



AECOM

Malvern Wells

Design Code

November 2020

DRAFT

Quality information

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Revision History

Revision	Revision date	Details	Name	Position
0	13.11.2020	Issue of draft baseline for comment to Group	Clare Penny AECOM	Principal Landscape Architect
	xxxx xxxx	Review, site visit	Clare Penny AECOM	Principal Landscape Architect
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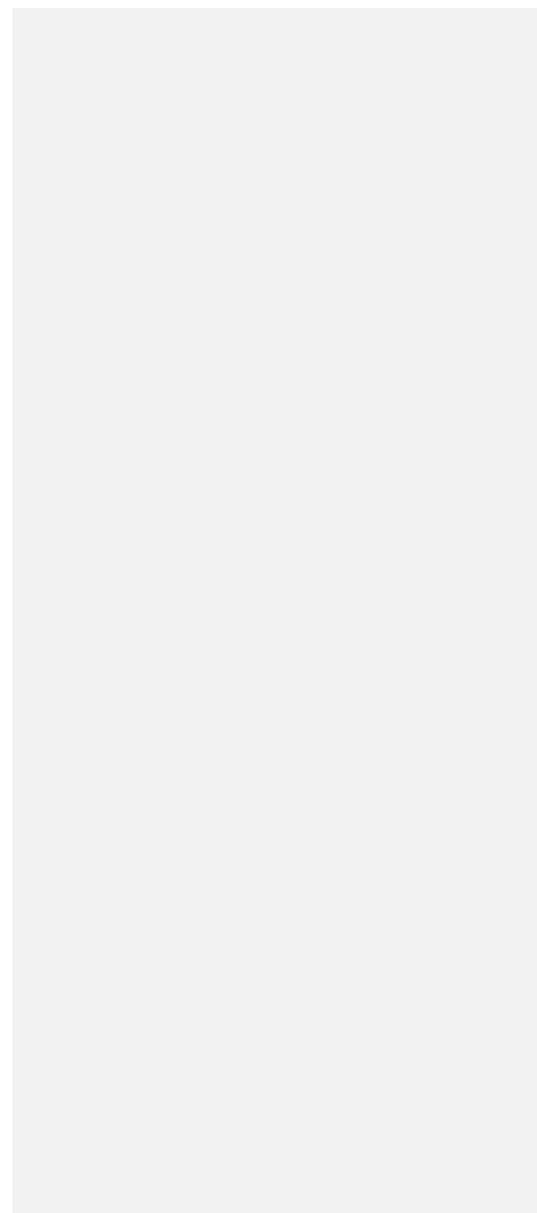
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To be updated

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1. Introduction

AECOM has been commissioned to provide design support to the Malvern Wells Neighbourhood Development Plan Working Group (~~Malvern Wells NDP Group~~ MWNDPWG) through the Ministry of Housing, Communities and Local Government (MHCLG) funded Neighbourhood Planning Programme, led by Locality.

This Design Code has been produced to ~~set the standard for the design for inform~~ new development proposed in the area ~~by supporting relevant design policies within the Malvern Wells NDP and informing decisions relating to the design of proposed development~~. It presents a summary of the key characteristics of the Malvern Wells Neighbourhood Plan Area (henceforth the ~~plan Plan Area~~), which make this a special place to live and visit. This information is then used to inform specific design codes 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 to help deliver high quality outcomes for new development. It is important however, that guidance ~~finds-strikes at 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, 2019).

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, 2019). 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 the ~~Malvern Wells Neighbourhood~~ Plan Area. It sets out a series of design codes related to new development.

This document is not intended to replace any existing Local Planning Policies, documents or guidance. Other documents that should be consulted when considering new development include (but are not limited to): ~~the District's Local Plan~~ the ~~South Worcestershire Development Plan~~¹ and SPDs/SPGs, such as the Malvern Wells Conservation Area Appraisal (Draft, 2019), Malvern Wells Landscape Sensitivity and Capacity Assessment (Draft, 2019), and South Worcestershire Design Guide (2018). ~~Malvern Wells~~ The Malvern Hills Area of Outstanding Natural Beauty (AONB) ~~Policy Partnership's Guidance~~ should also be consulted ~~and followed~~, in particular the Landscape Strategy and Guidelines and the Guidance on Building Design, ~~Respecting Landscape in Views and Selection and Use of Colour in Development~~.

