

# Martley Conservation Area Appraisal and Management Strategy



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# MARTLEY CONSERVATION AREA APPRAISAL AND MANAGEMENT STRATEGY

<b>CONTENTS</b>	<b>PAGE</b>
<b>1.0 Introduction</b>	<b>1</b>
<b>2.0 Reasons for the Appraisal</b>	<b>1</b>
<b>3.0 The Special Architectural and Historic Interest of Martley</b>	<b>1</b>
<b>4.0 Martley Conservation Area</b>	<b>2</b>
- Historical Development	
- Archaeology	
- Origins & Development	
<b>5.0 Its Character &amp; Appearance</b>	<b>3</b>
- General	
- The Village Sub Areas	
<b>6.0 The Assessment</b>	<b>5</b>
- Layout & Open Spaces	
- Architecture	
- Listed Buildings	
- Unlisted Buildings	
- Materials used within the Conservation Area	
- Boundary Treatments	
- The Natural Environment	
- The Landscape Setting	
- Views In and Out	
- Trees and Hedgerows	
- Negative and Neutral Areas	
<b>7.0 Preservation and Enhancement</b>	<b>15</b>
- New Development & Changes since Designation	
- Design Guidance for New Buildings & Extensions	
- The Need for Redrawing the Boundary	
- Opportunities for Enhancement	
<b>8.0 Community Involvement</b>	<b>18</b>
<b>9.0 A Management Strategy for Martley Conservation Area</b>	<b>18</b>
<b>10.0 Further Reading</b>	<b>18</b>
<b>11.0 Appendices</b>	<b>20</b>
<b>12.0 Direct Advice &amp; Information</b>	<b>25</b>

## 1.0 INTRODUCTION

Martley was designated as a Conservation Area in 1981. Conservation Areas were established by the 1967 Civic Amenities Act and were defined as being areas of “special architectural or historic interest, the character or appearance of which it is desirable to preserve or enhance.” The local authority must give special attention to these areas and their enhancement, and ensure that development proposals preserve and enhance the character of the area.

Conservation Areas can vary greatly in size and character, but generally it is the appearance of the area, rather than individual buildings, that justifies the designation. They remain a particularly important way of conserving the built environment.

## 2.0 REASONS FOR THE APPRAISAL

Under section 69(2) of the 1990 Listed Buildings & Conservation Areas Act, it is the duty of every local authority to review its conservation areas “from time to time”. Several of the conservation areas within the District have not been reviewed, or reappraised, for over twenty years, and in fact Martley’s conservation area, designated in July 1981, had not been reviewed since then.

As the local planning authority, Malvern Hills District Council needs to ensure that any planning applications for development preserve or enhance the character or appearance of the conservation area. To retain the special character of the conservation area, it is therefore important that we know what and where the particular qualities are and how future development may impact upon them.

To provide a greater understanding of the importance of the conservation area, it was important to us that we sought local people’s views on what they believed were the important components and issues to be considered in the appraisal of the conservation area. It was also necessary to review the boundaries of the conservation area “from time to time”. The original boundaries of the Martley Conservation Area might not have been so relevant as they were, nor make sense in the context of altered residential curtilages or new tree planting. These boundaries needed to be adjusted to take account of new developments within the conservation area or its setting, or of ways in which the conservation area was now used which affected its character or appearance.

For these reasons, an appraisal of the conservation area was considered to be necessary.

Martley’s special interest lies not only in its buildings but also its open spaces, the spaces between buildings, its street and road layout, trees and hedgerows, views in and out, its unique setting, its distinctive local building materials, its geology and its boundary treatments and ground surfaces. The way in which the village and the conservation area are used by people can also affect and impart a special character and interest.



*Church Lane*

## 3.0 THE SPECIAL ARCHITECTURAL AND HISTORIC INTEREST OF MARTLEY

This can be summarised as:

The way in which the village has developed and evolved historically, its archaeology, its layout, the form, size, design and siting of its older buildings and its other surviving architectural and geological features. The layout and open space hierarchy of the village, its architecture, its listed and unlisted buildings and boundary treatments, and the way in which these contribute to the particular character of Martley.

The survival of vernacular methods of building and of natural, local building materials within the village.

The landscape setting and natural environment of the village and views into and out of the conservation area.

The contribution of particular individual trees, groups of trees, hedgerows and gardens to the character of the area.

The 1981 conservation area boundary was intended to reflect this special interest.

#### **4.0 MARTLEY CONSERVATION AREA- HISTORICAL DEVELOPMENT**

##### **Archaeology**

A Scheduled Ancient Monument known as Berrow Hill Camp, is situated on Berrow Hill to the south west of the village. This Iron Age barrow is about 3 acres in extent and is surrounded by a fosse or ditch which is in especially good preservation in parts. It evidently once controlled the Teme Valley and there is no record of any excavation having taken place, nor has the camp yielded any relics. It is clearly visible from the conservation area as a wooded hilltop to the south west of the village edge.

##### **Origins and Historical Development**

Martley's name derives from Mertelei or Mertelee, possibly the field or lea of the Pine Marten (The Norman name for the Marten was Martre) although it possibly derives from Mar-ley, meaning the clearing at the edge of the County, or of Church lands. The parish is remarkable as a collection of hamlets (Kingswood, Pudford, Horsham, Prickley Green, Hillside, Rodge Hill, Collins Green and Willow Green), with Martley itself positioned centrally in the low lying land adjacent to the Laugherne Brook and the former water meadows now to the south of the Church.

There was a settlement at Martley prior to Domesday in the eleventh century and there is some evidence of Roman occupation following the discovery of a Roman coin near the centre of the village. The fertile land surrounding Martley gave the Romano Britons an important supply of food and materials and there is evidence of an outpost camp at the nearby village of Clifton-upon-Teme. It can be seen that the core of the original habitation was probably around the site of the Church, just raised above the water meadows, and with trackways leading off on the higher, passable land to the east and west.

The development of the village probably began from near the Church (or even possibly from the site of an earlier Saxon Church a little further north) out along the rising land to the immediate north, north east and north

west of the Church and along the tracks to Worcester, to Clifton (after Ham Bridge was built in 1769 ) and Great Witley. The road out of the village south west to Knightwick over Ankerdine is relatively modern, having developed from farm tracks to Berrow Hill Farm and Horsham.

It is around the Church where the earliest buildings are grouped. The building now known as Old Hall was formerly the rectory and dates back to the 14th century. Martley Court, formerly known as Court Farmhouse, dates to the 17th century. Adjacent to Martley Court, across Church Lane, is The Old School House, erected in 1846, which as its name implies was a former school and teacher's house. To the east of The Old School is The Old Chantry, the former Parish Hall and Caretaker's House and previously The Chantry School.

