

# MALVERN HILLS

## Conservation area appraisal

### Malvern Wells



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## PART 1. CONSERVATION AREA APPRAISAL

### 1. Summary of special interest

#### 1.1

The special architectural and historic interest of a place is derived from its buildings, and the spaces between them, the layout of streets, views, ground surfaces and boundary treatments and trees.

#### 1.2

The Malvern Wells Conservation Area comprises a distinctive area of elevated settlement built along the steep incline of the Malvern Hills. Despite a relatively short settlement history, Malvern Wells has considerable historic and architectural significance as a prosperous village spa from the late 18<sup>th</sup> century; a place of recreation and industry throughout the 19<sup>th</sup> century and an attractive residential area throughout the 20<sup>th</sup> century and into the 21<sup>st</sup> century.

#### 1.3

These principal phases of development have left a wealth of historic buildings of high architectural quality and locally distinctive features such as wells, gas lamps and Malvern stone boundary walls. Historic building uses remain apparent in building forms and settlement patterns and the area retains a strong sense of identity. There is an abundance of established trees, woodland, and important open spaces, which give the area a green and leafy character. These features make an important contribution to the special historic and architectural quality of the conservation area.

#### 1.4

**The special interest of Malvern Wells that warrants its justification as a Conservation Area includes:**

- **Its intrinsic relationship with the Malvern Hills, and how the constraints and opportunities of the landscape have influenced the development of the area.**
- **The elevated position and prominence of buildings in the landscape, including far reaching views to and from the conservation area.**

- **Ancient road patterns such as the salt route through the Wyche Cutting and Pixie Path.**
- **The demonstration of social hierarchy in the area through the contrasting scale, form, materials and density of buildings.**
- **Many good examples of late 18<sup>th</sup>, 19<sup>th</sup> and early 20<sup>th</sup> century public and domestic buildings and vernacular, classical, gothic and arts and crafts architecture.**
- **The high quality and variety of architectural details and survival of historic fabric.**
- **Locally distinctive features in the public realm such as gas lamps and Malvern stone boundary walls.**
- **The importance of springs and wells to the growth and prosperity of the village and their remaining visible presence in the conservation area.**
- **Evidence of the former Malvern stone quarrying industry in both buildings and landscape.**
- **The significant contribution made by the natural environment including trees, woodland, hedges, gardens and surviving areas of common land**
- **Associations with notable figures including the composer, Sir Edward Elgar, and the architect, C.F.A. Voysey.**

The conservation area boundary has been drawn to reflect this special interest.

## 2. Introduction

### 2.1

This appraisal identifies the special interest and character of the Malvern Wells Conservation Area, and provides guidance for the preservation and enhancement of its character and appearance. The Malvern Wells Conservation Area was originally designated in February 1973. The boundary was reviewed and substantially enlarged in January 1995 to incorporate the areas of the Wyche, Little Malvern and land towards Upper Welland. A further review of the boundary was undertaken between August 2018 and March 2019 during the preparation of this appraisal. As a result of this process the existing conservation area is proposed to be divided into two separate conservation areas to reflect their unique characteristics and development. These areas are: Malvern Wells and Little Malvern. The revised boundaries are shown at Appendix 1.

### What is a conservation area?

#### 2.2

A conservation area is an area of "special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance" (Section 69 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*.) Conservation areas were introduced by the *Civic Amenities Act 1967* and exist to champion and protect the features and characteristics that make a historic place unique and distinctive.

### How is a conservation area designated?

#### 2.3

Conservation areas are normally designated by the local planning authority, in this case Malvern Hills District Council. Designation imposes a duty on the Council, in exercising its planning powers, to pay special attention to the desirability of preserving or enhancing the character or appearance of the area. In fulfilling this duty, the Council seeks to manage change in a sensitive way, so that those qualities which warranted designation are sustained and reinforced.

### What are the benefits of designation?

#### 2.4

Historic areas make an important contribution to the quality of life in local communities. They are a link to the past that provides a sense of continuity and familiarity in a rapidly changing world. Change is inevitable but need not be harmful. Championing local distinctiveness can encourage regeneration and inspire well designed new development in order to bring social and economic benefits to the local community.

#### 2.5

Broadly, the effects of designation are:

- **The local planning authority must pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area and its setting;**
- **Control over the substantial or total demolition of unlisted buildings or structures;**
- **Control over works to trees;**
- **Some types of advertisement will require consent to be displayed.**
- **Restriction on the types of development which can be carried out without the need for planning permission (Permitted Development rights).**
- **Support for the use of Article 4 Directions to remove permitted development rights.**

Further information can be found on the [Council's website](#) and on the [Planning Portal](#).

### What is the purpose of a Conservation Area Appraisal?

#### 2.6

A conservation area appraisal outlines the history of an area and identifies and explains what makes it special. It recognises the contribution that individual buildings make to the historic townscape, together with spaces between and around buildings, street

patterns, trees, views and other elements such as ground surfaces and boundary treatments.

## Policy context and definitions

### 2.7

This appraisal should be read in conjunction with local planning policy as outlined in the *South Worcestershire Development Plan* (SWDP) adopted in 2016, and national planning policy, set out in the *National Planning Policy Framework* (NPPF). Broadly, these policies seek to ensure that the character and significance of a conservation area is preserved. A conservation area is defined in both the SWDP and NPPF as a *heritage asset*, described as, 'a building, monument, site, place, area or landscape identified as having a degree of significance meriting consideration in planning decisions, because of its heritage interest.'

### 2.8

The SWDP contains policies that set out a positive strategy for protecting and managing the historic environment, including through the encouragement of high quality design. The relevant policies are:

- **SWDP 6: Historic Environment;**
- **SWDP 21: Design;**
- **SWDP 24: Management of the Historic Environment.**

### 2.9

Section 16 of the NPPF sets out the Government's planning policy on *Conserving and enhancing the historic environment*. Paragraphs 186, 200 and 201 give specific guidance relating to conservation areas.

### 2.10

The Malvern Wells Conservation Area is situated within the Malvern Hills Area of Outstanding Natural Beauty. *SWDP 23: The Cotswolds and Malvern Hills Area of Natural Beauty* and the draft policies within the *Malvern Hills AONB Management Plan (2019-2024)* are relevant in safeguarding the special qualities of the landscape.

### 2.11

The *South Worcestershire Design Guide SPD* (adopted March 2018) and *Malvern Hills District Shop Front Design Guide* (adopted March 2017) are relevant in the assessment of development proposals within the Malvern Wells Conservation Area.

## 3. Assessment of special interest

### Location

#### 3.1

Malvern Wells is a village that stretches some 5km along the eastern slope of the Malvern Hills within the county of Worcestershire. It lies approximately 14km south west of Worcester and 8.5 Km north east of Ledbury. The village extends from the outskirts of Great Malvern to the north as far as Little Malvern to the south.



View of the Malvern Hills from Malvern Common

### Landscape setting

#### 3.2

The Malvern Hills are a dominant feature of the landscape visible from miles around and Malvern Wells is set into the hillside beneath exposed grassland hill summits and dense woodland. The Wyche Cutting forms a distinctive notch in the ridgeline. The area has pre-Cambrian hard rock geology with localised, prominent rocky outcrops. The quarrying of Malvern Stone is notable in both the surrounding landscape and built environment.

#### 3.3

Land to the east of the conservation area drops gently to an enclosed, agricultural landscape of arable and pasture land divided by hedgerows and blocks of woodland on the western plain of the River Severn. Large expanses of unenclosed common land stretch to the northeast. Concentrated areas of settlement adjoin the northern and eastern fringes of the conservation area. The intensity of development gradually decreases further south towards Little

Malvern, giving way to a predominantly undeveloped rural landscape.

### Archaeology, history and development of Malvern Wells

#### 3.4

Historic interest comes from the ways in which past people, events and aspects of life can be connected through a place to the present. The historic interest of the Malvern Wells Conservation Area is derived from the impact that its history has had on its current character and appearance.

#### 3.5

The area now occupied by Malvern Wells historically existed as part of the wilderness surrounding the Malvern Hills. There is limited evidence of prehistoric settlers in this area before the Early Bronze Age though the hills are thought to have formed part of an upland trade route that avoided the dense forest and marshland of the lower valleys (Smith, 1978 p2). The Hills may have held sacred or ceremonial significance to early settlers and several Early Bronze Age structures and finds have been recorded including two barrows on Pinnacle Hill and a potential burial site at Mathon. The division of the landscape with the hill-ridge earthwork known as the Shire Ditch is suggested to have been begun by Late Bronze Age settlers (Hurle 2007).

#### 3.6

The hills are crowned by the distinctive earth work remains of two Iron-Age two hill-forts at Midsummer Hill and the Herefordshire Beacon. These are suggested to have accommodated several thousand settlers over a period of four or five hundred years (Hurle 1989). A large hoard of Iron Age currency bars were found near Wyche Road, indicating that trade took place in this area (Hurle 2007).

#### 3.7

Roman occupation of the area around the hills appears to have been focused at Malvern Link where a number of kiln sites have been found suggesting an intensive pottery industry was present in this area (Bowden 2005). This would have relied upon the local

abundance of clay and water and well-managed woodland for fuel. A hoard of Roman coins suggested to date between 286 and 311ACE was found near Little Malvern in 1847 on a track leading to British Camp (Hurle 2007).

### 3.8

For much of its early history the area now inhabited by Malvern Wells formed part of the Anglo Saxon Forest of Mercia. After the Norman Conquest, William I established the area as a royal forest for hunting game which became a chase after he allowed it to be used by favoured noblemen. Forest laws governed the protection of the vegetation and game which substantially restricted the development of the area between the 11<sup>th</sup> and 17<sup>th</sup> centuries.

### 3.9

In the 17<sup>th</sup> century Charles I relinquished his forest hunting rights to raise money during the Civil War allowing unrestricted areas of forest to be cleared for the first time in 550 years. Parliamentary Acts of Enclosure in 1797 allowed areas of previously open common land around Malvern Wells to become gradually enclosed. These events transformed the landscape around the Malvern Hills.

### 3.10

Before the mid 18<sup>th</sup> century the area around Malvern Wells consisted of a small number of farms and tiny pockets of agricultural settlement. In 1741 the Wells House was built on Holywell Road, the old coaching road from Malvern, to accommodate travellers and those stopping to take the waters at the Holy Well. The medicinal waters of the Holy Well had been appreciated from at least the 16<sup>th</sup> century. However in 1754 Dr John Wall published his research on the purity and healing properties of Malvern Spring water. His findings were well timed to exploit the 18<sup>th</sup> century fashion for taking the waters at spa towns around the country.

### 3.11

Only a handful of buildings are shown in the area on the 1797 Enclosure map, including the Holy Well, the Wells House, a couple of small dwellings around the base of the route up to the Holy Well, and a ribbon of cottages and outbuildings in the location of Assarts

Road. However, by the 1817 publication of John Chamber's *General History of Malvern*, 200 people lived in Malvern Wells in 26 cottages and a number of more substantial houses. Six lodging and boarding houses are also said to have been built between Holywell Road and Wells Road to accommodate the growing number of visitors coming to take the waters at the tiny village spa (Hurle 1978).



