



AECOM

Design Guide and Codes

WELLAND

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AECOM Quality information

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Introduction

01



01. INTRODUCTION

AECOM were commissioned to provide design support to Welland Neighbourhood Plan Group, via the Department for Levelling Up, Housing and Communities' Neighbourhood Planning Programme, led by Locality.

01.1 Objectives

The main objective of this report is to provide design guidance and codes for future development in the Welland neighbourhood plan area to help retain, protect and enhance the existing tranquil character and scenic beauty of the area. This is important as parts of Welland are within the Malvern Hills Area of Outstanding Natural Beauty (AONB) and the remainder forms part of the setting of the AONB. In particular, this report sets out general design guidelines (section 4) and a site specific design code (section 5) for the site known as Land north of Cornfield Close. This should help future development reflect local character and encourage best practice and innovation with regard to sustainable design.

01.2 Consultation and engagement

The Welland Design Guide & Codes is part of a suite of documents that together make up the evidence base that underpin the Welland Neighbourhood Plan. All will be subjected to the scrutiny of the community prior to voting on the plan. The NP steering group have been instrumental in its development and the design code site owners / promoters have also been open to discussions and allowed site visits.

Steps 1-5 (to the right) were agreed with the group and form the basis of this study. Following an inception meeting and a virtual site visit with members of the Neighbourhood Plan Steering Group, AECOM carried out a desktop assessment of the village. A site visit was undertaken after covid restrictions lifted.

Discussions with landowners / promoters took place and the parties were provided with copies of draft policies relating to the potential allocations and draft design work for the site design code section of this report. A number of comments were made on the proposed Design policy WD1 and its Reasoned Justification as part of the Regulation 14 consultation. Some of these

comments have fed into the amended version of this Design Guide and Codes. For further information see the Consultation Statement and its accompanying responses schedules

- 1 Initial meeting and joint virtual site visit between AECOM and the Welland Neighbourhood Planning Group.
- 2 Desktop urban design and local character analysis of the village and key estates;
- 3 Site visit and photographic survey of Welland and liaison with site owners/promoters on potential sites;
- 4 Preparation of a draft layout and design codes for the allocated site in, consultation with the neighbourhood plan group; and
- 5 Preparation of the general design principles and guidance for the village to inform the design of windfall sites and all future developments.

01.3 Area of study

Welland is located at the junction of the A4104 and B4208 and is approximately 3.5km east of Malvern Hills. It covers 764 ha of mostly agricultural land. There are approximately 700 dwellings in Welland, most clustered within 1km of the crossroads at the centre of the village. The rest of the dwellings are distributed along the two principal roads with small clusters at Brookend, Hook Bank and at Welland Court. The landscape is characterised by undulating ridges and valleys, with the land rising towards the Malvern Hills to the west.

The western portion of the NP area lies within the Malvern Hills AONB (see Figure 6). There are two Sites of Special Scientific Interest (SSSI) within the NP area, Mutlows Orchard SSSI (in the centre of the village) and the Brotheridge Green disused railway line in the north east of the NP area. To the south of the NP area (outside) are Castlemorton Common SSSI and Malthouse Farm (see Figure 6). There are ten Grade II listed buildings within the parish boundary (see Figure 16).



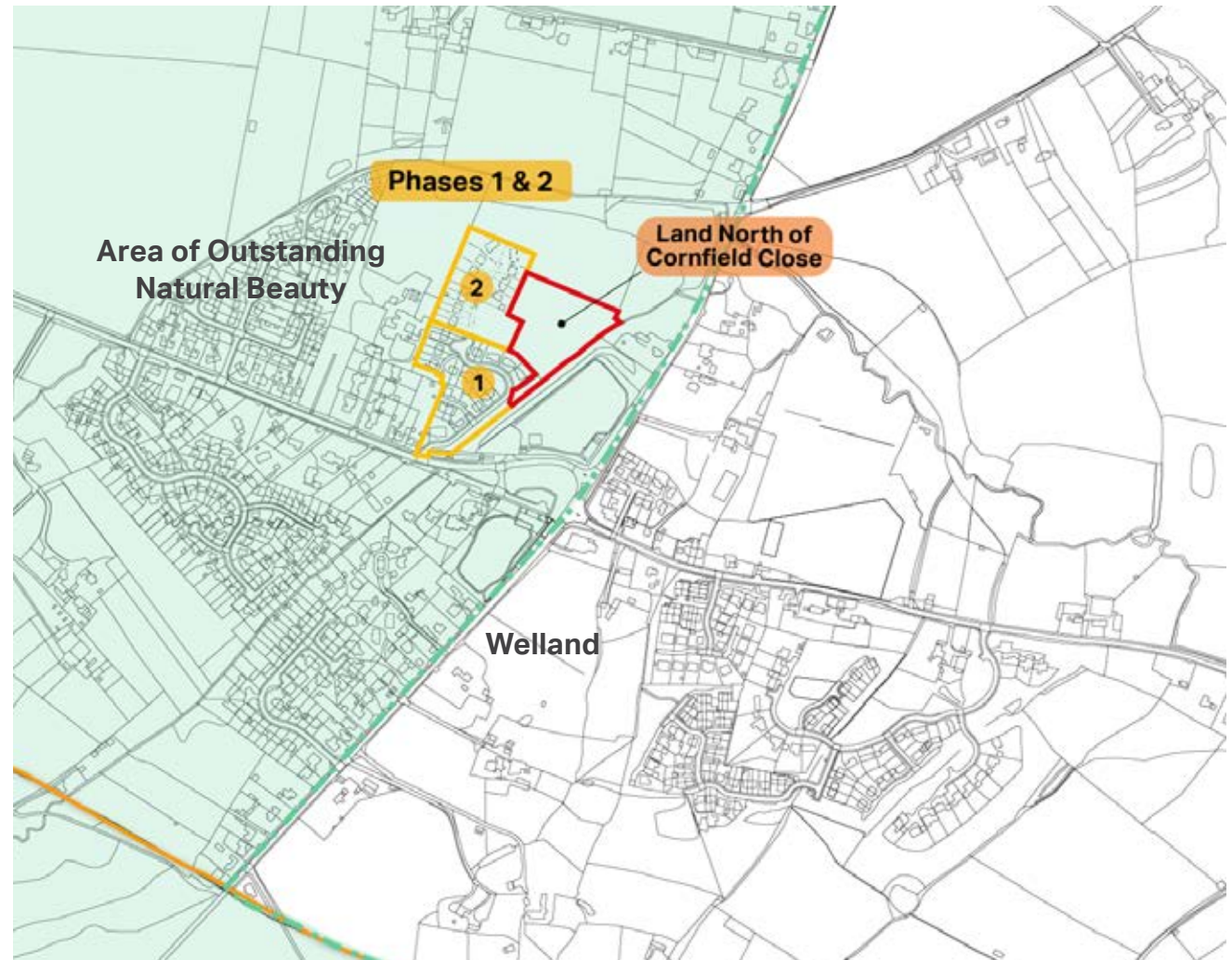
F.1 | Figure 01: Map showing the location of Welland.

Proposed Housing Site

There is one proposed allocation for housing within the village that is addressed by a site design code in section 5 of this report (see adjacent map): Land north of Cornfield Close. The allocation site is adjacent to a two-phase development known as Cornfield Close Phase 1 and Cornfield Close Phase 2.

It should be noted that Cornfield Close phase 1 is occupied and that Cornfield Close phase 2 has largely been built-out (providing 14 dwellings).

The site allocation is subject to a site design code in section 5 of this report and corresponding policy in the neighbourhood plan which requires 13 affordable dwellings.



F.2 | **Figure 02:** Map showing the location of Land north of Cornfield Close

01.4 Policy and guidance

The following documents have informed this report. Applicable policy and guidance is produced at a national, regional, district and AONB level. All applications for development should make clear references to how these documents have been taken into account. New or updated documents are emerging continually.

National Planning Policy

National Planning Policy Framework (NPPF), 2021 Update

The NPPF outlines the Government's overarching economic, environmental and social planning policies for England. It supports proposals which "promote high levels of sustainability or help raise the standard of design more generally in an area". Paragraph 133 introduces a new test that development should be well-designed, which means that a council has the power to refuse any application that fails to reflect local design policies, guides and codes.

The NPPF reinforces the objectives of the planning system which is to contribute to the achievement of sustainable development, particularly the environmental objective which seeks to protect and enhance the natural, built and historic environment.

Area-wide policy & design guidance:

2011



Malvern Hills AONB Partnership's Landscape Strategy and Guidelines

This document provides direction and guidance on how the different landscapes of the Malvern Hills AONB can be managed in order to obtain optimum character, condition and sustainability.

2013



Malvern Hills AONB Guidance on Building Design

This document promotes good practice and to assist anyone who is proposing new development in the AONB. The guidance it contains should help ensure that new development meets the requirements set out in the NPPF for conserving and enhancing natural and historic environments.

2016



Malvern Hills AONB Guidance on the selection and use of colour in development

This document provides direction and guidance on the selection and use of colour associated with development within the Malvern Hills AONB. Development includes any building work, infrastructure, and finishes associated with transport and utilities.

2019



Malvern Hills AONB Guidance on how development can respect landscape in views

This document provides guidance to help conserve and enhance views to and from the AONB. It sets out a number of principles which should be considered by those involved in planning new developments.

2019



Malvern Hills AONB Management Plan 2019-2024

The AONB management plan helps all those involved in managing the AONB to conserve its special qualities, manage the pressures on these qualities and where possible, improve the AONB for current and future generations of people who live in and visit the area.

National Design Guide (2019) and National Model Design Code (2021)

These documents set out characteristics of well-designed places including 10 factors which underpin good design; Context, Identity, Built Form, Movement, Nature, Public Spaces, Uses, Homes & Buildings, Resources and Lifespan. They support the ambitions of the NPPF to utilise the planning and development process in the creation of high-quality places and are expected to be used by local authorities, applicants and local communities to establish the design expectations of the Government.

Local Planning Policy

South Worcestershire Development Plan

The South Worcestershire Development Plan (SWDP) considers the long term vision and objectives for South Worcestershire up to the year 2030, as well as containing the policies for delivering these objectives.

The South Worcestershire Councils (SWC) i.e. Malvern Hills, Worcester City and Wychavon are updating the existing SWDP Vision, Objectives, Spatial Strategy and policies for the future development of the South Worcestershire area. The second part of the plan includes site allocations, policies and policy designations that will provide for the development needs of the area to 2041.

Area-wide policy & design guidance

2015



Welland Neighbourhood Plan Landscape Assessment

This landscape assessment was commissioned by Little Malvern and Welland Parish Council to determine the potential capacity of 43 parcels of land in and around the settlement to accept new residential development, from a landscape and environmental perspective. The findings were used to guide the development of Welland’s Neighbourhood Plan for the plan period of up to 2041. It has been used to fulfil the Parish council’s objective of developing a detailed landscape strategy for the local area as part of supporting information for the NP, with recommendations for future environmental and recreational projects or initiatives in and around the village. Subsequently two further Landscape Assessments have been conducted and the plan period now covers to 2041.

2018



Design Guide Supplementary Planning Document

The Design Guide SPD, adopted in March 2018, provides additional guidance on how the SWDP design related policies should be interpreted, for example through the design and layout of new development and public spaces across South Worcestershire, and is consistent with the planning policies in the SWDP, in particular policy SWDP21 Design. It is aimed at built design professionals, e.g. architects, urban designers and developers but it will also be of relevance to anyone else with an interest in the delivery of quality residential design and public spaces.

2020



WCC Streetscape Design Guide (2020)

This guide presents a policy framework to give those engaged with designing new streetscapes a clear framework, guidance and support to achieve successful streets in Worcestershire. Streets are a precious resource, providing the social setting for public life, and access to a wide range of services and facilities and so it is essential that new streets are designed with thought and care. The guide sets out how a successful streetscape should be durable, attractive and provide for the needs of all users.