One can therefore see the development of the village from its original core out along the trackways or roads, but with isolated and detached development, possibly associated with the farming or quarrying carried on so close to the village. Down the B4204 to the west, on the way to the present junction opposite the Village Stores and Post Office (what now many people would consider the centre of the village) is The Smithy, standing with its back to open fields, but dating from the late seventeenth century and once an integral part of village life. To the north of the conservation area, around the junction of the Great Witley and Clifton roads, are several 17th century timber-framed cottages which may have been associated with the Scar Quarry, which supplied the sandstone for the village.

Up until the nineteenth century, this would have been the extent of the village, apart from isolated but closely visible buildings such as The Noak, Barber's Farmhouse and The Jewry. However, in 1838, to the south west of the village, outside the present conservation area, the Martley Union Workhouse was built on land to the east of the junction of Jury Lane and the present B4197. This large new development, which was the biggest in Martley until the construction of the new Chantry School and Sports Hall, served an extensive area bounded by Pensax, Astley, Suckley, Alfrick, Hallow, Sapey and Stockton. In addition to holding 130 inmates it was also the headquarters of the Medical Officers and Registrars of the surrounding districts. All of the substantial buildings have long since been demolished, but their site was used for twentieth century housing development, which might have occurred elsewhere if the "brownfield" Workhouse site had not been available.

Later Victorian and twentieth century development in Martley occurred largely as infill between the historic core and the more outlying buildings, but substantially on the Mortlake Drive/St Peter's Drive/Jury Lane site described above and also the area north and north east of The Chandlery where now is the Chantry School and Sports Hall. The development of the Central Stores, Garage and The Crown occurred during this period, with newer dwellings along the B4197 toward the seventeenth century cottages by Scar Bank.

## 5.0 CHARACTER & APPEARANCE

### General

Martley as a village has a lively, busy character, a focus of interest, around the Central Stores, Garage and Post Office, for not only its immediate environs but also its many satellite settlements, the nearest of which are Hillside and Berrow Green. The conservation area lies within the core of the village and encompasses the historic heart of it. The church is a focal point, its tower seen from most parts of the village and beyond, but seen from the south and south east across the former water meadows, it has a superb setting.

More recent development lies on the south west side of the village, with the modern residential development flanking Jury Lane described above, which although part of the village, appears as a detached addition. Elsewhere, the modern development to the west of the B4197 and the development along the main road, past and including the Chantry School, but taking in the Old Chantry, extends the apparent centre of the village to the north east.



*The north end of the village*

Analysis of the historical development and the character and appearance of the conservation area enables the

identification of seven distinct sub areas, five built sub areas and two open space sub areas, which are described as follows:-

### The Village Sub Areas

#### (1) The Historic Core



Though it is difficult to define the present centre of the village, the major focal point and original centre of the village is the Church of St Peter which dates from the 12th Century. It is constructed from the local Triassic sandstone, possibly from the closely adjacent Scar Quarry, and an earlier Anglo Saxon Church on the same site is mentioned in the Domesday Book. Only the nave survives from its early origins, with the remainder of the church being rebuilt over time and the restoration being completed in 1909. A grade 1 listed building, the Church, together with its mature trees, forms a major focal point within the conservation area. Within the vicinity of the church is St Peter's Well, the site of baptisms during the early days of Christianity.

Adjacent to the north of the Church, The Rectory, The Old Hall, the School House, Court Farm House and The Old Granary form a group extending eastwards along the main road and out of the conservation area to include The Old Chantry and Flagstone Cottage, before the Martley Primary School. Church Lane itself is a particularly attractive link between the Church and the buildings clustered to the south side of the Worcester Road, running up between the Churchyard wall, a retaining sandstone wall to the raised Churchyard, and the mellow high brick wall of the garden of Court Farmhouse. The Churchyard itself is a particularly pleasant area, with its several fine trees and its high screened eastern boundary of conifers. The open area formed by The Old Granary and Martley Court with the Old School House across Church Lane is a distinctive feature, and the elevated grassed area across the road from here, to the south of Ivy House with its screen of trees, is also distinctive. As it

is, the particular arrangement of these buildings and the open spaces they enclose give the impression of almost a village within a village.

*(2) The Rectory and The Old Hall area*



This area is characterised by large houses and their stables and outbuildings, set well back from the road behind hedges or mellow stone walls, and quite distinct from the group of buildings within the historic core. The Old Hall is the largest and oldest building of the group, and dates from the fourteenth century, being an important Grade 1 listed building.

*(3) Maple Cottages, The Chandlery and Beyond*



To the north of the road, another smaller but distinct group of buildings is centred on Maple Cottages and

The Chandlery, The Maunch and Little Laurels, with Ivy Cottage just within the conservation area and Restalrigg just outside in its exposed position on the south eastern edge of the adjacent field. The view up the lane, locally known as Butcher's Lane (or Bank), leads the eye round to the north west where Ivy Cottage forms the ultimate end to the 1981 conservation area.

*(4) Junction of the Great Witley and Clifton Roads*



Grouped around the junction of the Great Witley and Clifton Roads and extending up the hill in a deep sandstone cutting (Scar Bank), the houses and cottages here form a distinct character area. This area extends from The Old Tannery and Tan House on the south east side of the junction, to the small group of cottages, Peel House, The Wayside, The Lower Scar and Scar Cottage. It extends up and out of view with the deep cliff of the cutting forming the end of the view out of the village to the north. This small part of the conservation area is possibly the most dramatic. The entrance to the old Quarry, north west of Scar Cottage, to the north east of The Nubbins, is a mysterious and inviting, rather wild end to the conservation area.

*(5) The Smithy*



The Smithy is an isolated cottage, midway between the historic core of the village and its present perceived centre down by the Central Stores. It dates from the late seventeenth century and its present setting, in a very open area, between open fields to the north east and the extensive Paddocks to the south, across the road, give it a distinctive character all of its own.

#### *(6) The Water Meadows*



The former Water Meadows to the south east of the Church lend a very distinctive character to the south eastern portion of the conservation area. The very open area forming the Memorial Field and across these meadows was included within the original conservation area boundary, and now forms an incomparable setting for the Church and the trees and buildings beyond.