~~The~~ This document provides ~~the~~ context to the ~~d~~Design ~~e~~Codes, including ~~any strategic~~ issues identified during consultations carried out by the ~~Malvern Wells NDP Group~~ MWNDPWG, ~~which is made up of volunteers including Parish Council members~~. The aspirations of the ~~communities~~ Plan Area's ~~communities~~involved, although not ~~always~~ strictly design issues, need to be considered in the context of ~~any-producing a design proposal~~code.

The document ~~identifies-describes the~~ key characteristics ~~and distinct character area within of the plan Plan area~~Area, including ~~the identification of distinct character areas with the Plan Area~~ and how their form, layout and detailing gives each ~~area~~ a unique character. These key characteristics have informed the ~~site-wide~~Plan Area ~~design-Design codes-Code~~contained in this document, as well as some specific ~~design-Design codes-Codes~~ for each of the character areas.

1.2 Process

- Online meeting with ~~Malvern Wells NDP Group~~ MWNDPWG and ~~Plan Area site~~visit;
- Character assessment and urban design analysis;
- Preparation of a draft ~~baseline~~ report and review by Malvern Wells NDP Group; and
- Revision of the document to take on board comments, review by Locality and issue of final report.

¹ Malvern Hills District Council Planning Policy and Local Plan, <https://www.malvernhills.gov.uk/planning/planning-policy>

Commented [PH1]: This section could also refer to the Planning for the Future proposals for NDP to be more design code led, etc.

Can this section also reference setting local energy efficiency standards re: Planning and Energy Act 2008 and the Future Homes Standard?

Commented [PH4]: One of the principal objectives should be the design code supports relevant (and could propose) policies within the NDP. It would be useful here to reference the relevant proposed policies in the draft NDP.

Can the design code also make reference to sustainable design i.e., energy efficiency, MMC, energy generation?

Commented [PH5]: Refer to full wording please?

Commented [PH6]: Is this an SPD?

Commented [PH2]: It would be useful to define this in the design context (in that it also includes energy efficiency, MMC, etc)

Commented [PH7]: Add website links in footnote.

Commented [PH8]: Please put these in a bullet point format? Add the RCA Study (2019) and Guidance on Colour by MHAONB.

Commented [PH9]: Footnote link to AONB guidance on website

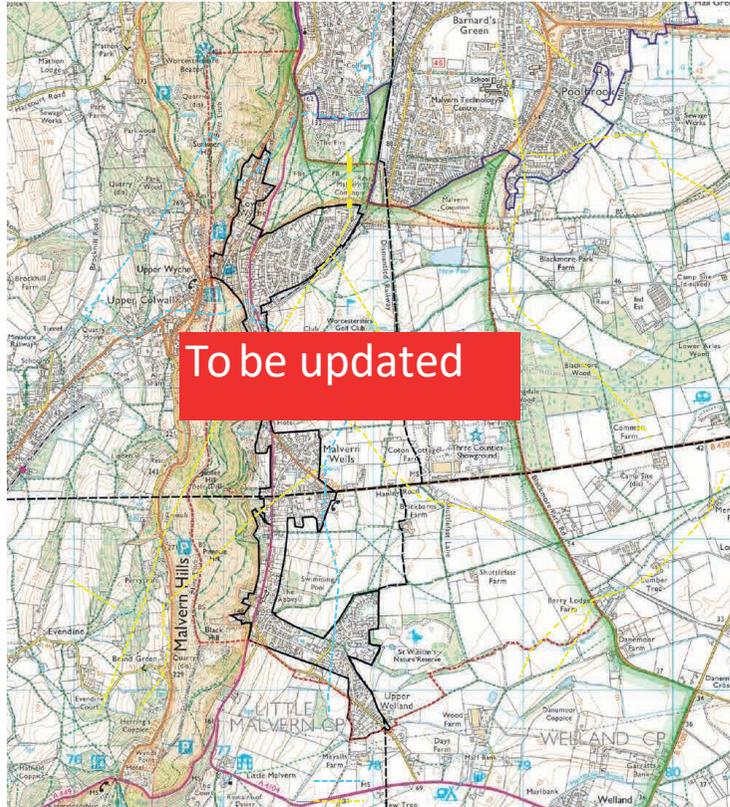
Commented [PH3]: Update to refer to proposed changes to NPPF particularly in respect of design. Also refer to the National Design Guide and how this design code meets the Government's requirements for a design code.