01

Place
assessment

02



02. PLACE ASSESSMENT

This chapter provides a baseline review of the key elements and history that inform Welland's unique 'sense of place'. The following topics including landscape, movement, neighbourhood and built-form elements establish the structure of the place, highlighting important features and characteristics of the area that must be referenced and respected by future development.

02.1 Historical growth and development of the village

Historic plans show that the settlement established principally along Drake Street, towards Brook End (see *F.4*). By 1862, the population of the village was 802.

The 1886 OS mapping shows extensive orchards in the parish, particularly on the east and south-eastern side of the village (see *F.3*) and around Marlbank. However, a century on, by 1970, the area covered by orchards has decreased significantly north of Drake Street and around Marlbank Farm. These orchards are mostly merged into larger arable fields. Residential development has also expanded south of Marlbank Brook and south along the B4208.

The village today has expanded with several postwar suburban estates and further infill developments. There are several orchards remaining (or have been re-established) in the heart of the village today.

Figure 03:
1886 OS map of the settlement in Welland.

Figure 04:
1886 OS map of the settlement in Brookend.



02.2 Landscape character and AONB designation

Landscape Character

Welland principally sits across two different countywide Landscape Character Types (LCT): Enclosed Commons and Settled Farmlands with Pastoral Land Use (see Figure 5), from Worcestershire CC Landscape Character Assessment (2012).

There is also a fragment of the 'Urban Settlements' LCT to the west of the area.

Enclosed Commons

This LCT is characterised by an ordered pattern of medium to large geometric fields and straight roads. The historic landuse pattern is also reflected in the pattern of settlement. It includes isolated, red brick farmsteads and clusters of wayside dwellings¹.

The overall landscape strategy for this LCT is to 'conserve and strengthen the simple, planned structure of the landscape and seek opportunities to enhance the underlying ecological character.'

Settled Farmlands with Pastoral Land Use

These are small-scale, rolling, lowland, settled agricultural landscapes with a dominant pastoral land use, defined by their hedged fields. Hedgerows and streamside trees together with those associated with settlement provide tree cover in a landscape with a notable network of winding lanes, scattered farms and clusters of wayside settlements¹.

The LS&G states that the overall strategy for this LCT is to 'conserve the diversity and function of this small scale, settled agricultural landscape and seek opportunities to restore/enhance the character of the degraded areas.'

The objective for any development proposed within these LCT's is set out in the [Malvern Hills AONB Partnership's Landscape Strategy and Guidelines \(LS&G\). and the Worcester County Council Landscape Character Assessment.](#)

Malvern Hills Area of Outstanding Natural Beauty










As seen in *Figure 6*, much of the western half of Welland lies within the Malvern Hills Area of Outstanding Natural Beauty (AONB). AONBs are of national importance and are designated for their special landscape qualities and scenic beauty. The primary purpose of this statutory designation is to conserve and enhance the natural beauty of the landscape.

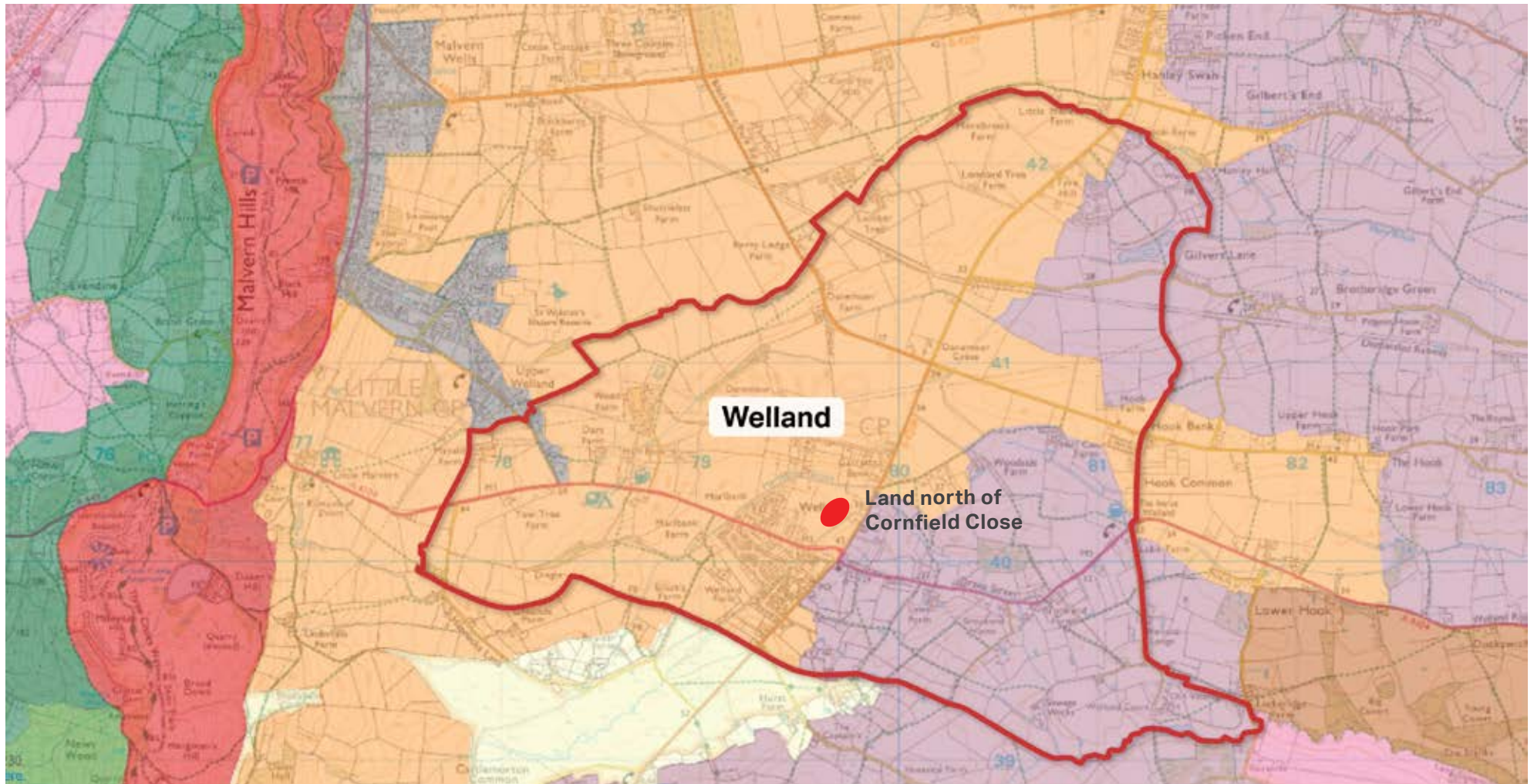
Development on land covered by the AONB designation is tightly controlled and guided by the latest [Malvern Hills AONB Management Plan \(2019-24\)](#). The Management Plan sets out the Special Qualities of the AONB and a vision of what it will be like in 20 years¹.

As Welland's settlement has been rapidly growing, controlling development within the AONB's setting is becoming more relevant. Future development should make a locally-important contribution to the AONB's setting and special qualities.

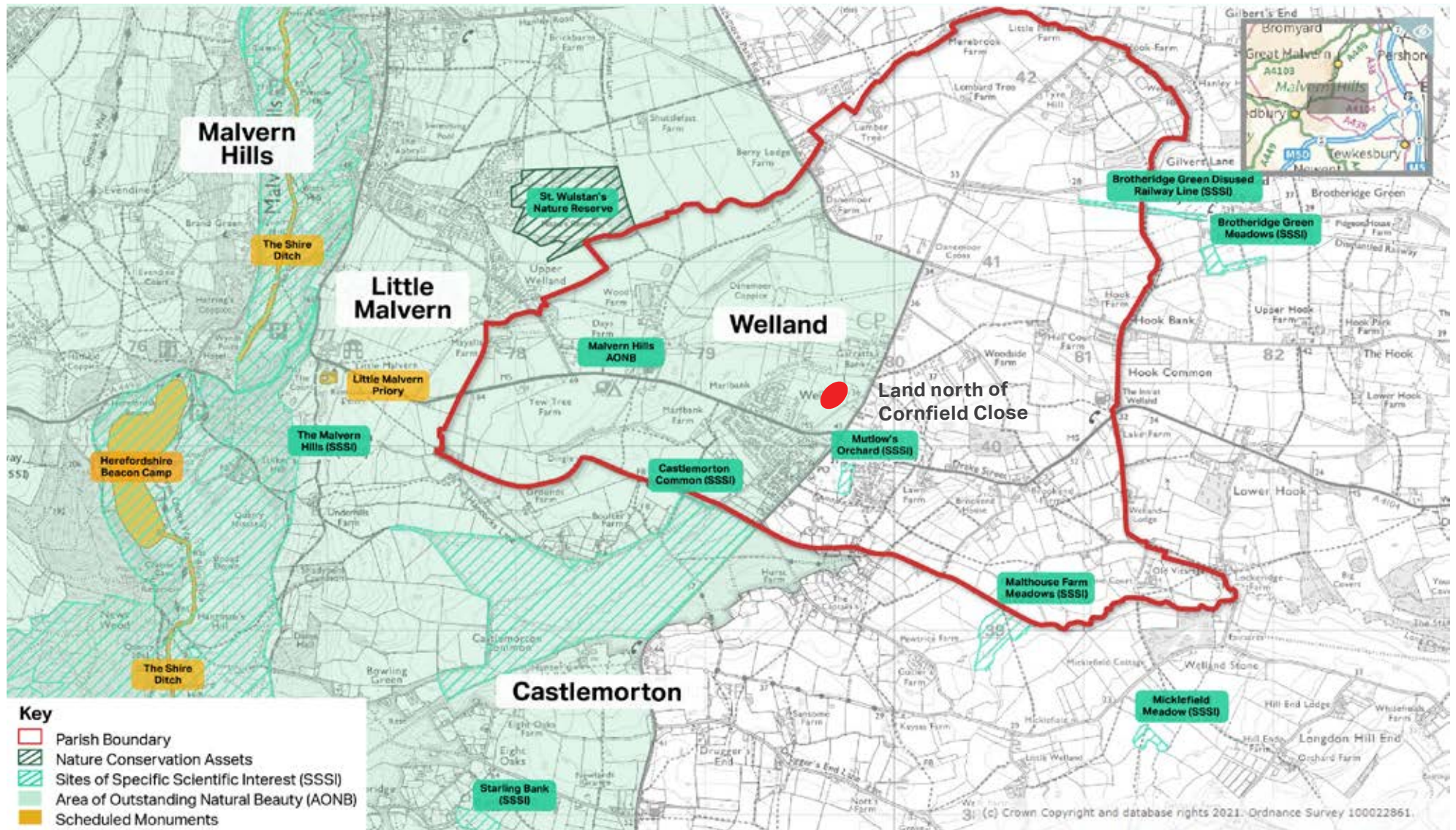
¹ Carly Tinker. Welland NP Landscape Sensitivity & Capacity Assessment Review of Selected Sites. December 2019.

KEY

-  Village Farmlands with Orchards
-  High Hills and Slopes
-  Enclosed Commons
-  Settled Farmlands with Pastoral Land Use
-  Wooded Hills and Farmlands
-  Urban Settlements
-  Unenclosed Commons
-  Estate Farmlands
-  Site



F.5 | **Figure 05:** Map showing the Landscape Character Areas within the neighbourhood area (site allocation in red)



F.6 | Figure 06: Map showing Welland Parish statutory and other designations (allocated site in red)

02.3 Topography & views

Welland village sits to the east of the Malvern Hills. As the village itself is relatively low lying, the hills form a backdrop to most of the westward views from within and around the village. Examples of such views can be seen in *Figures 7, 10 and 13*, also marked on the map in the following page.