#### *(7) The Paddocks*



This area lies around the Paddocks to Martley Court, an extensive grassed area, stretching north westward from Church Lane. It is bounded by the converted barns at The Old Granary and Court Farmhouse, to the south and south west by a screen of tall trees and by an area of developing "carr" woodland which intercedes between

the new residential developments off Jury Lane and the rest of the village. The Paddocks, as presently laid out, create a large hollow core to the village.

## **6.0 THE ASSESSMENT**

### **Layout and Open Spaces**

Some of the most important features within the Martley Conservation Area are the several open spaces within and around the village. Of these, the area separating the historic core around the Church from more recent development on the site of the Old Workhouse to the south west is clearly important in lending the conservation area its distinctive character. The Paddocks and the adjoining tree screen and small woodland almost divide the village in two. This large open space, because of its particular configuration and aspect, lends a unique quality to the conservation area as a whole.

Although this area is presently beyond the settlement boundary as defined in the Malvern Hills District Local Plan, given its importance to the setting of the village it is important to remain free from built development. This area of open space is significant in preventing the coalescence of the village and retaining its pleasant rural character.

The other major open space within the conservation area is the Millennium Field, with its ponds, and an adjoining field. The Millennium Field is bounded to the south east by Ducton Coppice, a long rectangular area of woodland that was omitted from the conservation area boundary in 1981. This open area, with local support, has become a valuable asset to the village. The Field's function as a setting to the Church and village from the south east is particularly valuable and important, and development of this valuable open space in the immediate setting of Martley would never be appropriate.

The area of open space immediately south of Ivy Cottage, and established after the road through the village was re-routed after about 1980, currently partially used as a car parking area, makes only a neutral contribution to the conservation area. The former Orchard to the south of Ivy Cottage, though privately owned and inaccessible to the public, forms a unique part of the character of the conservation area. The gardens of houses such as The Old Hall, The Old Tannery, The Glebe, and The Stables, most of which are screened or well tree'd, are not clearly visible beyond their boundaries to the outside observer. The Churchyard, also, is well covered with developed trees and, with its tombstones is more enclosed than an open space, although it does provide an important area

of amenity space in its own right. These smaller areas of open space perform a valuable function within the conservation area, and their erosion by development would be a considerable loss to the character of the conservation area.

## Architecture

The architectural periods of the buildings of the conservation area range from the early twelfth century (the oldest parts of the Church of St Peter) to the present day. The oldest building, the Church, apart from its Mediaeval origins, was extensively restored in Victorian and Edwardian times.

Most buildings over a hundred and fifty years old in the village are cottages of vernacular styles, usually timber frame with wattle and daub panels, which changed little over hundreds of years, perhaps gaining extensions to the original modestly sized originals. Occasionally these buildings have been refronted in more fashionable materials such as brick, and have had their lightweight original panels replaced by more durable brick nogging in Victorian times. Dormers and replacement windows were largely added later, and more noticeable alterations were made in modern times, especially the mid twentieth century, but several of the timber framed buildings of the conservation area retain their original character.

The seventeenth, eighteenth and nineteenth centuries saw larger brick houses built or extended, notably Barber's Farmhouse, with The Old Hall, Court Farmhouse and The Noak being remodelled and extended. Barber's Farmhouse has a fine Georgian front, not part of the village or the conservation area but visible from the track south east of the Primary School. The Old Hall, with its fourteenth century core, exhibits a variety of architectural styles, from Mediaeval to Victorian, and with a glorious Georgian projecting bay to its north elevation. Court Farmhouse has a simple Victorian refacing of its earlier core, and The Noak is an interesting combination of Jacobean with Victorian, its 1853 extension seamlessly added to the older house.



## Listed Buildings

There are nine buildings and four architectural features within the Martley Conservation Area included within the list of Buildings of Architectural or Historic Interest, being listed Grade 1, 2 star or 2.

Foremost among the conservation area's listed buildings are the Church of St Peter and the Old Hall. The Grade 1 listed Church of St Peter, as described above, dates from the early twelfth century, with work from the thirteenth and fourteenth centuries, restored in mid Victorian and Edwardian times. Its construction from the local New Red Sandstone gives it a distinctive appearance very typical of the countryside of north west Worcestershire, and its west tower with embattled parapet with pinnacles is a distinctive feature from a wide area around.

The Old Hall, also a Grade 1 listed building, was formerly a Rectory, now a large private house. Dating from the fourteenth and fifteenth centuries with subsequent additions and alterations from the sixteenth to the twentieth centuries, the original house was timber framed with wattle and daub infill but within the eighteenth century a brick skin was built around the house to allow for larger windows. The present external appearance is of an eighteenth or nineteenth century house. Generations of clergy lived at the house, the most notable being the Hastings and the Vernons. The building sits unobtrusively at the end of a drive, beyond the main road and largely screened from view.

The other listed buildings are Grade 2, consisting of

- Martley Court (listed as Court Farmhouse), a seventeenth century remodelled farmhouse of brick on a stone plinth, the accompanying eighteenth century outhouses, barns and stables to the former farmhouse, separately listed and now converted to residential,
- The Old School House, an 1846 stone former school and teacher's house,
- The Smithy, a late seventeenth century timber frame black and white cottage,
- Scar Bank Cottage, a seventeenth century timber frame and brick cottage,
- Lower Bank Cottage (Lower Scar), a late seventeenth century cottage with brick infill,
- Wayside Cottage, a mid nineteenth century cottage with timber framed first floor.

In addition, there are three separately listed structures associated with the Churchyard:

- a mounted urn-type monument surrounded by iron railings,
- a large tomb-chest monument
- the gates and gate piers at the north entrance to the Churchyard, all of which are listed Grade 2,
- and the separately listed urns in the garden just south of The Old Hall which were removed from the Church tower upon restoration in 1909.

Three notable listed buildings outside the conservation area but visible from it and making a contribution to its setting are:

- The Noak,
- The Jewry
- The Old Chantry.

The Noak is an imposing Jacobean red brick building with a large extension of 1853 in Jacobethan style; The Jewry (or Jury) dates from the early seventeenth century, with many alterations and extensions since, and is black and white, of box timber frame. The Old Chantry is the former Parish Hall, listed as such and built in 1913 in a loose Arts and Crafts style by the London Architects Corlette & Nicholson. It is in timber frame with brick infill and a plain tile and copper roof.

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

## **Unlisted Buildings**

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

against their impact upon the conservation area through the normal planning application process.

Particular unlisted buildings of merit within the conservation area are The Crown, Sunrise Cottage, The Chandlery, Rose Cottage, The Stables, The Laurels, Church Steps Cottage and The Rectory, and these are shown as such on the Appraisal plan within the centre pages of this document.