Commented [PH10]: This document didn't identify the RCA. This was taken from another study produced on behalf of MWPC.



The Wells House, Holywell Road

2. Context



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Figure 1 Neighbourhood Plan Area

To be updated

2.1 Location and area of study

The Malvern Wells Neighbourhood Plan Area lies on the eastern slopes of the Malvern Hills is located within the District of Malvern Hills District of South Worcestershire, England. It is located to the south of Great Malvern off the A449. The total area of the Malvern Wells Neighbourhood Plan Area is approximately 742 hectares and according to the 2011 census, the population is was 3,196. The Malvern Wells Settlement lies on the eastern slopes of the Malvern Hills.

The Malvern Hills are a distinctive feature in the region and are designated as a Site of Special Scientific Interest (SSSI) and an Area of Outstanding Natural Beauty (AONB). Malvern natural spring water is collected from the Malvern Hills. The Hill's Hills' ridgeline forms the boundary between the counties of Worcestershire and Herefordshire. Beyond the built-up areas areas of settlement, the study area mostly consists of agricultural fields, divided by hedgerows and blocks of woodland. There is also some commercial and light industry as well as recreational facilities including a nature reserve and golf course, and the Three Counties Showground.

The Neighbourhood Plan Area is bordered by the more densely populated spa town of Great Malvern to the north. Several villages surround the study area and these are located within a rural and predominantly agricultural landscape. Immediately east of the study area in the parish of Hanley Castle lies Langdale and Blackmore Woods, accessible from the Blackmore Park Road. To the south lies Little Malvern, etc.

Malvern Wells lies approximately 18km from south-west of Worcester city centre in the north-east, and 9km from north-east of the market town of Ledbury in the south-east, both accessible via the A449. The M5 lies approximately 17km to the east of the study Plan area and provides a north-south link from Worcester to Cheltenham and Gloucester. The closest railway stations are Great Malvern, Malvern Link and Colwall, with services to Hereford and Birmingham.

There are no National Cycle Routes in the Plan Area. There but there are numerous Public Rights of Way crossing the rural landscape of the Plan Area and into the Settlement. Some of these provide access to and to the east of the plan area, through Lower Wyche and along the Malvern Hills.

Commented [PH11]: There is really only one Settlement area which runs from Upper Wyche in the north west to Upper Welland in the south east

Commented [PH12]: Not sure there is!

Commented [PH13]: This should be referenced as an important Regional facility and large scale feature in the study area.

Commented [PH14]: Already mentioned above.

Commented [PH15]: Such as ...

Commented [PH16]: Should proximity to Upton-upon-Severn be mentioned.

2.2 Historical development

The timeline below provides a summary of the historical development of the **Neighbourhood Plan Area** and the settlement of Malvern Wells.

1622: First record of spring water bottled in the UK was at Holy Well.

1741: The Wells House on Hollywell Road was built to accommodate travellers and those stopping to take the waters at the Holy Well.

1754: Research was published about the purity and healing properties of Malvern Spring water.

1797: Parliamentary Acts of Enclosure allowed areas of open common land around Malvern Wells to become gradually enclosed. Malvern Common survived this enclosure.

