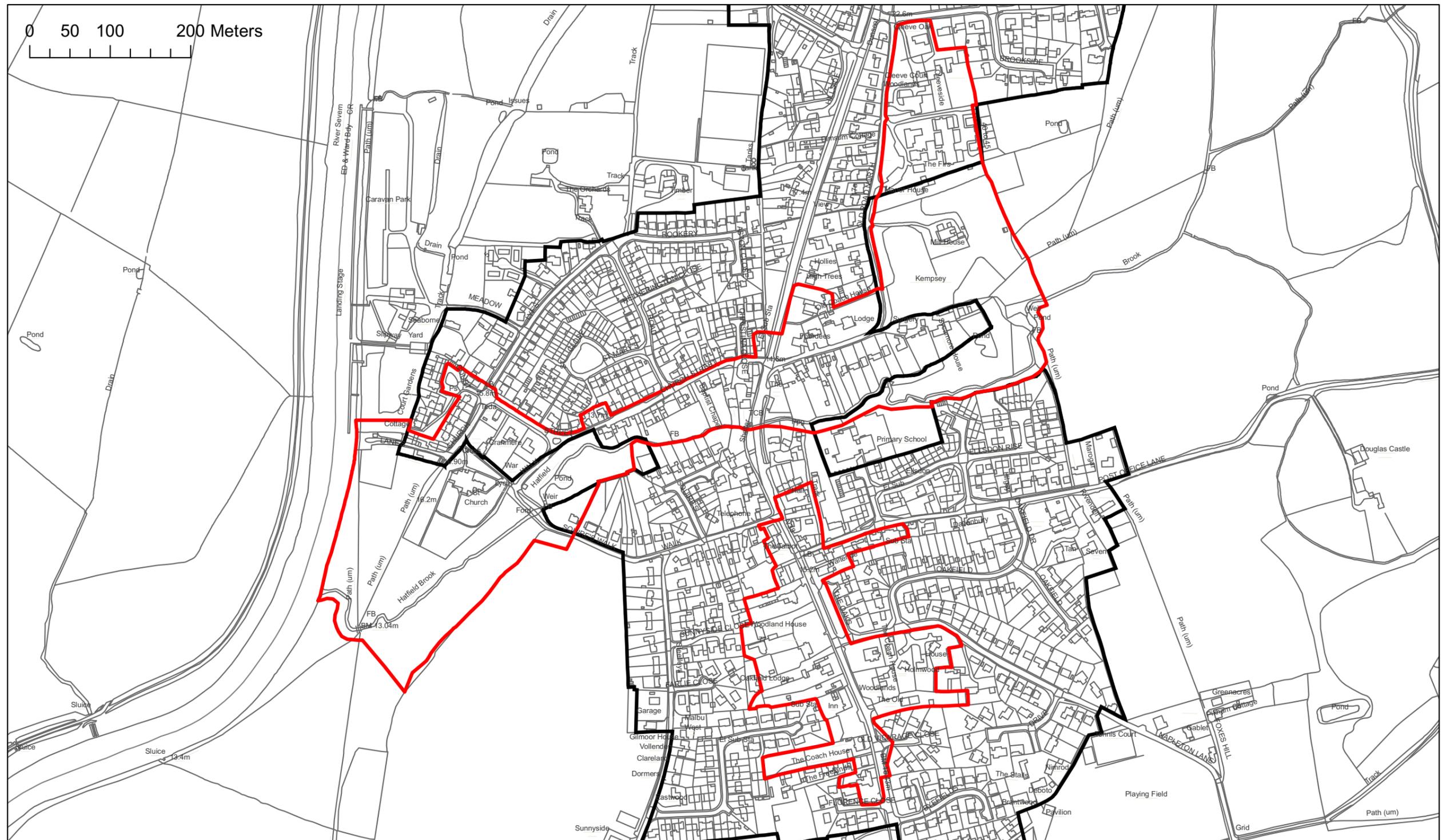
Fig. 86

C19 houses in Church Street currently beyond the conservation area.



Fig. 87

Thatched cottage and former shop currently outside conservation area in Main Road.