**The Wells House on Holywell Road**

### 3.12

Hydropathy was introduced to Malvern in the 1840s and the area flourished as the centre of the Water Cure. Malvern Wells was increasingly viewed as a suburb of the newly designated town of Great Malvern where the hydropathic doctors were based. Nevertheless, this was an important period of development for Malvern Wells, boosted by the arrival of the railway in the 1860s. The village expanded considerably to the east side of Wells Road, south of Green Lane during the mid to late 19<sup>th</sup> century. The affluence of the area at this time is demonstrated by the quality and quantity of dwellings and civic buildings which were built during this period. Many of these were constructed from local granite stones, quarried from the hills nearby. Accordingly a number of modest cottages and alehouses were built around the Wyche around the same time to accommodate quarry and railway workers.

### 3.13

Growing scepticism of hydropathy as a medical treatment and an outbreak of typhoid in 1905 led to

the decline of the water cure in Malvern. However Malvern Wells remained an attractive place to live, and the residential areas of the village continued to expand, particularly to the north of Wells Road and around Malvern Common. By 1901 the population of Malvern Wells had grown to 1559 (Smith 1978). Prominent local residents included Sir Edward Elgar, who lived on Wells Road between 1899 and 1904 and prolific local architect, Arthur Troyte Griffiths. Examples of the work of renowned early 20<sup>th</sup> century architect C.F.A Voysey in Malvern Wells included Haslington Cottage (renamed Cob Nash) and a memorial to the casualties of the First World War.



**Grade II listed 'Cob Nash', remodeled from a coach house in 1919 by C.F.A Voysey.**

### 3.14

Malvern played a valuable role during the first and Second World Wars. The Telecommunication Research Establishment was based in Great Malvern, while army hospital camps were established near Malvern Wells at Wood Farm and Brick Barns Farm. Torpedoes were reportedly stored in the disused railway tunnel that runs through the hills beneath Malvern Wells (BBC 2009).

### 3.15

The Malvern Hills Conservators had been established in 1884 as a body to safeguard the hills and common land and the Malvern Hills were designated as an Area of Outstanding Natural Beauty in 1959. Emphasis switched to covering up the effects of the years of quarrying with landscaping and to conserving the character of the landscape. The last working

quarry on the Malvern Hills ceased in 1974 (Hurle 1992).

### 3.16

From the mid to late 20<sup>th</sup> century, Malvern Wells was further enlarged, with a number of housing estates built on the eastern edge of the village. Gaps between buildings continued to be infilled, some of the larger properties were demolished or their gardens divided to accommodate a greater volume of housing. Buildings of this period represent a shift away from local building traditions and materials and have resulted in areas of higher building density and uniformity within and in the setting of the conservation area.

### 3.17

Many of the former civic and commercial functions of the village have gradually disappeared. Both railway stations were closed and subsequently demolished in the mid 20<sup>th</sup> century. The old fire station and police station, St Peter's Church and many of the shops around the Jubilee Fountain have been converted to dwellings. However a bottling facility was re-established at the Holy Well in 2008 continuing the connection of the village with Malvern spring water.

### 3.18

Modern day Malvern Wells remains an attractive residential area with strong links to its heritage. The varied architectural styles and different materials used in construction suggest a settlement that has thrived through the centuries showing a need for housing on both a grand and modest scale.

## 4. Character Analysis

### General character

#### 4.1

Malvern Wells is a linear, hillside settlement whose identity stems from its relationship with the dramatic landscape of the Malvern Hills and abundant sources of natural spring water. Much of its character is derived from the various phases of its historic development, visible in the surviving pockets of vernacular settlement, grand Georgian houses, worker's cottages and a high quantity and quality of Victorian and Edwardian public and domestic buildings and structures. This gives the impression of an affluent and enterprising heritage.

#### 4.2

The building use within the present day conservation area is predominantly residential and many former civic and commercial buildings have been converted for domestic use, though their historic functions are still evident in their form, materials and architectural features.



**A large house on the hillside surrounded by trees**

#### 4.3

Many buildings in the conservation area occupy an elevated position on the hillside and can be viewed from numerous vantage points and distances. As such the contribution of buildings to the character of the conservation area is derived as much from their group value as their individual character. Equally, long

ranging views from hillside vantages connect the conservation area with the wider landscape below.

#### 4.4

Like many other areas around Malvern, the abundance of trees and woodland throughout Malvern Wells and the relatively low density of buildings, gives the impression of 'trees with buildings in between'. Areas of open green spaces provide respite between the surrounding developed areas and recreational spaces at the foot of the hills.

#### 4.5

The different ways of experiencing the conservation area as part of this distinctive setting provides a unique challenge for incorporating successful new development within, and in the setting of, the Malvern Wells Conservation Area.



**View from the Pixie Path over modern development and the wider countryside**

### Spatial analysis

#### 4.6

The plan form of Malvern Wells has largely been determined by the topography of the landscape with the majority of roads following the north-south axis of the Malvern Hills. The conservation area has a linear character with buildings irregularly dispersed along the edge of the roadside. Areas of higher density are apparent below the Wyche Cutting, at the core of the village and at the southern end of the conservation area.

## 4.7

Protected remnants of enclosed common land dominate the character of the north of the conservation area. These large expanses of open green space allow different road levels to be viewed simultaneously in oblique views across the hillside.

## 4.8

Wells Road is a long and busy thoroughfare that runs along the base of the hillside for the length of the conservation area. Holywell Road, a narrow historic coach road, winds around the hillside above and links with Wells Road at either end. The heavily wooded hillside above and below this road lends a quiet, sheltered character to this part of the conservation area.

## 4.9

The new Wyche Road ascends the hillside from the north of the conservation area connecting Wells Road with the Wyche Cutting. Old Wyche Road and Lower Wyche Road crisscross the elevated common land to the west of Wells Road. The parallel terraces of Gordon Terrace and Westminster Road, Eaton Road and Hanley Terrace descend the hillside beneath the Wyche Cutting. While each of these streets has their own intimate character, their elevated position allows them to be viewed from a distance against the hillside where they form part of the same overall composition.



**Richmond's Pitch slopes steeply to the east**

## 4.10

A small number of roads branch east from Wells Road, including Peachfield Road, Hanley Road, Green Lane and Upper Welland Road. The layout of the intersecting roads at Green Lane and Grundy's Lane

has not changed significantly since the 1797 Enclosure Map and their junction aligns with the base of the pedestrian access route to the Holy Well. This area forms the heart of the village and contains the highest concentration of existing and former civic and commercial buildings. The interconnecting roads of Richmond's Pitch, Assarts Road and Kings Road slope steeply to the east and delineate an area of more compact settlement at the south end of Malvern Wells.

## Open spaces, gardens and trees

### 4.11

The natural environment is an essential component of the significance of the Malvern Wells conservation area that encompasses steep, hillside terrain, blocks of woodland, substantial garden trees and prominent open green spaces. These elements form a large part of the character in views to and from the conservation area and make an important contribution to its setting.

### 4.12

The largest and most prominent area of open green space in the conservation area is Malvern Common, which slopes gently to the east at the north end of Wells Road. This area is historically important as a remnant of medieval common land that survived enclosure during the 18<sup>th</sup> century. This area provides the setting to buildings in the Wyche and along Peachfield Road and is a popular space for walking and recreation.



**Trees at the north end of Malvern Common**

#### 4.13

To the west side of Wells Road, strips of grassed common land intersect the terraces along Old Wyche Road and Lower Wyche Road. This lends an open and exposed character to the north of the conservation area that allows views towards the hillside and Wyche as a whole against the setting of the wider landscape.

#### 4.14

The cemetery along Green Lane is a formally designed and laid out space. The high perimeter railings and trees, and ornamental planting contribute to its enclosed and peaceful character. Views to the south face out over undeveloped fields which contribute to this sense of tranquillity.

#### 4.15

Domestic gardens are visible over low boundaries, above road level and between buildings. These are an important part of the streetscape, particularly on Wells Road, and contribute to the sense of spaciousness between and around buildings in the conservation area. Development within larger gardens has created areas of higher built density, particularly noticeable on King Edwards Road and Grundy's Lane. The presence of mature domestic planting is indicative of Victorian ornamental landscaping, with good examples of native and coniferous trees and shrubs. This contributes to the prevalence of trees and vegetation in the conservation area

#### 4.16

Wooded areas are widespread throughout the conservation areas, and punctuate the spaces between buildings and streets. They appear as part of the characteristically green setting of the conservation area against the hillside and create sheltered stretches along Wells Road, Hanley Road, Green Lane and Assarts Lane. The regularly spaced lime and horse chestnut trees along Wells Road and Peachfield Road create the impression of formal tree lined avenues along the entry routes into the heart of the village.



An attractive tree in the grounds of the Dell House

### Views and vistas

#### 4.17

Views form an important component of the Malvern Wells Conservation Area and help to define areas of special interest and character. Alterations to individual properties, the removal of trees and development of open spaces can have a significant impact on how the area is viewed and experienced.



Malvern Stone walls with trees and hedges above Wells Road.

## 4.18

The elevated position of Malvern Wells within the landscape means that views are ubiquitous and highly significant to the character and significance of the Conservation Area. Due to the nature of the landscape and topography, and the pattern of roads and development views are experienced in a number of different ways:

- Into the conservation area – including from long distances, from the hills above and Severn plain below.
- Out of the conservation area – including up to the hills and far reaching views across the Severn plain.
- Within the conservation area – Including oblique views across the hills; over the common, framed views along roads, lanes and pathways; between trees and buildings; over rooftops and woodland.
- Dynamically – views are not just experienced from specific static vantage points but take in the changing character of streets and the landscape when travelling along roads, footpaths and public rights of way.

As views are so important to the character of the conservation area, the impact of development on views into, out of and within the conservation area requires consideration on a case by case basis.

## 4.19

Several important views have been identified as part of the Malvern Wells Conservation Area Appraisal. These are highlighted on the Feature Map at Appendix 2. However each view and vantage point is indicative and this list should not be considered exhaustive.

### ***View to the south of Wells Road***

## 4.20

Views from the edge of woodland to the north of the conservation area open up from Wells Road across Malvern common. Trees along this road are intentionally spaced and allow views south-east across the common to the large villas along Peachfield Road, west to the terraces of houses leading up to the

Wyche Cutting, and east to far reaching views over open countryside.



**The view south of Wells Road.**

### ***View across Malvern Common towards the Wyche***

## 4.21

Buildings around the Wyche cutting are particularly prominent due their elevated position rising to the ridge of the hills, their density and the relative uniformity of their form, size, materials and colour. Terraces of houses along Wyche Road, Old Wyche Road and Lower Wyche Road, Hanley Terrace, Eaton Road, Westminster Road and Gordon Terrace are viewed in juxtaposition with dense woodland and the hillside. While the architecture is varied, buildings are unified by their regular density and size, and common materials, roof forms and architectural features. The open nature of the common allows unobstructed views towards this area as a whole.



**View across Malvern Common towards the Wyche.**

## *View along Peachfield Road*

### 4.22

This takes in the avenue of trees along this road, the large, early 20<sup>th</sup> century houses and wide grass verges to the south and open common to the north. The road provides framed views looking west towards the hills and looking east over the Severn plain.



View along Peachfield Road.

## *View from the Wyche Cutting*

### 4.23

The deep cutting frames views over the rooftops of the terraces of houses towards the Severn Valley beyond.