Within the village, there are slight changes in topography, with the higher points creating key village viewpoints as noted in *Figure 9*.

The winding nature of the A1404 creates several distinct viewpoints on approach to the village described as outer and inner gateways. These define several key vantage points to the village (shown on *Figure 9*).

St. James' Church spire forms a distinct landmark and is visible from multiple points along the two main roads leading into the settlement (B4208 and A4104), adding a focal point to the centre of the village and aiding greatly with orientation and the legibility of the village. Examples of these vistas towards the church can be seen in *Figures 7 and 8*.

The Landscape Sensitivity and Capacity

Assessment (2022)¹ made the following observations about a parcel of land (referred to in the report as the "Area") that includes both the proposed allocation and also an area of land to its north and north-west (see section 5 for further site area details):

The village and its housing and other development are visible from Jubilee Hill, Pinnacle Hill and Black Hill within the Malvern Hills AONB to its west.

The western side of the Area (the call for sites relating to land at Cornfield Close) is now screened from view by new houses when seen from Jubilee Hill, Pinnacle Hill and Black Hill. The northern and eastern sides of the 'Area' remain either wholly or partially visible, depending on angle of view.

The views are similar from British Camp. On the Hills' and ridges and upper slopes south of British Camp, the degree of visibility is relatively low due to distance and the fact that the bulk of the settlement lying west of the B4208 visually 'intervenes' between the Hills and the 'Area'.

In terms of visual sensitivity, the south-

¹ Carly Tinker. Welland NP Landscape Sensitivity & Capacity Assessment Review of Selected Sites. 2022.

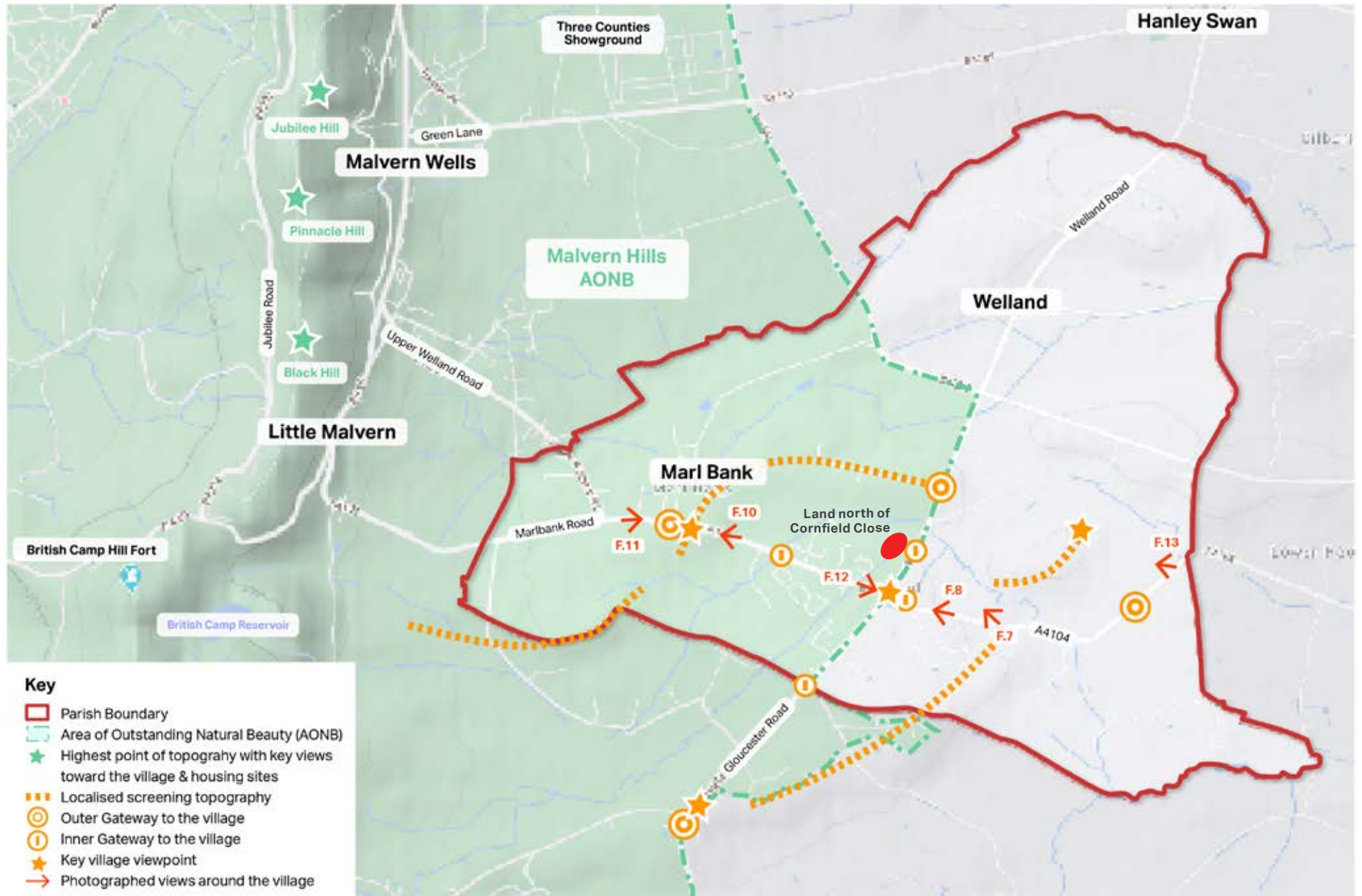
Figure 07:
View from Drake Street showing Malvern Hills.

Figure 08:
View from Drake Street showing Spring Meadows and St. James Church spire.



western part of the 'Area', is now less visually valuable / susceptible to change due to the new built form partially screening elevated views from the Malvern Hills; however, the eastern and northern sides are more visually valuable / susceptible to change due to the visual functions they perform in views from the Hills, and from visual receptors in relatively close proximity to the north, east and south.

Land north of Cornfield Close sits adjacent to the existing built area of the village.



F.9 | **Figure 09:** Map showing Welland's topography and views to and around the village adopted from *Figure 6 of the Welland Neighbourhood Plan Landscape Assessment June 2015 by Carly Tinker.*



F.10



F.12



F.11



F.13

Figure 10: View from Marlbank Road looking west of the village with Malvern Hills in the background.
Figure 11: View from Marlbank Road looking east towards the edge of the village.
Figure 12: View from Drake Street looking east from the village centre with the former Pheasant pub on the left.
Figure 13: View from the A4104 looking west towards the village and Malvern Hills.

02.4 Built form, heritage and legibility

According to the 2011 census, there were 486 dwellings within the parish. Since then, there have been development of around 200 homes within the village. The predominant typology is detached houses, followed by semi-detached and terraced houses. There are also a small number of purpose built flats, flat conversions, mixed-

Traditional typologies in Welland:

- Farmsteads
- Farmhouses
- Cottages
- Stables
- Barns and barn conversions
- Larger scale agricultural buildings
- Occasional grander houses
- Community buildings (such as the primary school, village hall, pubs and churches).

use commercial buildings, and caravan or mobile structures¹.

The box to the left lists building typologies found in Welland that help to establish the traditional character found in the neighbourhood area and village.

There are no Conservation Areas or Scheduled Ancient monuments within the parish, but there are ten Grade II listed buildings as listed in *Figure 16*.

The Grade II listed Church of St. James is the main landmark within the village centre. It is an important focal point as the Church spire can be seen from the main streets (Drake Street and Welland Road), although sometimes it is slightly offset or partially covered by trees and hedgerows. The Church spire can also be seen in between the buildings of Welland's more recent developments. As this is an important view for the legibility of the village, it should be protected and enhanced where possible.

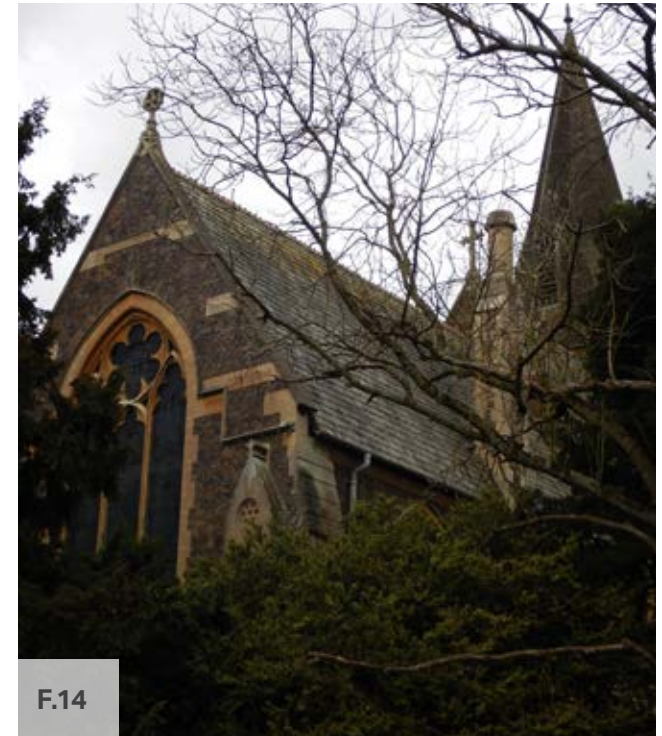
¹ Baseline report Welland Neighbourhood Area September 2019

Figure 14:

View of church spire from Drake Street above hedgerows and trees.

Figure 15:

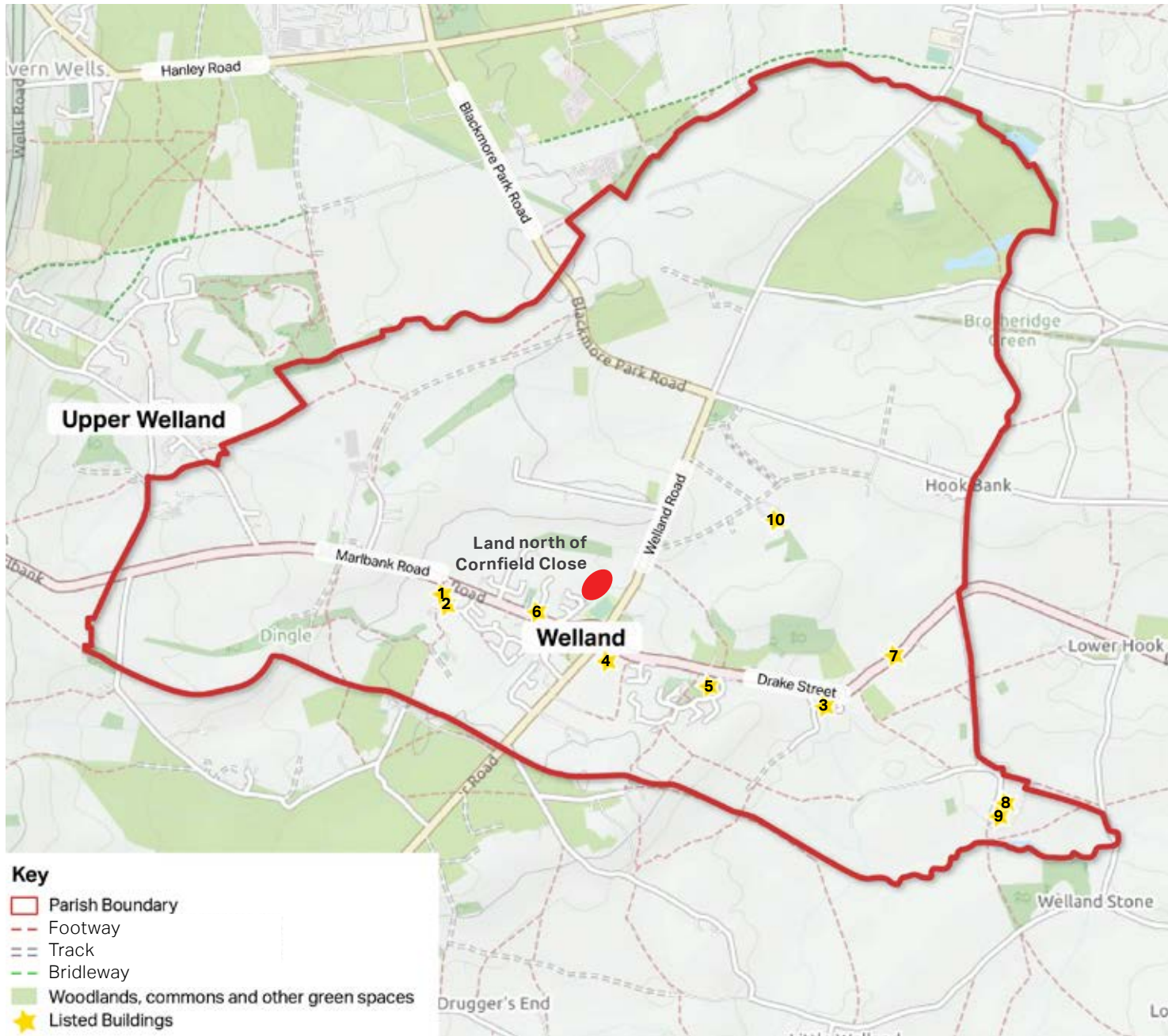
Photograph of Myrtle Cottage along Drake Street, typical of a traditional cottage typology.