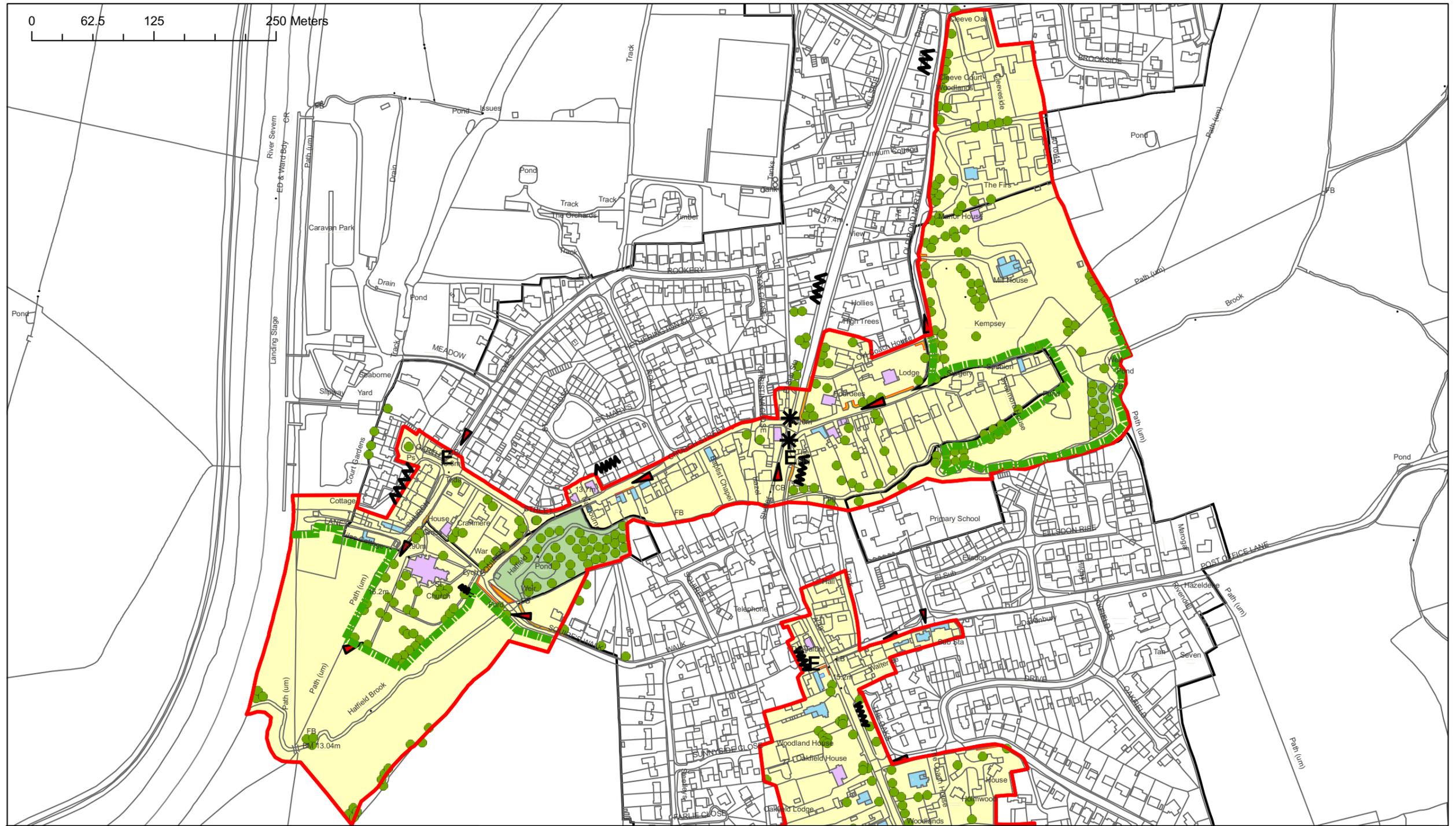
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Key