## **Materials used within the Conservation Area**

The building materials used within the Martley conservation area would traditionally have been predominantly from local sources, with a few high status buildings of "polite" or fashionable architecture of the time of construction, embodying materials brought from a distance.

### Timber framed buildings

There are several timber framed buildings within the conservation area and these contain timber which would have been sourced locally, within about a twenty mile radius. Oak has been used on Lower Bank Cottage, The Jewry, Scar Bank Cottage, The Smithy and Wayside Cottage, and was still used as late as 1913 on The Old Chantry, formerly the old Parish Hall, which stands just outside and to the east of the conservation area. In most cases, the original infill panels to these timber framed buildings have been replaced by brick nogging in Victorian or modern times, sometimes rendered over.

### Brick buildings

Buildings constructed of brick in Martley are of the rich, red/orange brick of the area, predominantly sourced locally. The brick bond in which they are laid (the pattern of "stretchers" to "headers" ) varies around the village. Examples of the local bonds are:

#### English Garden Wall Bond

- the garage to Rose Cottage in Church Lane,
- the brick wall running down to the junction opposite the Central Stores,
- Tan House,
- Martley Court,
- the high wall down to The Old Hall.

#### English Bond

- The Old Chantry,

#### Flemish Garden Wall Bond

- The Chandlery,

- the wall to Church Lane at Martley Court Flemish Bond
- Rose Cottage.

The grandest brick buildings in the area include the eighteenth century Barber's Farmhouse and The Noak, of seventeenth century origins but extended and refronted in the nineteenth, both outside the conservation area. The Old Hall, formerly The Rectory, is an impressive brick building with its seventeenth and eighteenth century brickwork concealing an internal timber frame dating from Mediaeval times. Court Farmhouse has seventeenth century brickwork remodelled in the nineteenth century. The range of outhouses, barn, stables and cowhouse north west of Court Farmhouse, now converted to residential, are also of note in the village as being good examples of vernacular brick construction.



### Stone Buildings

There are outcrops of New Red Sandstone, dating from the Triassic era, in various parts of north Worcestershire. Martley's quarry of New Red Sandstone at The Scar supplied the stone for not only the Church of St Peter but also The Old School House of 1846, with its coursed rubble stonework, stone coped verges and plain clay tiled roof, and the plinth walls for the seventeenth century Lower Bank Cottage. In addition, the several low walls of this sandstone in the village are of note. On the south side of the B4204 from south of Restalrigg to opposite The Smithy, on the corner opposite the Central Stores, and on the west side of the road up to the Great Witley road junction, these walls are particularly prominent. With their "cock and hen" upended sandstone copings they have a distinct local character.

The same sandstone also occurs to dramatic scenic effect as a natural outcrop or cutting on the north side of the Clifton Road at Scar Bank as it climbs up to the north west out of the village. The New Red Sandstone is

of a variable colour, ranging from a rich red to a greenish fawn, but its presence lends a distinctive and attractive character to the conservation area.

### Clay Tile

Though no thatch buildings remain within the village, this would have been the natural roofing material of farm buildings and the more humble cottages in around Martley until well into the nineteenth century. After this time, thatch gave way to the plain clay tile, again from local sources, that clads the roofs of most of the buildings within the village.



### **Boundary Treatments**

There are several particularly attractive boundary details within the conservation area, as shown on the Appraisal Plan within the centre pages of this document. Notable among these are sandstone walls, which considerably enhance the village's character. One long stretch of stone wall runs south on the west side of the road from Wayside to The Nubbins, interrupted at the access to Misteltan Hay. This is of stone, of up to a metre in height, with copings. The original conservation area boundary of 1981 actually crossed the road to include this feature, though not the dwellings immediately behind it. To the south east of this wall, at the junction opposite the Central Stores, stands an even more attractive sandstone wall, only a short stretch, 1 to 1.4 metres (3 to 4 feet) high and with copings, but it positively enhances the north side of the junction. To the south side of the junction opposite the Central Stores is a metre high brick wall and a short stretch of iron railings to the nearby shelter and then on up the B4204 to the east, on the south side of the road and bounding the open land to the south is a wall of brick on a stone plinth, rising from 1 to 1.8 metres (3 to 5 feet) high as it climbs up to the bend south of Restalrig and forming a very distinctive feature. Along the Worcester Road, in front of The Chandlery, is a short stretch of brick frontage wall surmounted by ornamental railings.

To the frontage of The School House is a low sandstone wall with copings partially topped with a loose hedge, and to the forward boundary of The Old Hall is a 3 metre (10 feet) high wall of mellow brick with piers, a most attractive feature of the village. Further along the road to the east is another, 0.6 metre (2 feet) high sandstone wall with copings. Down Church Lane to the west side, bounding Martley Court, there is a tall wall of mellow brick on stone copings and bandings, and with brick piers, and one gateway with steps, which follows the lane down to terminate at the corner of the walled garden to Martley Court. On the east side of the lane, a 1.3 metre (4 feet) high sandstone wall follows the lane down to become a retaining wall to the Churchyard. South west of the Church is another 1.3 metre (4 feet) high stretch of good mellow brick wall, stepped down attractively in a curved coping.

The boundary wall on the west side of Butcher's Lane, once a properly maintained limestone wall with laid hedge on top, is now partially obscured by fallen earth, and could be restored, greatly enhancing the appearance of this part of the conservation area.

All of these walls make an important contribution to the character of the village and the conservation area. Conservation Area Consent would be required to remove any of the unlisted walls (the Churchyard walls and those of The Old Hall are listed by association with their main buildings) and the Council would be unlikely to grant consent.

## The Natural Environment and Wildlife

There are no international or national Sites of Special Scientific Interest protecting important ecological or geological features in or around the village of Martley. The settlement does lie however within the area designated as the Malvern and Abberley Hills Geopark, a Europe-wide recognised landscape designation, because of the distinctive and unique underlying geology.

The non-statutory designation of Special Wildlife Site (SWS) afforded to *Ducton Coppice* as a tributary of the larger *Laugherne Brook* SWS, reflects the importance of ancient semi-natural woodland and particularly wet or carr woodland as part of a wider riparian or waterside system.

Further biodiversity value is found in the wet woodland to the west of the *Memorial Field*, this habitat being of particular value to invertebrates. The ponds and watercress bed within the *Memorial Field* and the pond below *Barber's Farm* also have the potential to

support species with aquatic associations; invertebrates, amphibians and some bird species.

The remnant grassland, although apparently improved or semi-improved, to the east, south and into the centre of the village, *the Paddocks*, also has the potential to support locally important species and increased biodiversity.

