

# Hallow Design Guide

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A grayscale photograph showing a church steeple rising from behind a row of trees. The foreground is filled with dense foliage and branches.

## **Introduction**

**01**

# 1. Introduction

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AECOM has been commissioned to provide design support to Hallow Parish Council through the Ministry of Housing, Communities and Local Government (MHCLG) funded Neighbourhood Planning Programme, led by Locality.

This Design Guide has been produced to inform new development proposed in the area. It presents a summary of the key characteristics of Hallow, which make this a special place to live and visit. This information is then used to inform specific design guidelines to promote sustainable development.

The approach set out here is supported by the National Planning Policy Framework (NPPF), which encourages local authorities to consider using design codes, or in this case guidelines, to help deliver high quality outcomes for new development. It is important however, that guidance finds the balance between promoting and reinforcing local distinctiveness and allowing for innovation and originality. The NPPF suggests that 'design policies should be developed with local communities so they reflect local aspirations and are grounded in an understanding and evaluation of each area's defining characteristics' (NPPF, 2018).

The NPPF also emphasises that 'the creation of high-quality buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities' (NPPF, 2018). It is therefore important that planning policies and decisions should address the connection between people and places and how any new development will respond to and integrate successfully into the natural, built and historic environment.

## 1.1. Objectives

The main objective of this document is to establish principles so that new development is designed and planned with regard to the existing character and context of Hallow within the Neighbourhood Plan. It sets out a series of design guidelines related to residential development.

The document initially provides context to the design guidelines including strategic issues identified during the consultation carried out by the Hallow Parish Council. The aspirations by the communities involved, although not strictly design issues, need to be considered in the context of any design proposal.

## 1.2. Process

The following steps were undertaken to produce this document:

- Initial meeting with members of the Hallow Parish Council and site visit;
- Further site visits, character assessment and urban design analysis;
- Preparation of design principles and guidelines to be used to assess future developments;
- Draft report with design guidelines; and
- Final report.

A faint, grayscale photograph of a traditional European-style building with a prominent tiled roof and several windows. The building is surrounded by trees and foliage, creating a sense of a rural or semi-rural setting.

**Context**

**02**

## 2. Context

### 2.1. Location and area of study

Hallow is a rural parish located approximately 3.5km north west of Worcester, within the Malvern Hills District of Worcestershire. The neighbourhood is approximately 6.5 square kilometres, with a population of 1,219 according to the 2011 census.

The parish is comprised of Hallow village, and the hamlets of Shoulton and Little Eastbury. It is set within parkland to the east and south and mixed farmland to the north and west. There are numerous isolated properties dispersed through the neighbourhood, but the settled area is mostly straight, located on a ridgeline from north to south. The elevated position offers views across the surrounding farmed landscape.

The Green, a triangular village green at the heart of Hallow, is the focal point of the community. A network of public rights of way, including the Severn Way long distance footpath along the western bank of the River Severn, link settlements and provide recreational amenity within the parish.

Primary access to the village is by the single carriageway A443 which runs through the centre of the village. This connects Hallow to Worcester, Tenbury, Shropshire and Droitwich. Secondary roads include Broadheath Lane which provides connection to the village of Broadheath. Broadheath Lane provides connection to Hallow with the village of Broadheath and the hamlets of Moseley and Shoulton.



## 2.2. Historical development

**816 AD:** Hallow was acquired by the church of Worcester before 816 and became the administrative centre of the Church of Worcester's estate. Hallow was one of the retreats of the monks of Worcester.

**14th century:** By the 14th century, a hamlet was created around The Green. A lane used to link The Green to the church and manor site, both of which were located in Church Lane.

**1312:** In 1312, the Prior of Worcester, who held the Manor of Hallow, was granted permission from the Crown to enclose 100 acres of land for a deer park, 40 acres of which were already woodland. The park became known as Hallow Park.

**Mid-14th – early 15th century:** The hamlet was expanded as the population increased significantly. In the mid-14th century expansion took place to the south of The Green while in the early 15th century additional houses were built to the north of The Green. The main economic activity in the village was farming.

**1581:** In 1581, there was the first indication of a house within Hallow Park.

**17th century:** Expansion continued in the 17th century and by the end of the century expansion focussed northwards along the Main Road. The main economic activity at the time was droving cattle and sheep. The main road through the village was probably a drover's road.

**Early 18th century:** Park Farmhouse was built (Grade II, NHLE 1349375). At the time the farm was within the grounds of Hallow Park.

**1712:** Hallow School was founded by Bishop Lloyd. The 18th-century school was funded partly by Anne Bull, a local benefactress. In 1857, a new school building was constructed in order to replace the earlier one that had fallen into decay by the early 19th century.

**1816:** The enclosure award for Hallow is dated 16 August 1816.

**1831:** The Hallow Non-Conformist Chapel on Moseley Road was erected in 1831.

**1857:** The existing building of Hallow School (Grade II, NHLE 1349372) was built in 1857 by William Jeffrey Hopkins

**1867-9:** The church of St. Philip and St. James (Grade II\*, NHLE 1349353) was built in 1869

**1867:** In 1866, Charles Wheeley Lea, the son of John Wheeley Lea who along with William Perrins founded Lea and Perrins, Worcestershire sauce, purchased the two fields named Parkfield, to the south of the village and started building a mansion on the land. Charles and his wife, Amy lived in the mansion, known as Parkfield House (now demolished).

**1878:** Charles and Amy Wheeley Lea built a number of cottages for their estate workers, known as Parkfield Cottages. The cottages were built in the Queen Anne style and still survive on Parkfield Lane.

**1900:** The existing spire was added to the church of St Philip and St James in 1900 by Amy Wheeley Lea as a memorial to her husband who died in 1898.

**c. 1914:** Amy Wheeley Lea acquired Hallow Park from Earl Beauchamp and she completely rebuilt the principal house that was later used as a nursing home. Mrs Wheeley Lea was living at Parkfield and following her death both estates were passed on to the Bishop of Worcester.

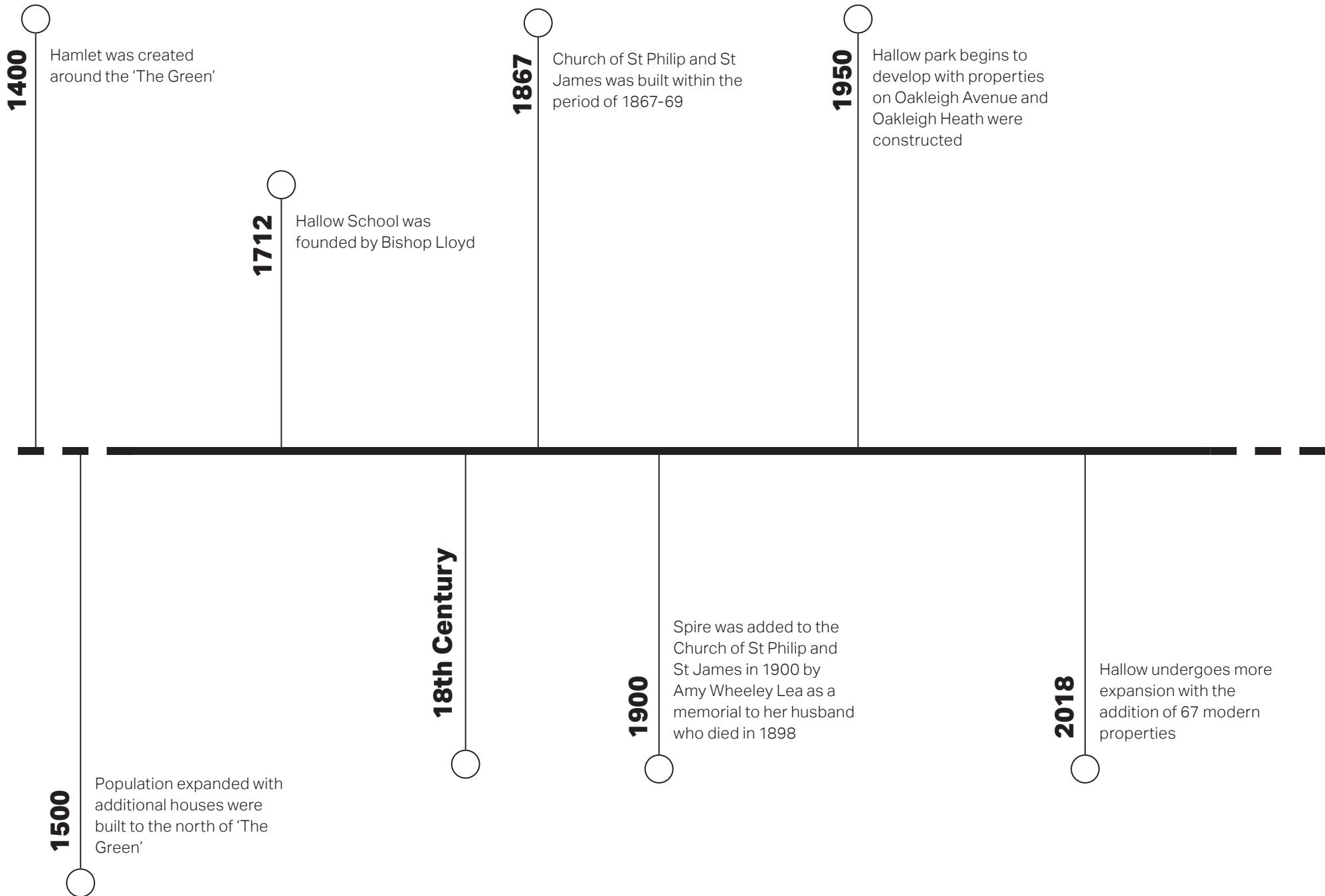
**1930:** Endowment of the recreational ground and the villa hall.

**1932:** Parkfield House was renamed Bohun Court and was demolished in 1932, however garden buildings and structures survive including three Grade II listed buildings. A new Parkfield House was built on the site in the 20th century.

**20th century:** Hallow was significantly expanded following the Second World War with areas formerly belonging to Hallow Park being developed. The properties at Oakleigh Avenue and Oakleigh Heath were also constructed at the time.

**2015:** South Worcestershire Development Plan (SWDP) allocates approximately 100 houses to Hallow as a type 1 village.

A historical development timeline had been produced to demonstrate the influence of settlement growth on the history of the townscape.



## 2.3. Landscape and heritage designations

- There are 21 listed buildings within the neighbourhood plan area, 20 of which are Grade II listed. The single Grade II\* listed building is the Church of St Philip and St James (Grade II\*, NHLE 1349353) to the south of the village of Hallow. There are three main clusters of listed buildings in the historic core of the village of Hallow and the hamlet of Shoulton as well as to the south of the neighbourhood plan area associated with the Parkfield estate.
- There is a single conservation area in the neighbourhood plan area. The Hallow Conservation Area (illustrated in figure 2) encompasses the historic core of the village of Hallow and mainly includes the properties around The Green and Church lane. A Conservation Area Appraisal and Management Strategy was published in April 2009 by Malvern Hills District Council.
- The "Significant Gap" covers approximately 1km of open land between Hallow village and Worcester. This is a planning designation within the South Worcestershire Development Plan (adopted 2016) which is "intended to protect the settings and separate identities of settlements by; helping to avoid coalescence; retaining the existing settlement pattern through maintaining the openness of the land; and securing the quality of life benefits of having open land close to where people live."
- Malvern Hills District Council has not adopted a Local List of Heritage Assets however, the council is currently preparing a list. More information can be found at: <https://www.malvern hills.gov.uk/heritage-assets>



Figure 2: Hallow Conservation Area

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## 2.4. Strategic Issues

Members of the local community and local interest groups were invited to share their knowledge and to participate in the 'My Place Matters Survey' using the WCC toolkit.

Several key considerations and strategic issues emerged from the consultation, which have influenced the preparation of the Design Guide. These issues have been identified at a wider scale and represent the aspirations of the Hallow Parish Council that can be achieved through design. The key strategic issues to emerge from the consultation are summarised below:

- The green open space separating Hallow and Worcester, designated in the "Significant Gap" should be preserved.