-  Revised Conservation Area
-  Settlement Area

Kempsey Conservation Area Appraisal: Revised Boundaries

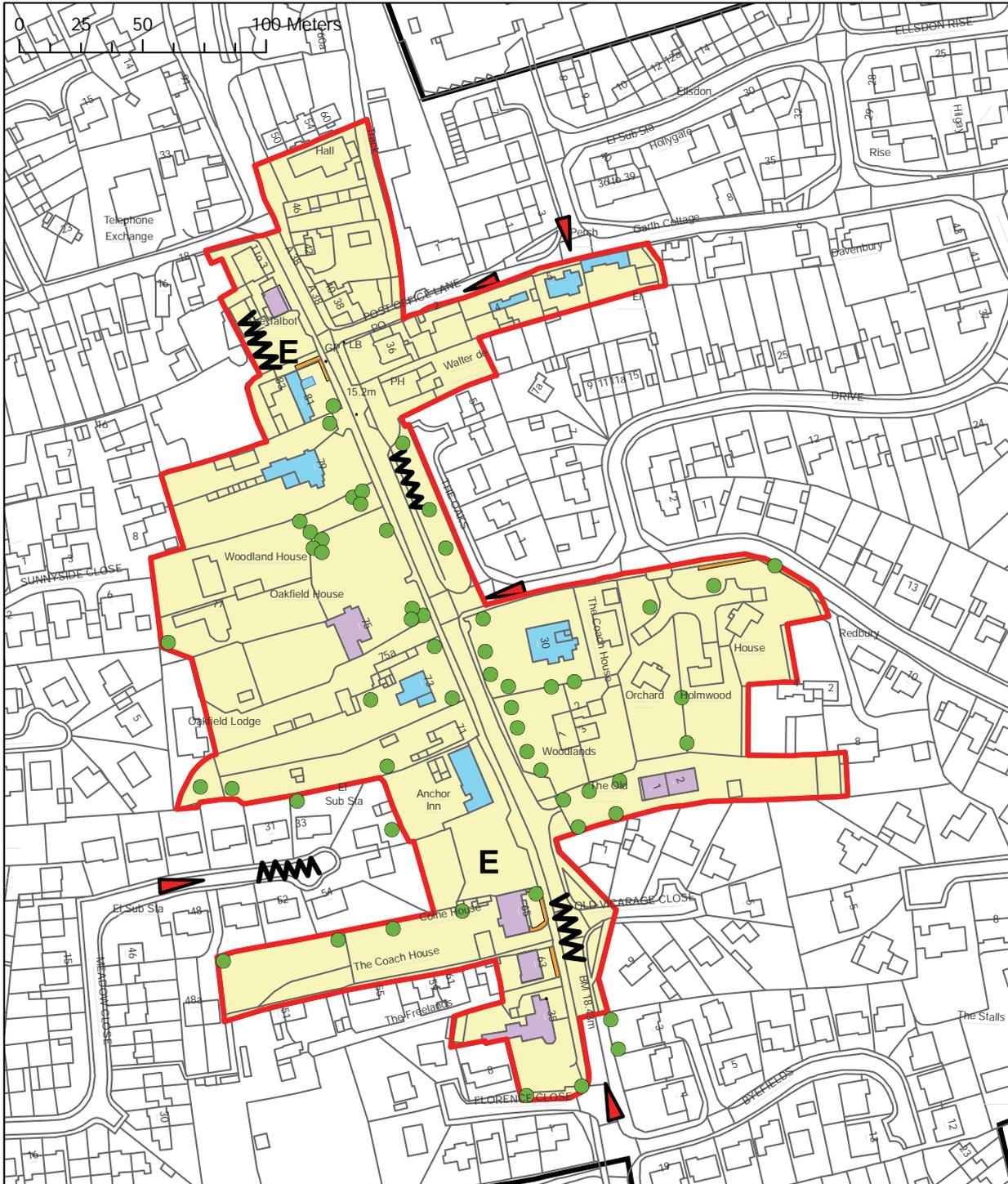


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Key			
	Revised Conservation Area		Significant Views
	Listed Buildings		Significant Trees and Tree Groups
	Other, unlisted buildings of merit		Focal features
	Settlement Boundary		Prominent Open Spaces
	Negative or Neutral Features		Opportunity for enhancement
	Good Vernacular features		

Kempsey Conservation Area Appraisal: Revised boundaries April 2008



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Kempsey conservation area appraisal
 ain oa so th area revise o n aries April

Key			
	Revised Conservation Area		Significant Views
	Listed Buildings		Significant Trees and Tree Groups
	Other, unlisted buildings of merit		Opportunity for enhancement
	Negative or Neutral Features		Settlement boundary
	Good Vernacular features		

consultation, four areas are included within the conservation area and the boundary is redrawn to encompass them:

- A length of Church Street where the predominantly C19 properties relate to the eastward spread of the village and whose grouping, appearance and architectural detail is characteristic of Kempsey. The boundary is redrawn to include this area. It will include the roadway on the north side, for consistency, and it will include the whole of Hatfield Brook at this point to protect any structures that may straddle it. The Historic Core and Old Road North Area now form one larger conservation area.
- A length of the east side of Main Street, north of Post Office Lane where the buildings relate to the, predominantly C19, artisan and commercial development of the village. This will include the metal-clad village hall and the stables beyond it. The boundary will include the curtilage of the Talbot, the Village Hall and the track to the east side and rear of those properties.
- A small area of land adjacent to Hatfield Brook at the northern side of Kempsey Primary School. The new boundary line will follow the fence at the rear of the School and will now be consistent with the existing boundary line either side of the School.
- A barn within the curtilage of 35 Main Road. This barn was excluded from the earlier designation but it contributes to the architectural and historic interest of the Village.

These areas are shown in detail on the new Boundary Map on page 35

15.0.0 Community Involvement

15.0.1

Every household within the conservation area and immediately adjacent to the conservation area was sent a letter and leaflet to explain the appraisal process. An exhibition and a public meeting was held in Kempsey during January 2008 to which local people were invited to comment on the draft proposals. In addition, local groups such as the Parish Council and other authorities such as the Highways Authority, Natural England and Worcestershire Archaeology were sent a copy of the appraisal and were invited to comment. A period of 28 days was given for comments and the document was also available to freely download from the Council's website. Comments received were taken into consideration in amending the draft Appraisal and Management Strategy.

15.0.2

A full report, in which all the comments from the consultees have been debated, was considered for adoption at the 3rd December 2008 Planning Committee of the MHDC. It was adopted on that day and subsequently advertised in the press.

Part 2: MANAGEMENT PLAN

1 Introduction

A MANAGEMENT STRATEGY FOR THE CONSERVATION AREA

21.0.1

From the results of the Appraisal, from the proposed Design Guidance and Opportunities for Enhancement set out above, and following public comments and advice, a Management Strategy framework is outlined here. This establishes mid-to-long term objectives 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.

The Management Strategy Framework.

21.0.2

The Management Strategy for Kempsey will work within existing policies to provide detailed design and development guidance on planning applications for new development, repairs, alterations and extensions to, and demolitions of, historic buildings. It will also seek to control untidy areas or the condition of historic buildings within the conservation area. It will seek to effectively monitor change, draw up an enforcement strategy to address unauthorised development, and seek to secure the repair and full use of buildings at risk in the conservation area. Further, it will build on the Conservation Area Appraisal by examining potential enhancement schemes and the management and improvement of public infrastructure. It will also include protection of important trees and green spaces and produce an assessment of the ecology/biodiversity value within the conservation area and its landscape setting.

21.0.3

This plan is prepared in accordance with the duty of this Local Authority under Section 71 of the Planning (Listed Buildings and Conservation Areas) Act 1990 to formulate and publish proposals for the preservation and enhancement of our conservation areas.

22.0.0 Management Proposals

22.01

Erosion of open spaciousness by subdivision of gardens

New development at the rear of buildings is eroding the open density of the conservation area and is intruding on the relationship between individual properties.

Action:

- The Malvern Hills District Council will assess new proposals against its Local Plan policies on Development Control to preserve the setting of listed buildings and to preserve the character and appearance of the conservation area.

22.0.2

Design quality of new buildings

Some new buildings exhibit design characteristics that are quite different to the established characteristics of the area and which fail to preserve or enhance the conservation area. Others are let down by poor attention to detail and materials.

Action:

- We will seek improvements to buildings where opportunities arise through development proposals.

22.0.3

Building maintenance and repair

Lack of maintenance is spoiling the appearance of some buildings and is likely to lead to their deterioration to the detriment of the conservation area.