View from the Wyche Cutting

## *Views of the buildings around the Holy Well*

### 4.24

Due to the enclosed, wooded nature of Holywell Road, the group of buildings around the Holy Well, including Rock House and Holy Well Cottage are viewed as an intimate group.



View of the buildings around the Holy Well.

## *View towards the Jubilee Fountain*

### 4.25

This view focuses on the fountain at the fork in the road between Wells Road and Grundy's Lane. It takes in the difference in road level between these two roads and provides views of the former terrace of shops and the old fire station.



View towards the Jubilee Fountain.

## *Views across Malvern Wells Cemetery*

### 4.26

Looking south this view takes in the chapel and cemetery and trees against the wider, undeveloped landscape beyond.



View across the cemetery.

## Character areas

### 4.27

The development of Malvern Wells has occurred in a piecemeal fashion over a period of around 250 years. Successive phases of development infilling land and spaces between earlier buildings has given the conservation area an irregular density and varied built character punctuated by trees and green spaces. Contrasting architectural periods and styles are often viewed in juxtaposition; however there are several areas in the Malvern Wells Conservation Area that have their own distinct characters. Accordingly, the character analysis has been broken down into the following character areas:

- The Wyche
- Peachfield Road and upper Wells Road
- Holywell Road , Wells Road and Hanley Road
- The village core and lower Wells Road
- Upper Assart

The following sections provide a detailed analysis of each character area.

### *The Wyche*

### 4.28

This character area is situated at the north-west of the Malvern Wells Conservation Area and focuses on the elevated settlement along the roads intersecting the grassed common land to the west of Wells Road, and the parallel terraces of Westminster Road and Gordon Terrace beneath the Wyche Cutting.

### 4.29

This is a highly prominent area of Malvern Wells, and the only part of the conservation area where settlement extends up to the ridge of the hills. The narrow, intersecting roads of Old Wyche Road and Lower Wyche Road cut across the sloping common land. This area has an exposed character, allowing visibility of multiple streets along the hillside simultaneously. While many individual buildings in this character area hold special historic and

architectural value, much of the special character of the Wyche is also derived from the group value of buildings.



View of houses below the Wyche Cutting



Roads intersecting common land in the Wyche



The Lower Wyche Spout and varied architectural character

## 4.30

This area of Malvern Wells was undeveloped until the 19<sup>th</sup> century. The new Wyche Road was constructed in 1836 and many of the houses in Lower Wyche can be dated by the fact that the Lower Wyche Spout was erected for the domestic water supply of the inhabitants by Charles Morris in 1840. Weaver's Well and the Ellerslie spout to the north of the character area indicate the abundance of springs in this part of Malvern Wells.

## 4.31

Development in this area was spurred by the need to create homes for numerous workers for the nearby quarries and railway. Subsequent development infilled the gaps between earlier properties in a piecemeal fashion. Consequently the area has an irregular density and varied architectural and historic character. However in views from a distance the majority of individual buildings appear as part of a cohesive group, unified by their rhythm, orientation, similar scale, massing and roof forms, and a relatively limited palette of materials, colours and architectural features.

## 4.32

Green space is a prominent and characteristic feature of the Wyche. Grassed common land between Lower Wyche Road and Wells Road gives an exposed character to this part of the hillside and allows important views towards the Wyche as a whole. The contrast between dense tree cover to the north of the conservation area and the open common land on both sides of Wells Road provides a sense of transition between open and enclosed spaces. Trees are prevalent, with individual trees regularly spaced along Wells Road and a number of individual trees across the upper common and on the hill ridge near the Wyche Cutting. Trees along the edge of Wells Road and blocks of woodland between terraces contribute to the fundamentally green character of this area. Open grassed common land between the roads allows intervisibility and different road levels to be viewed simultaneously in oblique views across the hillside.

## 4.33

Cottages around the Wyche have a modest, vernacular character. These are most apparent at the top of Old Wyche Road, around the Wyche Cutting and along Lower Wyche Road. They are a mixture of one-and-a-half or two storeys in height with simple forms and little architectural detailing. Most of these are constructed of painted or rendered brick or Malvern stone. Many have lost original fenestration but most retain their simple plan form and vernacular character.



Cottages with contrasting modern and historic features.



Cottages set into the hillside below Old Wyche Road



'Fairview', the home of Arthur Troyte Griffith.

#### 4.34

Along Westminster Road and Lower Wyche Road the terraced and semi-detached quarry workers cottages have been designed more intentionally and uniformly. These form a complete group when viewed from a distance. They are in contrast to the detached 19<sup>th</sup> century houses to the north of Westminster Road which have well articulated road facing elevations, some with classical detailing such as recessed sash windows, moulded window heads, classical porches and dentil courses. Most have a good rate of survival of architectural features.



Westminster Road

#### 4.35

There are several large, late 19<sup>th</sup> and early 20<sup>th</sup> century detached houses sparsely arranged along Wyche Road. These display a variety of architectural styles and have a high rate of survival of architectural features. The majority are distinctive in the wider landscape, even where they are concealed from view in the immediate street scene behind dense garden vegetation. Notable features include tall gables, moulded chimney stacks and castellated parapets. Garages have also been designed to mirror the architectural style of some properties.



#### 4.36

Early to mid twentieth century houses in the Wyche contribute to its varied character, particularly along Lower Wyche Road and Old Wyche Road. Some employ contrasting materials to ground and first floor including combinations of rough and smooth renders or half-timbering.



Edwardian semi-detached houses on Lower Wyche Road

#### 4.37

Late twentieth century buildings are conspicuous along Lower Wyche Road for their use of symmetrical forms with horizontal emphasis, and use of red brick, hung and concrete interlocking roof tiles. Due to their generally larger scale and more uniform massing, buildings of this period generally integrate less successfully with the prevailing characteristics of the Wyche.

#### 4.38

There are relatively few public buildings in this character area. The Wyche Primary School was built by prolific local architects George and Henry Haddon in 1878 to serve the increasing population of the Wyche towards the end of the 19<sup>th</sup> century. It is constructed in a locally distinctive Victorian Gothic style from Malvern stone with brick and ashlar quoins and dressings. The Wyche Inn and the former shops near the Wyche Cutting have been heavily altered over the years. However their historic functions are readable in surviving architectural detailing such as shop front entablature, window dressings and quoins and form a positive part of the historic group of buildings around the Wyche Cutting in long distance views.



Shop fronts on Wyche Road

#### 4.39

Boundaries are less defined along the edges of the common on Lower and Old Wyche Road, though there are small historic sections of Malvern stone wall along both of these roads. There are high quality brick and Malvern stone walls, railings and hedgerow

boundaries along Westminster road and Wyche road. These have remained substantially intact, though sections have been lost to create road level driveways and garages. This has eroded the positive contribution that these locally distinctive features make.

#### *Peachfield Road and upper Wells Road*

#### 4.40

This character area encompasses the expanse of Malvern Common between Wells Road and the railway line, and the large Victorian and Edwardian properties along Wells Road, Peachfield Road, Eaton Road and Hanley Terrace. The majority of buildings in this character area are of high architectural and historic quality with a good rate of survival of architectural details and historic features.

#### 4.41

This area was formed as an affluent residential area during a substantial period of development in Malvern Wells during the late 19<sup>th</sup> and early twentieth century. The areas' most famous resident was the composer, Sir Edward Elgar, who lived at Craeg Lea from 1899 until 1904, during which time he wrote the first of the Pomp and Circumstance Marches.



Craeg Lea.

#### 4.42

The majority of buildings in this character area are large, ornate, detached properties set in generous plots and surrounded by substantial gardens. To the west side of Wells Road properties are set above road level behind deep front gardens bounded by high

Malvern stone retaining walls, while properties are set below road level behind hedges and fences to the east of Wells Road. Significant views of the wider landscape are achieved between buildings and over rooftops. As such the roof forms, chimneys and ridge detailing of buildings in this character area are an important component of this experience.

#### 4.43

Malvern Common is a dominant feature of open space in the character area, laid out as a Golf Course from 1880 until the 1920s, at the time the area around it developed. Wide views across the common allow grand buildings to define the built up edge to the south and provide important views of the Wyche to the west. At the northern end of the common, a decorative cast iron sewer vent with the remnants of a foliage capital is an unusual historic feature of the public realm.

#### 4.44

The south and west perimeters of the common are planted with avenues of lime and horse chestnut trees and there is a row of grade II listed gas lamps on the east side of Wells Road. These features emphasise the entrance into Malvern Wells. Landscaped gardens and substantial garden trees also make a positive contribution to the green character of the area.



**View of houses on Peachfield Road over the common.**

#### 4.45

Most of the houses on the west side of Wells Road, Eaton Road and Hanley Terrace date to the late 19<sup>th</sup> century and Gothic and Tudorbethan architectural

styles are dominant. The majority of houses are detached and set within substantial terraced plots. Established landscaped gardens to the front and sides of buildings and between terraces comprise large native and coniferous trees, orchards, shrubs and hedges, which give a pleasant leafy quality to the streetscape.



**A large rendered house with half timbered gables and well preserved boundary features.**



**Houses on Hanley Terrace.**

#### 4.46

The properties on Hanley Terrace are of particular note. These display a mixture of individual architectural styles though they relate to one another in their form, high quality of materials and architectural detailing, and high rate of survival of historic features. They form a complete linear group of grand detached houses elevated above Wells Road behind a well preserved stretch of high Malvern stone

wall and hedgerow. Stone dressed archways in this wall lead to stone steps up to Hanley Terrace.

#### 4.47

The houses on this terrace have a mixture of symmetrical and asymmetrical plans and most have strong vertical emphasis. Relief is provided by complex roof forms and range from two to three storeys in height. Architectural detailing includes decorative bargeboards, contrasting brick and stone dressings, carved stone, and patterned blue and buff brickwork. Materials include red brick, Malvern stone and tooled ashlar with some stucco render to the houses at the southern end of the terrace. Due to their exceptional quality and high rate of survival of architectural details, Article 4(2) directions will be considered to preserve the special historic and architectural character of buildings on this road.



**A Victorian property on Hanley Terrace.**

#### 4.48

The majority of Villas on the east side of Wells Road and south of Peachfield Road were built at the beginning of the twentieth century. While some buildings are only glimpsed through access gates or over hedges or fences, most can be seen from a distance across the common. The Arts and Crafts influence is apparent in the design of these houses which have asymmetrical plans and complex roof forms. Each has an individual character eschewing any particular architectural style in favour of using a variety of architectural features. These include canted and square bay windows, copper and leaded details,

deep overhanging eaves, gabled and sloping dormers and numerous prominent chimney stacks.



**'Northwood' by G. Lewis Sheppard built in 1903.**

#### 4.49

By the beginning of the 20<sup>th</sup> century, the congregation had outgrown the provisional chapels that had served the area around the Wyche and consequently All Saints Church was built in 1903 by renowned local architect, Arthur Troyte Griffith, who also designed several buildings in the locality. It is built against the hillside from Malvern stone with ashlar and Hereford brick dressings. Its road facing elevation has a curved apse with a carved figure of Saint George in a central niche. The church yard is enclosed by trees to all sides which visually separates it from other buildings nearby.