1817: As recorded in a publication 'General History of Malvern' by John Chamber, there were 200 residents living in Malvern Wells in 26 cottages and several more substantial houses. Lodging and boarding houses were built to accommodate the increase in visitors coming to collect the spring water.

1836: Quarrying at Earnslaw began and the new Wyche Road was constructed.

1840's: Hydropathy was introduced and Malvern Wells became the centre of the Water Cure. Malvern Wells was considered a suburb of Great Malvern. The Lower Wyche Spout was erected in 1840 by Charles Morris to supply water to village inhabitants.

1860's: Arrival of the railway.

Mid to late 19th century: Village expanded to the east of Wells Road and south of Green Lane. A large number of dwellings and civic buildings were built and constructed from local stone, demonstrating the affluence of the area during this period. Cottages and alehouses were built to accommodate quarry and railway workers around the Wyche. Many of Malvern Wells' listed buildings relate to this period.

1884: The Malvern Hills Conservators were established as a body to care for and manage the Malvern Hills and Commons.

NOTES: Information taken from page 8 onwards of Malvern Wells Conservation Area Appraisal and page 40 onwards of Landscape Sensitivity and Capacity Assessment. Needs referencing.

Heavy focus on history of Malvern water. Need more of a focus on architecture, green space/ woodland etc and need to add additional information on pre-1600 history/archaeology.

Early 20th century: Decline of the water cure in Malvern due to growing scepticism around hydropathy. Residential areas continued to expand north of Wells Road and around Malvern Common.

1901: Population grew to 1,559 (Smith, 1978). Notable residents included English composer Sir Edward Elgar and local architect Arthur Troyte Griffith.

1907: Commercial quarrying company obtained a licence to quarry on the Hills. Demand for Malvern Stone increased.

Early to mid 20th century: Malvern played a valuable role during both World Wars. Army hospital camps were established at Wood Farm and Brick Barns Farm. Malvern Wells War Memorial was unveiled in 1920.

1927: Golf course at Wood Farm designed by golf course architect Dr. Alister MacKenzie opened and was in use until WWII when part of the site was taken over for hospital buildings.

1959: Malvern Hills were designated as an Area of Outstanding National Beauty.

1973: Malvern Wells Conservation Area was designated.

1974: Last working quarry on the Malvern Hills ceased (Hurle, 1992).

Mid 20th century: Malvern Wells and Malvern Hanley Road railway stations closed and many civic and commercial facilities were converted to dwellings.

Mid to late 20th century: Malvern Wells continued to grow. Infill development and housing estates built on the eastern edge of the village, most notably the Fruitland Estate in 1971. Shift away from local building materials. Areas of higher density and uniform style.

1997: St Wulstan's Local Nature Reserve opened on part of the site of the former St Wulstan's psychiatric hospital (previously a WWII hospital) which closed in 1986.

2008: Bottling facility for Holy Well Spring Water was re-established.

Commented [PH17]: Further information can be found under the 'Landscape History and Evolution of Malvern Wells' sub heading within Section 3 of the LSCA.

Commented [PH18]: Golf course re-opened after the war and is currently the Worcestershire Golf Club. As we understand it some of the MacKenzie course still exists on the new golf course.

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2.3 Landscape, Ecology and Heritage designations

The Neighbourhood Plan Area sits within a wider countryside setting, which contains landscape, ecology and heritage features. The statutory and non-statutory designations within the Malvern Wells Neighbourhood Plan Area include:

- The Malvern Wells Conservation Area. This was originally designated in 1973, but in 1995, the boundary was reviewed and the boundary was significantly enlarged in 1995, significantly enlarged. A further review was undertaken between August 2018 and March 2019 that proposed to divide the conservation area into two. Conservation areas are an area of "special architectural or historic interest which is desirable to preserve or enhance."²
- 29 Grade II listings (covering 22-75 buildings and structures the majority of which are gas lamps), of which most are located along the A449 Wells Road the majority of which are located within the Conservation Area.
- Malvern Hills AONB. The distinctive narrow north-south ridge offers panoramic views to Wales and the Cotswolds. It is an area of geological variety and ecological value with rich unimproved pastures and native woodland.
- Malvern Hills SSSI, one of the largest areas of semi-natural vegetation in the West Midlands, that supports a variety of habitat types.
- St Wulstan's Local Nature Reserve, over 22 hectares rich in biodiversity.
- There is one Ancient Woodland - Hornyard Wood, located in the centre of the Neighbourhood Plan Area, adjacent to The Worcestershire Golf Club.
- Sites of Regional or Local Wildlife Importance?