F.14



F.15



Listed Buildings:

1. Barn approximately 10m north east of Marlbank Farmhouse
2. Marlbank Farmhouse
3. Brookend House
4. Church of St. James
5. Lawn Farmhouse
6. Milestone
7. Milestone
8. Old Vicarage
9. Welland Court
10. Woodside Farmhouse

F.16 | Figure 16: Map showing PROWs, green space and listed buildings in Welland (allocated site in red)

02.5 Movement and connectivity

Welland is well connected to surrounding settlements through several regional roads. The A4104 is a main road running on an east-west axis connecting Malvern Wells to Upton-upon-Severn. This main road is bisected on a north-south axis by the B4208 at the centre of the village. The B4208 connects with the A417 to the south, Malvern to the north, and Hanley Swan to the north-east.

The remaining road network within the parish is rural in nature and predominantly provides access for local traffic. The box adjacent highlights the main street types that can be found in Welland.

There are two bus services that operate infrequently within the Neighbourhood Plan area. Bus service no. 363 operates three services throughout the day with multiple stops across the village. Bus service no. 365 provides a once a day service mainly along Drake Street and Marlbank Road for schools in Malvern.

There are no rail stations in Welland and the nearest stations are Great Malvern, approximately 5.3 miles north, and Colwall station, 5.8 miles to the west.

The former Tewkesbury and Malvern railway line, closed in 1961, runs through part of the parish. Today, parts of this former line is known as Brotheridge Green and became a designated SSSI and a Site of Regional or Local Wildlife Importance.

There are 42 registered 'public rights of way' footpaths and no bridleways or byways within the Neighbourhood Plan boundary.



F.17



F.18

Figure 17:

Photograph of Byefield Lane.

Figure 18:

Photograph of Lime Grove.

Figure 19:

Photograph of Drake Street.

Street types in Welland:

- Main streets such as Drake Street are hedgeline and have a semi-rural character with a slight meandering alignment.
- Residential access streets such as Giffard Drive are modern streets featured in Welland's more recent developments.
- Minor lanes such as the historic Byefield Lane also provide limited residential access that is often winding and narrow.
- Private lanes such as Lime Grove, are a short and straight shared-surface lane or one that fronts a busy street or a countryside edge set back behind hedgerows.



F.19



F.20 | Figure 20: Map showing movement and connectivity within and around Welland (allocated site in red)

02.6 Village facilities

The focus of the village is the junction of the B4208 and A4104 roads, with low density housing developments spreading west, and even lower density developments spreading east.

The main land uses in Welland are residential and agricultural, with a few community facilities, small businesses and rural pursuits (such as the equestrian centre to the south west of the village).

The community buildings within the village include the Village Hall and library, a primary school, a sports pavilion and pre-school, a village store with a post office, and a church. The Pheasant Inn is currently closed.

Welland also has several open spaces that serve the community (see also section 2.7). These include a children's playground within Welland Park, a multi-use games area within the Spitalfields Recreation Ground, and a community orchard.

Most facilities and open spaces are located in and around the village centre. Additionally, there are several tourism and events uses such as the Welland Steam

Rally at Woodside Farm and multiple Bed & Breakfast accommodations and campsites.



F.21



F.22

Figure 21: Photograph of the front view of St. James Church.

Figure 22: Photograph of Village Hall.

Figure 23: Photograph of St. James Church (left) and village hall (right).

Figure 24: Photograph of view towards Malvern Hills from the village centre.

Figure 25: Photograph of Welland Primary School entrance.



F.23



F.24



F.25

02.7 Local green spaces

Much of Welland is within the Malvern Hills AONB or its setting and the origins of the village are as a rural and agricultural settlement, rather than urban in nature. Thus, the protection and enhancement of green spaces is a key priority for the village to conserve its rural landscape character.

The *National Planning Policy Framework and Planning Policy Guidance* states that Local Green Space designation is a way to provide special protection against development for green areas of particular importance to local communities. The designation of land as Local Green Space is through local and neighbourhood plans.

As part of the Welland Neighbourhood Plan development, 7 local green sites of special importance to the village are identified (see *Figure 29*). These sites are proposed as Local Green Spaces under *Policy G1* of the *Draft Welland Neighbourhood Development Plan 2020-2041*¹. A further 4 sites are proposed to be designated as Neighbourhood Open Spaces (Policy G2).

¹ Welland Neighbourhood Plan Local Green Space Report. June 2020.



F.26



F.27



F.28

Figure 26:
View from Spitalfields Recreation Ground towards Malvern Hills.

Figure 27:
View from Village Green towards Malvern Hills.

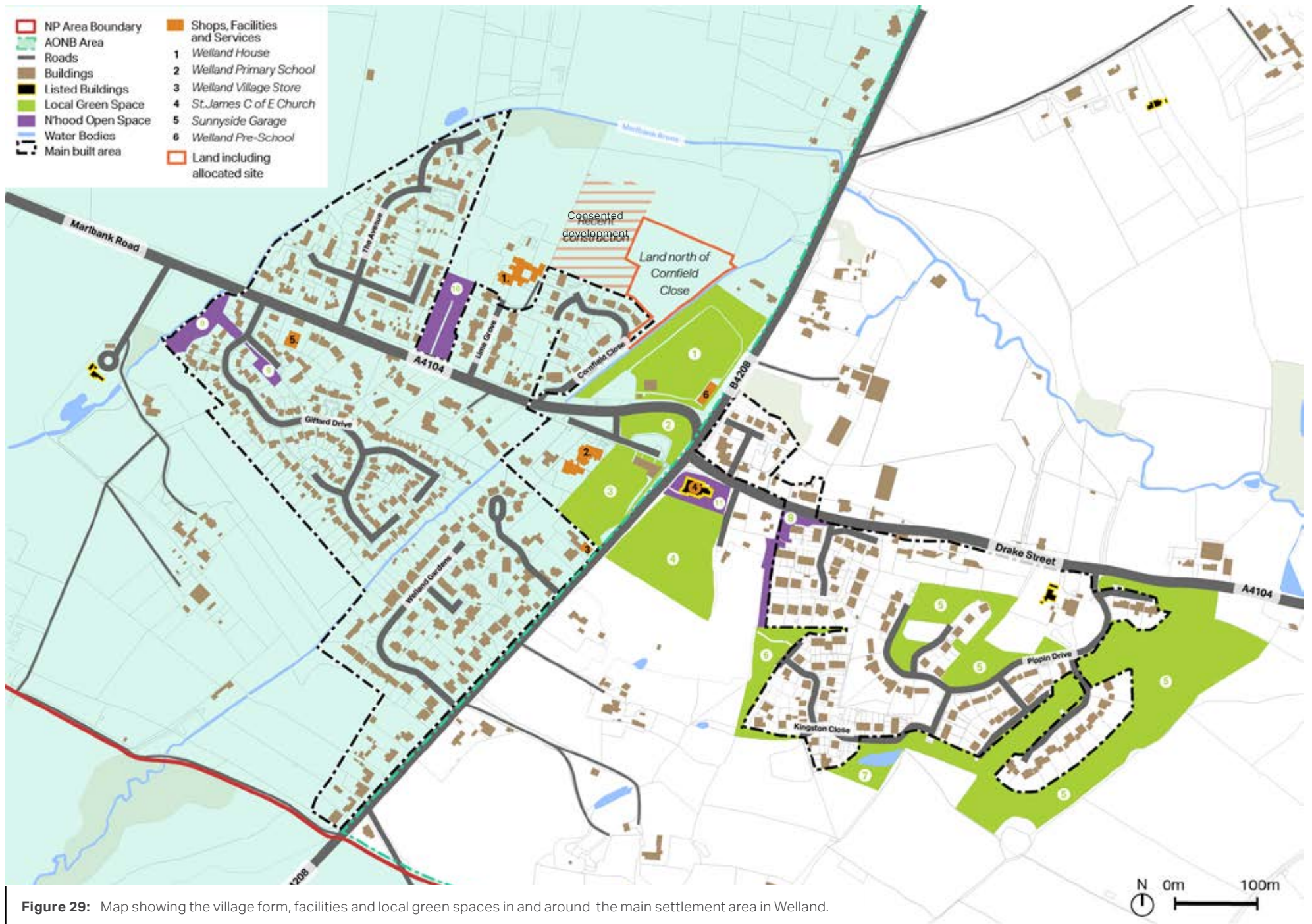
Figure 28:
Spring Meadows entrance to PROW and SSSI Buffer Zone.

Local Green Spaces:

1. Spitalfields Recreation Ground
2. Village Green
3. Welland Park
4. Pursers Orchard
5. St. James Green - areas 1 and 2
6. Kingston Close Open Space
7. Kingston Close Habitat Area

Neighbourhood Open Spaces:

8. Spring Meadows SSSI Buffer
9. Gifford Drive/Blandford Close
10. Welland Cemetery
11. St. James Church Yard



02

F.29 Figure 29: Map showing the village form, facilities and local green spaces in and around the main settlement area in Welland.



F.30 | Figure 30: Map showing the neighbourhood structure in the Brookend settlement, Welland.

Village
characterisation
study

03



03. VILLAGE CHARACTERISATION STUDY

Welland, as the main village of the parish, is the focus of housing and development within the area. The following section looks at the the existing character of the village including historic and contemporary development.

It is important to understand village character in order to protect and enhance its locally distinctive qualities and features. The inclusion of photographs of individual buildings are provided to help show the identified elements of character and should not be taken as an endorsement of a particular style or aesthetic

The village is a cross-roads along which the traditional cottages and farm houses originated, with infill occurring along these main routes over time. Subsequently larger housing estates have infilled the north-west, south-west and south-east quadrants of the village. The north east remains largely undeveloped.



03.1 The Village Centre

The village centre has an open character focused on street intersections of Drake Street/Marlbank Road running east-west and the linear Gloucester Road running straight through on north-south axis. The following elements are relevant to the character of the area:

- A low density of development and open spaces allow important views and connection to the wider landscape (inc. Malvern Hills), and a rural character
- The grass verges (inc. memorial & play area) and open spaces (orchards/ recreation) form a significant green core
- St. James CoE Church is an important focal building & landmark
- The 'school lane' is a busy drop-off at key times and also an informal social space
- The diverse location of community facilities supports social interaction between different communities

- Building heights are typically 1-2 storey

Key considerations

Do: retain views and connection to the landscape; continue a sense of place.