**All Saints Church and its tree sheltered grounds.**

#### 4.50

The Railway Inn at the junction of Wells Road and Peachfield Common, was known as the New Inn before the coming of the railway in the 1860s (Smith

1978). It remains in use as a public house to the present day. This building is prominently located in a large plot of hardstanding now used for car parking. The building is indicative of the architecture of the late Georgian and early Victorian period, with its symmetrical core, hipped roof and retention of a number of slender glazing bar sash windows. The classical proportions of this building are an anomaly in this character area.



**Rock House on Holywell Road.**



**The Stationmaster's House on Peachfield Road.**

#### **4.51**

The Malvern Wells GWR station was built in 1860 and was situated at the end of a small cul-de-sac off Peachfield Road. The station was closed in 1965 and most of the associated buildings have subsequently been demolished. However the stationmaster's house dating to the late 19<sup>th</sup> century still stands at the top of this road. Its simple form and isolated position near to the railway line, denotes its historic associations.

#### ***Holywell Road, Wells Road and Hanley Road***

#### **4.52**

This character area represents one of the earliest phases of development in Malvern Wells dating from the mid 18<sup>th</sup> century. Settlement here is focused on around the Holy Well, set high on the hillside on the narrow meandering Holywell Road. The abundance of woodland and is core to the predominantly green character of this part of Malvern Wells.

#### **4.53**

This area is characterised by the grand, late Georgian Villas set between Holywell Road and Wells Road and early Victorian houses north of Grundy's Lane. Many of these were used as guesthouses during the early 19<sup>th</sup> century. After the popularity of the village subsided in the later half of the 19<sup>th</sup> century some were later established as private schools, including the Wells House and May Place. These have since been converted to flats.

#### **4.54**

Further dwellings and lodging houses were built along Wells Road and Holywell Road in the early 19<sup>th</sup> century. This included Essington's Hotel and the Hornyold Arms Hotel, formerly the Admiral Benbow Inn, White Lodge, and The Belvedere.

#### **4.55**

This character area has the highest concentration of listed buildings in the Malvern Wells Conservation Area. These are significant for their architectural and historic quality and the high level of retention of their original form and architectural features.



**Holywell House**

## 4.56

The present Holy Well House, along with Rock House and Holywell Cottage, sits in a quiet, enclosed courtyard at a curve in Holywell Road. The ancient pedestrian route to the well is carved through the woodland below. This part of Holywell Road has an intimate character sheltered by trees and the hillside. Unusually this means that it is only possible to experience this group of buildings at close range.



**Rock House, the Holy Well and Holy Well Cottage**

## 4.57

In contrast buildings along the east side of Holywell Road are visible along the hillside in their elevated positions. Most are rendered or painted white and stand out from the wooded hills. The Wells House, the Cottage in the Wood and Benholme have particular presence as landmarks on the hillside.



**Buildings on Holywell Road and Wells Road are prominent on the hillside.**

## 4.58

Wells Road has a more developed character where buildings flank both sides of the roadside. These have an irregular density to the west side, with large individual houses raised above road level in generous plots behind Malvern stone retaining walls interspersed with compact groups of coach houses, outbuildings and modest 19<sup>th</sup> and 20<sup>th</sup> century housing. Buildings to the east of Wells Road and along Hanley Road are of smaller scale and are arranged more closely, giving a solid sense of development in this area.

## 4.59

Open fields to the north of Hanley Road represent the only space along the east edge of Wells Road that has not been developed. This is a significant and distinctive part of the conservation area where the connection with its immediate rural setting has been maintained. This also forms part of the setting of the Ruby, a prominent 18<sup>th</sup> century house on the opposite side of Wells Road.



**View from the path to the Holywell.**

## 4.60

There are a number of distinctive features of the public realm that are important to this character area. Gas lamps feature along Wells Road and down the path from the Holy Well. There is a trefoil carved well trough below Tyrol House and ashlar and brick dressed gate openings and post boxes within Malvern stone walls. The Voysey designed War Memorial on the west side of Wells Road has been substantially obscured by trees and has lost some of its presence in the street scene.



**A well trough, post box and gate on Wells Road.**

## 4.61

Buildings in this character area are almost exclusively faced with stucco, render or painted brick which gives this area a more constant appearance than other parts of the conservation area. The present Holy Well House was rebuilt in 1843 based on the architecture of Baden-Baden, faced with stucco and brick trim, with round arched openings.



**A house on Wells Road with classical proportions**

## 4.62

The late Georgian and early Victorian villas along Holywell Road and Wells Road reflect the polite,

classical architecture of the period. These are imposing detached properties set well back from the road in sizeable plots with mature gardens. The grandest buildings are stucco rendered and well articulated to all sides. Some houses have rear or side elevations in painted brick. Numerous classical details are apparent such as moulded entablature, columns and pilasters, and bow windows. These have a high rate of survival of original architectural details including sash windows with fine joinery and glazing bars.

## 4.63

Some of the larger properties in this area have associated outbuildings such as coach houses sited to the side of properties with some fronting directly onto the road. These are constructed of red or painted brick with simple detailing such as segmental arch heads above doors, windows, or cart entrances. Most have been converted to houses and original joinery has mainly been lost. However their simple form and ancillary function is significant in illustrating the historic social and economic status of the area.



**Former ancillary buildings on Wells Road**

## 4.64

The more modest early Victorian properties on Wells Road and Hanley Road display hybridised gothic and classical details. A row of grade II listed symmetrical Tudor- gothic cottages on Wells Road are faced with stucco with moulded drip details above windows, and sashes with 'Y' tracery. This style is reflected in the Old Police station on the opposite side of Wells Road. The picturesque brick and stone cottages at the

northern ends of Holywell Road and Grundy's Lane are good examples of mid 19<sup>th</sup> century cottage ornee with elaborately carved bargeboards, leaded lights, scalloped tiles and patterned brick work.



**Thornbank Cottage on Grundy's Lane**

#### 4.65

Some of the larger plots and gardens in the character area have been divided and modern infill housing has been introduced. The mid to late 20<sup>th</sup> century housing and the garage on Wells Road display standardised layouts, forms, materials and detailing. Their orientation away from the road or set back behind paved or tarmacked driveways is inconsistent with the character of the conservation area.

### ***The village core and lower Wells Road***

#### 4.66

This character area is focused on the mid to late 19<sup>th</sup> century development on the east side of Wells Road and around the junction of Wells Road with Green Lane and Grundy's Lane. The area represents the former municipal core of the village and contains the highest concentration of public and commercial buildings. This area developed around the base of the pedestrian route leading up to the Holy Well, which would have historically been an area of high footfall.

#### 4.67

The Jubilee Fountain, erected in 1887, sits within a small gardened corner plot at the junction of Wells Road, Grundy's Lane and Green Lane and is a prominent focal feature of this character area. The meeting of roads at this point gives a dynamic quality to this part of Wells Road.

#### 4.68

The former church of St Peter is prominently sited on the corner of Green Lane. It forms part of a distinctive group of buildings that includes the Village Hall, and the rows of existing and former shops. Many of the public and commercial buildings in this area have since been converted for residential use but past functions are evident in their surviving forms and architectural details. The remaining active shop fronts maintain a sense of vitality to this part of Wells Road.



**The Jubilee Fountain between Wells Road and Grundy's Lane**



**The Church, Village Hall and shops on Wells Road**

#### 4.69

The tight grain of buildings along the eastern edge of Wells Road is specific to the core of the conservation area where most buildings face straight on the pavement. This gives the area a more urban character. Elsewhere road level properties are set behind a more diverse use of boundary features including low brick walls, and hedges. There are particularly good

examples of decorative railings around the former church and cemetery. The stretch of Malvern stone wall to the south of the character area contains a listed Milestone.

#### 4.70

Green Lane retains a quieter and more intimate, shaded character where the larger properties of Severn Lodge and The Dell House are well screened by tall trees and high Malvern Stone walls. Despite the higher intensity of 20<sup>th</sup> century development to the bottom of this road the Cemetery forms a quiet and tranquil area of open space containing a small Malvern stone cemetery chapel significant trees and unusual gravestones. The open character of the landscape to the south maintains the connection of this space to the rural landscape beyond.



**The cemetery chapel on Green Lane.**

#### 4.71

This later period of Victorian building in Malvern Wells has a clearer gothic influence and the majority of properties in this character area have more vertical emphasis with multiple road facing gables, and prominent chimneystacks. Variations of this style can be seen in the architecture of Malvern Wells Primary School, built in what Pevsner describes as ‘an unusual Free Gothic and Renaissance mix’, and the perpendicular gothic style of The Village Hall, with half-timbered gables and elaborately carved stone doorways.

#### 4.72

The row of shops and houses to the south of Green Lane are built in a mixture of Malvern Stone, Brick and tooled ashlar and have high quality shop fronts with decorative pilasters and entablature carved in stone

or timber. In contrast the shop fronts to the north of the jubilee fountain have been rendered and painted and form part of a predominantly uniform terrace. Their uses are distinguished by their large ground floor windows and surviving pilasters and corning. The northern most shop front is of better survival is with carved corbels and arched windows, and sash windows with Georgian proportions.



**Malvern Wells Primary School.**



**Shop fronts on Wells Road**

#### 4.73

Malvern Stone features strongly as a building material in this character area, often with contrasting brick or ashlar dressings and decorative bargeboards. Distinctive architectural features such as turrets, windows with tracery and carved stone details are visible throughout the character area. Particularly good examples include Severn Lodge and the gothic houses that now form the Abbey School.

#### 4.74

The eye-catching use of materials can be seen on Bredon House, where the use of multi-coloured

brickwork is reminiscent of work by local architects, the Haddon Brothers. Likewise the Old Fire Station is conspicuous for its large red doors and moulded terracotta details. The former church has significant stained glass windows by Heaton Butler and Bayne and Morris and Co. (Brooks and Pevsner 2007).



**Eye-catching use of materials and detailing**

## *Upper Assart*

### **4.75**

This character area encompasses compact groups of historic cottages, set along the narrow, steep roads to the south of the conservation area. The area stretches from the west of Holywell Road and to the eastern end of Assarts Road. The common pattern and characteristics of this area of settlement coincides with the historic boundaries of the parish of Welland, which formerly extended to the ridge of the Malvern Hills.



**Trees and early 20th century houses**

### **4.76**

While much of the settlement in Malvern Wells developed along existing roads, the route of Assarts Road appears to have formed along the edge of existing settlement. The location of several of the cottages on this road coincides with a ribbon of development shown on the 1797 Enclosure map which suggests that this is one of the earliest areas of settlement in Malvern Wells and is likely to have been associated with historic agricultural land uses. The clearance of areas of the medieval forest of Malvern for agriculture or settlement was a process known as assarting. This may indicate the origins of the area around modern day Assarts Road. The 1847 Welland Parish Tithe Map indicates that the area was previously known as Upper Assart.

### **4.77**

This character area has a quieter and more compact feel than other parts of Malvern Wells. Roads are narrow and steeply inclined and allow little through traffic. The undeveloped setting to the south makes an important contribution to the tranquil quality of this area. The adjacent open fields, pasture and woodland connect the area with the wider rural landscape beyond.