Malvern Common SSSI lies mostly within Malvern Town Plan Area although a smaller portion lies within the Malvern Wells to the north of the Neighbourhood Plan Area. It is of special interest for its species-rich neutral grassland. Several areas of Ancient Woodland are located on the western slopes of Malvern Hills in Colwall.

NOTES: Any other key designations you would like us to mention, or should we make more of any of the above designations here?

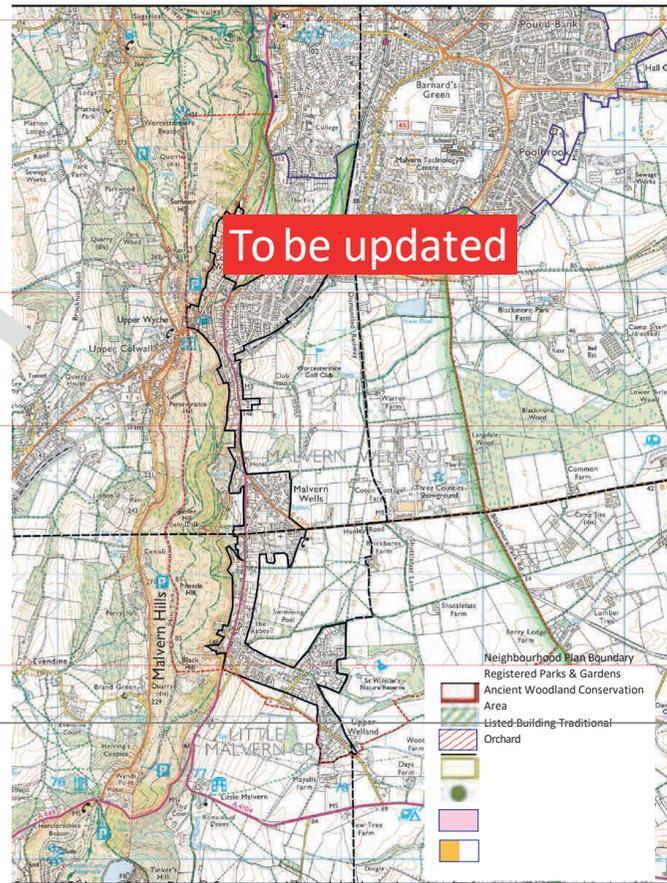


Figure 2 Landscape and Heritage Designations

Commented [PH19]: The above should mention the proposed designations within the NDP and the buildings nominated for local listing (identified in the NDP).

Commented [PH20]: It would be useful to highlight some of the AONB special qualities relevant to the Plan Area.

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November 2020
²Section 69 of the Planning (Listed Buildings and Conservation Areas) Act 1990.

2.4 Strategic Issues/ Public Consultation

Members of the local community and local interest groups were invited to share their knowledge and experience of the Neighbourhood Plan Area at an Open Day in November 2018, and through a questionnaire shared in May 2019. Several key considerations and strategic issues emerged through discussions with the public, which have informed the preparation of this Design Code:

Existing character

- The plan area contains a wide variety of buildings, places and spaces which contribute to its unique character.
- The plan area retains a rural character, despite its proximity to

should be protected.

- Large mature trees can be found throughout the village, with many within the Conservation Area designation.
- Countryside views from within the built-up area of the village are valued.
- Easy access to the wider countryside is valued by local people.
- Access to shops and amenities is limited.