Action:

- Advise owners/occupiers of buildings of the need for prior consent for works where relevant.
- Seek retention of historic fabric where opportunities arise through development proposals.
- Address unauthorised works to buildings through enforcement action

where appropriate, in accordance with the Council's Enforcement Policy.

- Consider the need to serve Urgent Works or Section 215, Tidy Up, Notices where property owners consistently neglect their properties to the continuing detriment of the appearance of the conservation area. Erosion of open spaciousness by backyard development.

22.0.4

Introduction of timber panelled fences

There are several incidences where timber panelled fences have been erected. These are particularly prominent along the Main Road and on the east side of Old Road North. These materials undermine the quality of the historic environment.

Action:

- The Council will seek improvements to sites where opportunities arise through development proposals.

22.0.5

Satellite dishes and aerials

The fixing of satellite dishes alarm boxes, security lighting, video cameras, extract vents and cables to the outside of buildings cumulatively detracts from the character and appearance of the conservation area.

Action:

- The Council will address unauthorised additions to buildings through enforcement action where appropriate, in accordance with the Enforcement Policy.

22.0.6

Posts and wires

Posts and wires belonging to the utility companies are often obtrusive and untidy.

Action:

- Where the opportunity arises, we will liaise with the appropriate provider to improve the siting and appearance of posts and cables.

23.0 Further Reading and Bibliography

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

- The Government's Planning Policy Guidance Note (PPG15) "Planning and the Historic Environment",
- English Heritage's "Guidance on the Management of Conservation Areas" and Guidance on Conservation Area Appraisals",
- The joint English Heritage and English Historic Towns Forum publication "Conservation Area Management".
- Malvern Hills District Council's guidance leaflets "Conservation Areas" and "Listed Buildings" and also the relevant sections of the Malvern Hills District Local Plan for the background to this Appraisal.
- "Kempsey" by Deborah Overton - Worcestershire County Council.
- Worcestershire County Council Historical & Archaeological Service records
- Conservation Area Appraisals prepared by other Local Authorities but especially neighbouring district, Wychavon.

Part 3 APPENDICES

APPENDIX 1.

Kempsey Conservation Management Strategy Framework

A1 01.

This document assesses the intrinsic important component features of the conservation area and advises on how new development should be integrated into it. MHDC recognises that the management of the conservation area is beyond one single organisation and to be truly effective, needs to be built into the decision making process of all those individuals and organisations involved in proposing change in Kempsey conservation area.

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.

1. The Malvern Hills District Local Plan, 2006, establishes the land use position against which all planning, listed building and conservation area applications will be assessed. The local plan contains the detailed settlement boundary for Kempsey, along with all appropriate policies as detailed in the appraisal.
2. MHDC will augment the Local Plan by utilising Supplementary Planning Documents (SPD's), such as the House extensions SPD and the Re-Use of Rural Buildings SPD.
3. The statutory land use (Development Plan) policies in relation to Kempsey conservation area will be reviewed to ensure their appropriateness. These will be contained in the new Core Strategy, Allocations and Development Control Development Plan Documents. The timetable for the production of the documents is established in the MHDC Local Development Scheme.
4. MHDC will evaluate the planning decisions it makes within the Kempsey 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.
5. MHDC will ensure that effective community consultation on all future policy documents, planning, listed building, conservation area consent and tree applications, relating to Kempsey 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.
6. MHDC will undertake to provide all appropriate organisations with a copy of the Kempsey Conservation Area Appraisal and Management Strategy, with the aim of influencing the preparation and production of other relevant plans and strategies which relate to the Kempsey conservation area.

7. MHDC will undertake a full re-appraisal of the conservation area within an agreed period. This will enable a full re-evaluation of the effectiveness of established policies and procedures. Photographic dated surveys (including aerial photographs) of the conservation area will be maintained as a basis for monitoring and recording change of the conservation area and its setting.
8. MHDC will ensure reported incidents of unauthorised development within Kempsey conservation area are investigated and actioned in accordance with its Enforcement Policy.
9. MHDC will examine the contribution made by unlisted buildings of merit within Kempsey conservation area. Such buildings will be incorporated into a future Local List for Malvern Hills District.
10. When assessing Conservation Area applications MHDC will take into account the design guidance contained in appendix 5. It will also consider the contribution that listed and unlisted buildings and the boundary walls as contained in appendix 6 and 7 make to the character of the area. MHDC will seek to maintain that character.
11. The Kempsey Conservation Area Appraisal has highlighted a few areas which are considered to have a negative impact upon the character and appearance of the area. Through consultation on the CAA, MHDC will be seeking views on whether such areas are appropriate, whether any other areas could be included and what mechanisms could be used for improving the appearance of those areas.

APPENDIX 2

Local Plan Policies

The relevant policies are contained in the MALVERN HILLS DISTRICT LOCAL PLAN 1996 – 2011 Adopted Plan July 2006.

A2.1 Policy QL1 - Design of New Development

The design of proposals for new development will be permitted if it:

- a) respects the key features, characteristics, landscape character and special qualities of the area;
- b) maintains or creates a positive sense of place and/or local character, particularly restoring or enhancing localities where strong local characteristics are lacking or have been eroded;
- c) does not adversely affect the distinct historic or architectural character of the area;
- d) does not adversely affect the urban form, in terms of significant street patterns, groups of buildings and open spaces; and
- e) does not adversely affect important landscape characteristics and prominent topographical features; and incorporates:
 - i) scale, density, massing, height and materials compatible with the locality;
 - ii) designs and layouts which take account of public health, crime prevention and community safety;
 - iii) safe and convenient access for all potential users;
 - iv) use of appropriate building materials and techniques respecting local tradition;
 - v) important aspects of detail and quality; and
 - vi) energy and water conservation features, where appropriate.