**19<sup>th</sup> century houses overlooking the playing field on Assarts Road**

### **4.78**

Houses and cottages are more densely and unevenly arranged in terraces or small plots set behind low boundaries with irregularly sized front gardens. There are a small number of larger Victorian residences set within more spacious plots on Wells Road, Upper Welland Road and Assarts road. A number of these have been divided to incorporate mid to late 20<sup>th</sup>

century dwellings. Substantial garden trees and Malvern stone perimeter walls make a positive contribution to the character of the conservation area.



**The tree lined view down Assarts Road**

#### 4.79

Established garden trees and the extensive wooded grounds around the Homestead on Assarts Road create a leafy, sheltered streetscape on this road. The playing field to the south forms a focal space for the houses positioned to the north of Assarts Road and makes an important contribution to the setting of this street.

#### 4.80

The smallest cottages in this character area are of one and a half or two storeys with modest footprints and pitched roofs. Their vernacular character is reflected by modest architectural detailing, irregular siting, and red or painted brick and rubblestone construction. Many have lost original fenestration but most retain their simple plan form and vernacular character.



**A detached cottage on Assarts Road**

#### 4.81

The modest late Victorian buildings on Assarts Road and Holywell Road have a more formal character and

greater variety of detailing. These are mostly constructed from red brick with fewer examples of Malvern Stone. Architectural features include contrasting blue brick patterning, dogtooth dentil courses, pitched roof porches, bay windows, gabled dormers and scalloped roof tiles. The larger villas to the south reflect the gothic treatments common throughout the conservation area with street facing gables, decorative bargeboards and sash windows.



**1The old village hall on Assarts Road**

### Architectural interest and built form

#### 4.82

Much of the character of the Malvern Wells Conservation Area is derived from the various phases of its historic development, visible in the surviving pockets of vernacular settlement, grand Georgian houses, worker's cottages and a high quantity and quality of Victorian and Edwardian public and domestic buildings and ancillary structures. This lends a varied architectural character to the conservation area, with a wealth of building forms, architectural detailing and materials.

#### 4.83

There are many buildings in the conservation area that are of high historic and architectural quality with a high rate of survival of architectural features that make a positive contribution to the special historic and architectural quality of the conservation area. Many of these have been highlighted on the appraisal map as *Locally Important Buildings*.

#### 4.84

Additionally, there are many buildings that, while they have undergone some alterations or have lost some original architectural features such as fenestration,

still make a positive contribution to the special historic and architectural character of the conservation area due to their surviving historic forms and materials, and group value. These have been highlighted on the appraisal map as *Positive Contributors*.

## Listed Buildings

### 4.85

Several of the buildings in the Malvern Wells Conservation Area are listed for their architectural or historic interest. Other buildings and structures attached to, or pre-dating 1st July 1948 and forming part of the curtilage of, these identified buildings are also listed by association. While the aim of the listed building legislation is to preserve these buildings for their own sake, any changes affecting them will also be considered in terms of the effect on the conservation area. The Council's Heritage Team should be contacted for advice on whether a building or structure is listed by association before any works are carried out to potentially listed buildings or structures.

## Unlisted Buildings

### 4.86

There are many other buildings which, while not "listed", have qualities of age, style and materials which are locally important and which make a positive contribution to the character and appearance of the conservation area. That many of these properties retain much of their original character and appearance is to the credit of those owners who have carefully preserved them. There is, however, no guarantee as to their future and these properties are vulnerable to future change. The Management Plan at Part 2 includes a proposal for consideration of Article 4(2) Directions to provide long-term protection against unsympathetic alterations. The effect of a Direction would be that certain alterations which formerly did not require planning permission would need permission in future.

## Materials and local detailing

### 4.87

Much of the character of Malvern Wells comes from the variety of building materials used. The earliest buildings typically use materials that were available locally, while the materials used in later buildings reflect the increasing availability of materials from further afield and changing architectural fashions.

## Walls

### 4.88

**Malvern Stone** is used extensively in the conservation area for houses, public buildings and boundary walls. Malvern Stone granites are found in subtle black, pink and green hues. Owing to the highly fractured nature of the rock, it was almost impossible to produce dimensioned stone leading to the distinctive random rubble style of construction. Buildings and walls made from this material require particularly skilled use of mortar and are often dressed in softer stone or brick at door and window openings and corners. As Malvern stone is unique to the locality and no longer quarried is difficult to replace or replicate.

### 4.89

**Brick** is used frequently in the area though often in combination with other contrasting materials and detailing. The local brick is a red/orange colour though blue and buff bricks are often used as accents such as string courses and window dressings. Molded and gauged brick details are also apparent, with good examples on Hanley Terrace. Some painted brick is evident to more humble buildings and to the rear and side elevations of some rendered buildings. Twentieth century dwellings with brick as the sole material and with little to no detailing integrate less successfully into the conservation area.

### 4.90

**Render** is most apparent on some of the larger villas to the south of the conservation area. Smooth render tends to be used on buildings with more classical and symmetrical architecture. Some are rusticated with ashlar lines. Relief details are apparent including at The Belvedere. Rough render is more prevalent on

post-Victorian houses and can be seen in many half-timbered gables. Painted and rendered buildings in the conservation area are most frequently off white or cream, though there are some instances where muted earth-tones and pale pastel shades of yellow, pink, green and blue have been used successfully.

#### 4.91

**Tooled Ashlar** is used infrequently in the conservation area but there are examples on Hanley Terrace and Wells Road.

#### 4.92

**Half-timber framing** is most commonly visible to the gable apexes and upper storeys of late Victorian and Edwardian properties.

### Roofs

#### 4.93

**Welsh slate** is most commonly seen on grander early 19<sup>th</sup> century properties and their outbuildings. There are rare examples of **green slate** on Peachfield Road.

#### 4.94

**Plain clay tiles** of a red/brown hue are present on later 19<sup>th</sup> century buildings. Tiles are largely machine made, with some examples of decorative **scalloped tile bands**, **ornate ridge tiles** and **finials** on Wells Road, Assarts Road and Grundy's Lane.

### Windows

#### 4.95

There are a wide variety of window details in Malvern Wells and where original joinery remains this makes an important contribution to the character of properties in the conservation area. **Sash windows** are the predominant window type. Earlier sashes have fine glazing bars while later examples have glazing bars to top lights or plain glass. There are rare examples of windows with 'Y' tracery along Wells Road. Original sash windows are recessed and this makes a significant contribution to the traditional character of properties. Historic glass also contributes much to the character of older properties.

#### 4.96

**Casements** are apparent to early vernacular and cottage-style properties and most 20<sup>th</sup> century buildings. Some of these have **leaded lights**. More unusual shaped fixed windows include **round and pointed arches**. Joinery is generally painted black or white timber, with a few examples of contrasting colour timber frames.

#### 4.97

Some windows have been replaced with UPVC. These are noticeably at odds with the traditional use of timber on historic properties in Malvern Wells and have had a negative impact on the special character and appearance on the conservation area.

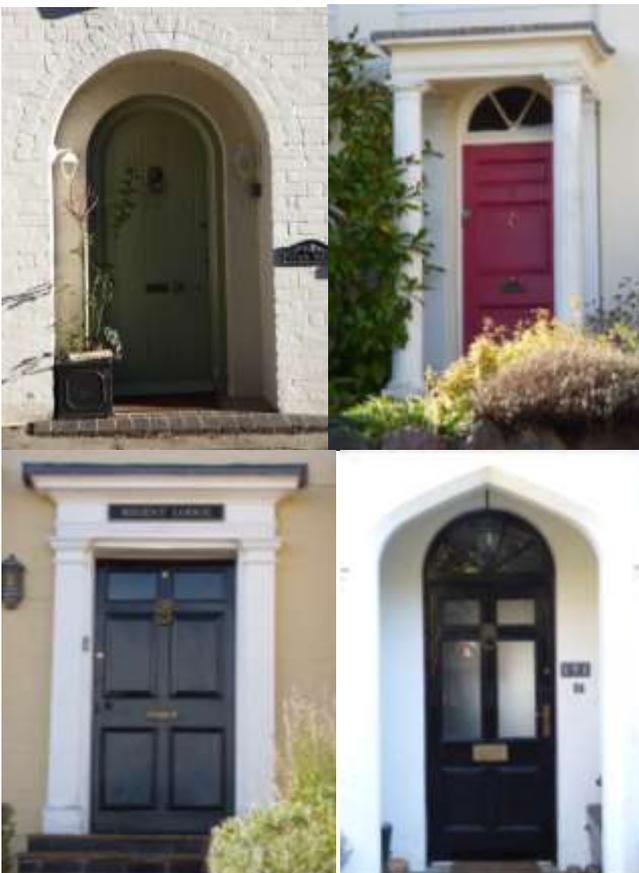


Windows and surrounds in the conservation area.

## *Dressings and quoins*

4.98

Segmental arch heads remain to some modest vernacular dwellings and outbuildings. Contrasting window and door dressing and corner treatments are frequently seen in red, blue or buff brick and ashlar on buildings and walls constructed of Malvern stone and brick. Some rendered properties have moulded stucco window dressings or hood moulds. Some later Victorian and Edwardian properties have Window heads in moulded terracotta.



Doors and porches in the conservation area.

## *Porches*

4.99

Central porches are prominent on classical properties and there are examples of porticos with columns, pilasters, or iron trelliswork beneath flat and pedimented roofs with entablature. Carved stone porches with gothic arches are notable on several properties along Wells Road.

## *Doors*

4.100

Doors to properties in the conservation area are most frequently solid ledged and braced, or panelled with or without glazing. Fanlights are noticeable to early to mid 19<sup>th</sup> century properties along Wells Road and Hanley Road. There are a few examples of round or pointed arch doors to some properties in the area.

## *Shop Fronts*

4.101

Shopfronts are incorporated into the ground floor of some buildings along Wells Road and Wyche Road and date from the 19th and early 20th century. Several shop fronts along Wells Road remain unaltered and are framed with stall risers, pilasters, fascias and decorative cornices and have large divided plate glass display windows, with clerestory lights and central doors. Those on Wyche Road retain much of their framework but their proportions have been altered by later modification and infill of the windows.



An ornate shop front on Wells Road

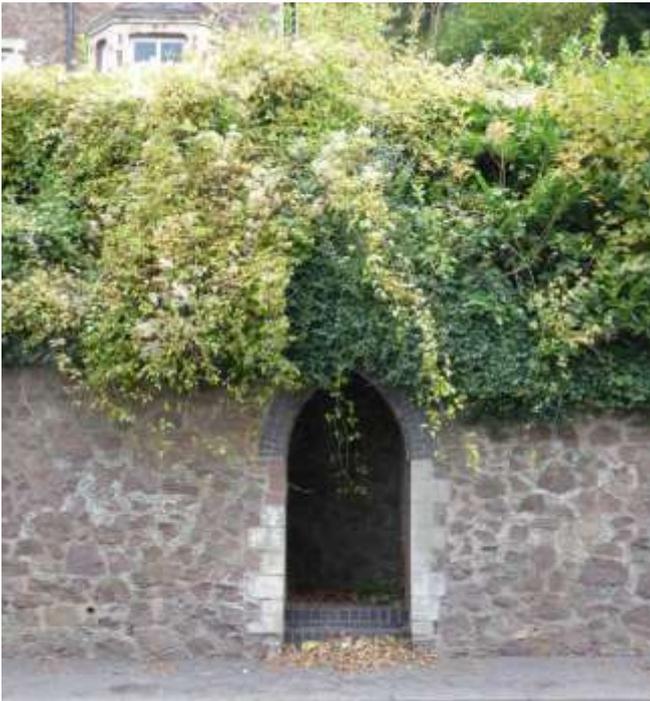
4.102

The retention of historic shopfronts is important to the character and appearance of the conservation area. The Malvern Hills District Shop Front Design Guide (adopted March 2017) is relevant in the assessment of development proposals affecting shop fronts within the Malvern Wells Conservation Area.