Gardens and open spaces within the conservation area provide valuable habitats for a number of our most loved species, notably garden birds, many mammals (shrews, voles and hedgehogs) and reptiles and amphibians. Nectar and pollen rich garden plants will be supporting a broad range of invertebrates, particularly butterflies, bees and moths. The broad range of types and age of buildings within the village will invariably be supporting a number of bat colonies of different species, and the connectivity of habitats, gardens, grassland and woodland provides easy movement corridors for bats between roosts and feeding areas. It should be noted that all species of bat and their roosts are afforded the strictest protection in law from disturbance or destruction. Of particular value to bats will be the water bodies, woodland areas and sewage works to the south and east of Martley, these areas attracting large numbers of flying insects during the summer months.



## The Landscape Setting of the Conservation Area

The village of Martley is generally low lying but built partially on land which rises to the north, north east and north west. To the west is the high ground of Kingswood Common. To the south east particularly, there is extensive open countryside and to the south west the land gradually rises to a ridge line and to Berrow Hill.

With the village nestling into a ridge to the north and east, distant views into the village are generally restricted to the south and south west. Cresting this ridge reveals fine views into the Teme Valley LCA with a noticeable

increase in woodland cover and a more dramatically rolling topography. Approaching the village from the south, indication of the presence of settlement is first gained from the impression of a 'clump' of trees; roof lines and the church tower quickly confirm this. From the north and west, arrival in the village is abrupt, both approaches being over ridge lines.

The high quality of the landscape is reflected in the designation of part of the area (that to the west of the village and the B4197) as an Area of Great Landscape Value. To the north of the village there is an extensive open landscape setting, north past Hillside to the Abberley Hills. The area particularly to the north and west is an attractive, well wooded and undulating rural landscape through which the River Teme flows.

The gently undulating topography, scattered hedgerow and streamside trees, patches of woodland and orchard, small to medium scale field patterns and mixed land use are the distinctive elements within the landscape immediately surrounding Martley. However, this is a rapidly degrading landscape. High intensity arable farming on the good, Grade 2 agricultural land is resulting in a dramatic decline in field pattern and boundary management. Tree cover is generally poor and declining. A mark of the decline of the surrounding landscape is the prominent and intrusive use of conifer hedging around isolated farms and dwellings.

Landscape character is defined as the distinct and recognisable pattern of elements that occurs consistently in a particular type of landscape and how it is perceived by people. It reflects particular combinations of geology, landform, soils, vegetation and land use, and human settlement. The Countryside Agency – the government body with statutory responsibility for England's countryside – has defined the character of the country's landscape in the publication of the *Character Map of England*. Classification is made through the use of *Landscape Character Areas* (LCAs)

Martley is located within, but on the edge of the Severn and Avon Vales Landscape Character Area (LCA106) and the Teme Valley (LCA102). The transition between the two is defined and reinforced by the dynamic underlying geology. Although the evolution between the two character areas is not an essential feature of the village and its surroundings, demonstrating characteristics typical of the Severn and Avon Vales LCA, recognition of this unique position helps to explain the origins and development of settlement in this location. Most marked are the differences in building materials, field patterns and land use and tree cover between the two character areas.

Further refinement of the character of the setting of Martley is available in the Worcestershire County Council *Draft Landscape Character Assessment* 1999. This document characterises the landscape of Worcestershire at a finer grain than the national map, giving greater consideration to locally distinctive elements and describing the landscape in terms of *Landscape Types and Landscape Description Units* (LDUs). Martley lies within the *Timbered Farmland Landscape Type*; further refined to the Kings Green – Wants Green Timbered Farmlands LDU46 (LDU subdivision 46.2 – Martley Timbered Farmlands)

### Views into and out of the Conservation Area



Martley is virtually surrounded by hills, with Berrow Hill to the south west, the high ground of Kingswood Common to the west, the long ridge of Hillside to the north west, with Woodbury Hill beyond to the north, Witton Hill to the north east, Laughern Hill to the south east and the rising land around Newtown to the south, with only the valley of the Laughern Brook out to the south east, north of Laughern Hill being reasonably level. For this reason, there are good and extensive views out of and into the conservation area from Martley. These represent what are considered to be important views, but such a list is not exhaustive and may change over time, possibly if sites are redeveloped or for other reasons.

1. The view north out of the conservation area takes the eye up to the fork of the Clifton and Great Witley roads and then just beyond, but with the view terminated by the steep cutting formed in the New Red Sandstone cliff at Scar Bank.
2. The next view out to the north west is possible just to the west of The Smithy, outside the Rodgers coach garage, where there is an extensive view out over developing wooded area south east of The Old Tannery to the rising ground of Kingswood Common and The Noak.

# Martley Conservation Area Appraisal Map

## Martley Conservation Area Appraisal

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



**Diagrammatic Only  
Not to Scale**

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3. Next, a little up the road to the east of The Smithy a delightful view opens out across open fields to the north and north east, with distant views to the Abberley Hills.
4. Looking back north west from a point on the road north of The Old Granary, there is a view to Martelai on its ridge but in the foreground the Rodgers coach garage is a jarring element.
5. From just outside the Chantry School, there is a diminishing view along the main road into the village to the west, towards Maple Cottages, with roadside trees forming a suitable frame.
6. A point east of the Church of St Peter, along the track that leads to the Sewage Works and before it bends in a southerly direction, a good view across the fields to the north east opens up, with Barber's Farmhouse on its ridge with trees beyond.
7. From near the southern extremity of the conservation area, along the lane to Hopehouse Farm, there is a very fine view of Ducton Coppice, with the Church prominently displayed across the former watermeadows.
8. From the South end of Church Lane looking north, there is a fine long view of the Church with the central part of the conservation area behind.
9. Looking east-south-east from this point, a fine view unfolds with Hopehouse Farm on its ridge in the distance.
10. Looking from Church Lane, a closer view of the Church emerges, with the Churchyard trees beyond.
11. By the junction of this lane with the way up to the Church, a view north west across the Paddocks to The Smithy opens out.
12. A view from the edge of The Crown restaurant, across its car park, takes in Berrow Hill to the south west.
13. On the opposite side of the road, to the south east of viewpoint 12, there are extensive views out across the fields to the west of the conservation area and forming an important setting.
14. Looking from just north of Ivy Cottage, the view north out of the conservation area lies along an avenue of Damson trees.
15. From the field style on the Worcestershire Way as it enters Martley, the view south towards the conservation area and Ivy Cottage is back along the Damson avenue.
16. Looking south across the Paddocks to Martley Court, the fine open view is terminated by the belt of trees on the south western edge of the conservation area.