Do not: accept that the highways functions are more important than the social 'place' function in the centre of the village.

Opportunities:

Consider dominance of through road and significant road junction space affecting sense of place and division of village centre (likely encouraging further car use). Aim to improve the pedestrian / cycle experience.

Explore potential to add to the sense of place for example; set out a village green and pond, informal surfacing of 'school lane' and planting and simple edge and boundary treatments to enhance informal social spaces

Figure 31:
View to Malvern Hills in centre

Figure 32:
View to St. James Church across Drake Street junction



F.31



F.32

03.2 Gloucester Road (B4208) / Welland Road

The B4208 is one of two main streets through the village, running on a north-south axis. It is fronted by development on the west side, whilst largely undeveloped to the east. It forms the boundary of the Area of Outstanding Natural Beauty (to the west)..

The following elements are relevant to the character of the area:

- Rural feel from orchard, open space and paddocks
- Link south to Castlemorton Common (outside parish) for pedestrians
- Most development set-back on plot behind mature hedgerows
- Typically up to 2 storey cottages and houses of brick or render, chimneys and gates to access for detached houses
- Views to St. James' Church spire along street
- To the south-west is the Welland Garden estate development (within AONB)

- A wide range of modern and more traditional house types

Key considerations

Do: retain views / rural aspect to the east; support community provision in the centre; consider public realm / highway design of main streets in order to create places that feel comfortable and reduce traffic speed.

Do not: accept negative impact of unacceptable development on the AONB.

Opportunities:

Natural speed calming measure though informal highways design that enhances village environment whilst adding to the sense of place (not extra signage or vertical measures such as speed humps).

Consider widening of single-sided footpath for pedestrian comfort (retaining informal design features such as cobbled edging for rural character).

Figure 33:
View south on Gloucester Road (by orchard)

Figure 34:
Houses are set back on plot behind hedgerows



F.33



F.34



F.35



F.36



F.37



F.38



F.39

Figure 35:
Rural cottage at 90' to street, facing Castlemorton Common

Figure 36:
Traditional cottage beside modern detached home

Figure 37:
Modern interpretation of simple vernacular cottage

Figure 38:
View across Welland Park to school buildings that are non-designated heritage assets

Figure 39:
Estate railing and tree lined verge create pleasant pedestrian environment

03.3 Drake Street (A4104)

The A4104 is defined as a main street in the village street typologies, it runs east-west and as with the B4208, development is largely one sided; with low density built form along the southern side and a largely open aspect north.

The following elements are relevant to the character of the area:

- Semi-rural lane character, hedge-lined lane with hedgerows, stock-fence and stone wall boundaries alongside
- Views north to paddocks and fields, largely undeveloped
- Occasional older farm cottages/ outbuildings set to back of pavement
- More recent development set back behind hedgerows/access lanes
- Some long distance views to Malvern Hills (westwards)
- Street aligned to give vista of St. James' Church spire (to the west)
- Green gap retained between village and historic hamlet at Byefield Lane

- Development at Lawn Farm Phase 1 has a significant amount of green space provision which maintains a rural setting
- Lawn Farm Phase 2 has higher densities and less green infrastructure provision
- Simple timber clad barns and vernacular brick/render cottages and terraces with multi-tonal bricks chimneys and porches.

Key considerations

Do: retain rural aspect to the north where existing and maintain / enhance community amenities to the west (near village centre).

Do not: accept designs which diminish the character of traditional rural buildings types or deliver insufficient green infrastructure provision.



F.40

Figure 40: View west on Drake Street to St. James' with Malvern Hills behind

Figure 41: Old cottage set to back of pavement at 90' to street to retain a degree of privacy

Opportunities:

Consider widening of single-sided footpath for pedestrian comfort (retaining informal design features such as grass verges).

The boundary to the former Pheasant pub could be improved with addition of simple estate railing, low wall or hedgerows, with a narrower access defined by low piers or marker stones.



F.41



Figure 42:
Modern barn-style house

Figure 43:
Historic timber and brick barn conversion with half-hipped roof

Figure 44:
Terrace of vernacular cottages with simple detailing and substantial chimneys

Figure 45:
Simple timber over red brick barn conversion

Figure 46:
Meandering lane deflects forward visibility

03.4 Marlbank Road

Marlbank Road forms the part of the A4104 within the AONB. The street has two-sided development, sometimes set back behind mature hedgerows which creates a well-defined green edge to the street.

The following elements are relevant to the character of the area:

- Stunning views west to Malvern Hills on existing the village and views to St. James Church spire to east
- A few traditional cottages are set at back of pavement but also wider grass verges
- Large, deep plots to south-side, estate development behind
- Estate development to north fronts street and extends back
- The Cemetery provides a green gap to 'The Avenue' estate. Lime Grove forms an attractive, private lane alongside it.
- Cornfield Close is a recent development behind Spitalfields, accessed from street
- Marlbank Brook forms a 'green-blue' settlement edge to north and west

- Buildings are typically 2 storey with 1-1.5 storey dwellings on the edge of settlement beside Marlbank Brook

Key considerations

Do: retain lower density urban grain to the south/north; support community provision to the east (centre) and encourage modern interpretations of vernacular building types;

Do not: allow low quality boundary treatments; allow unacceptable development in the AoNB; neglect pedestrian / cyclist comfort on main streets.

Opportunities:

Boundary treatments to some properties near The Avenue entrance could be improved with estate railing, brick wall or hedgerow planting.

Speed-calming measures via informal highways design (e.g. visual narrowing or build outs, planting, change of materials or setts) could help address speeding without detracting from the village environment but street lighting is not currently provided, or desired,

Figure 47:
Rendered cottages

Figure 48:
hedgerows screen homes



F.47



F.48



Figure 49: Simple modern house & materials fit spirit of functional rural design

Figure 50: Views west to Malvern Hills by The Avenue

Figure 51: Vernacular cottage with simple array of combined forms

Figure 52: Cemetery gateway

Figure 53: Milestone on Marlbank Road, a listed monument in Welland

03.5 Infill Housing Estates

The following housing estates; Giffard Drive, The Avenue and Welland Gardens have had time to establish and take on their true character with maturation of landscaping.

They present a mix of character of which the following analysis draws out some positive (P) and negative (N) characteristics, or as is often the case mixed factors (M).

These developments appear to have some response to their landscape context, particularly on the settlement edges, e.g. through dropping building height and through maintaining views to the countryside and some landscape buffers along their edges (or longer gardens).

Some of the developments are synonymous with their period (and could be anywhere), some have rural leanings and some are distinctly suburban. There is not a comprehensive approach to produce somewhere that is distinctly of Welland in terms of layout, building form and relation to the landscape, giving an overall variety.



F.54



F.55



F.56

Figure 54:
Welland Gardens

Figure 55:
Giffard Drive

Figure 56:
The Avenue

Giffard Drive

A planned late C20 housing estate with maturing planting but unable to provide good pedestrian links back to the centre.

The following elements are relevant to the character of the area:

- Variety of building types / sizes, some very standard product but also some interpretations of vernacular forms (M)
- Range of spatial enclosure is good in places, with attempts to create places but some more uniformly road driven (M)
- Highways infrastructure is kept to a minimum width in areas which often coincides with a good sense of place but less so on wider tarmac streets (M)
- Set backs and building lines do vary in area so as not to always follow the road but create a building layout that is varied and not just following the highways (M);
- A variety of different street types / lanes

integrated with green infrastructure does help to create a hierarchy of streets and spaces that are legible and pleasant (P)

- Some masonry boundaries to the rear and side of properties (facing the public realm) help define public and private space and give a sense of quality that lower quality fencing lacks (P)
- Some gaps left at edges allow views out to fields and potential for future connections / growth if needed (P)
- Development backs on to its surrounds, including to the countryside and a ditch, this can create access / management issues and also privatises views (N)
- The typical streets are partial loops, a series of partial 'O's with cul-de-sacs & footpaths connecting the loops fully (M)

Figure 57:
Rendered cottages

Figure 58:
hedgerows screen homes



Figure 59:
Blandford Close

Figure 60:
Gifford Drive



F.59



F.60



	Typical characteristics
Building heights	<ul style="list-style-type: none"> Buildings are typically 2 storey with some 1, 1.5 and 2 storey dwellings on the edge of settlement beside Marlbank Brook
Materials and details	<ul style="list-style-type: none"> A variety of red brick (most successful when tonally varied giving a 'pixelated' or dappled effect) and white render; Oriel bay windows, lean-to porches, corbelling at corner of eaves
Boundaries	<ul style="list-style-type: none"> Hedge, tree and shrub planting help to define and break up front gardens, retaining an open feel but softening the streetscene
Front gardens	<ul style="list-style-type: none"> Dwellings typically have medium sized front gardens and setbacks allowing some variety in the building line
Roofscape	<ul style="list-style-type: none"> Pitched roofs - a mix of gable-ends and pitches presented to the street creates variety in the roofscape
Density	<ul style="list-style-type: none"> 18-20 Dwelling per Hectare sample measure (see top diagram)

The Avenue

This interwar, postwar and later C20 estates within the AONB consist of The Avenue, Chestnut Close, Brookside and other lanes.

The following elements are relevant to the character of the area:

- Variety of building types and sizes of different styles and periods, ranging from interwar semi-detached to single storey bungalows and some later terraces (P)
- There is unplanned variation in spatial enclosure between 'phases', good in places, with attempt to create spaces, e.g. courtyards, not just 'road driven' (M)
- Highways infrastructure fairly generous- (standard widths from the era for the Avenue) elsewhere edge street narrow (N)
- Set backs and building lines do vary in area, particularly in the 'courts' to create a building layout that is not always just subservient to the highways layout (P);
- A few different street types, courtyards and lanes create variety but not a well-planned hierarchy of streets and spaces. Some are still distinct and pleasant (M)
- Very occasional masonry boundaries to rear / side of properties facing the public realm help definition of public and private and add quality the poor fencing lacks (N)
- Some street vistas / gaps between homes allow views out to fields and to the dramatic rise of the Malvern Hills (P)
- Development mostly backs on to its surrounds, including to surrounding fields and Marlbank Brook, only one lane (later development) faces toward the brook (N)
- The public realm and mixed-frontages is fairly incongruent but still a cobbled together series of developments has eclectic charm in places (P)

Figure 61:
Fence property boundaries give a rural feel but need maintenance

Figure 62:
Courtyard space also reminiscent of rural typologies but defined poorly detailed and surfaced public realm could be improved



F.61



F.62



	Typical characteristics
Building form, scale & heights	<ul style="list-style-type: none"> Buildings are typically 1, 1.5 and 2 storey houses with the 1 storey bungalows on the settlement edge, towards the AONB
Materials & details	<ul style="list-style-type: none"> Mostly red brick (most successful when tonally varied giving a 'pixelated' or dappled effect) with some buff brick to the west
Boundaries	<ul style="list-style-type: none"> Mixed boundary treatments from different phases of; hedge, masonry walls, timber and wire fencing are a mishmash look
Front gardens	<ul style="list-style-type: none"> Dwellings typically have small-medium sized front gardens and setbacks, often between 'phases' giving unplanned variety
Roofscape	<ul style="list-style-type: none"> Low pitched and hipped roofs
Density	<ul style="list-style-type: none"> Circa 20 Dwellings per Hectare sample area (see top diagram)
Topography	<ul style="list-style-type: none"> The land is exposed and sloping towards the brook and AONB

Welland Gardens

A small post WWII planned housing estate of principally detached and semi-detached chalet / bungalow style houses.