Applications should be accompanied by a detailed Design Statement which sets out how design including crime prevention and community safety issues have been taken into account in formulating the proposal.

A2.2 Policy QL5 - Walls, Gates, Fences or Other Means of Enclosure

Planning permission for walls, gates fences or other means of enclosure will not be granted where:

- a) its erection, reinstatement, repair or replacement is inappropriate to the site and surroundings in terms of materials, location, height, form and detailing;
- b) its removal or alteration would fail to preserve or enhance the character and appearance of a Conservation Area;
- c) it would cause harm to the setting of a listed building;
- d) it would harm the amenities of the occupiers of neighbouring properties by reason of its height and position; and
- e) it would prejudice highway safety.

A2.3 Policy QL7 - New Development in Conservation Areas

Planning Permission will be granted for new development, including extensions and alterations to unlisted buildings, in Conservation Areas provided it can be demonstrated that the development would preserve or enhance the existing character or appearance of the Conservation Area. In considering proposals special attention will be given to:

- a) preserving or enhancing the general character or appearance of the Conservation Area;
- b) respecting the historic context;
- c) preserving or enhancing existing important open spaces, or important views or spaces between buildings which contribute to the character or appearance of a Conservation Area;
- d) preserving trees which make a significant contribution to the character or appearance of a Conservation Area; and
- e) preserving or enhancing important brick or local stone walls, gates, railings or other street scene features which contribute to the character or appearance of the area; and
- f) ensuring no harm to the particular contribution of an existing building to the Conservation Area.

A2.4 Policy QL8 - Demolition of Buildings in Conservation Areas

Proposals for the demolition of a building or structure in a Conservation Area will not be permitted unless it is clearly demonstrated that:-

- a) the building or structure is of no recognised interest by itself or by association and has no value to, or has a character or appearance inappropriate to, the Conservation Area;
- b) its demolition or replacement would enhance the character or appearance of the Conservation Area;
- c) in the case of buildings which are considered to make a positive contribution to the character or appearance of the Conservation Area, it is clearly demonstrated to be redundant and wholly beyond repair and there are detailed and appropriate proposals for redevelopment, together with clear evidence that such redevelopment will proceed; and
- d) there are overriding safety or other reasons.

A2.5 Policy QL9 - Settings of Conservation Areas

Planning Permission or Advertisement Consent will not be granted where the proposal would adversely affect the setting of a Conservation Area.

A2.6 Policy QL10 - Alterations and Extensions to Listed Buildings

(1) Alterations to listed buildings will only be granted if the works involve the retention of the architectural and historic character of the listed building.

(2) Planning Permission for extensions to Listed Buildings will be granted only if;

- a) the proposal would complement the building's special architectural, historic interest, historic form and structural integrity;

- b) new work or extensions would respect or be in sympathy with the character of the building in terms of siting, scale, height, mass, width and position;
- c) sympathetic natural materials and building techniques, matching the original, are used in repair and replacement work;
- d) the development involves protection of open areas which contribute to the building's setting or special architectural or historic interest;
- e) the development retains and protects features which contribute to the building's special architectural or historic interest and the form of the original building; and
- f) the extension respects the setting of an adjacent listed building.

A2.7 Policy QL11- Demolition of a Listed Building

Development involving the demolition of a Listed Building will only be granted planning consent in exceptional circumstances where it can be demonstrated that:-

- a) every possible effort has been made to preserve the structure of the building;
- b) every possible effort has been made to continue the present use or to find a suitable alternative use for the building;
- c) it is not practical to incorporate the existing building into a development proposal;
- d) demolition and the creation of a cleared site will not cause harm to the setting of any other Listed Building or the character of a Conservation Area; and
- e) where appropriate, the proposal is accompanied by a detailed planning application showing satisfactory redevelopment proposals for the site.

A2.8 Policy QL12 - Alternative Uses for Listed Buildings

Planning Permission for new uses within a Listed Building will be granted provided that the new use:-

- a) will assist in the retention of an under-used Listed Building;
- b) would neither cause nor perpetuate the under-use of any part of the Listed Building or other buildings forming an important part of its setting;
- c) can be accommodated within the building without alteration or extension which would be harmful to the character, setting, structural integrity or special architectural or historic interest of the building;
- d) does not involve the change of use or alteration of external spaces for ancillary purposes which would adversely affect the setting of the listed Building; and
- e) enables the Listed Building and its contribution to any group value to be properly preserved.

A2.9 Policy QL13 - New Development affecting the Setting of Listed Buildings

Planning Permission will not be granted for development which would harm the character or setting of a Listed Building.

A2.10 Policy QL22 - Protection of Trees, Woodlands and Hedgerows

The protection and enhancement of individual trees, tree groups, woodlands and hedgerows will be secured by:

- a) resisting proposals that would cause loss or damage to trees, woodlands or hedgerows which are worthy of retention due to their visual, historic or biodiversity value. In particular, proposals affecting protected trees and ancient or ancient semi-natural woodland will be subject to rigorous examination and removal will only be allowed where it can be demonstrated that the proposed development would enhance the landscape and nature conservation value of the area or is in the public interest. Where the felling of protected trees is accepted, replacement planting will be sought; and
- b) requiring development proposals to include an acceptable landscaping scheme which should provide for the retention of those trees and hedgerows considered important to local amenity, together with measures to ensure their protection during development. Where appropriate, any trees or woodland lost through development should be replaced with an equivalent area of planting.