## Boundaries

### 4.103

Boundaries are a widespread and important feature of Malvern Wells. The boundaries of most buildings in the conservation area run adjacent to the roadside or pavement. Properties are generally set further back behind front gardens with the exception of ancillary buildings, such as coach houses, and commercial or civic buildings.



**Malvern stone wall with detailed archway on Wells Road**

### 4.104

**Malvern stone walls** are the most ubiquitous and distinctive boundary treatment in the conservation area. Long, well preserved sections are particularly noticeable along Wells Road, Wyche Road, Hanley Terrace and Westminster Road. Many have irregular 'cock and hen' coping though there are some examples which have railings above.

### 4.105

**Low blue brick walls** with bull-nosed brick coping are visible to the front of some properties including on Westminster Road and Eaton Road. Some also have railings above.

### 4.106

There are good examples of **decorative iron railings** around the perimeter of St Peter's Church to the front of May Place and around the cemetery on Green Lane.



**Railings and gates around the cemetery on Green Lane.**

### 4.107

**Hedges** are a characteristic feature of boundaries, frequently grown above stone walls or grown through low fences and railings. Particularly good stretches are present along Peachfield Road and Hanley Road.

### 4.108

Most gates are low timber 'cottage style' or wrought iron. Gates along the perimeters of Malvern Common have attractive octagonal post finials. Gate piers are frequently seen in carved stone, brick and moulded stucco. Some have decorative finials.

### 4.109

There are some examples of boundary features in Malvern Wells that are at odds with the character of the conservation area. These include sections of modern red brick, breezeblock, concrete capping stones and close-boarded fences and gates and up-and-over garage doors.

### 4.110

Some boundary features have been lost to make way for residential parking to the front of properties. This is to be discouraged.

## Public Realm

### 4.111

There are a number of distinctive features of the public realm that make a positive contribution to the unique character of Malvern Wells. These include:

### *Wells*

### 4.112

In addition to the Holy Well House, wells, spouts and troughs are an important feature of the heritage of the conservation area. There are a number of wells in the Wyche with remaining visible features. In Malvern Wells these include:

- The Ellerslie Spout – A Malvern stone recess on Wells Road with inscribed stone tablets.
- Weavers Well – a low blue brick trough on Lower Wyche Road.
- Lower Wyche Spout – a curved Malvern Stone wall with spout and trough on the Lower Wyche common.
- The Jubilee Fountain on the corner of Wells Road and Grundy's Lane - An ornamental sandstone fountain and trough with tap erected in 1887 to commemorate Queen Victoria's Golden Jubilee.
- Tyrol House Fountain –A scalloped arch niche in dressed stone with a trough in the front wall of Tyrol House on Wells Road. It is thought to have been used for watering horses and donkeys.
- The Gothic Well Grotto below Hanley Terrace was a subterranean public well house for local residents and used as an air raid shelter during the Second World War. It was blocked up in 2013. A brick arch in the Malvern Stone Wall is now all that remains.

These unique features make an important contribution to the character and heritage of Malvern Wells and it is important that they are retained.

## *War memorial*

### 4.113

The memorial is set along the Wells Road near to the Jubilee Fountain. It is listed grade II and was designed by C.F.A. Voysey and constructed in 1919 following the end of the First World War. The memorial depicts a carved stone pelican, the Christian symbol of sacrifice, on top of a tall octagonal base and carved foliage capital. It is flanked by two magnolia trees to either side of the steps but has been substantially obscured by trees and now has little presence in the street scene.



**War memorial on Wells Road by C.F.A Voysey**

## ***Mile Stones***

### **4.114**

The grade II listed milestone has been incorporated into the Malvern stone wall in front of Abbey School and has a rounded top with a cast iron plate that reads 'To Worcester Cross 9 Miles'. It is part of a series of milestones along the A449 that are an important part of the historic character of the area.



**Mile stone on Wells Road**

## ***Bus Shelters***

### **4.115**

The three bus shelters in the conservation area are locally distinctive and reflect local details and national design movements. The bus shelter and former public toilets at the junction of Wells Road with Assarts Road appears to date to around the 1930s. The north of side of the shelter historically contained a fire engine hand-cart (Roberts 2011). It is constructed of blockwork with rendered mock timbered gables. Opposite is the bus turning circle with a mid 20<sup>th</sup> century sign to motorists. Conversely the bus shelter at the junction of Wells Road with Hanley Road is art

deco-style with margin light glazed panels and a flat roof. The bus shelter on Wells Road below the Wyche is a pitched roof structure with green painted bench seats and decorative railings.



**Bus shelter on Wells Road below the Wyche**

## ***Telephone boxes***

### **4.116**

There are two red telephone boxes next to the Village Hall and bus turning area. The box next to the bus turning area is in a poor state of repair and would benefit from restoration. Telephone boxes are important to the social history of the village and would have once been the main telephone for most villagers.

## ***Post boxes***

### **4.117**

Post boxes in the conservation area are set into walls rather than free standing. There are two post boxes on Hanley Terrace including a Victorian post box painted black, and one on Wells Road below Tyrol House surrounded by ashlar dressings.

## ***Gas lamps***

### **4.118**

There are 27 listed gas lamps along Wells Road, eighteen on Holywell Road and one on the path between Wells Road and the Holy Well. These date from the mid 19<sup>th</sup> century and form a continuous row along the roadside. They remain powered by gas to the present day.

The decorative posts are a mixture of circular, octagonal and barley-twist cast iron columns and have brackets and ladder stirrups. Tapered lanterns are most prevalent along Holywell Road, while Wells Road has a mixture of tapered and square lanterns.

## ***Sewer Vent***

### **4.119**

There is an unusually decorative sewer vent close to the Thirlstane Road entrance to Malvern Common. It consists of a single cast iron column and has the remains of a Corinthian capital to its south side.



**Column with remains of a foliage capital**

## ***Steps***

### **4.120**

Steps are prevalent in the conservation area due to the substantial changes in level between roads and terraces. There is a remaining set of stone steps leading up to Hanley Terrace, accessed through an archway in the wall on Wells Road. Moulded blue brick steps are apparent in the conservation area.

## ***Kerbs and setts***

### **4.121**

Stone kerbs and brick setts are distinctive in the Malvern area. Sections remain along Peachfield Road, Wyche Road, Eaton Road and Hanley Terrace. Moulded blue brick kerbs are common throughout the conservation area. These are vulnerable to replacement with less locally distinctive materials.

## 5. Development pressures and vulnerabilities

### 5.1

Malvern Wells retains much of its historic form and fabric, however, there are some instances where past development or alterations have led to the erosion of the character and appearance of the conservation area. The impact of these changes to the Conservation Area has allowed development pressures to be identified where these have the potential to erode the character and appearance of the conservation area.

### 5.2

The following development pressures and vulnerabilities have been identified:

- New development within and in the setting of the Conservation Area
- Development within and in the setting of conservation that displays layouts, forms, materials and detailing that are inconsistent with the special character and appearance of the conservation.
- Loss of architectural details including historic windows and doors and their replacement with features of different design, detail, material and finish
- Loss of front gardens and associated boundary features to hardstanding and garaging.
- The introduction or replacement of inappropriate boundary features such as close boarded fences and red brick walls.
- The loss or lack of maintenance of locally distinctive features of the public realm.
- Loss of important trees and woodland.

### 5.3

The purpose of highlighting these vulnerabilities is not necessarily to aim at the re-development of existing features, but to guard against the impact of these features from becoming too dominant, either through future additions or alterations or by setting

precedents for future development within the conservation area. However the Council welcomes the opportunity of discussing the scope for improving these features.

### 5.4

The Management Proposals at Section 2 consider how these might be addressed to ensure the continuing preservation and enhancement of the character and appearance of the Conservation Area.

## NOTE

### 5.6

Although it is intended that this appraisal should highlight significant features of the Conservation Area which are important to its character or appearance, omission of a particular feature should not be taken as an indication that it is without merit and unimportant in conservation and planning terms.

## 6. Sources and further reading

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## PART 2 - MANAGEMENT PROPOSALS

### 1. Introduction

#### 1.1

These management proposals are a mid- to long-term strategy for preserving and enhancing the Malvern Wells Conservation Area, addressing the issues arising from the appraisal. These proposals are prepared in accordance with the Local Planning Authority's (LPA) duty 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.

### 2. Management Proposals

#### 2.1

The appraisal has highlighted the following problems and pressures in the Malvern Wells Conservation Area:

- Insensitive new development within the Conservation Area and its setting.
- Design quality of new buildings.
- Loss of architectural features and materials that make a positive contribution to the Conservation Area.
- Loss of front gardens and associated boundary features for parking.
- Introduction of inappropriate boundary features.
- Loss or lack of maintenance of locally distinctive features of the public realm.
- Loss of important trees and woodland.

#### New development within the Conservation Area and its setting

#### 2.2

The character of the Conservation Area can be vulnerable to encroachment of new development. Insensitive new development within the rural setting of the conservation area poses a particular risk.

#### Action

The LPA will:

- Assess new development proposals against the Malvern Wells Conservation Area Appraisal in addition to relevant Local Plan Policies.

#### Design quality of new buildings

#### 2.3

There are examples of modern buildings in Malvern Wells that exhibit design characteristics that are unsympathetic to the established characteristics of the area or are let down by poor use of materials or lack of attention to detail. These fail to preserve or enhance the character of the Conservation Area.

#### Action

The LPA will:

- Seek improvements to buildings where opportunities arise through development proposals. Attributes including the scale, siting, orientation, massing, roof profile, materials and architectural details will be important considerations in new development to ensure that it is sympathetic to the special historic and architectural characteristics of the conservation area.
- Assess new proposals against Local Plan Policies regarding design, and heritages; Supplementary Planning Guidance Design and Shop Fronts and the Malvern Wells Conservation Area Character Appraisal.

#### Loss of gardens to car parking

#### 2.4

Gardens are vulnerable to replacement with hard surfacing for car parking, with associated loss of boundary walls, fences and hedges, to the detriment of the character of the Conservation Area

## Action

The LPA will:

- Seek improvements to existing sites where opportunity arises through discussion with site owners
- Consider the need for Article 4(2) Directions to bring alteration of boundaries and the introduction of hardstandings under planning control
- Address unauthorised development through enforcement action where appropriate, in accordance with our Enforcement Policy
- Assess new proposals against relevant Local Plan Policies and the Malvern Wells Conservation Area Appraisal

## Loss of architectural features and materials that make a positive contribution to the conservation area.

### 2.5

Many buildings in the conservation area have been adversely affected by the use of inappropriate modern materials, detailing or replacement of original doors and windows with poor quality substitutes, such as uPVC or stained timber.