The following elements are relevant to the character of the area:

- A range of different size floor plates of similar style building forms, mostly low rise bungalows and houses of different scales (P)
- The spatial enclosure is typical of a lower density development with a fairly constant street scale based along the streets but some wider grass verges (M)
- Street widths are reasonable in scale to allow some on street parking, with dual footpaths alongside the street but junction radii are excessive in places (N)
- Set backs and building lines are quite geometric and so as not to always follow the road but create some variety in streets and spaces (M);
- A limited variety in street character in a small scale development that leads nowhere is typical in this 'pod' estate (N)
- Boundary fences to the rear / side of properties facing the public realm can have a mixed-quality due to individual painting and maintenance regimes (M)
- Low rise buildings allow views above and out to the stunning backdrop of the AONB (P)
- Development backs on to its surrounds, including to the countryside and a ditch, this can create access / management / 'waste dumping' issues but limits human intrusion on green corridor positively (N)
- Newer bungalows on the private drive 'at the end' benefit from an upgraded specification on front boundaries with more permanent low masonry walls and railings. Likewise the brick-laid private drive is suitably low key and is planted at a low levels to screen driveways / cars (P).

Figure 63:
Welland Gardens entryway vista

Figure 64:
Merryfields (private road)



F.63



F.64



	Typical characteristics
Building form, scale and height	<ul style="list-style-type: none"> Buildings are typically 1, 1.5 and some 2 storey bungalow / chalet style houses with low eaves and pitched roofs
Materials & details	<ul style="list-style-type: none"> Mainly pale colour brick ground storey and boarded 1st storey gables, sometimes painted in muted landscape tones
Boundaries	<ul style="list-style-type: none"> Hedge, tree and shrub planting define and break up frontages, wooden fencing defines between plots, open to the street
Front gardens & parking	<ul style="list-style-type: none"> Dwellings have a range of front garden sizes, or setbacks utilised for parking in front of garages in some cases
Roofscape	<ul style="list-style-type: none"> Steep pitched roofs (approx. 45°) and box dormer windows, mostly aligned to the street and small chimney stacks
Density	<ul style="list-style-type: none"> Circa 20 Dwellings per Hectare sample area (see top diagram)

General design
principles and
guidance

04



04. GENERAL DESIGN PRINCIPLES AND GUIDANCE

This section sets out the guidance that will influence the design of potential new development and inform the retrofit of existing properties in Welland. The aim is to enhance local distinctiveness by creating good quality developments, thriving communities and enhance connections to the surrounding landscape.

Welland village is a mixture of modern estates with some older individual properties. There is a wide variety of forms and building materials. Boundary treatments along principal roads are mainly native hedging, both short and tall, which present a visual screen to dwellings. There is no clear vernacular and the variety in the village creates a pleasing characteristic.



F.65



F.66



F.67

Figure 65: Example of a traditional design approach (Myrtle Cottage) located on Drake Street.

Figure 66: Photograph of the phase 1 development at Cornfield Close.

Figure 67: Positive example of a modern self-build house on Marlbank Road.

04.1 Richness and variety of materials and details

A mixture of building materials and architectural features adds interest and helps buildings to be assimilated into the village-scape and surrounding rural context. New developments should adhere to the following guidance in relation to choice of building materials and details:

- Use sustainable building materials and new technologies to minimise fossil fuel reliance.
- Use a variety of building materials and architectural features that complement local, traditional buildings.
- The colour of all building materials to complement the local landscape, especially when located at village edges (refer to AONB guidance).
- All roofing materials must be non-reflective and avoid light colours (with allowances for capturing solar energy).

- New dwellings within infill plots must complement the adjacent dwellings.
- The use of natural stone, timber and steel/zinc (non-reflective) to add distinctive features to buildings is preferred.
- Where possible, use local building materials manufactured within and/or originating from the region to reduce transport energy.

Furthermore, new developments should avoid the following design circumstances:

- A consistent or repetitive use of building materials in a development of five or more dwellings.
- Use of modern brick that is not multi-tonal.
- Use of architectural detailing that is uncharacteristic of the traditional village character, e.g. standard suburban housing.

Figure 68: House in Welland showing the use of render and timber boarding that reflects the agricultural heritage of the village.

Figure 69: Use of multi-tonal bricks help the building facade assimilate comfortably within its rural setting.



This small sample palette of materials and details is taken from both traditional and more modern dwellings in the village. It displays a broad range of approaches that enrich the village as a whole. It is acceptable to follow a more traditional approach or a more modern approach by evolving traditions in order to innovate and improve sustainability, but, inauthentic pastiche, not true to its time and place, is discouraged.

Pastiche done very well and richly detailed may still be acceptable if it adds to the design quality and richness of the village overall. Non-local or traditional materials and details may still be acceptable as new ideas and building technologies have long been imported into the UK and around different regions for centuries, sometimes enhancing or creating local distinctness in the process.

Where these increase sustainability, they are allowed, but preferably with a local connection, e.g. colours. Traditional, locally distinctive materials and details are greatly encouraged overall within Welland.



Single-storey extensions



Half gable on pitched roof



Chimney and slate roofing



Metal cladding and multi-tonal bricks



Red brick with timber window and door frames



Timber recessed opening/canopies for shading



Multi-tonal bricks, corbelling and porches



Off-white render



Short hedges



Tall hedges or trees



Low brick walls



Timber fences and flat arch window

04.2 Response to the landscape context

The village of Welland is developing rapidly with much new housing underway since 2016, inside and outside of the AONB, yet the AONB and surrounding landscape must remain fundamental considerations to all new development to create and enhance the beauty of these overall environments.

The [Guidance on the selection and use of colour in development](#) includes guidance and direction on the selection and use of colour associated with development within the Malvern Hills AONB. This document should be read in association with the other documents published by the AONB Partnership, such as the [Building Design Guide](#) which contains essential information on appropriate development within the AONB.

This guidance is aimed at integrating new development (including buildings and infrastructure and finishes associated with transport and utilities) into the landscape in a way that benefits both the landscape and the built form. This can range from

effectively camouflaging or minimising the visual appearance of a utilitarian building to emphasising the specific qualities of a place through the architecture, form and massing. A good choice of such depends upon a good understanding of the proposed development in relation to its landscape setting.

The palette set out for Welland to the right focuses on the colours of construction, but derived from the more traditional buildings to minimise the risks of ubiquitous urbanisation. Brick, stone, tile and slate colours are provided with reference also made to the landscape context of unenclosed commons, small orchards, and the high hills slopes of Malvern Hills.

New housing, especially those for sites to the west of Gloucester Road, would benefit from colours in the palette to maintain a sense of local identity¹.

¹ **Guidance on the Selection and Use of Colour in Development, Malvern Hills Area of Outstanding Natural Beauty**



F.70 **Figure 70:** Example colour palette for future developments, derived from the landscape, buildings and materials in Welland.



F.71 | **Figure 71:** Example colour palette approach, deriving locally distinctive colours from traditional buildings and landscape in Welland to inform new development and integrate it with its setting

Source: Guidance on the Selection and Use of Colour in Development, Malvern Hills Area of Outstanding Natural Beauty

New developments should adhere to the following guidance in relation to the wider landscape context:

- All proposals, both within the AONB or visible from the AONB should respond to a Landscape and Visual Impact Assessment regarding views both to and from the Malvern Hills, including the three hills ; Jubilee Hill, Pinnacle Hill and Black Hill and if applicable British Camp Hill Fort (see section 2.3 for further information).
- All development in Welland should respond to the body of relevant guidance provided by the Malvern Hills AONB Partnership including: Guidance on Building Design, Guidance on Lighting, Guidance on the Selection and Use of Colour in Development and Guidance on Highway Design
- All development on the settlement edges, or adjacent to significant landscape features (e.g. Marlbank Brook) should aim to integrate the village within its landscape setting and make a positive contribution to the beauty and biodiversity of the native landscape.



F.72



F.73



F.74

Figure 72: View from Land north of Cornfield Close site towards the Malvern Hills

Figure 73: Traditional materials and details on a rural cottage outside of Welland village

Figure 74: View from Castlemorton Common (SSSI) towards Welland settlement edge, along Gloucester Road

04.3 Enhancing connectivity throughout the village & future development

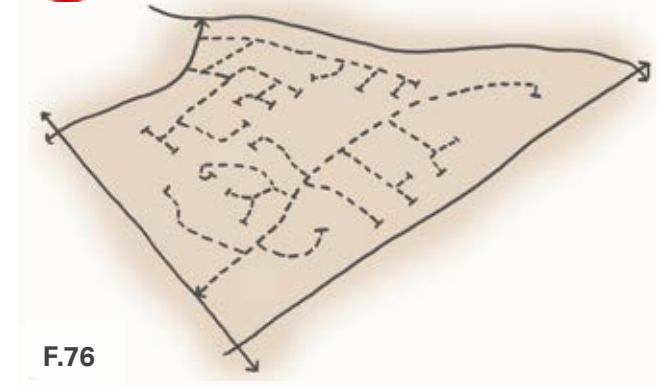
Best design practices tend to favour a connected street layout that makes it easier to travel by a variety of transport modes, directly including wheelchair, walking and bicycle.

Many recent housing developments in Welland use cul-de-sacs, which decrease connectivity to the village centre. Upcoming developments should consider a more permeable street network to cultivate those important links. They should also keep in mind pedestrian and cycle links into the village centre and surrounding neighbourhoods. Overall, new developments should consider the following guidance:

- Propose routes laid out in a permeable pattern, allowing for multiple connections and choice of routes, particularly on foot. Any cul-de-sacs should be relatively short and provide onward pedestrian links.
- Provide for short, walkable routes to key destinations (usually defined as within a 10 minute walk or 5 mile trip by bike). If the design proposal calls for a new street or cycle/pedestrian link, it must connect destinations and origins.
- Avoid designs that feature barriers to vehicle movement, gates to new developments, or footpaths between high fences.
- Align pedestrian and cycle routes to existing and new green infrastructure links and features wherever possible.

Figure 75:
A connected layout, with some cul-de-sacs, balances sustainability and security aims in a walkable neighbourhood.

Figure 76:
A layout dominated by cul-de-sacs encourages reliance on the car for even local journeys.



04.4 Knitting into the village's fabric

Density, scale, massing and orientation

The scale, form and massing of buildings are important to the character of a place. Therefore, the existing context needs to be considered and new development should react sensitively to preserve and enhance the best characteristics of a place. It should ensure a harmonious relationship with neighbouring buildings, spaces and streets.

In order to do so, future developments in Welland should adhere to the following design guidance:

- Density of development should not exceed 20 dwellings per hectare on developments of five or more dwellings.
- Developments of five or more dwellings must include a variety of dwelling sizes, forms and heights.
- Developments should not go beyond 2 storeys in height. 1 storey dwellings should have space in the roof to convert to an additional half storey.

- Individually designed buildings are preferred where they take their design cues from locally characteristic development.
- Whenever possible, architectural detailing where key vistas are terminated, at prominent corners or entrances, should be enhanced.
- Dual aspect corner units must have windows on all facades that front the street.
- Vistas should not be terminated with inactive development frontage including garages, car parking and rear boundary walls or fences.
- Wherever possible, long rows (5+) of terraced dwellings should be avoided as it does not reflect the character or the existing urban grain of the village.

Figure 77: Photo showing dual aspect and density of buildings in one of the main streets.

Figure 78: Photo showing density of buildings in one of the estate style developments in the village.



04.5 Boundary treatments

A clear distinction between public and private space is fundamental to creating a good place. Buildings fronting streets, squares and open spaces activate the public realm. Therefore, primary access and principal frontages should always face onto public spaces.

Within the residential areas, setbacks from the street and front garden landscaping can provide some privacy for front living rooms while also allowing natural surveillance of the streets.

There are various boundary treatments used across the village. Generally, new developments should consider the following guidance with regard to boundary treatments:

- Front boundaries on principal roads should be defined by native hedgerow planting and low brick walls.