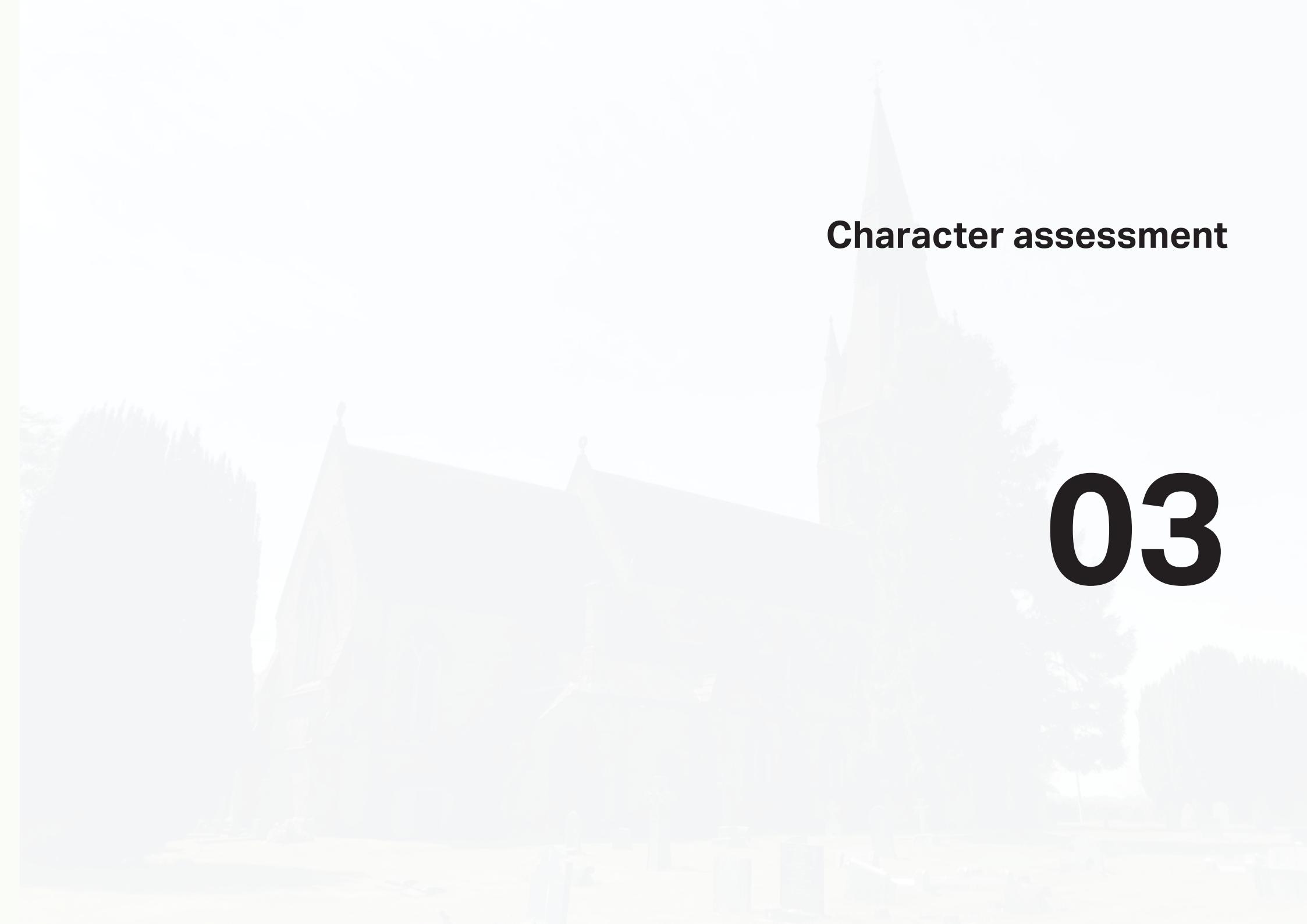
- Green fingers throughout the village offers views out into the surrounding countryside.
- River Severn has provided strong limitations due to the floodplain surrounding it. This limits development around this area due to the flooding risk and damage to developments.
- 'Green stepping stones' create throughout the village to enhance biodiversity and connections to each green space.
- Long distance views of St Philip and St James Church
- Strong historical and cultural associations in the village.
- Estate development should be limited due to the lack of infrastructure in the area, adding traffic and dangers of increasing traffic loads.
- The Sites of Regional or Local Wildlife Importance focussed along the River Severn and Laugherne Brook.



## 2.5. Proposed developments

There are four sites in the Hallow neighbourhood area, identified within the South Worcestershire Development Plan which was adopted in 2016, which are allocated for new housing for villages . The indicative number of dwellings across the four allocated sites is 93.

Future new development sites have been outlined in the '*Site Options and Assessment*' document. The document outlines potential developments sites, as well as the positives and negatives of each location.

A faint, grayscale photograph of a church building with a prominent steeple, serving as the background for the slide.

## **Character assessment**

**03**

# 3. Character assessment

## 3.1. Introduction

This section outlines the broad physical, historical and contextual characteristics of Hallow. Character assessment is used to describe and articulate what is special and distinctive about a place. The assessment identifies recognisable patterns of elements or characteristics that make one place different from another. This report is focussed on the character of the village and its rural landscape context. The features introduced in this section are later used to inform the design guidelines.

## 3.2. Existing character assessments and design guidance

Worcestershire County Council published a Landscape Character Assessment in October 2011. The majority of the Hallow neighbourhood plan area lies within the Principal Timbered Farmlands Landscape Type. The eastern fringe is influenced by the River Severn and lies within Riverside Meadows Landscape Type. The third Landscape Type in the east of the neighbourhood is Settled Farmlands on River Terrace.

## 3.3. Character Assessment

Six distinct character areas have been identified within the Hallow Parish, as shown in Figure 3. These are

detailed below and were all originally identified by Hallow NDP Steering Group with volunteers and Hallow History Group using guidelines within the 'Your Place Matters: Community Planning Toolkit for the Future of Rural Buildings and their Setting' published by Worcestershire County Council in 2017. This was then refined during the process.

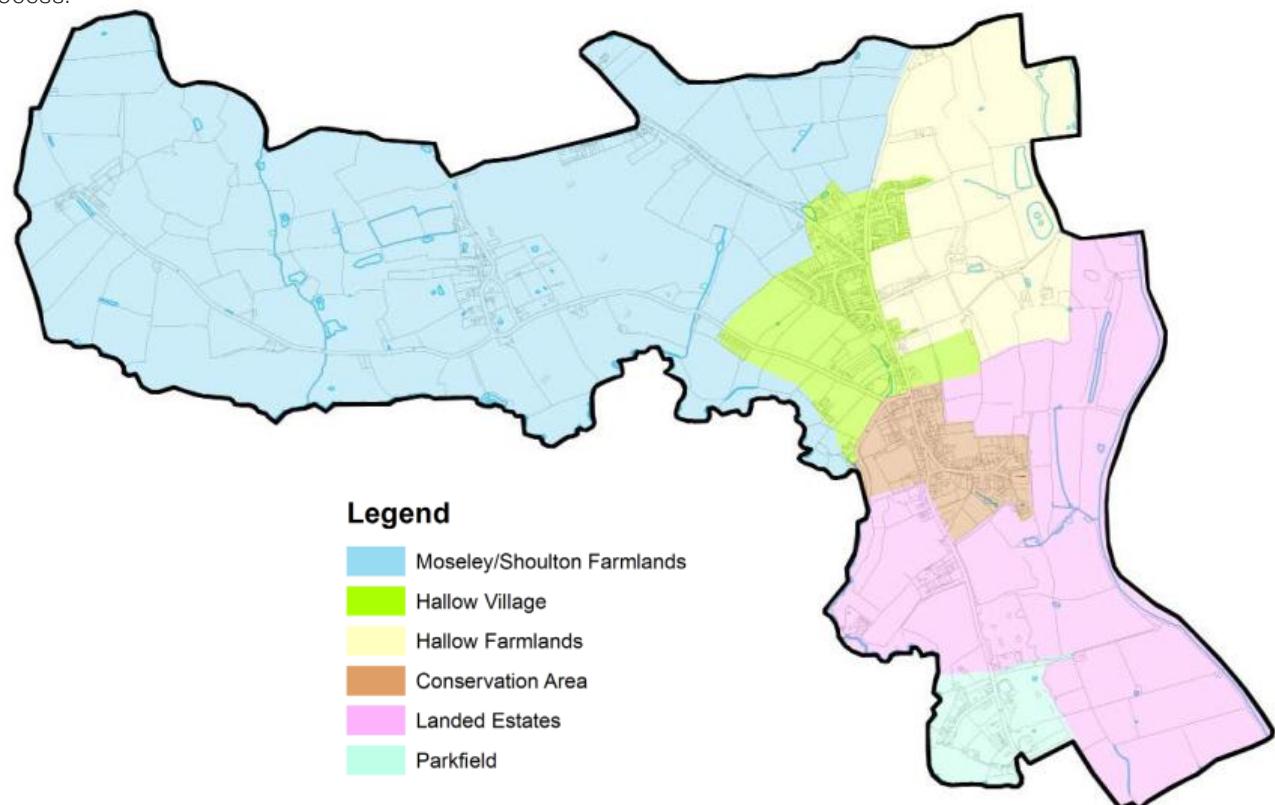


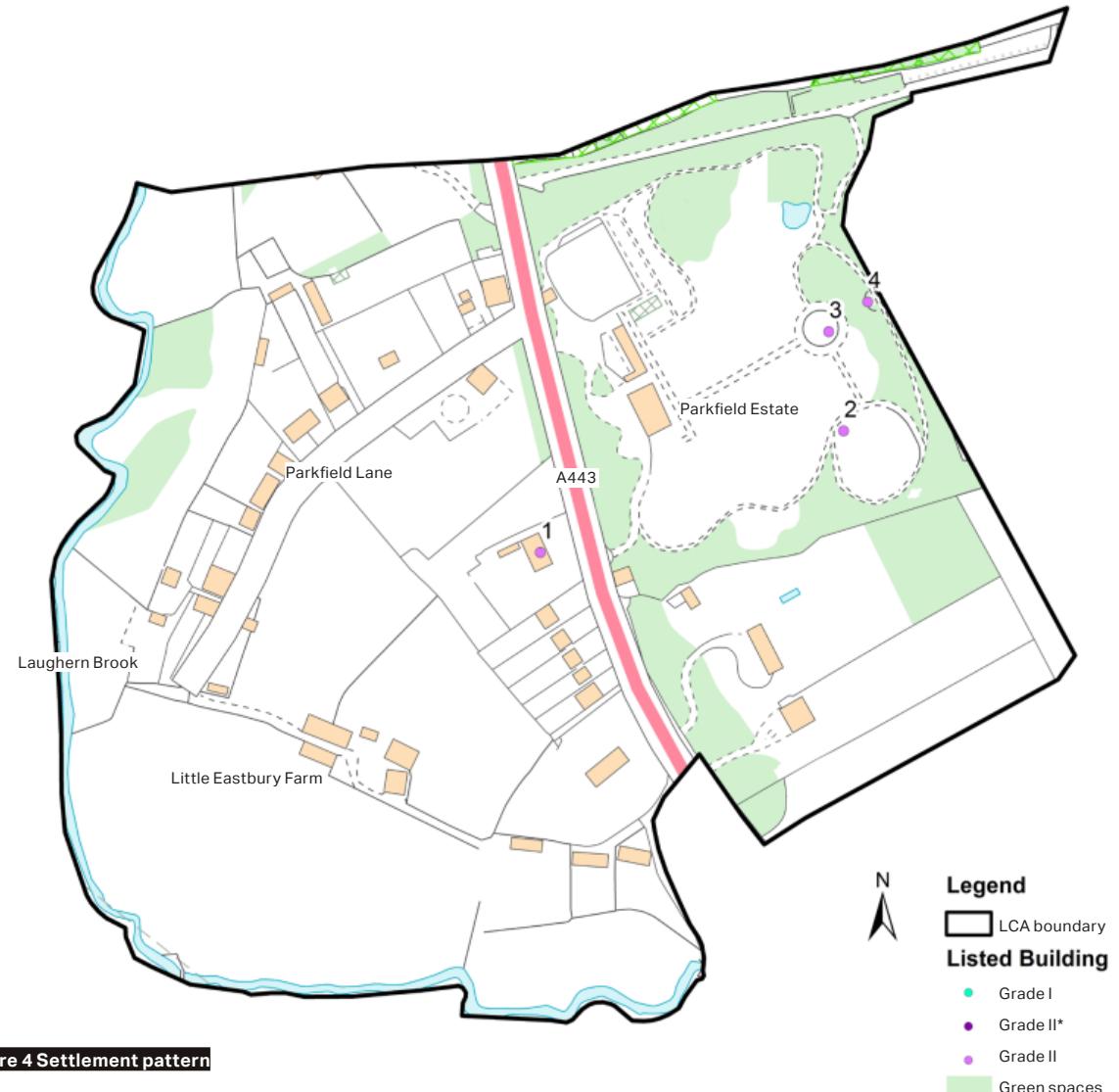
Figure 3 Character Area Overview

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### 3.3.1. LCA01 Parkfield

#### Settlement pattern

- A443 provides access through the LCA connecting Hallow to the north and Worcester to the south.
- Laugherne Brook is located to the west.
- Linear ribbon development of Parkfield Lane from the A443, with development located on one side only.
- Dispersed individual settlements.
- Listed heritage assets 1 to 4 associated with the Parkfield Estate:
  - 1- Parkfield Nurseries
  - 2- Games pavillion
  - 3- Fountain
  - 4- Summer house
- Gently rolling landscape with occasional steep-sided hills and low escarpments, leading down to Laugherne Brook and the River Severn.
- Laugherne Brook includes Local Wildlife Sites and Grassland Inventory Sites known as Hallow Meadows to the west.



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## Heritage assets

- This LCA has derived its character from the Parkfield estate. Most of the existing properties in the LCA are associated with Parkfield including accommodation for the estate workers.
- Four Grade II listed structures associated with Parkfield are in the LCA. These include the Summer House (Grade II, NHLE 1082916), Fountain (Grade II, NHLE 1082915) and Games Pavilion (Grade II, NHLE 1349373) in the gardens at Parkfield, as well as Parkfield Nurseries (Grade II, NHLE



## Green spaces, public realm and streetscape

- Mature trees and hedgerows create screening for the properties from the main road.
- Properties are set-back from the street with small front gardens or driveways with vegetation.
- Enhances the detached properties on the northern side of Parkfield Lane, an unadopted lane winding down towards Laugherne Brook.
- Pasture located to the west of the LCA located near Laugherne Brook.
- PRoW 568 up Windmill Hill to Parkfield Lane including derelict farming buildings of Little Eastbury Farm.
- The village fete was held in Hallow Mount (now gated) in the 1900s. Mature trees within this property contribute to the character and appearance of the area.



## Pattern and layout of buildings

- Linear development along one side of Parkfield Lane and five houses along the west side of the A443.
- The properties date from the 18th to the mid-twentieth century.
- Properties have been converted from buildings once used for the workers of Parkfield Estate.