17. Looking north west, from the junction of Mortlake Drive, The Scar is an important feature in the setting of the conservation area.

The views described above are noted on the Appraisal Plan within the centre pages of this document.



### **Trees and Hedgerows**

Trees play a significant and important role in forming the character of a settlement. Many trees are capable of occupying and defining a space within a village for many decades, even centuries. However, the planting of new trees and the loss of older trees to disease or decay results in an ever changing character, less easy to define than the more static character created by buildings and settlement patterns.

The contribution of an individual tree to the character of a village may be seasonal; dramatic autumnal colours or bright spring flowering. Naturally deciduous trees will have a different contribution to the character of an area in full summer leaf from the sculptural, bare branches of winter. Evergreen specimens, likewise, may screen intrusive or ugly structures but be themselves incongruous with the historic character of an area. The contribution that trees make to a settlement may be fragile; easily destroyed by ill-considered development or management.

Individual trees, groups of trees or whole woodland areas may define spaces within a village, enhance the setting of a building or screen or emphasise a view. Martley exhibits fine examples of all of these.

### Individual trees of note:

Standing in the grounds of *The Old Hall* is a fine and mature Beech (*Fagus sylvatica* 'Pupurea') elegantly juxtaposed with the *Church of St Peter*. Viewed from the south, the size of this tree nicely complements the

mass of the church, adding a sense of scale. A Silver Birch (*Betula pendula*) to the west of Church Lane, opposite the access to the church yard, elegantly contributes to the setting of *Martley Court*.

A Yew (*Taxus baccata*) to the rear of *The Crown* is particularly visible when entering the village from the south-west and from the road junction opposite the *Post Office*.

A Silver Birch of typical form in the front garden of *The Nubbins* on the west side of the B4197 provides a vertical element in the street scene, contrasting with the low, horizontal character of buildings in this part of the village.

At the apex of the junction of the Great Witley Road and Clifton Road stands an Ash (*Fraxinus excelsior*). Although of only average form, this tree is a significant focal point. A similar Ash, a very distinctive feature on the skyline looking north-west out of the village, stands in the grounds of *Scar Cottage*, marking the end of the village to the north-west.

Although in serious decline, an ancient Black Pear tree in the corner of the paddock opposite the *Memorial Field* alludes to the historic importance of fruit production in this area and is worthy of particular note.

#### Groups of trees of note:

To the east of the village below *Barber's Farm*, surrounding a field pond, stands a group of three Oaks (*Quercus robur*). Although well removed from the settlement, these trees make a significant contribution to the character of the village when approaching from the south on the minor road and when looking east out of the village. Similarly the group of trees surrounding *Barber's Farm* itself form a significant feature on the skyline above the village to the east.

To the south side of the B4204, opposite the car park for the *Chantry School*, stand a line of four mature trees; a Holm Oak (*Quercus ilex*), two Horse Chestnuts (*Aesculus hippocastanum*) and a Sycamore (*Acer pseudoplatanus*). The effect of these trees is to create the character of a shaded lane, framing a view when exiting the village and acting as a 'village gateway' when entering. Another Sycamore further east along the road could be considered as part of this group. Standing on the open ground to the front of *Martley Court and Martley Court Barns*, to the south of the B4204, is a group of one Oak, three Maples (*Acer spp.*) and a Lime (*Tilia x europaea*). Although this area will not be sufficiently large to accommodate all

of these trees at maturity, their current contribution to the area is as a focal point on an important bend in the village street scene. The retention of two or possibly three of these trees will ensure a long-term asset to the village.

Again to the south side of the B4204, just within the area described as *the Paddocks* opposite *The Smithy* is a row of three Sycamores and three Beech. These young trees are of fair form, well spaced and have the potential to make a significant and long-term contribution to this part of the village. They give this area the character of estate or parkland. Further tree planting within *the Paddocks* reinforces this character although these trees are far less visible.

Immediately to the north of Ivy Cottage, outside the conservation area, is an avenue of arching Damson trees. These line footpath 655 which forms the Worcestershire Way as it enters Martley and are a most attractive feature.

Two Yew trees and a single mature Cherry (*Prunus spp.*) in the grounds of *The Tannery* enhance the setting of nearby buildings.

#### Woodland areas of note:



*Ducton Coppice* to the east of the village has been recorded as an area of Ancient Semi-Natural Woodland (ASNW) in the Woodland Inventory of Worcestershire (Forestry Commission). This assessment suggests that this area has been under continuous woodland cover since at least 1600. This woodland, growing along a tributary of the Laughern Brook, is a good example of wet or carr woodland and has also been designated a

Special Wildlife Site by the Worcestershire Wildlife Trust (1990).

Opposite the *Memorial Field* is an area of developing wet or carr woodland, which although contiguous with the plantation to the west of *the Paddocks*, is of a very different character. Of particular importance is the way this wood and *Ducton Coppice* frame views of the church from the south.

Visually the most significant area of 'woodland' is the plantation separating *the Paddocks* area from the newer housing estate to the south west. Generally the quality of the trees in this area is poor, being too densely established, and positive management in the near future would be required to ensure a continuing asset to the village.

These trees of note, groups of trees and woodlands are shown on the Appraisal Plan in the centre pages of this document, as are the positions of other trees not of particular significance.

### **Martley Conservation Area -Negative Areas**

The conservation area, drawn as it was, contains few negative factors within its boundaries, although some of its setting is influenced by inappropriate or untidy development, however there are certain parts that actively detract from its character and appearance. These include :

- The coach garage and its ugly corrugated iron building adjacent to The Smithy. Albeit the coaches themselves are really only seen from certain views (notably from the road on the higher ground looking west from just north of The Old Granary), and the coach park is just outside the conservation area, several of the views into the outside coach parking area have to be seen as negative to the setting of the conservation area.
- The assortment of road signage at the junction of the Great Witley and Clifton Roads, which has the effect of separating Sunrise Cottage, on the junction, from the rest of the village and consequently divorcing it in appearance from the conservation area.
- The new, open car park to The Crown is rather bleak in appearance and though opening up a distant view to Berrow Hill, does not enhance the immediate setting of the western edge of the conservation area.
- The conservation area boundary where it adjoins the Chantry School is marked by an

ugly high fence which detracts from the appearance of its immediate surroundings.

- The car parking area west of The Chandlery and across the road from the Old School House is a bare and unattractive feature, having an urbanising effect upon the immediate locality.