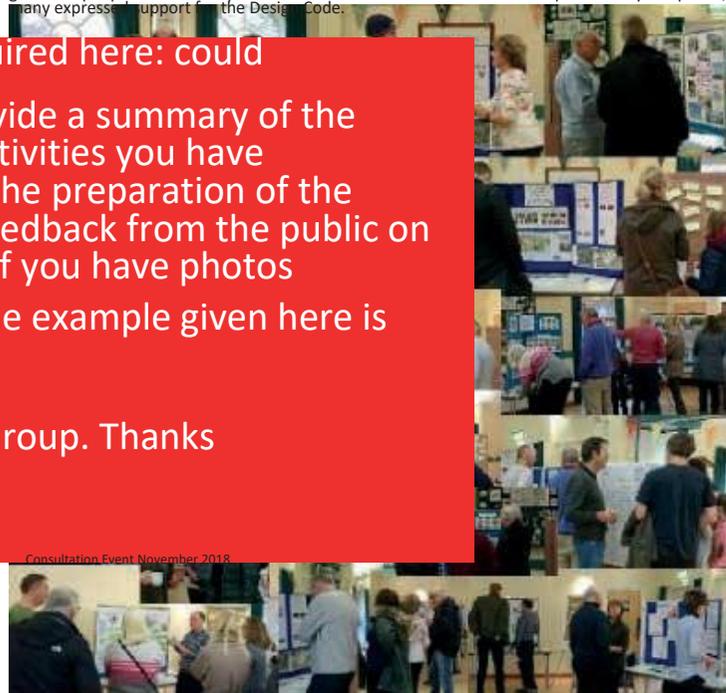
New development

- New development should be 'in keeping' with rural character and follow the existing linear 'one-plot-deep' settlement pattern.
- Building styles should reflect local character, scale and build.
- 'Green fingers' of countryside that characterise the village should be retained.
- A designated "local gap" to prevent coalescence with the urban area should be considered.
- To retain village character, backfill development should not occur.
- Parking for new developments must be adequate and not forced.
- New developments should meet the incremental housing numbers set out in Policy SS5 of the Local Plan. Development should not exceed the numbers set out in Policy Sresisted.

- New housing should be limited to small size houses (1, 2 or 3 bedrooms).
- New development should make provision for planting of large tree species.
- Trees, hedges and woodlands should not be damaged by development.
- Light pollution should be minimised to protect dark skies.

In addition, draft pages from the Design Code were presented at the Village Assembly in May 2019, to give local people a chance to provide feedback. No written feedback was provided by the public, but many expressed support for the Design Code.

Assistance required here: could you please provide a summary of the consultation activities you have undertaken in the preparation of the NDP and any feedback from the public on design issues? If you have photos even better! The example given here is from another Group. Thanks



Consultation Event November 2018

Commented [PH21]: Please see separate note on public consultation and photographs.



Upper Welland Methodist Church

3 Character Assessment

3.1 Introduction

This section outlines the broad physical, historical and contextual characteristics of the Malvern Wells Neighbourhood Plan Area. A character assessment is used to describe and articulate what is special and distinctive about a place. It is used to identify recognisable patterns of elements or characteristics that make one place different from another. This Design Code focuses on the character of the village centre, whilst also describing the rural landscape within which it sits. The features introduced in this section are later used to inform design codes.

3.2 Existing character assessments and design guidance

This report is also informed by a number of other studies relevant to the local area as follows:

- Malvern Wells Conservation Area Appraisal, MHDC, draft 2019
- Malvern Wells Residential Character Area Study, MWPC, draft 2019
- Malvern Wells Landscape Sensitivity and Capacity Assessment, MWPC, draft 2019
- Upper Welland Neighbourhood Heritage Area Report, MWPC, draft 2019
- Malvern Hills AONB: Guidance on Building Design, 2015
- Malvern Hills AONB Partnership: Three Counties Showground: Preliminary Landscape Assessment and Recommendations, 2011
- Worcestershire County Council Landscape Character Assessment Supplementary Guidance, 2011
- South Worcestershire Design Guide SPD, 2018

3.3 Area-wide Character Assessment

3.3.1 Settlement Pattern

The settlement of Malvern Wells has developed over many hundreds of years and is reflected in its pattern and character. Due to the area's distinctive topography, Malvern Wells is a linear settlement that stretches approximately 4km from Upper and Lower Wyche in the north to Upper Welland in the south. Clusters of buildings, some of which are Grade II listed, line either side of Wells Road.