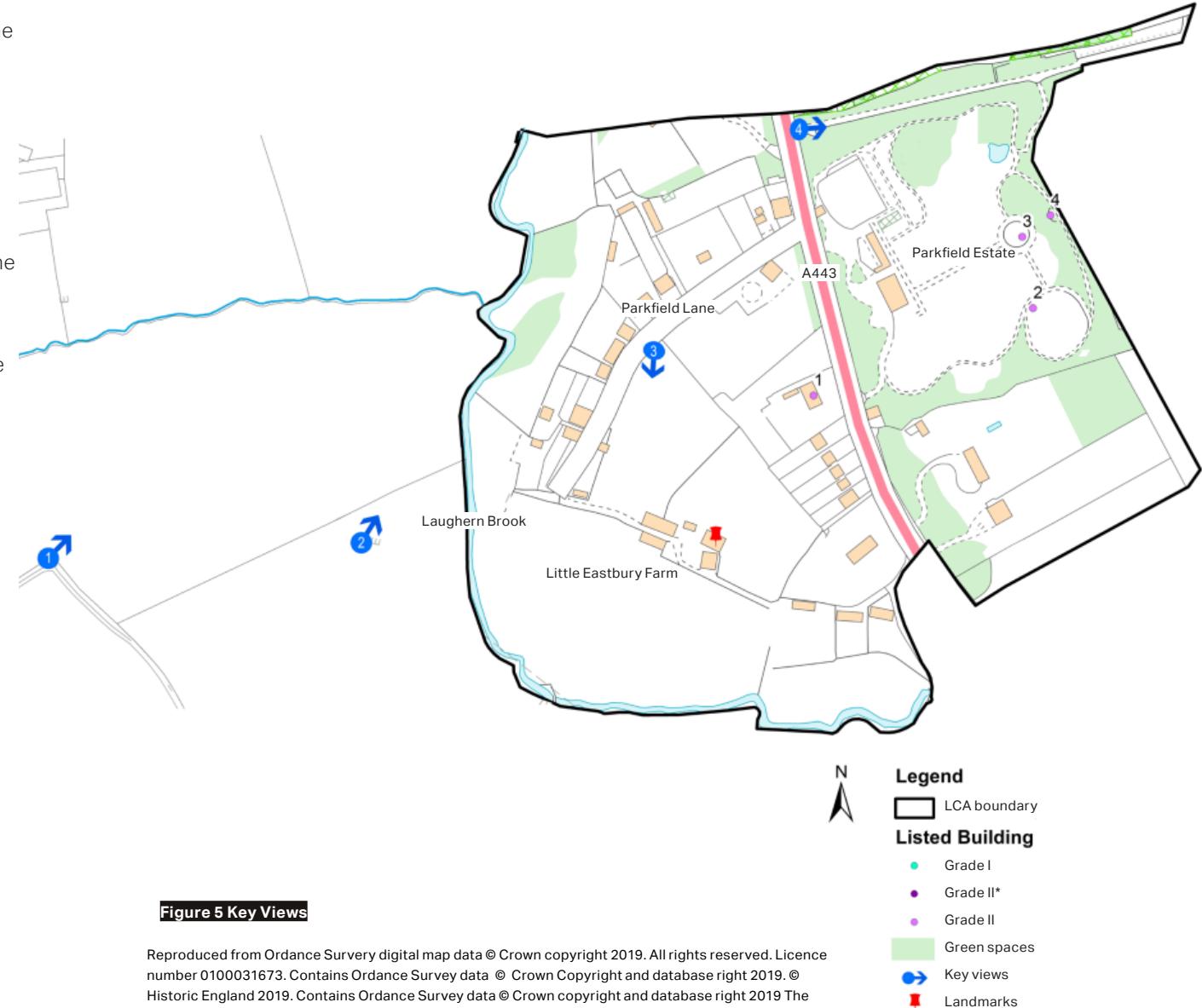
Two storey farmhouses



Properties along the A443 are set back

## Views and landmarks:

- Footpath 548c offering views of Eastbury Manor and the bright yellow fields of rape seeds in the spring. (View 1)
- View looking north from path 548c between Lovington Farm and Eastbury Farm (View 2)
- Views of the 'Significant gap' that begins to surround the village from Worcester, with views of the grazing land, natural valley and the southern edge of the village. Significant views across open pasture from Parkfield Lane alongside the derelict buildings of Little Eastbury Farm. (View 3)
- Views along Fisherman's Path from Main Road opposite Hallow Mount (View 4)



## Building line and boundary treatment

- Properties are set-back with front gardens or private driveways.
- Decorative fencing along the A443 surrounding Hallow Mount Cottage.
- Parkfield decorative brick walls along Main Road.
- Historic boundary walls, including the brick walls around Parkfield Nursery and Parkfield and iron railing at Hallow Mount.
- Trees and other vegetation line the main road to Hallow village, creating a boundary around the main gateway.



Large brick walls



Timber fencing with hedges

## Building heights and roofline

- Buildings are mostly two-storey, with occasional bungalows.
- Melbourne 18th century villa, an example of a two storey building with decorative two chimney features.
- Buildings have dormers either on first or second floor or both, dormer style roofline;
- The roofline of some buildings along Parkfield Lane have been altered with extensions added onto existing building.
- Roofline fluctuates due to the variation in height of buildings along Parkfield Lane.



Detached property screen by vegetation



Parkfield Lane property with extensions

## Architecture

- Predominant building material is red brick, however render walls are also present.
- Roofs are mainly of clay tiles, pitched with gables that contribute to an interesting roofline; Gables dormers and brick chimney stacks add further interest to the roofline.
- Some timber frame on historic properties including Parkfield Cottages and Parkfield Lodge, mainly on upper storeys with lower storeys in red brick.
- Casement and oriel windows and decorative hanging tile to the façades of properties at Parkfield.
- Brick boundary walls and/or iron railings enclose historic properties



Built in features



Bay windows

## Land use, levels of activity and parking

- Majority of residential properties dispersed throughout the LCA, some within large plots.
- Pasture located to the west of the former Little Eastbury Farm
- Laugher Brook flood plain influences the development of Parkfield Lane with the lane bending away from the flood plain.
- All properties have private driveways and garages, the occasional building has on-street parking
- Parkfield Lane is the focus of activity with most properties located here
- The LCA lies largely within the significant gap separating central Hallow from Worcester.



## Positive aspects of character

- Varied roofline with dormers and porch details.
- Linear development with countryside views from majority of the properties.
- The views of the 'significant gap' for the properties on Parkfield Lane.
- Buildings and structures associated with Parkfield estate, including the main grounds, but also the former estate cottages illustrate the history of the area and contribute to sense of place.
- Historic boundary walls along Parkfield Lane and the A443.
- Iron railings at historic properties, such as Hallow Mount, contribute to the character and appearance of the area.
- Mature trees and hedges along the boundaries of the sites or within front and rear gardens contribute to the rural feel of the area.



## Issues to be addressed in design guidelines

- Prevention of urban sprawl towards the centre of Hallow from the north.
- The loss of historic features and the use of modern, unsympathetic materials on historic properties.
- Traffic along A443 detracts from the rural feel of the area.

### 3.3.2. LCA02 Hallow Parkland

#### Settlement pattern

- The A443 runs through the centre of the LCA, which connects Hallow to Worcester in the south.
- Some ribbon development on either side of the A443, with Park Lane and Hallow Park estate.
- Deeply rural, in significant contrast to the urban area of Worcester. Trees including parkland trees, hedgerows and a lack of streetlights contribute to a sense of tranquillity.
- Linear, one sided developments mainly on the northern side of Park Lane, offers views of the surrounding countryside.
- New linear development under construction at Braithwaite Court to the north of Park Lane.
- Laughern Brook located to the south-west of the LCA.
- Majority of the LCA was previously owned estate land belonging to the property now known as Hallow Park.

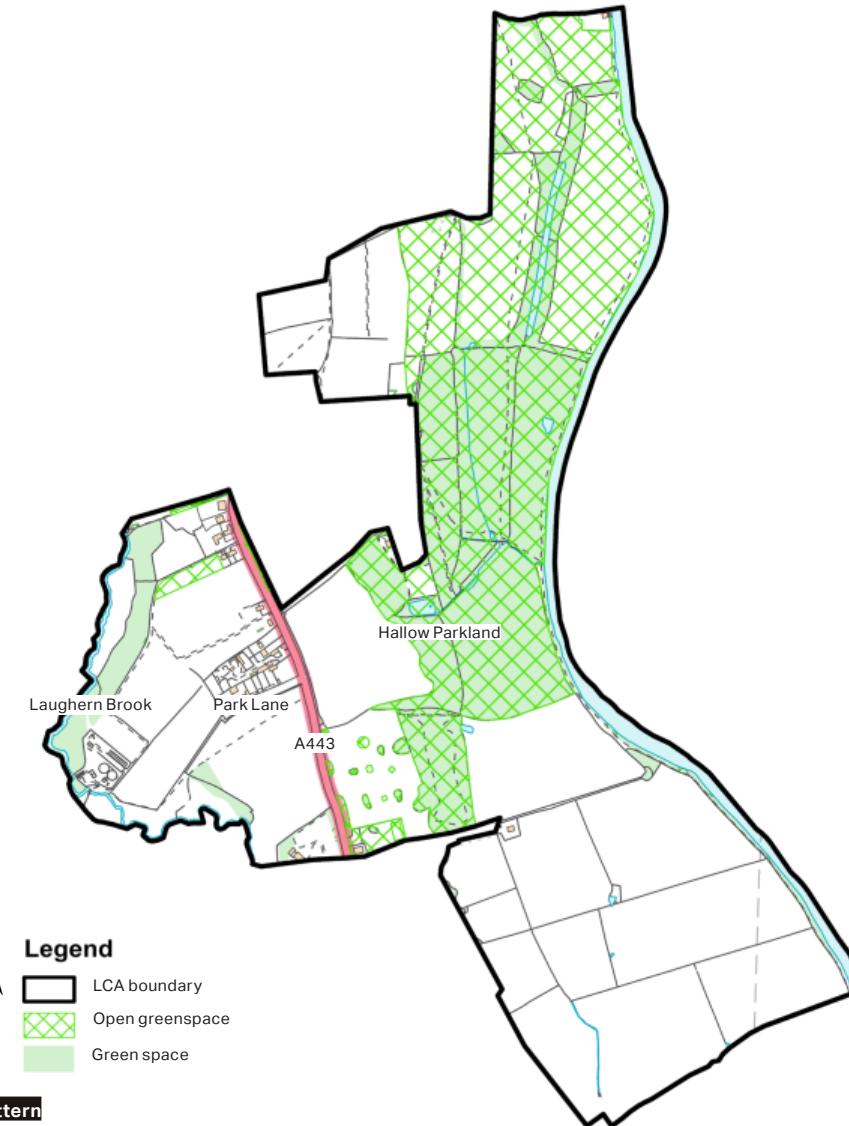


Figure 6 Settlement pattern

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## Heritage assets

The area is defined by historic parkland associated with Hallow Park, a 14th century park with a later country house. Although part of the original parkland has been encroached upon by modern development, most of the historic park survives and makes a positive contribution to the character and appearance of the area. The principal building at Hallow Park was constructed in 1914 and although it is not listed, it is of some architectural and historic interest..



Avenue of trees leading to Hallow Park



Fisherman's Path

## Green spaces, public realm and streetscape

- This LCA is influenced by the Laugherne Brook valley to the west and Severn valley to the east. A network of PRoW facilitates access to both rivers. "Fisherman's Path" is an unadopted track to the River Severn.
- Properties are accessed from the A443, which is a busy road. There are no street lights.
- Ancient semi-natural woodland combined with parkland located to the east near the River Severn. Ancient trees, such as Pedunculated Oak, Lucombe Oak and Black Poplar located in the south-east.
- Local Wildlife Sites and Grassland Inventory Sites near the River and Laugherne Brook.
- Large pasture fields, hedgerows that line the fields and scattered individual trees.
- The southern part of LCA02 lies within the significant gap between Hallow and Worcester.
- Properties on Park Lane have views across open countryside to the south.



Pastureland viewed from Park Lane

## Pattern and layout of buildings

- Majority of properties are located to the west of the LCA, on the northern side of unadopted roads.
- Detached properties located along Park Lane, with a new development being constructed behind them.
- Hallow Park is accessed via a drive off the A443.