### **Neutral Areas**



The area around the Central Stores, the Garage and Post Office is not necessarily harmful to the character of the conservation area, but because of their design and age, these buildings do not actively enhance it. Similarly, the dwellings immediately north of here, to Peel House and The Wayside, are neutral in their impact on the conservation area. Significantly, these buildings were not included within the original conservation area. There are few other areas neutral in their impact on the conservation area, and in fact most of the boundaries are fairly tightly drawn. For example, Badger Close and St Peter's Drive are screened from the conservation area, and on the northern edge, Restalrig sits alone on the edge of open fields, neither enhancing nor detracting from the conservation area's setting.

## **7.0 MARTLEY CONSERVATION AREA - PRESERVATION AND ENHANCEMENT**

### **New Development and Changes Since Designation**

There has been a substantial amount of twentieth century development in Martley village during the later Twentieth Century, including both a primary and a secondary school, housing and small industrial units. It is one of the larger villages in Malvern Hills District and provides a wide range of services and facilities and some local employment. Although there appears to have been some low level change since the conservation

area was drawn up in 1981, this does not appear to have been significantly marked. The Settlement Boundary for Martley, as designated in the Malvern Hills District Local Plan, lies mainly to the south west and the north west of the conservation area. This coincides with the conservation area in three localities. These are:

- a compact area around The Old Schoolhouse, The Granary, The Laurels and Ivy House
- around Tan House and The Old Tannery
- and around The Lower Scar, Peel House and The Wayside .

The conservation area lies essentially north east of the main area of new development and only where the Settlement Boundary overlaps it has there been any new development. No base date photographic survey was carried out when the conservation area was designated, so it is very difficult to pinpoint what small changes have occurred, but the current photographic survey shows that permitted development rights, even in the conservation area, have evidently eroded a little of its essential character and appearance.

### **Design Guidance for New Buildings and Extensions**

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

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

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

- *Encouraging only new development within the conservation area or its immediate setting where the type, character and design of the development actively enhances the conservation area;*

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

### **The need for re-drawing the boundary of the Conservation Area**

Since originally being designated, the conservation area had not been reviewed. At the time of designation, the boundaries made good sense and reflected garden and field boundaries, tree screens and the boundaries of natural features. They also reflected the then current habit of drawing the boundaries of conservation areas as tightly as possible to the built-up area of the village. The purpose of this review of the conservation area boundaries has been to assess whether these boundaries could be adjusted to take account of later alterations and also consider part of the landscape setting of the conservation area as being rightly part of the conservation area itself. The Assessment also needed to evaluate whether it was appropriate to delete parts of the conservation area as not now being of the character or quality suitable for inclusion.

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

reassessment of the boundaries .

Following a survey appraisal, and after public consultation, three areas were included within an extended Martley Conservation Area:

These were -

1. The area of developing wet woodland north of The Willows, bounded on its east side by Church Lane. This wooded area, a natural continuation of the belt of trees and scrub that runs all the way down from opposite The Crown, makes a very positive contribution to the setting of the conservation area and, again, its component trees benefit from the protection that conservation area status confers.
2. The area immediately east of the conservation area boundary including The Old Chantry, but stopping short of Martley Primary School. The Old Chantry is a particularly attractive building in pleasant grounds, and it is considered to form an integral part of the character of the conservation area.
3. In the case of the Damson avenue to the north of Ivy Cottage, this is not easily seen as part of the setting of the conservation area, being rather hidden and not in direct view from the south, south west and south east, but it does form an incomparable entry into the conservation area from the north via the Worcestershire Way. For this reason, and because the avenue of Damsons as a feature would receive protection, this area was included within the conservation area.

Elsewhere, the existing conservation area boundaries are still as valid as they were in 1981, and also there are no parts of the existing conservation area that it is considered should be excluded. The extended areas are clearly identified on the Appraisal Plan in the centre of this document.

### **Opportunities for Enhancement of the Conservation Area**

The four main ways in which the conservation area could be enhanced were:

- *The designation of an Article 4(2) Direction controlling otherwise permitted development.*
- *The designation of an Area of Special Control of Advertisements, controlling those adverts within the conservation area that currently enjoy no control.*
- *The offering of conservation enhancement grants for the enhancement of properties in terms of decoration or repair.*

- *The serving of Urgent Works Notices on listed buildings or the serving of section 215 (Tidy Up) Notices.*

### *Article 4(2) Direction*

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

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

### *Area of Special Control of Advertisements*

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

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

### *Conservation Enhancement Grants*

There are currently no enhancement grants available for listed or unlisted building developments from either English Heritage or Malvern Hills District Council. Should this situation change in the future, or other sources of funding from other organisation become available, this could lead to an amendment of the Appraisal document and process. Possible grant assistance from Defra or the Forestry Commission would be outside the scope of this Appraisal.

*Urgent Works Notices or Section 215 Tidy Up Notices.*

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

## **8.0 COMMUNITY INVOLVEMENT**

Every household within the conservation area and immediately adjacent to the conservation area was sent a copy of the draft conservation area Appraisal and Management Strategy, with a covering letter and leaflet explaining the appraisal process. This was in addition to the other consultees such as the Highways Authority, English Nature and Worcestershire Archaeology, who were sent the same information and invited to comment. A period of 28 days, from Monday 17th April to Friday 19th May was given for comments and the document was also available to freely download from the Council's website. A public exhibition was also set up between Tuesday 18th April and Saturday 22nd April in Martley Memorial Hall and a public meeting held in Martley Memorial Hall on the evening of 18th April, at which local people were invited to comment on the draft proposals. Comments received were taken into consideration in amending the draft Appraisal and Management Strategy.

A full report, considering all the comments and adoption of the document, was considered at the 15th June 2006 meeting of the Council's Planning Committee and was approved, with amendments, being advertised in the Press and on site following this meeting.

## **9.0 A MANAGEMENT STRATEGY FOR THE CONSERVATION AREA**

From the results of the Appraisal, from the proposed Design Guidance and Opportunities for Enhancement set out above, and following public comments and advice, a *Management Strategy framework* is outlined here. This establishes mid-to-long term objectives for addressing the issues and recommendations for action arising from the Appraisal. We consider it is essential to involve the local community in the early development of management proposals if these are to succeed.

## **The Management Strategy Framework.**

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

## **10.0 FURTHER READING**



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

- The Government's Planning Policy Guidance Note (PPG15) "Planning and the Historic Environment";
- English Heritage's "Guidance on the Management of Conservation Areas" and Guidance on Conservation Area Appraisals";
- The joint English Heritage and English Historic Towns Forum publication "Conservation Area Management";
- Malvern Hills District Council's guidance leaflets "Conservation Areas" and "Listed Buildings" and also the relevant sections of the Malvern Hills District Local Plan for the background to this Appraisal.