Many buildings occupy an elevated position and the angles of slopes have influenced the road networks, as can be seen in The Wyche. Built form is Buildings are tightly packed and lines the narrow roads of the hillside which criss-cross their way up towards Upper Wyche. Upper Wyche forms a key characteristic of the Plan Area and is highly distinctive in views, particularly at night when it is articulated by light from properties and streetlamps.

Malvern Wells retains a strong sense of identity and historic character. The intersection at Green Lane, and Grundy's Lane and Wells Road forms the core of the village and contains the highest concentration of former and existing civic and commercial buildings, including the former fire station, shops, the Village Hall, post office and the various uses at Wells Business Centre and the Wells Road Neighbourhood Centre. These are both proposed as 'Neighbourhood Centres' within the draft Malvern Wells NDP.

Clusters of buildings, many of which are Grade II listed, line either side of Wells Road.

In the mid-late 20th century, housing estates were built east of Wells Road which further enlarged Malvern Wells. The layout of the 1970's Fruitlands estate was likely to have been based on existing field patterns and historic tracks. Late 19th century maps show the Peachfield Road footpath which leads south eastwards across the railway to the golf course. The settlement pattern has occasionally been disrupted by infill development which does not reflect the local character or built form of its location.

Beyond the settlement in the east of the Plan Area, built form consists mainly of scattered farmsteads and small industries. The Three Counties Showground occupies a large area of land in a visible location, with several buildings and associated structures. The mature vegetation across the Plan Area creates a balance between built form and landscape.

Commented [PH26]: The settlement pattern reflects the topography. Tighter more compact development on the higher slopes with more spacious lower density development on the lower slopes.

Commented [PH27]: Should refer to Upper Welland being different in that it is located on lower slopes and includes a core based around Chase Road/Watery Lane.

Commented [PH28]: Helpful to refer to an annotated map that illustrates the settlement and the areas referenced below.

Commented [PH29]: This doesn't typify the linear development referenced above.

Commented [PH22]: There is no village centre. Should say 'settlement' and refer to characters plural as the various areas have different characteristics i.e. Upper Wyche is very different to Upper Welland.

Commented [PH30]: Also distinctive in the day as it is the only built form that breaches the ridge of the Hills and can be seen from some distance to the east.

Commented [PH23]: Please include url links for each study.

Commented [PH31]: This is a significant issue in relation to the AONB.

Commented [PH32]: There is a general view that there is no core to the settlement. Its linear nature and topography are key issues in having an accessible centre. In addition, proximity to Great Malvern and Ledbury are issues.