Residential properties face out towards countryside



Detached properties

## Views and landmarks:

- View down Fisherman's Path/Salt Lane. Historic road down to a old river crossing with Pine, Lime and Redwood specimen trees. (View 5)
- Open views from Park Lane off bridleway 580 (View 6)
- Views north of the Grade II\* listed Church of St Philip and St James in Hallow (View 7)
- View north-east from path 577b above Laugherne Brook Sewage Plant, looking towards the church spire. (View 8)

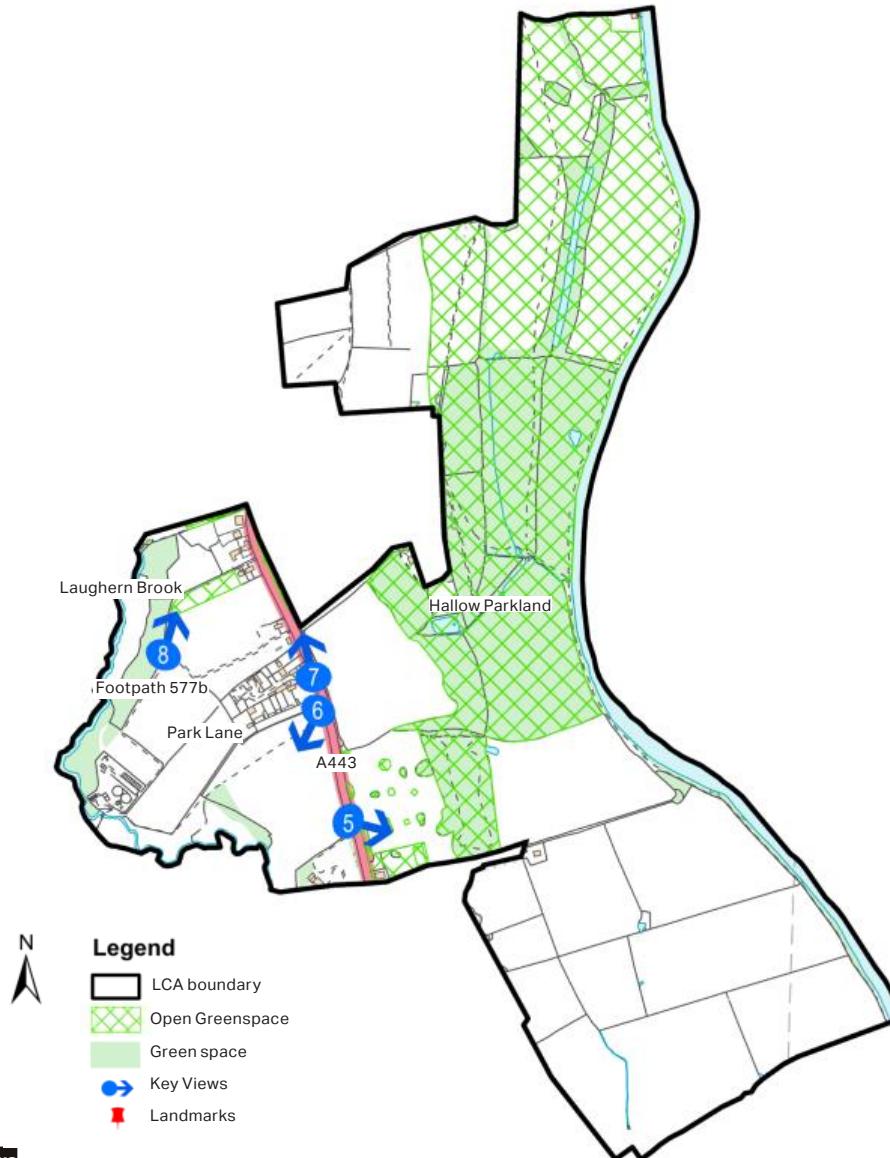


Figure 7 Key Views

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## Building line and boundary treatment

- Most properties are set back behind front gardens lined by red brick walls or railings, or the two combined.
- Some properties feature red brick boundary walls, some topped with blue engineering bricks.
- Timber fencing is used for defining boundaries of paddocks within the LCA.
- Fields are enclosed by native, mixed species hedgerows.
- Low retaining brick walls are used alongside grass verges.



Large brick boundary with metal decorative fencing



Decorative metal railings

## Building heights and roofline

- Buildings are predominantly two storeys in height.
- Roofline is straight along the line of properties, with the occasional chimney.



Two storey Victorian property



Dormers add interest to the roofline

## Architecture

- Main building materials are red brick and render.
- The roofs are mainly tiled or slate.
- Casement windows.
- Stone quoins.
- Other materials include decorative exposed timber, pebbledash, and render.
- Decorative window surrounds within some brick work surrounding the windows.
- Chimneys on majority of the properties are decorative roof features
- A few bay windows have been installed to modernise properties.



Decorative window features



Decorative edging to properties

## Land use, levels of activity and parking

- The majority of the LCA is comprised of former estate land contained by the River Severn and Laughern Brook with open fields, woodland and parkland trees.
- Some houses located in the west of the LCA, but the majority of the land comprises pasture and fields, some of which lie in the River Severn floodplain.
- Traffic is concentrated along the A443 as this is the primary route into and through the LCA.
- Majority of parking is on private driveways and garages.



## Positive aspects of character

- Buildings are generally sympathetic or in keeping with the character and heritage of Park Lane.
- The historic parkland and tree avenues of Hallow Park create a distinct sense of place.
- The influence of the rivers contained within the LCA
- Historic industry and contemporary PRoW network which provide access.



## Issues to be addressed in design guidelines

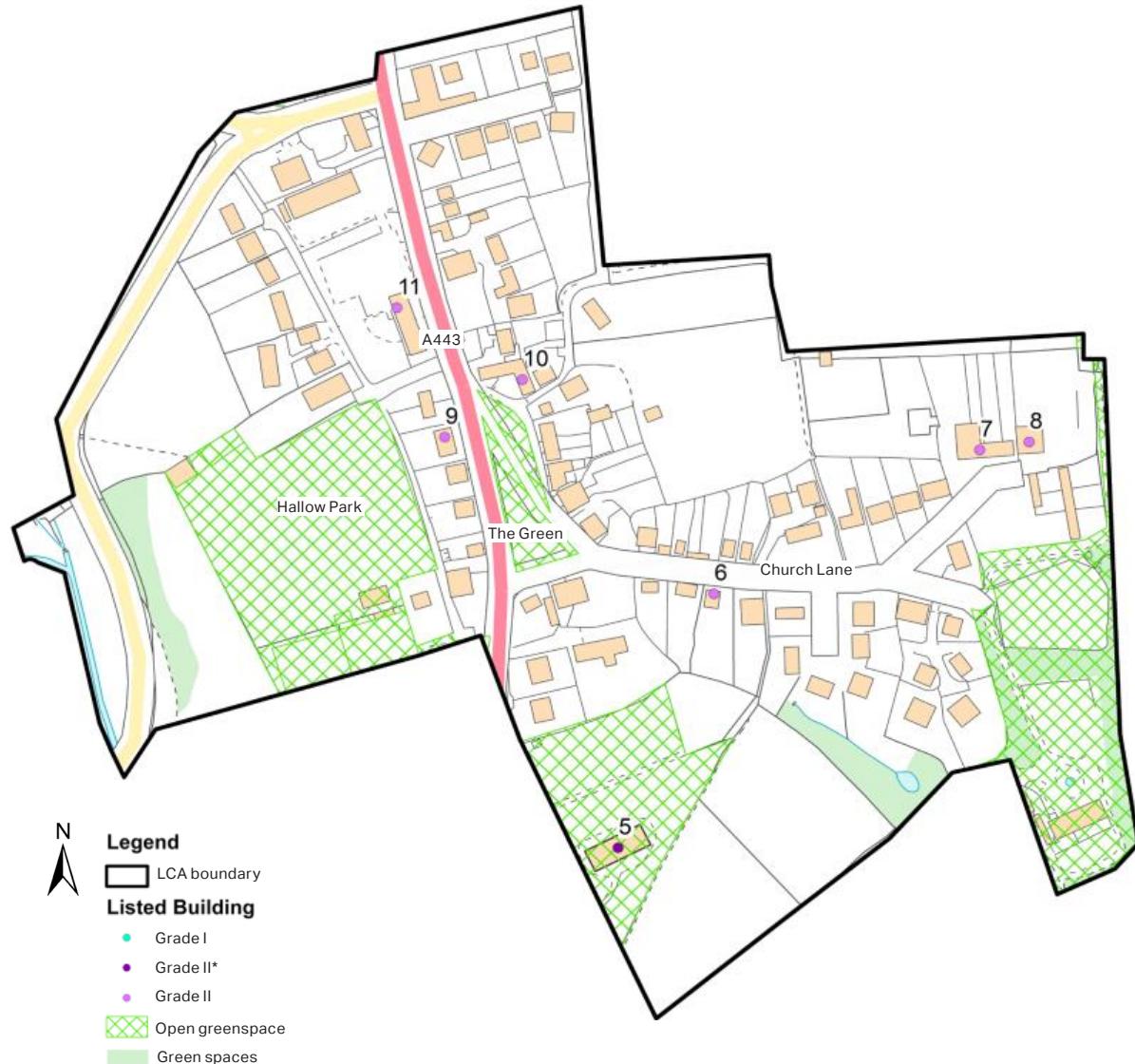
- Preservation of the 'Significant gap' within the Landed Estate LCA, preserving the rural setting to the village
- Preservation of the open views of the countryside from Park Lane.



### 3.3.3. LCA03 Conservation Area

#### Settlement pattern

- This is the historic core of Hallow. The A443 Main Road, The Green and Church Lane come together in a triangle around a central village green.
- Along Main Road, buildings are orientated towards the street which follows the ridgeline from north to south.
- Most built form is clustered around the A443, with development off Church Lane perpendicular to this. Towards the edges of the LCA in the east and west are areas of open space.
- Historic properties date mainly to the 17th, 18th and 19th centuries.
- The settlement pattern evolved in such a way that buildings to the east occupy the full widths of the plots and have small front gardens, as they jostled for a view of 'The Green'.



**Figure 8 Settlement pattern**

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## Heritage assets

Most of this LCA falls within the Hallow Conservation Area. It includes the properties around The Green and Church Lane while it extends to the south to include the Church of St Philip and St James (Grade II\*, NHLE 1349353) and the principal house at Hallow Park. Historic properties date from the 17th to 19th centuries and include buildings in vernacular style, of timber-framed construction, as well as Victorian properties of red brick. The Green contributes to a sense of openness within the conservation area. Gaps between the buildings and mature trees also contribute to the rural feel of the area.



## Green spaces, public realm and streetscape

- The Green is an open space at the heart of the village. It is a grassed area with individual Oak trees at varying stages of maturity. A bench and see-saw are indicative of recreational value.
- Properties around The Green are attractive, and display a mixture of architectural styles and ages.
- Church Lane is quiet and leafy with a mixture of building style and ages.
- Opposite The Crown public house, a traditional red telephone box and post box are positive contributors to the village character.
- The LCA has open spaces including a churchyard, recreation ground with tennis courts and a cricket pitch, and pasture towards the edge of the village. Mature trees throughout contribute to the rural character.
- East of Church Lane is dominated by large mature trees that are located in land that was previously part of Hallow Park.



## Pattern and layout of buildings

- Buildings are mostly detached with spaces between them which gives a sense of spaciousness and openness to the built form.
- Properties around The Green face the open space, contributing positively to the streetscape.
- Larger spaces between older properties north and south of The Green along the A443 Main Road have been infilled by development from the 1960s to the present day.
- There are a number of mid to late 20th century developments including Bell Close, Vicarage Close accessed from the end of Church Lane. These are small, inward facing estates built on former woodland. They are surrounded by mature trees that contribute to the semi-rural setting of the properties and provide a sense of enclosure.
- Properties to the east of Church Lane were constructed to have views of 'The Green', but are hidden from view from Main Street.



## Views and landmarks;

- The red sandstone Grade II\* listed Church of St Philip and St James in Hallow is a landmark within the village, and can be seen in views throughout the LCA.
- The Green contributes to open views within the LCA. The approach to the village from the north gives rise to views of The Green with the church in the background.
- View looking south-east from Main Street, providing a close up view of the Church of St Phillip and St James' (View 9)
- Views from the village green looking south with the historic houses surrounding the green with mature trees in the background (View 10)
- Views into the old churchyard with a collection of yew, horse chestnut and redwood trees. (View 11)
- Views looking north-west with more historic houses surrounding the green, with views of historic gardens and seating. (View 12)
- View looking south from the village hall towards the public recreational ground (View 13)

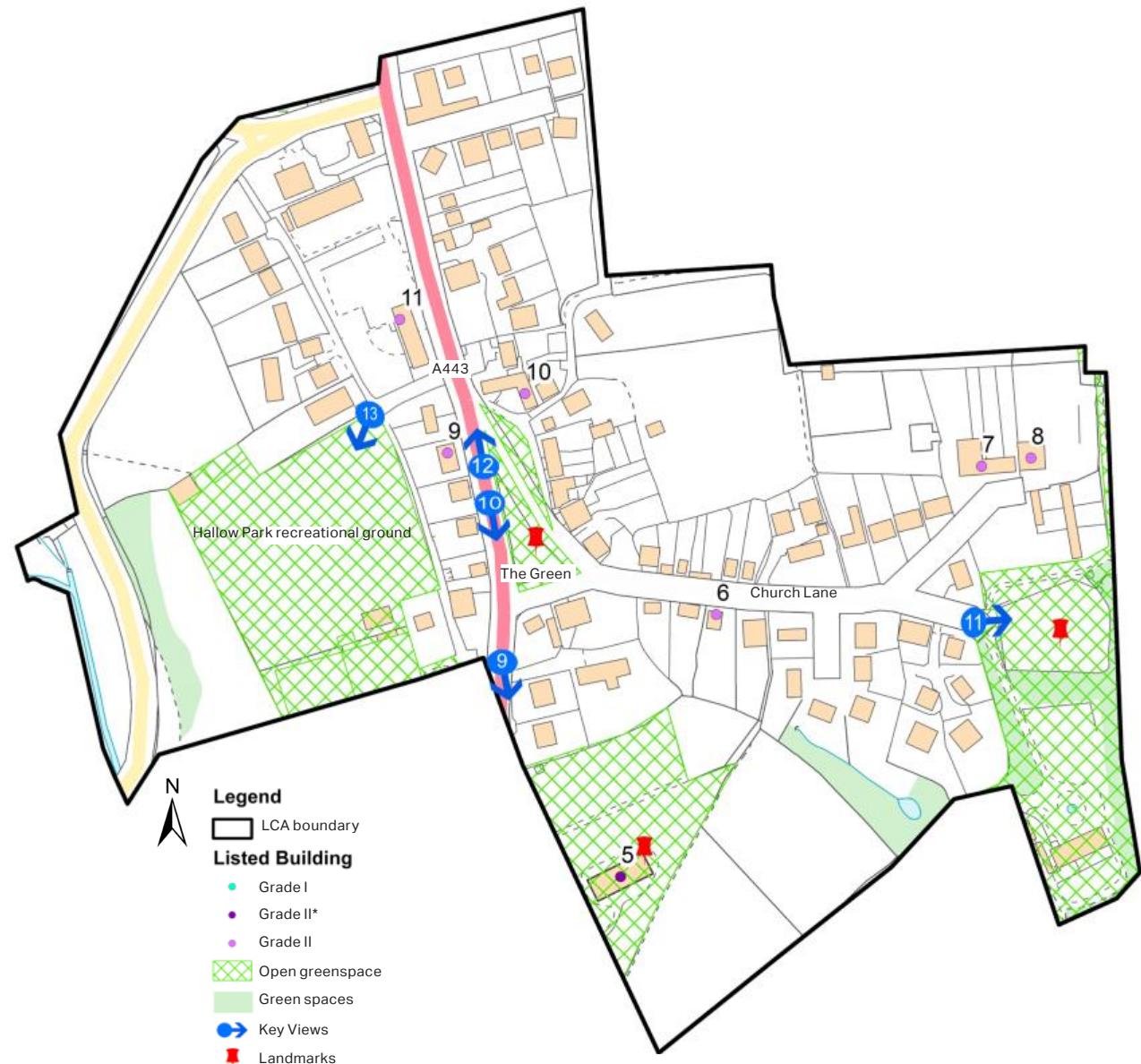


Figure 9 Key Views

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## Building line and boundary treatment

- Properties on the green are set-back from the road behind vegetation or red brick walls.
- Towards the east end of Church Lane properties are also set-back with brick walls or hedges, which are formed of Holly and tall Leylandii trees.
- Mid-20th century properties are mixed in with historic properties, however, the width and height of the historic properties create an interesting building line.
- Properties near the old church site located at the end of the Church Lane, are screened by mature vegetation.
- Low boundary walls emphasise the height of historic buildings.