- Colour and material of boundary elements should reflect the predominant approach (high-quality) along the street (or retain hedgerow)
- Infill dwellings should continue the predominant (high-quality) boundary treatment from neighbouring properties (or retain hedgerow).
- Open lawn frontages are preferred in locations where this treatment is commonly found. Tree and shrub planting should be used to soften street frontages and add variety
- Wherever possible, tree and shrub planting should be used to minimise the visual impact of cars and create an attractive streetscape.
- Close boarded panel fencing erodes the local character and should be avoided for street facing property boundaries.

Figure 79: Photo showing short hedging as a boundary treatment along a main street in the village.

Figure 80: Photo showing open fronted lawn boundary treatment in Welland.



F.79



F.80

04.6 Micro-generation & energy efficiency

Energy efficient or eco-design combines all-round energy efficient construction, appliances, and lighting with commercially available renewable energy systems, such as solar water heating and solar electricity.

Starting from the design stage, there are strategies that can be incorporated towards passive solar heating, cooling and energy efficient landscaping which are determined by local climate and site conditions. The retrofit of existing buildings with eco design solutions is also encouraged.

The aim of these interventions is to reduce overall home energy use as cost effectively as the circumstances permit. The final step towards a high-performance building would consist of other on site measures such as renewable energy systems.

It must be noted that eco-design principles do not prescribe a particular architectural style and can be adapted to fit a wide

variety of built characters. A wide range of solutions is also available to retrofit existing buildings, included listed properties, to improve their energy efficiency¹.

The key considerations for an assessment of alternative energy sources for development may include (but are not limited to):

- Solar orientation of sites and buildings;
- Ground conditions and space for ground source heat (also air source heat pumps in building); and
- Local wind speed and direction.

¹ Historic England. <https://historicengland.org.uk/advice/technical-advice/energy-efficiency-and-historic-buildings/>



F.81

Figure 81: Houses in Welland with solar panels on their roofs.

04.7 The Future Homes Standard (2025)

The Future Homes Standard is a set of proposed regulations for new homes in the UK aimed at reducing carbon emissions and improving sustainability. It includes a commitment to removing traditional fossil fuel heating systems in new homes from 2025. The intention is that homes built to the Future Homes Standard will not need to be retrofitted with any additional measures or technology to become net zero.

The objectives of the new standard are to tackle climate change, improve the environment by reducing energy consumption and cut carbon emissions. Homes built from 2025 will have to meet improved standards based on results of a consultation process that is now concluded. Once the legislation is passed, from 2025 all new homes will have to be built according to the standards.

In 2021, an interim step was introduced through the Building Regulations Part - L proposed to cut carbon emissions in new Homes by a third. New homes have needed to comply with this update to legislation since June 2022 through:

- Promoting use of new technologies such as air source heat pumps, latest generation solar panels;
- Continued improvement of building fabric, such as wall insulation and low carbon heating; and

From 2025, all new homes will need to be designed to produce 75-80% fewer carbon emissions compared to current standards, through:

- Possible introduction of a “fabric first” approach, which prioritizes insulation, ventilation, and heat recovery systems to reduce energy demand before considering renewable energy sources;

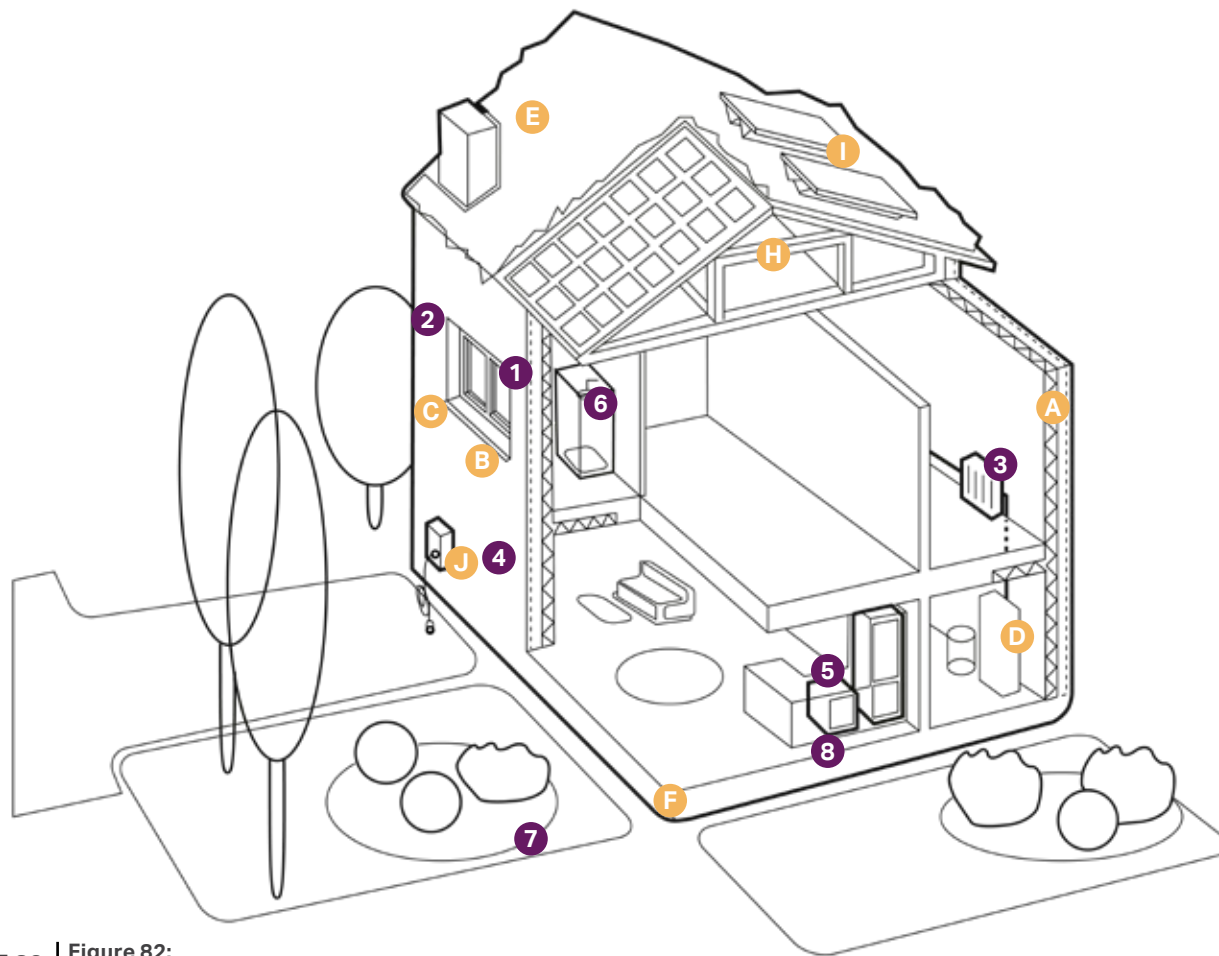
- Pilot projects for technologies such as heat pumps and solar panels to promote the use of renewable energy in new homes; and
- Potential mandatory space for hot water storage, eliminate new combi-boilers and heating systems to run at lower temperatures, enabling heat pumps to work effectively.

Other measures:

All new dwellings (or buildings used for residential purposes such as care homes or student accommodation) will also need to satisfy the new Part O Overheating Regulations, and will also need to install an electric car charging point to comply with the new Part S Building Regulations.









Next steps:

A full technical specification for the Future Homes Standard will be consulted on in 2023. Legislation will be introduced in 2024, ahead of implementation in 2025.












F.82 | **Figure 82:** Diagram of opportunities for low-carbon homes (new and retro-fit)

Existing homes

- 1  **Insulation** in lofts and walls (cavity and solid)
- 2  **Double or triple glazing with shading** (e.g. tinted window film, blinds, curtains and trees outside)
- 3  **Low-carbon heating** with heat pumps or connections to district heat network
- 4  **Drought proofing** of floors, walls, windows and doors
- 5  **Highly energy-efficient appliances** (e.g. top end of A-G rating)
- 6  **Highly waste-efficient devices** with low-flow showers and taps, insulated tanks and hot water thermostats
- 7  **Green space (e.g. gardens and trees)** to help reduce the risks and impacts of flooding and overheating
- 8  **Flood resilience and resistance** with removable air back covers, relocated appliances (e.g. installing kitchens upstairs) treated wooden floors

New build homes

- A  **High levels of airtightness**
- B  **More fresh air** with the mechanical ventilation and heat recovery, and passive cooling
- C  **Triple glazed windows and external shading** especially on south and west faces
- D  **Low-carbon heating** and no new homes on the gas grid by 2025 at the latest
- E  **Water management and cooling** more ambitious water efficiency standards, green roofs and reflective walls
- F  **Flood resilience and resistance** e.g. raised electrical, concrete floors and greening your garden
- H  **Construction and site planning** timber frames, sustainable transport options (such as cycling)
- I  **Solar panels**
- J  **Electric car charging point**

04.8 Density

There are approximately 500 dwellings within Welland's development boundary, up by some 200 in the past 6 years. The character of the settlement has changed over that period but most of the development has been delivered on sites with a modest density, helping to sustain the rural feel that has been reported by residents as something that is highly valued. Over the page is the data that describes the developed character of the village in numerical terms; the data is derived using GIS (Parish Online) measuring tools verified by on the ground observation and measurement

The Neighbourhood Plan Group believes that the density of new developments should not exceed approximately 20 dwellings per hectare if they are to reflect the rural character of the village. That benchmark has clearly been exceeded, during the last century, with less thought given to these matters, and regrettably,

in more recent times when Lawn Farm II and St James Close were allowed, to the detriment of the valued local character.

St James Close was an allocation in the SWDP for up to 10 houses at a gross density of 19.6 dph but outline permission was granted in 2017 for 40% more dwellings. The reserved matters planning permission was granted in 2019; as a brownfield site it was not subject to the 20% GI specified in SWDP 5. Apart from the appearance and feel of a dense development, not in keeping with the area, difficulties with parking and congestion have become apparent also.

A contrasting local response is shown by the the Lawn Farm 1 development (granted on appeal) where landscape and views from the hills were a principal consideration. That development has single storey dwellings at the boundary with the countryside and was built at a density of 5.5dph gross. Large areas of the land were set aside for Green Infrastructure but even discounting

that, the net density is much lower than our proposed threshold and the result is a much more rural character.

In contrast, Lawn Farm II was approved under the Green Infrastructure Policy SWDP 5 but the developer successfully argued that the GI provided in Lawn Farm I provided sufficient mitigation for the under provision on the second phase. The combined net density for both sites together is 19 dph. but the second phase is crowded and far from rural in character.

The recently permitted Cornfield Close II scheme was only approved after lengthy negotiations over the site area, built density and impact on the AONB landscape. The approved development includes 20% GI - more expansive than the first phase at 22.7%. The resulting net density is 17.5 dph,

20 dwelling per hectare is a sound benchmark for new developments, particularly where landscape sensitivity is a material concern such as a Cornfield Close (see site design code in section 5)..

Development Site	Gross Area (Ha)	Number of Dwellings	Gross Area Density Dwellings/ Ha	Actual GI included on Site (Ha)	Net Developed Area excluding Actual GI (Ha)	Net Area Density Dwellings/ Ha
The Avenue	4.03	105	26	0.4	3.64	28.89
Welland Gardens	2.31	45	19.5	0.02	2.29	19.65
Giffard Drive	5.15	115	22.3	0.34	4.81	23.91
Lime Grove	0.68	7	10.2	0.00	0.68	10.29
Merryfields	0.48	6	12.5	0.00	0.48	12.50
Orchard Close	0.53	4	7.6	0.04	0.49	8.16
Lawn Farm I	9.20	50	5.5	5.53	3.67	13.64
Spring Meadows	1.60	30	18.7	0.26	1.34	22.39
Cornfield Close I	1.30	24	18.5	0.24	1.06	22.72
Lawn Farm II	2.10	50	23.8	0.50	1.60	31.33
Lawn Farm I + II	11.30	100	8.85	6.04	5.26	19.00
St James Close	0.51	14	27.4	0.04	0.47	29.50
Cornfield Close II	0.99	14	14	0.19	0.80	17.50

F.83

Figure 83:

The Table above sets out the larger scale developments in Welland over the past 50 years. The developments are listed in chronological order.