A2.11 Policy QL24 - Landscape Character

Proposals must demonstrate that they are informed by, and sympathetic to the landscape character of the area and will be required to safeguard, restore or enhance the character of the landscape in which they are proposed.

Development will be permitted where:

- a) the proposal relates to the character of the landscape and to the sensitivity of that landscape to accommodate change and safeguards or enhances those features that contribute to the landscape character and local distinctiveness; and
- b) the scale, location, layout, design, materials and detailing of the proposal is in keeping with the landscape character and does not have an adverse impact on visual amenity.

APPENDIX 3

Planning tools for enhancement

A3.1

The three planning tools through which the conservation area could be enhanced are:

- *The designation of an Article 4(2) Direction controlling otherwise permitted development.*
- *The designation of an Area of Special Control of Advertisements, controlling those adverts within the conservation area that currently enjoy no control.*
- *The serving of Urgent Works Notices on listed buildings or the serving of section 215 (Tidy Up) Notices.*

A3.2 Article 4(2) Direction

An Article 4(2) Direction enables a local authority to selectively suspend permitted development rights, that is, to require planning permission for minor works such as alterations to walls, roofs, windows, doors or house colours that might otherwise not require planning consent. The local authority could only serve the Article 4(2) Direction with the support of local people, so it would be important that there was public support for the aims of such a Direction. The effect, however, would be to control otherwise small alterations to residential properties that until now had had the combined effect of detrimentally altering the character of the conservation area.

This has been evaluated in the Appraisal but it is not felt from the survey that the incidence of low level alterations within the Kempsey Conservation Area has been sufficient to warrant the loss of permitted development rights. It is therefore suggested that an Article 4(2) Direction is not appropriate at this time.

A3.3 Area of Special Control of Advertisements

Such Areas of Special Control are normally designated in larger urban areas or in National Parks, Areas of Outstanding Natural Beauty or larger rural conservation areas. The effect is to control those classes of external advertisement that are normally exempt from control due to advert size or type.

From the evidence of the Appraisal survey, the conservation area does not appear to suffer unduly from inappropriate advertisements, either within its boundaries or immediately adjacent. Indeed, the only obtrusive signs are the various road signs, which are beyond this type of control. Consequently, it is not considered that such controls are required for Kempsey Conservation Area.

A3.4 Urgent Works Notices or Section 215 Tidy Up Notices.

Both of these tools of enforcement are available within the conservation area. The former is a notice served on the owner of a listed building at risk and requires the owner to make the building wind and weather-tight pending a full repair. The latter is a notice served on the owner of any property

within a conservation area where it is considered that the poor or untidy state of the site or building significantly detracts from or blights the character of the conservation area. Both would be available for use in Kempsey, and may be used as part of the Enforcement Plan and Management

APPENDIX 4

Criteria for Conservation Area boundary changes.

A4.1

The boundaries are checked on the ground. If these do not follow current easily understood demarcation lines such as field or plot boundaries, or if new development has interrupted or blurred the former clear distinction between the conservation area and its setting, consideration would be given to rationalising the boundary so that it accurately reflects the current situation on the ground. This could be done by shifting the boundary line out to the newly defined edge or even possibly by excluding new, or unsuitable development by re-drawing in the boundary.

A4.2

Where it is considered that the original conservation area boundary has failed to encompass an area that plays a vital part in the character of the conservation area, then it would be considered for inclusion within the conservation area.

A4.3

Where a feature or area plays an important role in the setting of the conservation area, especially if this is offset from the immediate boundaries, this need not be considered for inclusion within the conservation area boundaries, especially if it is outside a settlement boundary and on the basis that it already is a planning consideration as a site where development would affect the setting of the conservation area. PPG 15 states (para 4.14) that:

“The desirability of preserving or enhancing the area should, in the Secretary of State’s view, be a material consideration in the planning authorities’ handling of development proposals which are outside the conservation area but which would affect its setting, or views into or out of the area.” The setting of a conservation area can be considered to cover a very wide area indeed, and the settings of some conservation areas could be argued to reach the horizon in particular cases. Boundaries however, would be drawn as closely as possible to the core area or areas of character, and official guidance is that the essential standard of character of the conservation area should not be diminished or watered down by inclusion of surrounding areas that do not in themselves come up to that standard but can still be considered part of the setting, with the safeguards that this provides.

A4.4

Where a site adjoins, but is outside the conservation area, and there is pressure upon the local authority to designate in order to counter threats to develop or demolish, especially where the site falls outside the Settlement Boundary, the site would not necessarily be included within a conservation area’s extended boundaries. Designation or extension should not be used to counter a perceived threat to a site which might better be tackled, for example, by using Tree Preservation Orders or Building Preservation Notices.

APPENDIX 5

Design Guidance for New Buildings and Extensions

A5.1.

A conservation area is not intended to preserve its component buildings, spaces, trees and other components in aspic. It cannot live in the past, rejecting all modern comforts and conveniences, but should be a living, organic whole, adapting to modern life and adopting the best of the new whilst retaining the essential character of the old and loved.

A5.2.

The Malvern Hills District Local Plan and the Regional Spatial Strategy establish the planning policy framework for assessment of planning, listed building and conservation area applications. Important policies of relevance to Kempsey are attached as Appendix 2 to this document. In addition, Supplementary Planning Guidance documents such as House Extensions and The Re-use of Rural Buildings further assist in the assessment of development proposals.

A5.3.