## Building heights and roofline

- Buildings are mostly two storey, other than Post Cottage which is three storey.
- Rooflines vary in height with attractive chimney features.
- Dormer windows are also a feature of the roofline of some properties.
- Slate is common as a roofing material on 19th century properties e.g. Elmley House
- Plain, natural clay tile is common on properties such as 'The Pound House'



## Architecture

- There is a variety of architectural styles and materials in this LCA. Their position within spacious plots contribute to a harmonious character and appearance. With elements such as:
  - Casement and leaded windows
  - Gabled roofs
  - Render and pebble dash
- Prominent wall materials in historic properties include timber frame, red brick and render
- Large brick chimney stacks of bricks and gabled dormers are common in historic properties as well as gable elevations mixed with sloping roofs
- Hanging tiles are located above the windows on the frontages of the properties



## Land use, levels of activity and parking

- Buildings within the Conservation area are primarily residential, with historic links to former building uses in building names e.g. The Forge.
- The sports ground, west of the A443, has recreational value, while at the eastern end of Church Lane lies the old Churchyard.
- 'The Green' is a community green space used for gatherings on event days such as May Day.
- Community facilities include the Village Hall with Pre-school, Holly Bank and childrens' play area, and Scout Hut'. On the opposite side of the main road lies the Hallow Sports and Social Club.
- The Crown pub has a car park accessed off the A443, which detracts from the rural village character. The car park combined with the car dealership next door detracts from the character
- Commercial activity includes a car dealership, Hallow Sports and Social Club and The Crown Inn'



## Positive aspects of character

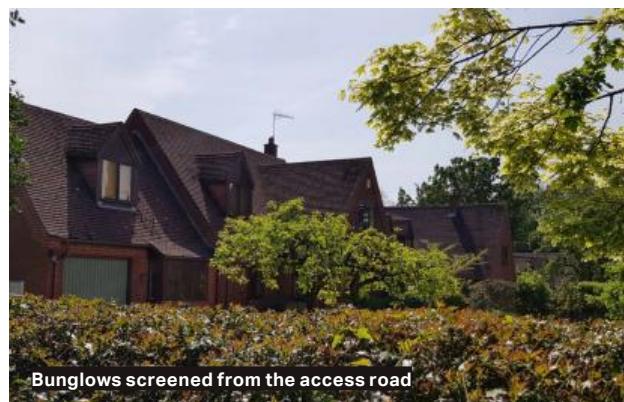
- Historic buildings in the area that date from the 17th to 20th century.
- The Green is a historic space and contributes to a sense of openness within the LCA.
- Views of the Church of St Philip and St James provide a sense of place.
- Views to the surrounding countryside from within the village, including views towards the Malvern Hills contribute to the rural feel of the village.
- Readily accessible green open space to the south and east of the LCA.
- Boundary treatments including brick walls, picket fencing and hedging.
- Rural character enhanced by vegetation surrounding properties.



Historic buildings



'The Green': historic open space



Bungalows screened from the access road



Boundary features walls and hedges.



St Phillips and St James' Church



Vegetated front gardens

### 3.3.4. LCA04 Hallow Village

#### Settlement pattern

- A443 follows the north-south ridge line and is the main throughfare for the village with ribbon development along it and cul de sacs off it.
- Additional settlement follows undulating country lanes off the A443 to Shoulton and Moseley.
- New 'Hayfield' housing estate being constructed off the A443, as part of the South Worcestershire Development Plan (SWDP).



**Figure 10 Settlement pattern**

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## Heritage assets

- There are four Grade II listed buildings in this character area. These comprise The Hollies (Grade II, NHLE 1082914); Windsor Cottage (Grade II, NHLE 1082917); Carey Villa (Grade II, NHLE 1302012); and Hallow School (Grade II, NHLE 1349372). They all date to the 19th century and are constructed of red brick apart from Windsor Cottage that dates to the 17th century and is of timber frame construction..



## Green spaces, public realm and streetscape

- Properties are set in gardens which are mostly generous. Where there are front gardens they make a positive contribution to the streetscape.
- There is no street lighting through the village other than small lighting structures within new development.
- Highly vegetated front gardens create a rural feel through the village with large vegetation that blends into the surrounding landscape, by screening buildings and unsightly features such as bins storage.
- Village setting with shops, post office and one primary school.
- Small area of tree-planted green space between the A443 and Heath Close.



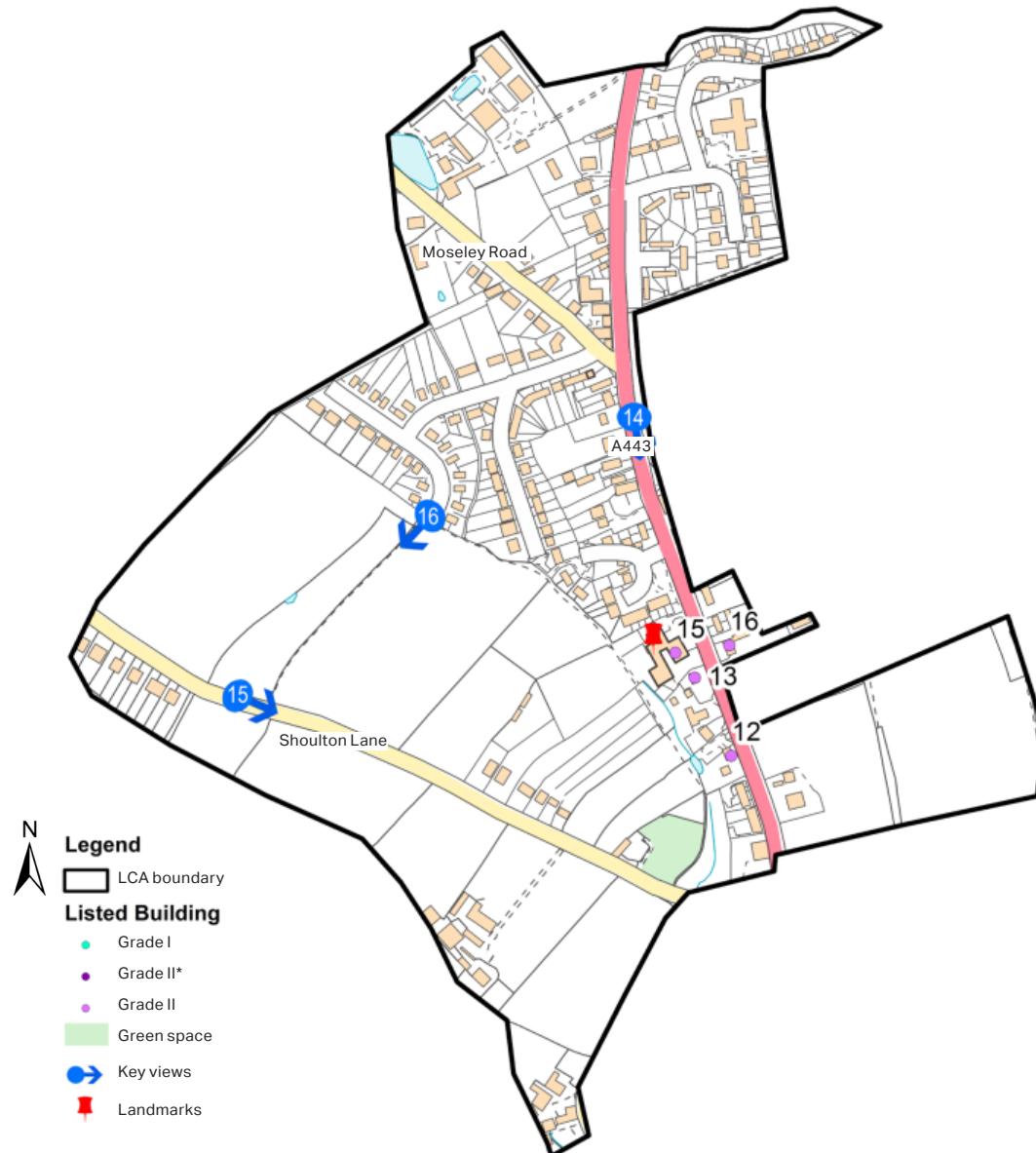
## Pattern and layout of buildings

- There are numerous private drives and footpaths giving access to development concealed behind buildings which border the road.
- Linear development continues beyond the settlement boundary along Moseley Road. These buildings face onto the road.
- Some developments have views of the countryside, but some properties screen others from this view.
- The buildings are a mixture of detached and semi-detached properties. These include bungalows, houses and maisonettes.
- Heath Close and Coppice Close are planned post-war developments with regular spaced, uniform houses.
- The new developments at Hayfield and Heath Farm offer housing with staggered access.



## Views and landmarks:

- Hallow Primary School has a distinctive bell tower and is a notable landmark in this LCA.
- Looking south towards Hallow Conservation Area with views of School and Church spires (View 14)
- Views of undulating landscape with views of the church spires and settlements scattered on the landform. (View 15)
- Long views towards the Malvern Hills and across open countryside (View 16)



**Figure 11 Key Views**

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## Building line and boundary treatment

- Boundary hedges and walls help to define the nature of the village and contribute to the overall character.
- Moseley Road and Shoulton Lane are narrow country lanes with hedgerows on both sides.
- Properties on Moseley Road have a mixture of boundary treatments including close board fence, hedgerow and picket fences.
- The majority of properties on Oakleigh Heath have vegetated front gardens with hedges or mature trees.
- Some properties have hard boundaries which include driveways.



## Building heights and roofline

- The majority of buildings are two storeys, with occasional three storey buildings. There are a significant number of bungalows, built in the 1960s and 1970s.
- Some three storey properties are old townhouses in a style typical of Worcestershire.
- Some properties have decorative features such as brick chimneys, porches and bay windows.
- Roof lines are staggered in some developments to break the visual line of the roofs across the skyline.



## Architecture

- Buildings in this LCA are of mixed age, from 18th and 19th century cottages to 20th and 21st century modern development. Most of the historic properties are located along the A443.
- Buildings are mostly constructed of brick with tile and slate roofs. Some are rendered or painted brick.
- Bay windows and projecting porches add interest.
- Gabled elements of older buildings tend to face the road.
- Recent development in Coppice Close includes plastic chimneys which detract from the character of the LCA.



## Land use, levels of activity and parking

- There is a clear boundary between the built-up settlement and the open countryside to the north and west.
- Much of the LCA is settlement in the form of residential properties.
- The majority of residential properties located in the LCA from a variety of time periods, with properties having different architectural styles from different time periods.
- Community activity includes two car dealerships, two village shops with one including the post office, as well as a primary school.
- Properties largely have private driveways which are used for parking; other properties located on ribbon development away from the A443 rely on on-street parking.



## Positive aspects of character

- The surviving historic buildings make a positive contribution to the character of the area.
- Boundary hedges and walls help to define the structure of the village.
- Spacious plots along the A433 with most of the properties set back from the road, behind front gardens.
- Views to the surrounding countryside contribute to the character of the area.
- Views of the spire of the Church of St Philip and St James contribute to a sense of place.
- The School with its bell tower and distinctive Gothic style makes a positive contribution to the area.
- Clear distinction between the village and countryside beyond.