## Action

The LPA will:

- Consider the need for Article 4(2) Directions to bring such works under planning control, to ensure that the special qualities of unlisted buildings of local significance are protected
- Advise owners/occupiers of buildings of appropriate use of materials and detailing where opportunities arise, and the need for prior consent for works, where relevant
- Seek retention of historic fabric where opportunities arise through development proposals

- Address unauthorised alterations to buildings through enforcement action where appropriate, in accordance with our Enforcement Policy

## The introduction of inappropriate boundary features

### 2.6

The introduction of materials and features that are unsympathetic to the character and appearance of the conservation area are considered to undermine the quality of the historic environment.

## Action

The LPA will:

- Seek improvements to sites where opportunities arise through development proposals
- Consider the need for Article 4(2) Directions to bring such works under planning control, to ensure that the special character of the area is protected.
- Assess new proposals against Local Plan Policies on design and on preserving and enhancing the Conservation Area, preserving the setting of listed buildings, forthcoming supplementary planning guidance on design and the Malvern Wells Conservation Area Appraisal

## The loss or lack of maintenance of locally distinctive features of the public realm

### 2.7

Some historic features are at risk of being lost due to lack of maintenance and repair. The telephone boxes and overgrown memorial site are one such example where sensitive restoration would assist in these features continuing to reinforce the special character of the conservation area.

## Action

The LPA will:

- Consider the need for Article 4(2) Directions to bring such works under planning control, to

ensure that the special qualities of unlisted buildings of local significance are protected.

- Advise owners/ occupiers of buildings of appropriate use of materials and detailing where opportunities arise and the need for prior consent for works where necessary.
- Seek the retention of historic fabric where opportunities arise through development proposals
- Address unauthorised alterations to buildings through enforcement action where appropriate and in accordance with our Enforcement Policy.
- Explore opportunities for working with the local community in restoration and other projects which seek to protect and enhance the character and appearance of the conservation area.

## Loss of important trees and woodland

### 2.8

All trees are protected in the Conservation Area. Written notification must be given to the Council before carrying out any trees works within the designated Area. Some trees are individually protected by Tree Preservation Orders and consent is need from the Council before any works to them are carried out

Our Landscape Team can provide further advice on protected trees, the type of works which would need to be notified or need consent, the procedures and the likelihood of getting consent for the works. The contribution of individual trees to the character and appearance of the Conservation Area will be a factor in the consideration of a notification or application.

## 3. Article 4(2) Directions

### What is an Article 4(2) Direction?

#### 3.1

An Article 4 Direction is an Order that the District Council can make to provide long-term protection against unsympathetic alterations to unlisted dwellings in Conservation Areas by restricting certain "permitted development" rights. This means that alterations that formerly did not require planning permission would need permission in the future. This would only apply to elevations or parts of a property which front public roads, rights of way or public open spaces. It would not normally affect the rear of a property or the rear garden, and does not affect interior alterations.

### Why consider them for Malvern Wells?

#### 3.2

The Conservation Area at Malvern Wells has been designated in recognition of its special architectural and historic interest and a desire to preserve its character and appearance.

#### 3.3

Although many alterations to all types of buildings can be controlled in a Conservation Area by planning permission, changes can still take place to unlisted dwellings and their sites that can damage the character and appearance of the Conservation Area, but which are "permitted development", i.e. they do not require planning permission.

#### 3.4

There are many buildings in the Malvern Wells Conservation Area which, although not listed, have qualities of age, style and materials which are locally distinct and which make a positive contribution to the character and appearance of the Conservation Area. That many of these properties retain much of their original character and appearance is to the credit of those owners who have carefully preserved them. There is, however, no guarantee as to their future and these properties are vulnerable to future change.

#### 3.5

An Article 4(2) Direction will be considered for Malvern Wells. If implemented it would mean that the works included would no longer be permitted development and planning permission would be required to carry out those particular changes in future. We would check to see if what was proposed would harm the character or appearance of the Conservation Area. If not, permission would usually be granted. There would be no planning fee for any planning application required as a result of an Article 4 Direction.

#### 3.6

Early consideration for a potential Article 4 Direction could be given to the row of properties on Hanley Terrace. This would seek to preserve the completeness of this group of grand 19<sup>th</sup> century houses and the exceptional quality of materials and architectural detailing, and high rate of survival of historic features and boundaries.

#### 3.7

If an Article 4 Direction is considered suitable for Malvern Wells a separate consultation process will take place with the owners of any properties affected. All views expressed would be taken into account in making the decision on whether to proceed with the direction.

*To be completed before adoption*

## 4. Statement of Community Involvement

### Introduction

#### 4.1

This statement provides a summary of community involvement in, and public consultation undertaken by Malvern Hills District Council in respect of, the Malvern Wells Conservation Area Appraisal and Management Proposals and proposed changes to the Malvern Wells Conservation Area boundary.

### Background

#### 4.2

A report to the Council's XXX Committee on XX XX XXXX explains the reasons for preparing a character appraisal and management plan for the Malvern Wells Conservation Area. Specifically, the character appraisal and plan is drafted in accordance with the requirements on Malvern Hills District Council imposed by the Planning (Listed Buildings and Conservation Areas) Act 1990, to:

- keep its conservation areas under review;
- prepare policies and proposals for the preservation and enhancement of the character or appearance of its conservation areas; and
- pay special attention to the desirability of preserving or enhancing the character or appearance of the conservation area in exercising its planning functions.

#### 4.3

The preparation and publication of Conservation Area appraisals and management proposals is a key step in the Council fulfilling these statutory duties.

### Community Involvement

#### 4.4

Community involvement has taken the form of:

- briefing sessions with the XXXXX Parish Council and District Council Member for XXXXX Ward
- a public meeting at XXXXX on the evening of XX XX XXXX
- letter to residents affected by the review of the XXXXXX on XXXXX

### Consultation

#### 4.5

The consultation period began on XX XX XXXX and ended on XX XX XXXX

Consultation was by:

- A public meeting held at XXXXX on the evening of XX XX XXXX
- Publication of the draft appraisal, management proposals & proposed Conservation Area boundary changes on the Malvern Hills District Council website, accompanied by an electronic feedback form
- Placing of the same documents for public inspection during the consultation period at:
  - xxxxxx
  - XXXXX
- Letters to XXXXX residents affected by the review of the Conservation Area, XXXX Parish Council, Worcestershire Archaeological Unit, Historic England, Worcestershire County Council, Worcestershire County Highways, Malvern Civic Society.

### Consultees

#### 4.6

The following were consulted on the draft appraisal and management plan:

- XXXX Parish Council
- District Council Member for XXXX
- XXXX residents affected by the Conservation Area review
- Worcestershire County Archaeological Service??
- Worcestershire County Council
- Worcestershire County Highways
- Historic England

## Publicity

### 4.7

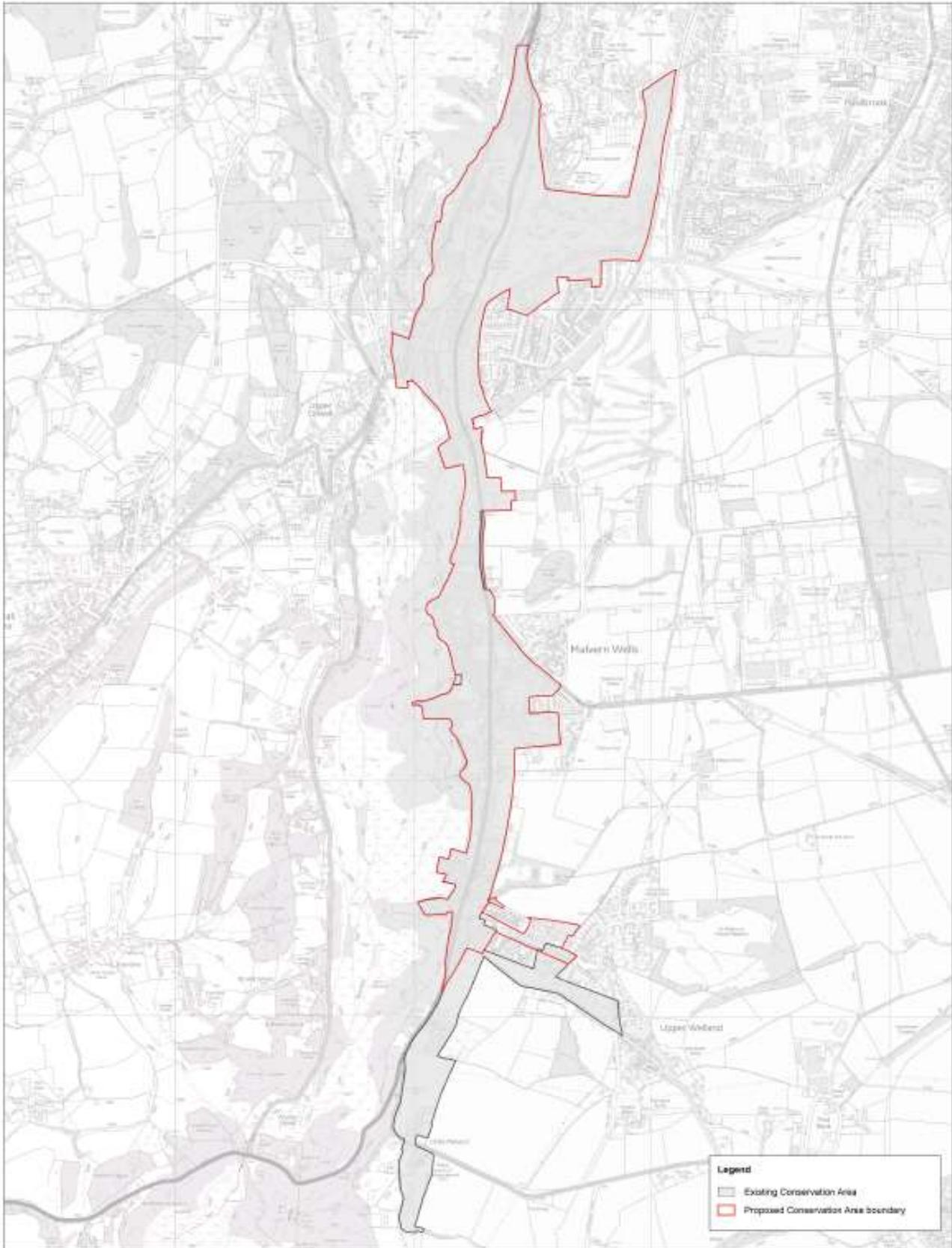
Notice of the public meeting and consultation was given by way of:

- Posters placed around Little Malvern and at the Council House, Malvern and Malvern Library
- Letters to residents affected by the Conservation Area review on 12 July 2019
- A public meeting held at 6pm on 25 July 2019
- Information item on the XXXXX Village website
- Notice placed with the documents at the Council House, Malvern; Malvern Library and on the Council's website
- Information forwarded to consultees