In terms of ongoing and future proposed development within the conservation area, the District Council considers that the character and appearance of the conservation area can best be preserved and enhanced in the following manner -

- *Encouraging only new development within the conservation area or its immediate setting where the type, character and design of the development actively enhances the conservation area.*
- *Ensuring that development would not result in the demolition of a building or structure if its loss would be harmful to the character of the conservation area.*
- *Ensuring that any new buildings or extensions do not disturb the overall building density within the conservation area.*
- *Ensuring that any new buildings or extensions reflect the overall pattern of building within the conservation area in size and scale, form, proportion and detailing, ideally using local materials or vernacular techniques. Extensions should always be in materials sympathetic to the main building.*
- *New buildings or extensions should be sited according to the locally prevailing building pattern within the village, and service buildings such as garages and outbuildings sited so as to be subsidiary to the main house and not unduly prominent within the street scene.*
- *Ensuring that any planning application would result in the retention of important views and open spaces, trees and hedgerows or boundary features within the conservation area.*
- *New boundary or dividing walls, railings or hedging should be built from suitable local materials or of native species and be designed into new developments to suit the character of the village .*

APPENDIX 6

Listed and local buildings of merit within the conservation area.

Listed Building Consent must be obtained before any work, other than minor repair, which affects its character is carried out. It is a criminal offence to begin work without consent. Application forms may be downloaded from the Malvern Hills Website or may be obtained from the Customer Service Centre in Malvern.

A6.1

There are 15 buildings within the Kempsey Conservation Area which are included on the statutory list of Buildings of Special Architectural or Historic Interest. In recognition of its importance, St Mary's Church is grade 1. All of the others are grade II. All listed buildings are shown purple on the Appraisal Maps.

Within the Historic Core, the listed buildings are -

A6.2

Foremost among the conservation area's listed buildings is the Grade 1 listed *Church of St Mary* which dates from the thirteenth century but was altered and extended in the fourteenth and fifteenth centuries. The ashlar stone from which it is built is Triassic or New Red Sandstone. It stands within a particularly attractive churchyard, itself bounded by hedging and post and rail fencing, and a nineteenth century wooden, tiled lychgate, and the Church and churchyard form the nucleus to the Historic Core of the conservation area.

A6.3

Grade 2 listed *Church House*, just north east of St Mary's Church, an early eighteenth century building of timber frame with brick infill and tiled mansard roof and an unusual swept parapeted lean-to single storey extension to the right hand end. This building was originally intended to be clad, the framing having been exposed during the twentieth century.

A6.4

Peckwater Cottage, (formerly Cobbler's Cottage), 36, Church Street, a late eighteenth century house of square panelled timber frame with painted brick infill and thatched roof, the gable end of the cottage facing onto Church Street and being an important element of the street scene.

A6.5

Crich Cottage, 34, Church Street, an early eighteenth century timber framed building with painted brick infill and thatched roof half hipped at the front end and with a prominent external chimney stack. The house, like Peckwater Cottage, has its gable end to the street, and the two can be seen facing down Church Street as a pair.

Within the Old Road North North Area the listed buildings are -

A6.6

Ivy House, 93, Worcester Road. This dates from about 1800 and is in red brick in Flemish Bond with a hipped tiled roof. The detail to the main road is of five large shallow arched windows and

a central door with pedimented doorcase with Gothick fanlight, and three hipped dormers to the second floor. The rear return wing to Church Street (now the separately occupied No 1 Church Street) has a box frame and tiled roof with dentilled eaves. Ivy House is a prominent and attractive feature within the conservation area.

A6.7

Melbury House, 68, Main Road. This is an early to mid nineteenth century house of white stucco with a low pitched hipped slate roof in Gothick style. It has an attractive iron supported verandah. Under the eaves is a band of Tudor arches separated by pendant bosses; the prominent upper windows having Y tracery. The prominent main gate to the road is Gothick in form with flanking walls and columns, white stuccoed to match the house, and the return garden wall to Old Road North is a high red brick wall in an unusual Flemish Cross Bond. This house and its garden walls and gate are attractive features of the conservation area.

A6.8

Across the Old Road North junction from Melbury House is *Park House*, No.4, Old Road North. This dates from about 1800 and is built in red brick in Flemish Bond with a hipped slate roof. The three storeys of windows to the front elevation rise up the façade in diminishing depths, and the doorcase has pilasters with palm leaf capitals and an open pediment with Gothick fanlight. Though set in a relatively secluded corner of the conservation area, Park House is a distinguished and attractive feature.

A6.9

Park Cottage, No.6, Old Road North, lies adjacent to Park House but is of completely different character, form and size, dating from about 1700 and being of square panelled timber frame with a tiled roof and prominent tiled and pedimented dormers.

A6.10

Further up Old Road North, *Eastern Lodge* is a late eighteenth century red brick house of distinctive appearance whose elongated ground floor and first floor windows give it a very tall, rather narrow look. Of red brick in Flemish Bond with a hipped tiled roof, the main elevation of the house has windows with prominent keystones and a central doorway with leaded tent roof on modern steel supports, the central window above this being arched. The house, though set well back from the road, lends character to this part of the conservation area.

A6.11

The Manor House, is an early nineteenth century house of substantial appearance with low pitched hipped slate roof and of three storeys with a Tuscan timber pilaster doorcase and Gothick fanlight. On gently rising land and with its single storey extensions and various chimney stacks this house represents a prominent feature in the conservation area.

Within the Main Road South zone the listed buildings are:

A6.12

Oakfield, 75, Worcester Road, dating from about 1800 and built in red Flemish Bond brick with a hipped tiled roof. The sashed windows to the main elevation have gauged brick heads and the door in its central bay has a fanlight with Gothick glazing and doorcase with Tuscan columns and

an open pediment. An unusual feature is the two storey canted bay on the right hand return wall. This attractive building, though set well back from the road, is of considerable character within the conservation area.