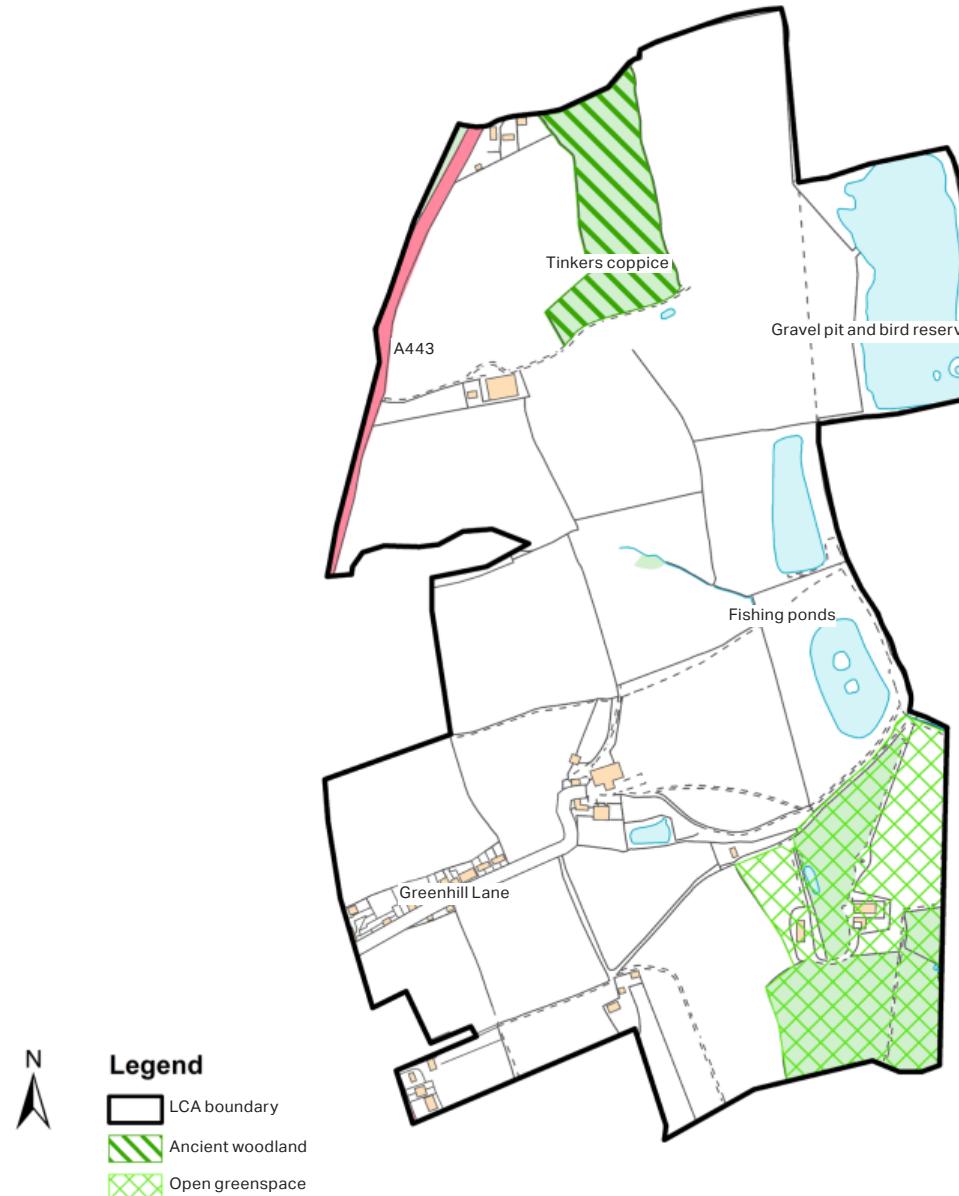
## Issues to be addressed in design guidelines

- Infill of large properties in small plots.
- 'Green fingers' within the village help retain the rural feel within the village.
- Maintain the limited lighting elements within the main centre of the village.
- Green space within the village is limited other than a small wedge containing a line of trees.
- Unsympathetic replacements of historic features, including extensions and alterations that do not respect the host properties.

### 3.3.5. LCA05 Hallow Farmlands

#### Settlement pattern

- Farmstead settlements are scattered across the farmland of the LCA.
- Fishing ponds located in the east of the LCA, just west of the River Severn.
- Settlements lead off Greenhill Lane, with meandering lanes that lead to farmsteads.
- Greenhill Lane consists of bungalows and a few two storey properties.
- The western half of the LCA lies on the Hallow ridge, dropping away to the River Severn Valley to the east.



**Figure 12 Settlement pattern**

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## Heritage assets

There are no designated heritage assets in this LCA. The area is mostly covered by agricultural fields and woodland with a few scattered farms. These include Greenhill Farm that had been constructed by the end of the 19th century, however substantially altered the following years.



PRoW kissing gates

## Green spaces, public realm and streetscape

- Greenhill Lane - narrow with no pavement for pedestrians - crosses open countryside.
- The LCA landscape is characterised by open farmland with native hedgerows and small to medium sized blocks of woodland. There are a few ancient black poplar trees.
- Trees within private front gardens contribute positively to the streetscape.
- PRoWs give access to the countryside including Tinkers Coppice Wood and to the River Valley.
- Tinkers Coppice Wood is significant in size and used by local people.
- The gravel pits formerly man made features from extraction, are now used as a bird reserve with extensive pools.
- Former gravel pits are now used as a bird reserve.



Lanes that are vegetated on either side

## Pattern and layout of buildings

- Scattered farmlands with clusters of dwellings along Greenhill Lane
- Properties take up large plots with main buildings and out buildings.
- Settlements are surrounded by open countryside of agricultural land.
- Pattern is influenced by the flood banks of the River Severn, with little development on areas likely to flood.



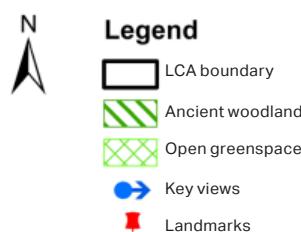
Narrow lanes



Greenhill Farm

## Views and landmarks:

- Views from Greenhill Lane of the spire of St Philips and St James' church and the bell tower of Hallow Primary School can be seen from Greenhill Lane.(View 17)
- Views south-east from path 545b towards the distant city skyline of Worcester.(View 18)
- Views north-east from path 545b across fishponds with views of the Clent Hills located in the background. (View 19)
- View looking north-east from path 575b near Retreat Farm across open countryside and the river valley landscape.(View 20)
- View south-west where footpath 528c meets Main Road. This provides views of the north end of the village and the open gap towards Thorngrove Estate. (View 21)



**Figure 13 Key Views**



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## Building line and boundary treatment

- Small residential properties are located along Greenhill Lane leading to farmsteads to the east. They were built in 1835 as agricultural workers cottages.
- The entrance to Greenhill Lane consists of hedgerows and white picket fencing.
- Hedges enclose fields and lanes that lead into the valley
- Some hedgerows that have been removed to extend fields.
- Public bridleways are enclosed by hedgerows and mature trees.
- The boundaries of properties on Greenhill Lane are defined by picket fencing.



**Timber gateways and fencing**



**Lined mature vegetation**

## Building heights and roofline

- Occasional tall, decorative chimneys on farm house buildings.
- Mostly two storeys, some bungalows.
- Consistent roofing height along Greenhill Lane
- Greenhill Farm is a three storey property with plastic elements



**Farmstead roof heights are scattered in the distance**



**Consistent roofline**

## Architecture

- There is a variety of building types including traditional farm buildings. Prominent materials and architectural features include:

- red and painted brick
- render
- tiled roofs
- casement windows



**Red brick property**



**Small residential properties along Greenhill Lane**

## Land use, levels of activity and parking

- Predominantly horticultural and agricultural land use.
- Small residential developments are the properties located along Greenhill Lane and the farmsteads located more to the east.
- Commercial activity on Greenhill Farm site
- Private parking is to the front of residential properties.
- Beyond this, the LCA is rural, comprised of arable fields, a medium sized block woodland (Tinkers Coppice), and several ponds in the east, used for recreation, associated with the River Severn.



## Positive aspects of character

- Rural village feel with access to open countryside including woodland and ponds close to the village.
- The topography and rural landscape of the area contribute to its character and appearance.
- Some houses are scattered across the countryside and are located within spacious plots.
- Hedges and mature trees define the boundaries of farmsteads and fields providing screening and a sense of seclusion. This is in contrast with the openness of the surrounding countryside.
- Green space with mature trees within the settlement.
- Views towards the River Severn and Greenhill Farm.



Fishing ponds



Properties are scattered throughout the LCA



Greenhill Farm



Gravel pits

## Issues to be addressed in design guidelines

- Additions and alterations to existing properties that are not in keeping with the character of the host buildings.
- Maintaining the green spaces to the north and east of the LCA that offer high biodiversity habitat.

### 3.3.6. LCA06 Shoulton Farming Hamlet

#### Settlement pattern

- Shoulton is a rural hamlet with a large area of woodland, Spindle Wood, to the west. The LCA is otherwise comprised of small to medium size agricultural fields, orchards and isolated farmsteads.

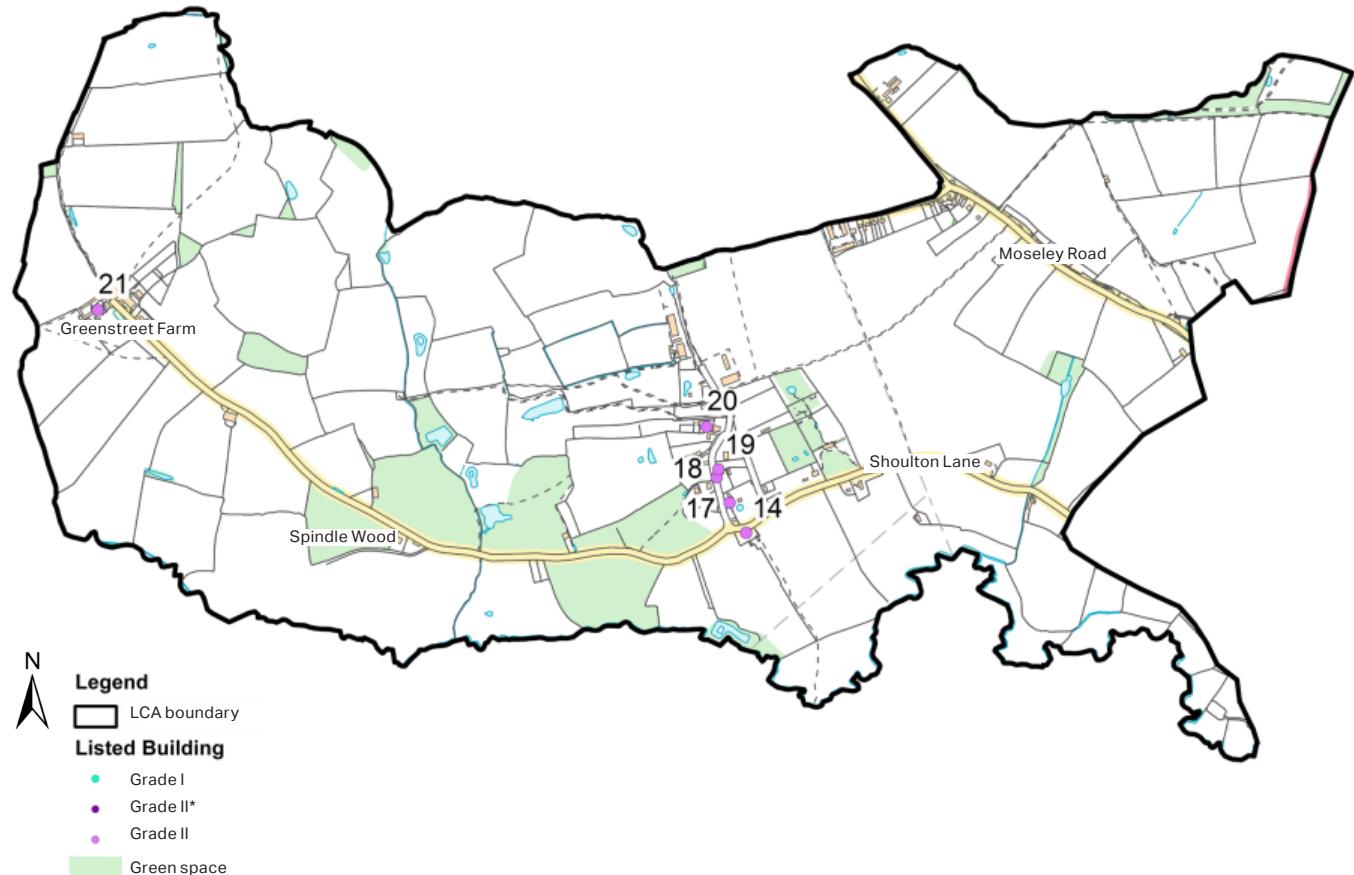
- The main access road from Hallow is Shoulton Lane, a one track lane contained by ancient hedgerow, which terminates at Greenstreet Farm. Several PRoWs roughly at right angles to Shoulton Lane allow access into the surrounding countryside.

- Several farm buildings are scattered through the LCA.

- The tree lined Laughern Brook forms the southern boundary of the LCA.

- The properties at Shoulton are surrounded by mature vegetation.

- Mixture of properties from the 18th, 19th and 20th century.



**Figure 14 Settlement pattern**

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## Heritage assets

- There are six Grade II listed buildings in this LCA, five of which fall within the hamlet of Shoulton and include Beechmount House (Grade II, NHLE 1082920), Headways Farmhouse (Grade II, NHLE 1262229) and associated farm buildings (Grade II, NHLE 1262235) and barn (Grade II, NHLE 1078232) and Shoulton Cottage (Grade II, NHLE 1301968). A single listed building, Greenstreet Farmhouse (Grade II, NHLE 1349376), is located to the north-west of the village..



## Green spaces, public realm and streetscape

- Single track country lanes with no through access beyond Greenstreet Farm / Shoulton.
- Laughern Brook is lined by trees and provides a green corridor for wildlife.
- Greenstreet Cottage has a triangulation point in the original front wall.
- Bryarley at Green Street has an old orchard containing black pear trees. At Greenstreet Farm is a coppiced horse chestnut tree, very old fruit trees and a Wassail tree with ribbons attached, used for Wassailing (an old English custom).
- Specimen trees within private gardens contribute to the overall verdant character of the LCA.
- Large area of broadleaved plantation providing a designated site to biodiversity.
- Spindlewood is a green space, which is privately owned, but is crossed with PRoW's and is provided to the public.