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Site specific
design codes

05



05. SITE DESIGN CODES

This chapter presents a series of design codes for the Land North of Cornfield Close site allocation within Welland. It includes evidence to test the proposed capacity of the site and sets out design principles that have been developed with the neighbourhood plan group.



05.1 Introduction

This design code has two parts, firstly, the baseline analysis of the site and secondly, the design codes set out by topics.

Where possible, images from Welland are used to illustrate the design codes. Where these images are not available, the following outputs are used:

- Design principles and guidance text;
- Images from best practice examples; and
- Illustrations and explanatory diagrams.

The general design principles and guidance in section 4 also apply to the site and should be referenced in any design proposals.

-  Development Area
-  Green infrastructure



1 Land north of Cornfield Close

Figure 84: View south-east to church spire from site

Figure 85: Existing dwelling on southern boundary



F.84



F.85

05.3 Site description

The allocated site is 1.06ha area gross (see red line area on plan over page) of which 0.42ha is retained for green space.

The following observations are made:

- The current use is agriculture. The land falls gently to the north-east, towards the brook;
- Approximately one third of the field, to the west, has consent for 14 units (Cornfield Close Phase 2), now approaching completion. This will be accessed via a cul-de-sac from the original Cornfield Close turning head;
- The land to north remains open countryside with potential for SuDS, landscape and biodiversity enhancement and provides a buffer from the site to Marlbank Brook and its woodland belt. It may not be accessible as public open space but SuDS features for the new development can be included within, as is being done for the existing development at Cornfield Close Phase 2; and
- Existing homes (rear garden boundaries) face the southern edge of the site. There is a hedgerow and ditch along most of the eastern boundary.

05.2 Opportunities and constraints

See plan over page for locations;

- 1 Existing farm access - potential for vehicular access and cycle / pedestrian access route
- 2 Consented vehicular access to Phase 2
- 3 Rear property boundaries to consider (privacy, security & views)
- 4 Existing views to Malvern Hills
- 5 Views to Church spire from within site
- 6 Hedgerow boundary (sensitive boundary for wildlife / habitat)
- 7 Retained open countryside with potential for SuDS, landscape and biodiversity enhancement
- 8 Existing woodland adjacent to Marlbank Brook
- 9 Hedgerow and ditch (sensitive boundary for wildlife / habitat)
- 10 Potential foot link from the allocation site to Spitalfields recreation area
- 11 Potential views to the site from AONB and surrounding public areas
- 12 Maintenance access route to swale / attenuation pond from phase 2 consent

- Phase 2 SuDS pond
- Phase 2 (building nearing completion)
- Retained access strip for maintenance
- Phase 2 open space
- Potential communal sensory garden for single bedroom homes
- Cornfield Close (Phase 1)



Retained open countryside with potential for SuDS, and landscape and biodiversity enhancements

Green Space

Land North of Cornfield Close

Spitalfield Recreation Ground

Vehicle Access

Pedestrian link

F.87

N 0m 50m

Figure 87: Illustrative layout for Land north of Cornfield Close

1 Design Codes: — Land north of Cornfield Close

05.4 Design Codes (A-L)



A. Landscape & visual impact - Malvern Hills AONB

All development in Welland should respond to the body of relevant guidance provided by the Malvern Hills AONB Partnership, current and future, including:

- Guidance on Building Design,
- Guidance on the Selection and Use of Colour in Development
- Guidance on Highway Design
- Guidance on Lighting
- Guidance on how Development can Respect Landscape in Views

<http://www.malvernhillsaonb.org.uk/our-work/planning/guidance-documents/>



B. On-site generation & energy efficiency

- Ensure majority of buildings on site are oriented (main façade & roof plane) within 30' of south for solar gain/ photovoltaics.
- Ensure that energy generating potential is not compromised by shading from building heights and layout or tree planting
- Position and design any solar panels according to AONB guidance: <http://www.malvernhillsaonb.org.uk/our-work/planning/guidance-documents/>
- Explore the potential on site for ground source heat or air source heat pumps to provide heating to homes and address the *Renewable and Low-Carbon Microgeneration Development policy SD2* of the Welland Neighbourhood plan
- Address the latest Future Homes Standard requirements from 2021 (and 2025 if required).

Key for C.

↔ Green links with tree planting



C. Site edges, native trees and flora planting

- A Landscape and Visual Impact Assessment is required to demonstrate the acceptability of a scheme in relation to views and landscape character.
- Maintain and enhance hedgerows and tree-planting on the existing site.
- Create parallel rows of new native tree planting on a N-S axis to break up potential views of development from the Malvern Hills.
- Plant native trees and flora within the open space to the south of the site, leading to Spitalfield recreation ground from the Phase 2 open space and to provide a green outlook from existing homes on Cornfield Close.
- The selection of tree species and the location of trees should not prejudice the on-site energy generation capacity of the site.

D. Connectivity & streets

- Street types and design should conform to the following Worcestershire CC categories; *Informal Streets, Pedestrian prioritised streets and Private Shared Drives and Courtyard Parking Areas* as appropriate, see: [Worcestershire Streetscape Design Guide | Worcestershire County Council](#)
- Create green connections to adjacent development (phase 1 & 2) and open spaces, aligned with active travel routes.
- Retain maintenance access strip on the western edge of the site (to the north).
- Create a simple hierarchy of low-key streets and private drives aligned with green infrastructure (see diagram D).

- ← Main access street/ edge lane
- Private drive (max. 5 dwellings)
- ↔ Pedestrian/ cycle routes
- ▬▶ Maintenance access

E. House type, density & numbers

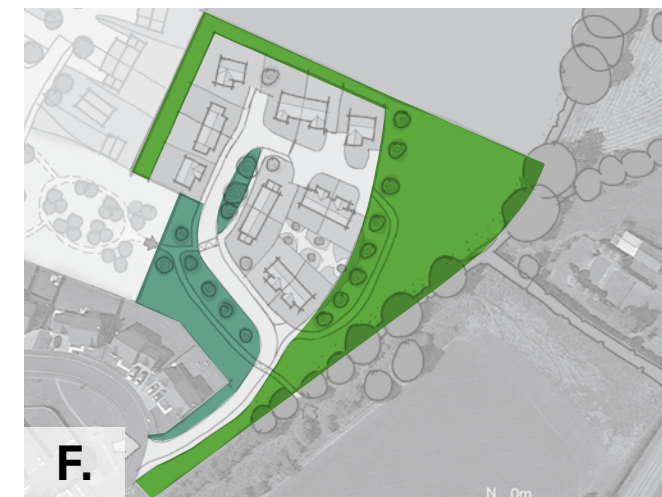
- 13 new affordable homes are to be provided (maximum). The mix of dwelling sizes should conform to 45% 1 bed, 25% 2 bed and 30% 3 bed homes as required in policy H4 of the neighbourhood plan.
- A larger share of semi-detached, terraced (3 max), cottage style flats or single storey houses should be considered, rather than large detached houses. Design should be in response to local vernacular building forms.
- The density on the site is up to 20 dwellings per hectare (net site area excluding 0.42Ha green infrastructure), equating to 12 dwellings per hectare gross site density.

F. Green infrastructure & sustainable drainage

- Green space area must have multi-functional uses and benefits including for recreation, tree planting, hedgerow and other native planting, biodiversity enhancement and water management.
- SuDS must be considered for drainage within the scheme as part of the GI network. An attenuation feature should be considered within the landscape area to the north of the site.
- Provide a minimum of 0.42ha of Green Infrastructure to facilitate the integration of the development within the AONB, provide landscape enhancement and biodiversity net gain, connect with existing open spaces and the wider countryside to provide environmental, social and economic benefits including a sustainable drainage system to manage fluvial flood risk and surface water discharge.

Key for F.

- Non-developable area
Green Infrastructure
- Green Infrastructure within developable area





G.

G. Building heights

- There should be a variety of heights up to a max. of 2 storey on the site. The height of the buildings should be informed by a LVIA with particular regard to the views to and from the Malvern Hills
- 1.5 storey buildings (i.e. a half storey of accommodation effectively in the roof space, or adaptable as such) with low eaves should be considered to minimise building heights and impact on views from the Malvern Hills.



H.

↔ Roof pitch orientation



H. Building orientation & roofscape

- Buildings should be orientated to face the main streets and open spaces but consideration should also be given to orientating the narrower gable-ends of buildings towards the hills, as well as the main roof plane within 30' of south for solar panels. A balanced approach will be required to achieving multiple aims. This particularly important for longer buildings.
- The building roofscape should be punctuated with chimneys or modern interpretations (e.g. stacks as part of any heat exchange and ventilation requirements etc).
- A garage roof pitch may be aligned perpendicular to the roof orientation of the main building to reference vernacular building traditions for the design of out-buildings.




I. Neighbouring amenity

- Native hedgerows should be planted next to any neighbouring property rear boundaries that are exposed to the site to provide security and maintain a green edge / degree of privacy.
- Alternatively, new development plots should back-on to existing plots, with rear-garden facing rear-garden to secure the boundary and maintain privacy.

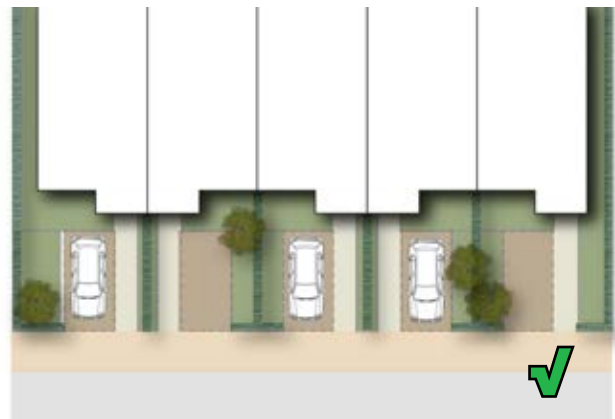
J. Thresholds & boundaries

- Hedgerows, estate railings, planted strips and gardens (or combinations of) are all appropriate within the rural context as front of plot boundaries facing streets or open spaces.
- Front garden set-backs should be a minimum of 3m to maintain privacy for ground floor living spaces.
- Where rear of plot boundaries are visible from public spaces use construction matched to the main building façade (e.g. masonry); not close-board fencing or low-quality alternatives. Timber board or railing as part of inset panelling on a masonry wall could be acceptable.

Key for I & J.

-  Hedgerows/ planting
-  Rear/ side masonry walls
-  Secure rear plot boundaries





K. Parking & garages

- Garages should be designed as out-buildings that reflect the architecture of the scheme and have a flexible potential as offices, workshops, gyms and provide additional storage space in pitched roofs.
- Cars parked on plot should not dominate the street scene and be set back behind the building line where possible. Where this is not possible boundary treatments and landscape planting such as hedgerows and other low-level planting should shield parking spaces, limiting visibility of parked cars within the street-scene.

L. Character & materials

- Development must add to the character and quality of this rural village. Traditional housing forms, modern interpretations based on vernacular forms or innovative eco-housing are desired - not 'just another housing estate'.
- Materials and colour guidance for development within the AONB is key.
- Some coordination of materials with phase 2 (see adjacent photos) will also create some coherence throughout the development. Consider building materials that add to and complement the range of high quality materials within the village, (e.g. timber, zinc cladding, render or multi-tonal brick).
- Public realm materials (including their colour) and landscaping should help to create an informal village feel, not a highway design that dominates the layout with extensive tarmac areas that create a poor quality environment.