## Community input

### 4.8

## APPENDIX 1: Boundary map



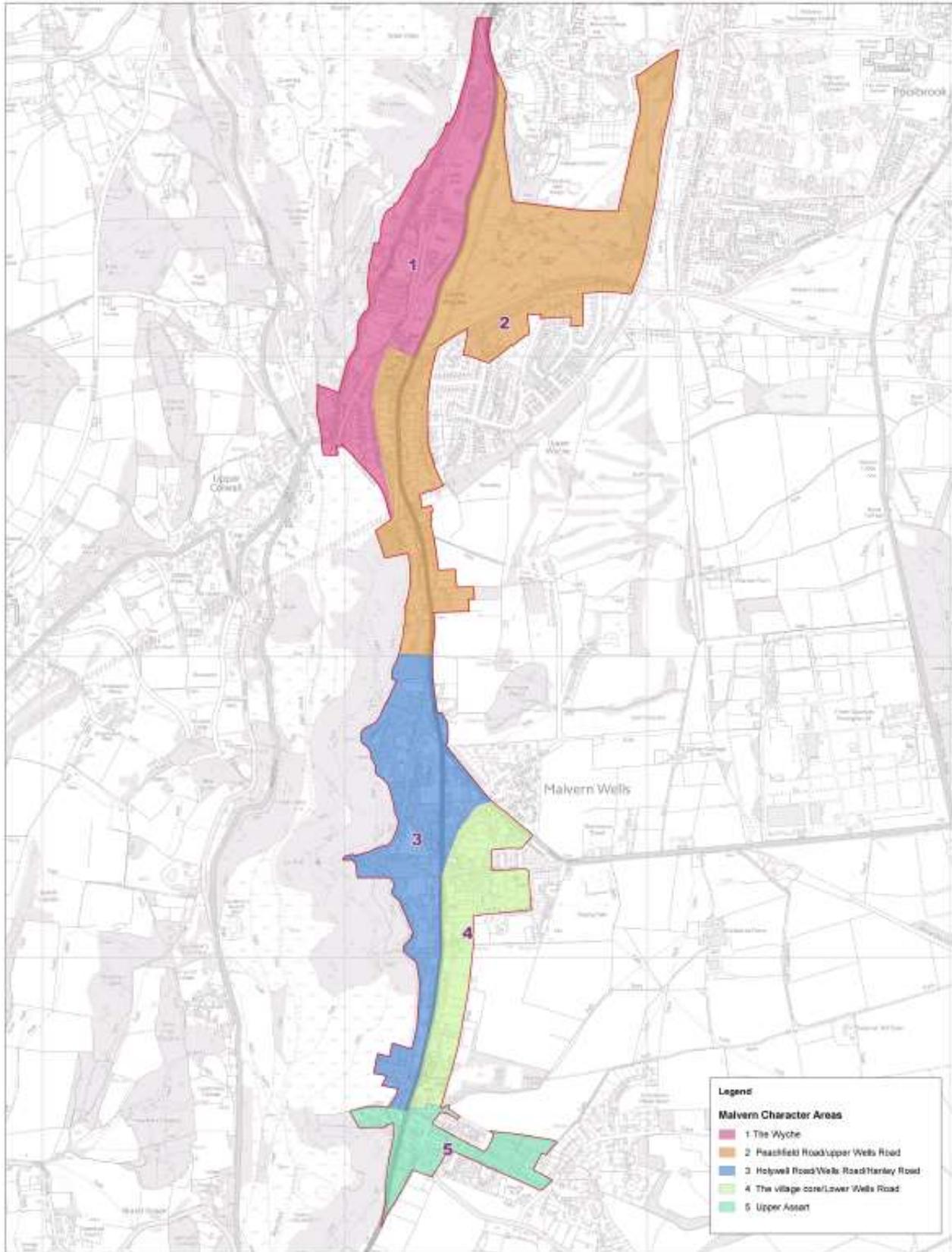
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## APPENDIX 2: Character area map



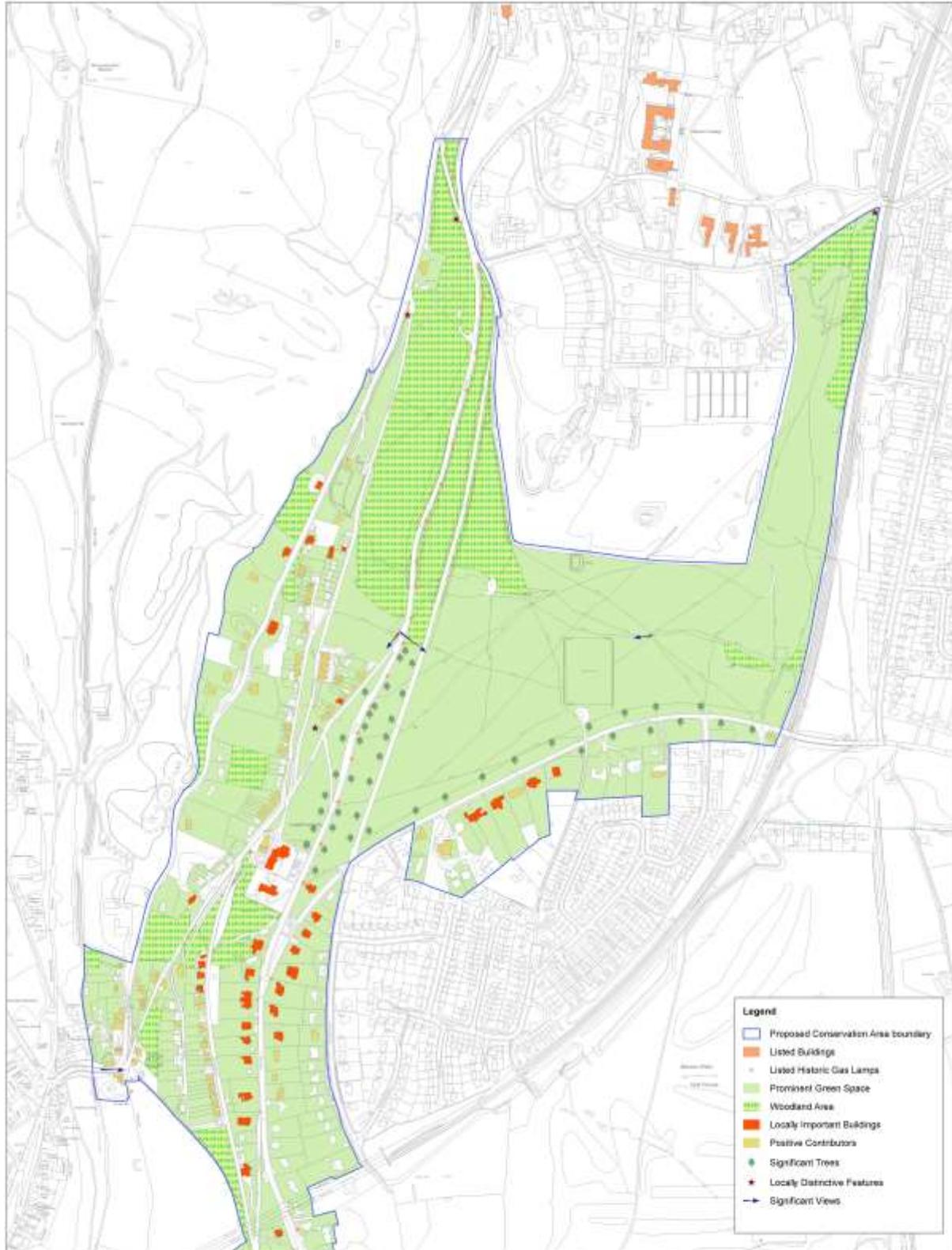
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## APPENDIX 3: Feature maps

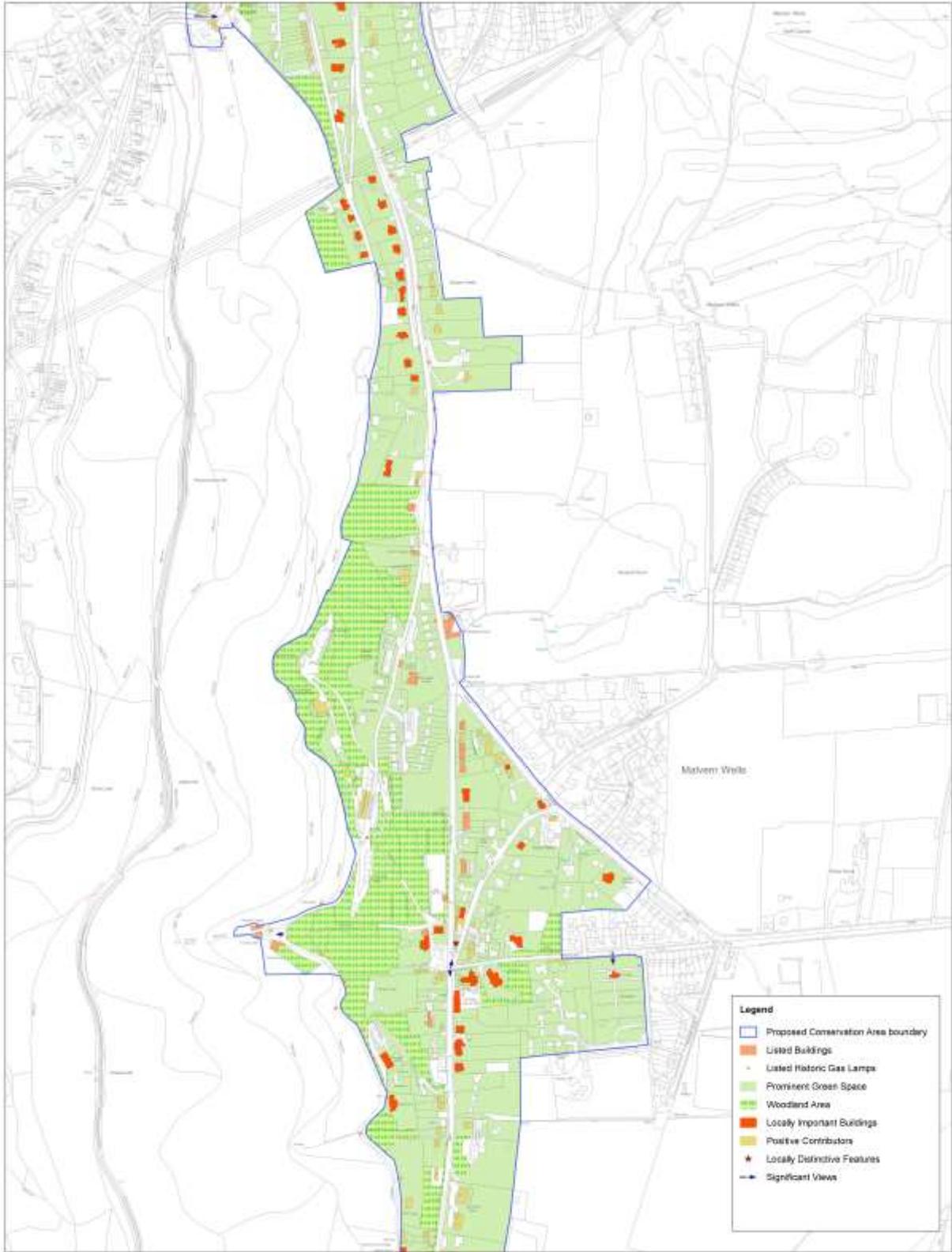


**Malvern Wells Conservation Area Appraisal (Map 1)**

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**Malvern Wells Conservation Area Appraisal (Map 2)**

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**Malvern Wells Conservation Area Appraisal (Map 3)**

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