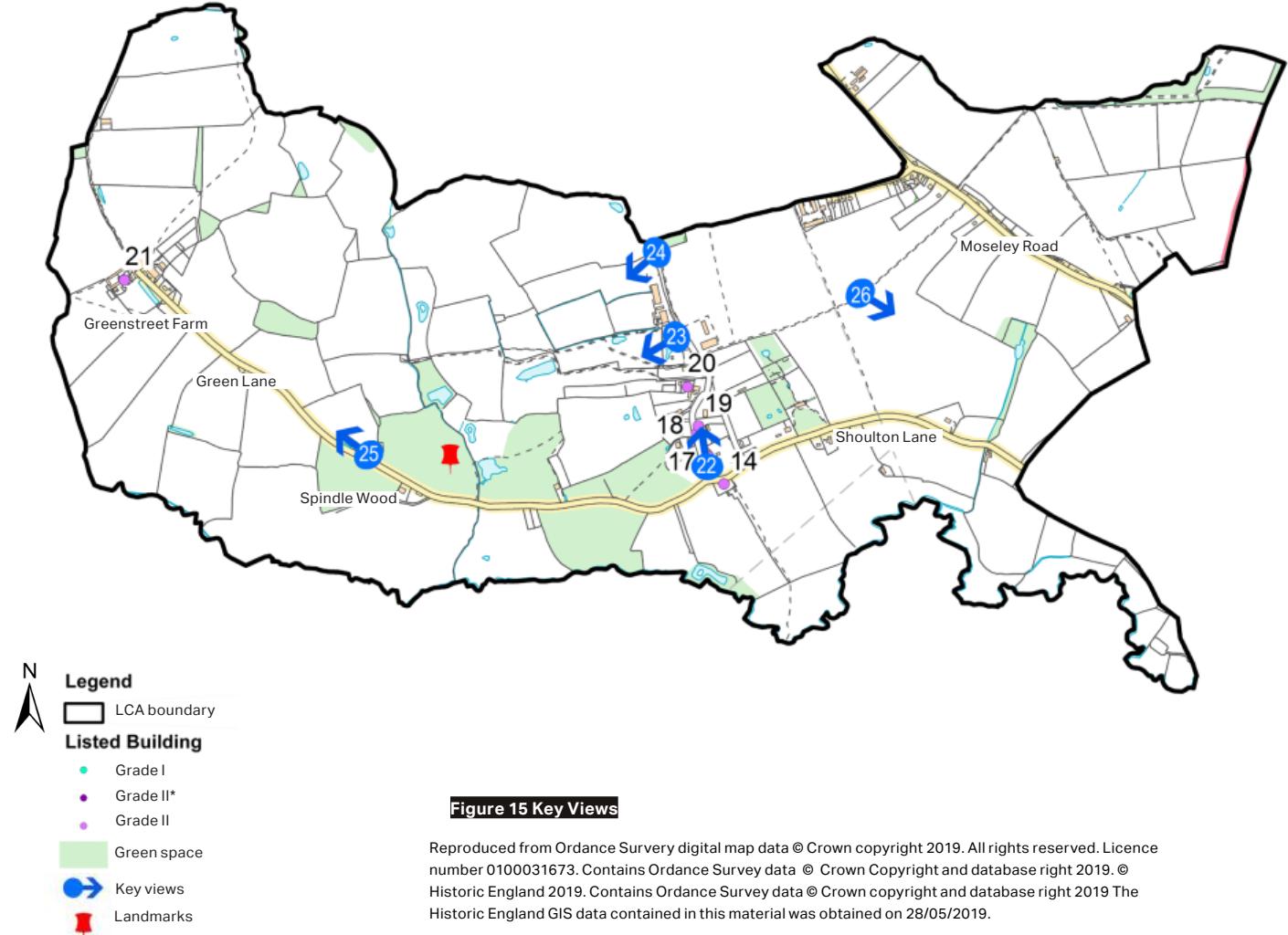
## Pattern and layout of buildings

- Buildings along Shoulton Lane and beyond towards Green Street follow a ridge line.
- Greenstreet Farm and Greenstreet Cottages are more isolated, set within farmland and agricultural fields.
- The majority of properties in the LCA are located on Shoulton Lane and , in the north-east, on Moseley Rd. The historic properties are located mainly on the loop lane in the centre of Shoulton.
- Shoulton properties all have private driveways and gateways.



## Views and landmarks:

- Views of historic farmsteads, the lane and mature vegetation (View 22)
- Views of open countryside and the plantation (View 23)
- Views of the surrounding countryside contribute to the rural character of the hamlet. (View 24)
- Large man-made plantation located to the west of the LCA.
- View looking west along Green Lane between path 506c to north-west and path 509c to south-east. Views of the pastoral setting of Shoulton. (View 25)
- View south-east from path 574b 'Brum' with elevated views into the village, rolling pasture landscape and views of the church and primary school spires. (View 26)



## Building line and boundary treatment

- Boundaries include a mixture of decorative walls, mature hedges bordering country lanes, parkland and specimen trees:
- Pasture fields lined with hedgerows create a boundary to Shoulton from the main centre of Hallow.
- Decorative railings combined with red brick walls to aid privacy to properties.
- Vegetation is used to create a screen for buildings and maintain a rural feel.
- The hamlet is largely surrounded by tall, mature trees and hedgerows screening it from view from further down Shoulton Lane.



## Building heights and roofline

- Roofline varies as buildings vary in height.
- Chimneystacks and other decorative roof features such as weather vanes on traditional properties, including the chimneys at Beechmount (Grade II, NHLE 1082920) add interest to the roofline.



## Architecture

- There is a mixture of traditional farm buildings dating predominantly from the 17th to 19th centuries. Modern 20th century development is also present to the south-west of the hamlet.
- Historic farm buildings survive, most sympathetically converted to residential use.
- Prominent materials and architectural features in the conservation area include:
  - Red or painted brick;
  - Plain clay tiled or slate roofs;
  - Timber frame buildings with painted brick and some with wattle and daub infill;
  - Large brick chimneystacks in some historic properties;
  - Sash and casement windows; and
  - Timber weatherboarding.



## Land use, levels of activity and parking

- This is a sparsely populated, very low density residential area, surrounded by farmland and forestry. A narrow roads and a network of PRoWs provide access, but it remains remote with high perceptions of tranquillity.
- No on-street parking is available due to narrow lanes.
- Properties have off-street parking to maintain access.



## Positive aspects of character

- Strongly rural character with high perceptions of tranquillity.
- Sympathetic building conversions from agricultural use to residential.
- Long distant views from the elevated ridgeline.
- Network of PRoW facilitate access to the countryside.



Large area of man-made woodland



Brick walls creating access gateways

## Issues to be addressed in design guidelines

- Materials should be chosen to suit the farmland settlement.
- Retaining the large area of man-made woodland in the LCA.
- Unsympathetic elements have been added or altered to properties in the area. These are elements such as coloured plastic windows.



Sympathetic to the rural character with linking vegetation



Semi-detached cottages made from a barn conversion



## **Design guidelines**

# **04**

# 4. Design guidelines

## 4.1. Introduction

This section is divided into two parts. The first is a set of key elements to consider when assessing a design proposal. These are presented as general questions which should be addressed by developers and their design teams who should provide clarification and explanation as necessary. The second part is design guidance setting out the expectations of the Hallow Parish.

It is important that full account is taken of the local context and that the new development responds to and enhances "sense of place" and meets the aspirations of people already living in that area. The aim of this section is to produce design guidelines that help to assess design quality and appropriateness in residential development proposals. Images have been used to reflect good examples of local architecture.

The guidelines developed in this document focus on residential development, considering the character of the immediate neighbouring buildings and the townscape and landscape of the surrounding area. The local pattern of streets and spaces, building traditions, materials and the natural environment should all help to determine the character and identity of new development whilst recognising that new building technologies can deliver acceptable built forms and may sometimes be more relevant.

## 4.2. General Design Principles

This section sets out a series of general design principles followed by questions against which the development proposals should be evaluated.

As an initial appraisal, there should be evidence that development proposals have considered and applied the following general design principles:

- Harmonise with and enhance the existing settlement in terms of physical form, movement pattern and land use.
- Relate well to local topography and landscape features, including prominent ridge lines and long-distance views.
- Reinforce or enhance the established character of streets and other spaces.
- Integrate with existing paths, streets, circulation networks and patterns of activity.
- Provide adequate open space for the development in terms of both quantity and quality.
- Reflect, respect and reinforce local architecture and historic distinctiveness.
- Retain and incorporate important existing landscape and built form features into the development.
- Respect surrounding buildings in terms of scale, height, form and massing.
- Adopt contextually appropriate materials and details.
- Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features.
- Ensure all components e.g. buildings, landscapes, access routes, parking and open space are well related to each other; to provide a safe, attractive and cohesive environment.
- Make enough provision for sustainable waste management (including facilities for kerbside collection, waste separation and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours.
- Sensitively integrate energy efficient technologies within the scheme at the start of the design process.
- Development should reflect Hallow's variety of housing styles.

### 4.2.1. Key points to consider when assessing planning applications

- The aim is to assess all proposals by objectively answering the questions below. Not all the questions will apply to every development. The relevant ones, however, should provide an assessment overview as to whether the design proposal has considered the context and provided an adequate design proposal. Following these fundamental principles, there are number of questions related to the design guidelines which should be used to evaluate the quality and appropriateness of development proposals.

### Landscape/Villagescape structure

- What are the essential characteristics of the existing settlement and street pattern; are these reflected in the proposal?
- Does the proposal respect local landscape features including topography and hydrology?
- What are the important landscape or historic features within and surrounding the site? Have these features including existing trees been considered in the proposal?
- If located in a conservation area, does the proposal respond to the characteristics of the conservation area?

- How does the proposal relate to its setting? Are there any important links both physical and visual that currently exists on and adjacent to the site?
- Does the proposal maintain or enhance the existing gaps between settlements?

### Street grid and layout

- How will the new design or extension integrate with the existing street arrangement?
- Does it favour accessibility and connectivity over cul-de-sac models? If not, why?
- Are the new points of access appropriate in terms of patterns of movement?
- Do the new points of access and street layout take regard for all users of the development; in particular pedestrians, cyclists and those with disabilities?
- Do the points of access conform to the statutory technical requirements?

### Green spaces, public realm and street scape

- Does the new proposal respect or enhance the existing area or adversely change its character?
- Does the proposal maintain or enhance the existing landscape features including trees on or adjacent to the site?

- How does the proposal affect the character of a rural or edge of settlement location?
- Is there adequate amenity space for the development, as well as reflect the local needs and demographic?
- Does the new proposal respect and enhance existing amenity space?
- Does the new proposal provide opportunities for enhancing existing amenity spaces?
- Will any communal amenity space be created? If so, how this will be used by the new owners and how will it be managed?
- How will the open place within the proposals be managed and maintained?

### Pattern and layout of buildings and grouping

- What is the pattern and layout of existing groupings and have these been respected in the proposal?
- Does the proposal maintain the character of existing grouping's layouts and their relationship with the main roads through the settlement?
- Does the proposal affect or change the setting and significance of a heritage asset?

## Views and landmarks

- What are the existing key views and visual landmarks in the area and have these been retained and enhanced in the proposal?
- Where long distance views exist, how are these respected in the design?
- Are new views and visual connections with the existing settlement and surrounding area incorporated into the proposal?
- Are new landmarks to be formed within the proposals?

## Building line and boundary treatment

- Does the proposal respect the existing building line and harmonise with the adjacent properties?
- Have the appropriateness of the boundary treatments been considered in the context of the site?
- Does the proposed development compromise the amenity of adjoining properties?
- Does the proposal overlook any adjacent properties or gardens?
- Has careful attention been paid to height, form, massing and scale of new buildings? Is it appropriate to reflect the adjacent scale or could a taller development be considered?

- If a proposal is an extension, is it subsidiary to the existing property so it does not compromise its character?
- The proposed should illustrate the building line and height of the development?

## Architectural details and materials

- Has the local context been well considered and character/local architecture been demonstrated in the proposals?
- If the proposal is a contemporary design, are the details and materials a sufficiently high enough quality and does it relate specifically to the architectural characteristics and scale of the site?
- What are the distinctive materials in the area, if any? Do the proposed materials harmonise with the local vernacular?
- Does the proposal use high quality materials?
- Have the details of the windows, doors, eaves and roof details been addressed in the context of the overall design?

## Parking and utilities

- Has adequate provision been made for car and cycle parking both private and public?

- Do the proposed private car and cycle parking locations complement the existing provision or introduce new approaches? If new, do these new approaches change the character of the street?
- Has adequate provision been made for bin storage including facilities for waste separation and recycling?
- Is the location of the bin storage facilities appropriate in relation to the travel distance from the collection vehicle?
- Has the impact of the design of bin storage facilities been considered, including quality of materials and location on the whole development? Could additional measures be incorporated to help integrate facilities into the development?
- Has the location of utilities including appropriate maintenance access been integrated into the proposal?
- Is the use of energy saving/efficient technologies encouraged and maximised? Are these technologies integrated into the proposal and not 'bolt on'?
- Has the lighting scheme been designed to avoid light pollution?
- Has the orientation of the building been considered? Does it reduce any solar gain for other properties due to overshadowing?

## 4.3. Design guidelines

The guidelines in this section should be applied as a starting point to all new development, regardless of where it is in the parish. These guidelines advocate character-led design which responds to and enhances the existing townscape. Reference to context does not mean to copy or use pastiche solutions. It means responding to what is around as inspiration and influence and it could be a contemporary solution that is in harmony with the surroundings.

### Settlement pattern

- Pedestrian pathways and routes should be considered to ensure they are integrated with existing elements and provide connections to the countryside.
- Ensure connections such as ProW's and cycle routes maintain their connection to existing neighbours and local facilities. PRoW diversions should be considered carefully.
- Streets must meet the technical highway requirements as well as be considered as a 'social space' to be used by all, not just motor vehicles. It is essential that the design of new development should include streets that incorporates needs of pedestrians, cyclists and if applicable public transport users
- Streets should tend to be gently meandering lanes- providing interest and evolving views. Any cul-de-sacs should be relatively short and include wide pedestrian links with good natural surveillance.
- Distribution of land uses should respect the general character of the area and road network, and take into account the degree of isolation, avoid light pollution and conserve levels of tranquillity.