A6.13

Colne House, 65, Main Road, is the northernmost of a group of three listed buildings along the main road. Dating from the early nineteenth century, it presents a symmetrical composition of three storeys and three bays. Giant pilasters rise from a band at first floor level and divide the bays and flank the façade, with a cornice above. There is an iron balcony at first floor level and to each side single storey one-bay wings with parapets. The central doorway has a round head with fanlight and architrave. Additional features to this fine house are the ornamental gates to the Main Road elevation, which are prominent within the conservation area.

A6.14

No.63, Main Road is an early nineteenth century red brick house in Flemish Bond, sashed windows with segmental heads and a central doorway with Gothick fanlight, central pilasters and pediment-like hood.

A6.15

No 35, Worcester Road, the former West Royd Stores, dates from about 1800 and is of red brick in Flemish Bond with a hipped tiled roof. The doorway in the second bay has a round head with a fanlight and a Tuscan pilaster doorcase with open pediment. There is a dentilled brick course under the eaves. The left hand return wall of the front range is curved, of two bays, with, set back to its left, the south wall of a rear wing. This is an impressive and attractive building which completes the group of three houses that jointly contribute to the character of the southernmost part of the conservation area.

A6.16

The Old Vicarage dates from the early nineteenth century and is of stucco with a hipped slate roof. The façade has flanking pilasters and an eaves band and the sashed windows have louvered shutters. The doorway has a round head with a fanlight and the door is partly glazed, with margin lights. A two storey cast iron verandah covers the full width of the façade. This is an attractive building which, in turn, contributes greatly to the character of the conservation area.

A6.17

Several other buildings and structures are *curtilage listed*, i.e. forming part of the curtilage or boundary of a principal listed building on the date when that was listed, and themselves built before July 1948. Any alterations or extensions that would affect the character of these listed buildings would also require listed building consent. All principal listed buildings within the conservation area are shown and numbered on the Appraisal Map within the centre pages of this document, and you would be strongly advised to consult the Council's Conservation team before considering works to any buildings that might come into the category of curtilage listed.

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

A6.18

A number of the unlisted buildings within the conservation area are, attractive in their own right and, due to their age, style or locally distinct materials of construction, they make a positive contribution to the conservation area. Unlisted buildings do not have the same protection as statutorily listed buildings such as those described above. Malvern Hills District Council as the local planning authority still has to assess any proposals which require planning permission to unlisted buildings against their impact upon the conservation area through the normal planning application process.

A6.19

Particular unlisted buildings of merit within the conservation area are -

The Anchor Inn

No 2, Old Road North

The main original block at The Firs

73, Main Road

The black and white garage to Nailbourne in Church Street.

Nos 2 and 4, Lane's End

No1 Lane's End (Lilac Cottage, with its lunette window).

Wynthorpe, 30, Main Road

Nos 3, 5 and 6, Post Office Lane

79, Main Road

81, Main Road

11-15, Church Street

APPENDIX 7

Boundary Treatments

There are several particularly attractive boundary details within the conservation area, as shown on the Appraisal Maps within this document.

Changes to them will be assessed under Policy QL5. These are -

The Historic Core:

A7.1

The white post and rail fencing running down the north side of Squire's Walk to the lychgate of St Mary's Church.

The lychgate itself and its gates, and the white post and rail fencing on the north west and south east sides of the ford over the Hatfield Brook, south east of the Church.

The red brick wall that runs from behind this post and rail fencing, south east to front properties in Squire's Walk.

The hedging fronting 23/25 Church Street.

The Church gates and piers on the northern side of the Churchyard to Church Street.

The five bar gate and stile where the public footpath leaves Lane's End and Church Street.

A7.2

Old Road North

A7.21

The attractive low brick wall with railings above, forming the front boundary of 68, Main Road and its extension north along Main Road to the rising coped brick wall, rendered entrance piers and gates, high hedge, further rising coped brick wall and rendered gateway.

A7.22

The high hedge above a dwarf brick wall forming the boundary to Eastern Lodge in Old Road North.

A7.23

The entrance gates and railings to The Manor House in Old Road North.

A7.24

The modern but attractive brick walls curving into the entrance to Fourdees, Old Road North.

A7.25

The tall brick pier and walls in Old Road North flanking both sides of the drive to The Old Coach House.

A7.26

The wooden fencing fronting and flanking the entrance to Woodlands in Old Road North.

A7.3 Main Road South:

A7.31

The brick walls of the function room to the Crown Inn and the continuing dwarf brick wall which continues on to the south along Main Road.

A7.32

The brick walls, of various heights and copings, fronting properties along Main Road between 91 Main Road and the eastern boundaries of 13 and 14, Squire's Close.

A7.33

The ornamental coped wall fronting 89, Main Road and turning the corner into Squire's Walk.

A7.34

The brick wall to No.4, Lane's End (Chandlery Cottage).

A7.35

The dwarf frontage wall to 63, Main Road.

A7.36

The frontage wall to 35, Main Road (The Freelands) that curves round to the south of the house.

A7.37

The hedge to Holly House in Napleton Lane.

A7.38

The high red brick wall curving around the frontage and down the side of 81, Main Road.

NB This list is not intended to be exhaustive

DIRECT ADVICE & INFORMATION

Development Plans & Conservation
Planning Services,
Malvern Hills District Council,
The Council House,
Avenue Road,
Malvern,
Worcs
WR14 3AF

Telephone: 01684 862335
email: heather.royle@malvernhills.gov.uk
www.malvernhills.gov.uk