## 11.0 APPENDICES

### Appendix 1.

#### **Martley Conservation Management Strategy Framework**

All the constituent components of this Conservation Area Appraisal form part of the Management Plan for Martley. Together with this document, both assess the intrinsic important component features of the conservation area and identify how new development should be integrated into it. MHDC recognises that the management of the conservation area is beyond one single organisation and to be truly effective, needs to be built into the decision making process of all those individuals and organisations involved in proposing change in Martley conservation area.

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

1. MHDC will adopt by August 2006, an up to date Malvern Hills District Local Plan. This will establish the land use position against which all planning, listed building and conservation area applications will be assessed. The local plan will contain the detailed settlement boundary for Martley, along with all appropriate policies as detailed in the appraisal.
2. MHDC will build on the statutory development plan process by utilising and establishing additional Supplementary Planning Documents (SPD), such as the House extensions SPD and the Re-Use of Rural Buildings SPD.
3. The statutory land use (Development Plan) policies in relation to Martley conservation area will be reviewed to ensure their appropriateness. These will be contained in the new Core Strategy, Allocations and Development Control Development Plan Documents. The timetable for the production of the documents is established in the MHDC Local Development Scheme.
4. MHDC will evaluate the planning decisions it makes within the Martley conservation area. It will examine the use and effectiveness of existing local plan policies and their success at appeal. This will be monitored every year and reported in the Council's Annual Monitoring Report.
5. MHDC will ensure that effective community consultation on all future policy documents, planning, listed building, conservation area consent and tree applications, relating to Martley conservation area, takes place in accordance with the standards it has established in the Statement of Community Involvement. This will involve the use of a variety of consultation techniques, including community meetings, planning for real exercises and the use of all appropriate forms of media.
6. MHDC will undertake to provide all appropriate organisations with a copy of the Martley Conservation Area Appraisal and Management Strategy, with the aim of influencing the preparation and production of other relevant plans and strategies which relate to the Martley conservation area.
7. MHDC will undertake a full re-appraisal of the conservation area within a five year period. This will enable a full re-evaluation of the effectiveness of established policies and procedures. Photographic dated surveys (including aerial photographs) of the conservation area will be maintained as a basis for monitoring and recording change of the conservation area and its setting.
8. MHDC will ensure reported incidents of unauthorised development within Martley conservation area are investigated and actioned in accordance with its Enforcement Policy.
9. Whilst no listed buildings have been identified as being "buildings at risk", MHDC will continue to monitor the physical condition of all listed buildings within the conservation area.
10. MHDC will examine the contribution made by unlisted buildings of merit within Martley conservation area. Such buildings will be incorporated into a future Local List for Malvern Hills District.

11. The Conservation Area appraisal has established the importance of the natural environment within and adjoining Martley conservation area. The protection and enhancement (where appropriate) of the trees, open spaces and hedgerows identified within the Conservation Area Appraisal will be carried out. In particular, in 2007, MHDC will adopt a Supplementary Planning Document relating to trees and development.
12. The Martley Conservation Area Appraisal has highlighted a few areas which are considered to have a negative impact upon the character and appearance of the area. Through consultation on the Conservation Area Appraisal, Malvern Hills District Council has sought views on these areas, whether any other areas could be included and what mechanisms could be used for improving the appearance of those areas.

## **Appendix 2.**

### **Local Plan Policies**

**Relevant policies are listed below, however other policies will apply dependent upon specific proposals**

#### **MALVERN HILLS DISTRICT LOCAL PLAN 1996 - 2011**

##### **Adopted Plan 2006**

### **Policy QL1 - Design of Buildings and Related Development**

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

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

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

### **Policy QL5 - Walls, Gates, Fences or Other Means of Enclosure**

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

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

### **Policy QL7 - New Development in Conservation Areas**

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

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

### **Policy QL8 - Demolition of Buildings in Conservation Areas**

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

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

### **Policy QL9 - Settings of Conservation Areas**

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

### **Policy QL10 - Alterations and Extensions to Listed Buildings**

- (1) Alterations to listed buildings will only be granted if the works involve the retention of the architectural and historic character of the listed building.
- (2) Planning Permission for extensions to Listed Buildings will be granted only if:-
  - a) the proposal would complement the building's special architectural, historic interest, historic form and structural integrity;
  - b) new work or extensions would respect or be in sympathy with the character of the building in terms of siting, scale, height, mass, width and position;
  - c) sympathetic natural materials and building techniques, matching the original, are used in repair and replacement work;
  - d) the development involves protection of open areas which contribute to the building's setting or special architectural or historic interest;
  - e) the development retains and protects features which contribute to the building's special architectural or historic interest and the form of the original building; and
  - f) the extension respects the setting of an adjacent listed building.

### **Policy QL11- Demolition of a Listed Building**

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

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

### **Policy QL12 - Alternative Uses for Listed Buildings**

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

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

### **Policy QL13 - New Development affecting the Setting of Listed Buildings**

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

### **Policy QL17 - Sites of Regional or Local Wildlife Importance**

Development proposals which would have an adverse effect, or would result in an unacceptable risk of an adverse effect, on a Local Nature Reserve, Special Wildlife Site or a Site of Wildlife Importance (subject to a Section 39 Agreement under the Wildlife and Countryside Act 1981) will not be permitted unless it can be demonstrated that;

- a) the reasons for the development outweigh the intrinsic value of the site and the need to safeguard the network of such sites;
- b) there are no reasonable alternative sites or solutions to accommodate the development proposed; and
- c) that appropriate compensatory habitat provision or management is provided and maintained.

### **Policy QL22 - Protection of Trees, Woodlands and Hedgerows**

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

- a) resisting proposals that would cause loss or damage to trees, woodlands or hedgerows which are worthy of retention due to their visual, historic or biodiversity value. In particular proposals affecting protected trees and ancient or ancient semi-natural woodland will be subject to rigorous examination and removal will only be allowed where it can be demonstrated that the proposed development would enhance the landscape and nature conservation value of the area or is in the public interest. Where the felling of protected trees is accepted, replacement planting will be sought; and

- b) requiring development proposals to include an acceptable landscaping scheme which should provide for the retention of those trees and hedgerows considered important to local amenity, together with measures to ensure their protection during development. Where appropriate, any trees or woodland lost through development should be replaced with an equivalent area of planting.

#### **Policy QL24 - Landscape Character**

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

Development will be permitted where:

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