Pedestrian pathways providing links to the main road



Vegetation screening properties from the road



Properties set back from the road with driveways

## Green spaces, public realm and streetscape

- Enhance the character of the space by arranging main buildings and façades and entrances facing open spaces. This should create a sense of place, improves natural surveillance and fosters social interaction.
- Landscape schemes should be designed and integrated with the open fields that currently border the settlement.
- Native trees and shrubs should generally be used to reinforce the rural character of the village. Non-native species may also be appropriate to increase resilience to the effects of climate change and pests and diseases.
- Open spaces should offer a variety of uses related to the surrounding activities and building. They should be located in short walking distance of housing and promote natural surveillance from buildings overlooking them.
- Loss of trees, hedgerows and woodland as a result of development should be avoided wherever possible. If losses cannot be avoided, trees, hedgerows and woodland should be replaced with new planting that meets or exceeds the spatial extent and quality that has been lost.
- Materials in the public realm should be selected to complement the character of the building and street, keeping the range and type of materials to a minimum. Materials selected must be locally characteristic, durable and easy to maintain.
- New development should, as far as possible, allow for views of the surrounding countryside and should preserve existing key views.
- Existing green spaces of local value, such as the 'The Green' and the 'Significant Gap' in between Worcester and Hallow, should be preserved and enhanced.



- Developments should ensure that surrounding green spaces remain easily manageable and accessible. Green spaces offer amenity space to the local community.
- Consideration of the 'Statements of Environmental Opportunity' (SEO) including SEO2 and SEO3, from the 'Parish Search for Hallow Neighbourhood Development Plan' document produced by Worcester County Council.



## Pattern and layout of buildings

- Layout of new development should generally follow the arrangement of adjacent buildings. 'Back to back' housing is not likely to be acceptable.
- Building type, layout and density should reinforce that character and hierarchy of the street. Densities should be used to transition sensitivity between more central areas/ primary streets to settlement edge.
- Majority of properties in the area are development on the northern side of access routes. They should set back from the roads by front gardens and/or driveways.
- New development should encourage a variety of housing typologies that reflect the existing fabric of the village by avoiding repetition along streets.



Terraced houses with small front garden features



Property constructed on a slope



Property with decorative front garden and pathway



Property in Landed Estates screened from view



Properties facing out towards the countryside



Houses facing the main road

## Heritage assets

- Development in sensitive areas, such as the Hallow Conservation Area, should use high quality materials to integrate with the surrounding streetscape.
- The setting of heritage assets, including the setting of the conservation area should be preserved and where possible enhanced.
- New development can be integrated into the area provided the design and layout of the new buildings respect the traditional street scene and character of the settlement.
- Alterations and extensions within the conservation area should retain or where possible enhance the character and appearance of the conservation area.
- Alterations and extensions of historic buildings should respect the host building. Replacement of historic and traditional features, such as timber windows and doors with PVC and other modern non-traditional building materials should be avoided. Extensions should be appropriate to the mass, scale and design of the main buildings. Statutory listed buildings and their setting should be preserved and where possible enhanced.
- Non-designated buildings of local interest should be considered for nomination to the Local List of Heritage Assets currently being prepared by Malvern Hills District Council. Regardless of their addition to the list, historic properties should be preserved and their setting should be taken into consideration in any new development.
- The local authority should consider the use of an Article 4 direction, if one is not already in place, to limit permitted development rights within the Hallow Conservation Area.



Traditional three-storey townhouse



Two terraces of three properties



Mature tree within 'The Green'



Residential houses within the conservation area

## Views and landmarks

- Key views from various locations of St Philip and St James' Church should be conserved
- Views out towards the 'significant gap' across grazing land, river valleys and the southern edge of the village should be preserved and where possible enhanced.
- Long distance views to Worcester Cathedral from Fisherman's Path and Parkfield Summer House should be preserved .
- Views of 'The Green' with the frontage of properties facing the green space, views of the green should be considered
- Views out the village towards the green space behind The Crown Inn and into the surrounding countryside from all directions, including towards the Malvern Hills to the south-west, should be preserved and where possible enhanced.
- Views from footpath 546 leading off Church Lane of undulating landform predominantly rural with limited dwellings should be conserved
- Views of the Hallow Primary School should also be conserved and where possible enhanced



Views of St Phillips and St James' Church



Long distance views to Worcester Cathedral



View of Hallow Primary School



View out to Malvern Hills

## Building line and boundary treatments

- Buildings should generally be aligned so that the main façade/ entrance faces the street. These should be defined by walls or hedgerow, whichever is appropriate to the surrounding area, adhering to a consistent building line.
- Boundary treatments should reinforce the sense of continuity of the building line and help define the street, appropriate to the rural character of the area. Boundary treatments should not impair natural surveillance
- If placed on the property boundary, waste storage should be integrated as part of the overall design of the property. Landscape areas could also be used to minimise the visual impact of bins so that they are only visible when required for collections.
- Properties should have rear gardens and in most cases a front garden- although this may vary depending on the street hierarchy and streetscape character- and be sympathetic with surrounding properties
- Historic boundary treatments such as historic brick walls and iron railings should be conserved.



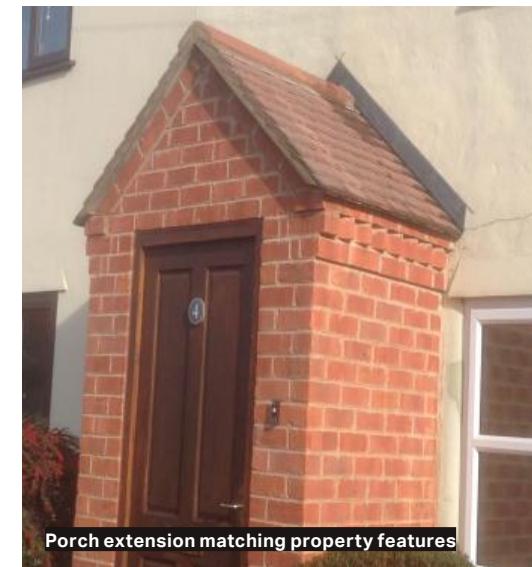
## Building heights and roofline

- Heights of new buildings should generally not exceed three storeys, which is the maximum for residential properties within the settlement.
- The height and roof forms should allow for glimpses of long distance views.
- The existing roofline of adjoining properties should be respected to create a consistent roofline and rhythm along the street. Roof pitches should match existing / adjacent roof pitches, taking into account variation as a result of the materials used.
- The scale, massing and height of new development should relate to the width of the street or open space. A well balanced ratio should be achieved that works with the road hierarchy to create a positive environment that balances place and movement.
- Scale of the roof should always be in proportion with the dimensions of the building itself.
- Monotonous building elevations should be avoided, therefore changes in roofline should be included during the design process.
- Locally traditional roof detailing elements should be considered and implemented where possible in cases of new development.



## Building modifications, extension and plot infill

- Building modifications should be sympathetic to the character of the building being modified and the surrounding properties.
- Infill development may be successfully integrated provided the design and layout of the new buildings respect the traditional street scene and character of the settlement.
- Solar panels should be encouraged amongst development for environmental purposes.
- Sensitive design and consideration of location on individual properties is required within the Conservation Area.
- The mass, scale and height of infill development should be in keeping with the existing building line and surrounding properties as well as the surrounding area where the new development stands.
- Extensions to existing dwellings should reference the scale and local vernacular of existing buildings to determine the most appropriate proportions for the addition.



## Architectural details

It is beyond the scope of this report to provide a comprehensive set of architectural detail solutions.

Proposed building façades should indicate the importance of each storey using composition of materials and architectural details.

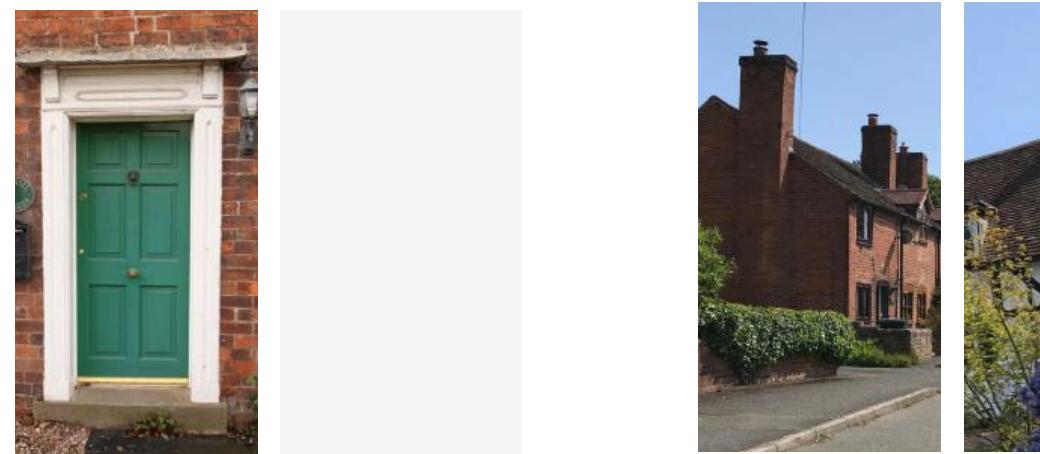
Contemporary architectural solutions may be appropriate, but they must be well considered, high-quality designs which use local materials, forms, massing and detailing to reflect the existing built fabric of Hallow.

These examples of building materials and details that contribute to the local vernacular architecture of Hallow and could be used to inform future development.

It should be noted that these materials are not prescriptive and there is opportunity for innovative and creative material suggestions in new buildings, restorations and extensions that may complement what already exists. However, when buildings are designed, local heritage of building materials should be taken into consideration.



Porches



Door detailing



Brick chimneys



Varied dormer windows



Gable roofs



Bay windows



Dentil coursing



Staggered roofline



Brick detailing around windows

## Materials and Colour Palette

The materials and colour palette used throughout Hallow contributes to the rural character of the area and the local vernacular.

It is essential that the proposed developments are of a high quality and reinforce the local distinctiveness of the area. The palette of materials should be selected based on an understanding of the surrounding built environment and are characteristic of Hallow. Materials must be high in quality and complement the local architecture.

Example Roof Materials



Sympathetic concrete tiles



Slate



Clay



Example Facade Materials and Colour Palette



Painted bricks



Red bricks



Combined coloured bricks



Painted render



Painted roughcast



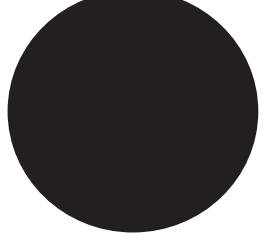
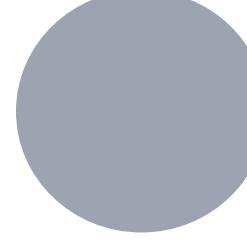
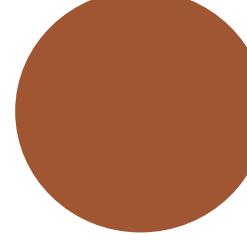
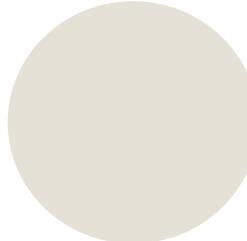
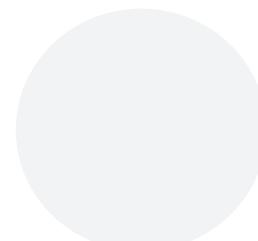
Integrated decor



Painted render



Patterned brickwork



Example colour ranges

A faint, grayscale background image of a classical building with four columns and a triangular pediment. The building appears to be made of stone or concrete.

**Deliverability**

**06**

# 5. Deliverability

## 5.1. Delivery Agents

The design guidelines will be a valuable tool for securing context-driven, high quality development in Hallow Parish. They will be used in different ways by different actors in the planning and development process, as summarised in the table below:

<b>Actor</b>	<b>How they will use the design guidelines</b>
Applicants, developers and landowners	As a guide to the community and Local Planning Authority expectations on design, allowing a degree of certainty – they will be expected to follow the Guidelines as planning consent is sought.
The Design Guidelines should be discussed with applicants during any pre-application discussions. Where planning applications require a Design and Access Statement, the Statement should explain how the Design Guidelines have been followed.	As a guide when commenting on planning applications, ensuring that the Design Guidelines are followed.
Local Planning Authority	As a reference point, embedded in policy, against which to assess planning applications.
The Design Guidelines should be discussed with applicants during any pre-application discussions.	As a guide when commenting on planning applications, ensuring that the Design Guidelines are followed.
Community organisations	As a tool to promote community-backed development and to inform comments on planning applications.
Statutory consultees	As a reference point when commenting on planning applications.

## 5.2. Deliverability

The National Planning Policy Framework (paragraph 35) emphasises that a proportionate evidence base should inform plans. Based on a 'positive vision for the future of each area; a framework for addressing housing needs and other economic, social and environmental priorities; and a platform for local people to shape their surroundings' (see paragraph 15). Policies should be 'underpinned by relevant and up-to-date evidence. This should be adequate and proportionate, focused tightly on supporting and justifying the policies concerned, and take into account relevant market signals' (paragraph 31). Crucially planning policies 'should not undermine the deliverability of the plan' (paragraph 34).

Neighbourhood Plans need to be in general conformity with the strategic policies in the corresponding Local Plan. Where new policy requirements are introduced (that carry costs to development) over and above Local Plan and national standards it is necessary to assess whether development will remain deliverable. The principles and guidance set out in this document and within the Neighbourhood Plan's policies are aligned with national policy and non-statutory best practice on design.

The values and costs of construction between new developments and within new developments will vary based on location, situation, product type, design (architecture, placemaking etc.) and finish; and the state of the market at the point of marketing the properties. The guidelines herein constitute place making principles and guidance to help interpret and apply the statutory policies within the Neighbourhood Plan. Good design is not an additional cost to development and good placemaking can result in uplifts in value.

## 6. Glossary

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**LCA-** Landscape Character Area

**NHLE -** National Heritage List for England

**PRoW's -** Public Rights of Ways

**SEO-** Statements of Environmental Opportunity

**SWDP-** South Worcestershire Development Plan

## 7. References

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