Commented [PH24]: Also Landscape Assessment Stage 1 Summary Report March 2017

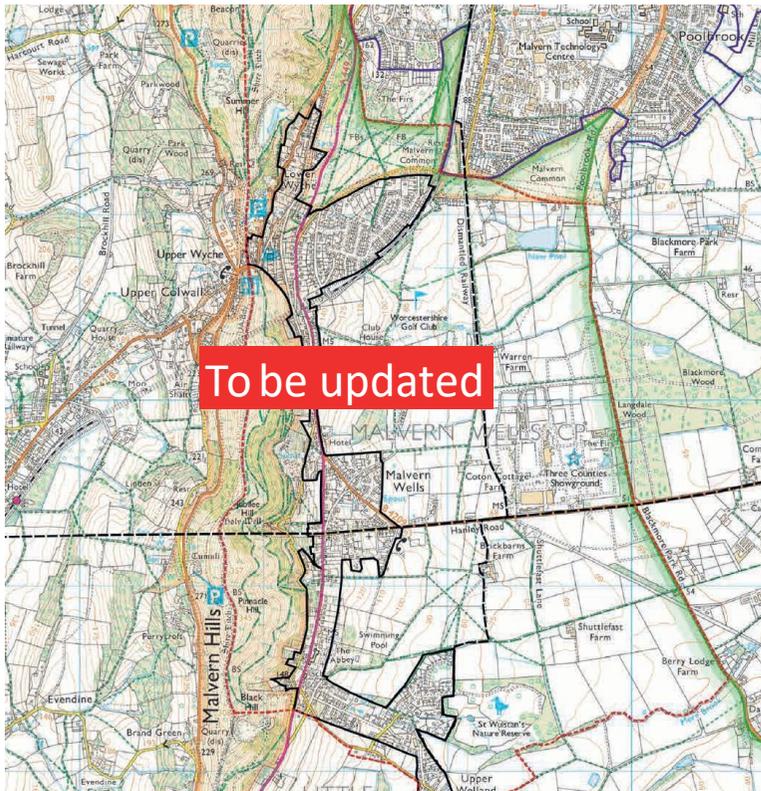
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Commented [PH25]: Other AONB Guidance should be listed (see comment to 1.1 above)

Commented [PH33]: Other developments which should be mentioned include St Wulstan's and Moorlands

Commented [PH34]: Please provide examples?

Commented [PH35]: Not sure there are many of these unless they are agriculture related!



Centre of Village
Figure 3 Village Settlement Pattern

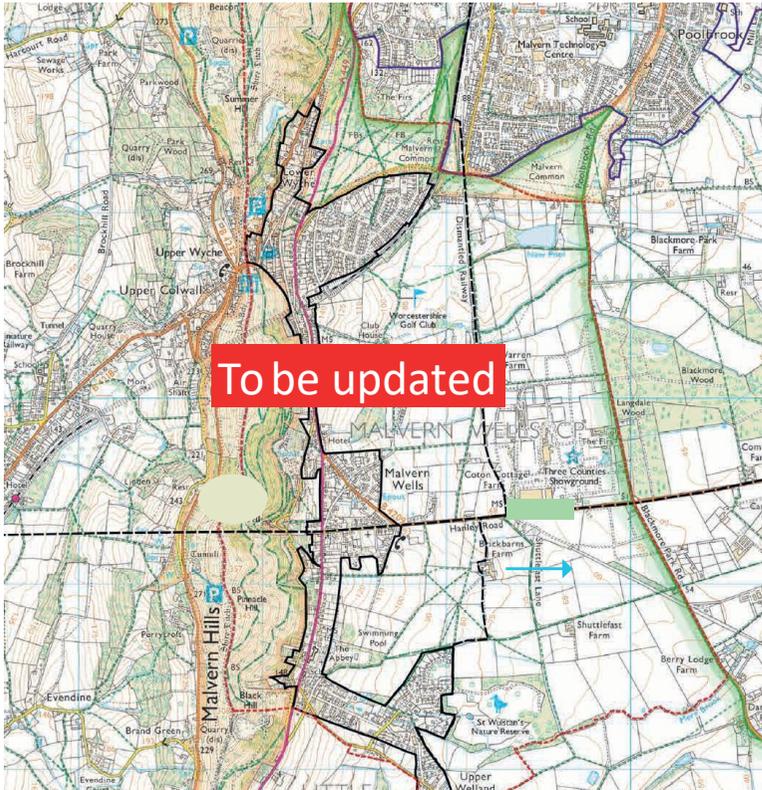
Settlement Policy Boundary (Policy SS1)



Properties at elevated positions, Lower Wyche Road



Village core, Wells Road



3.3.2 Green Infrastructure and Open Space

Established trees, woodland and open space form a large part of Malvern Wells' green and leafy character. Residential areas are surrounded by an agricultural landscape divided by hedgerows and blocks of woodland on the western plain of the River Severn.

Mature tree lined avenues of trees along entry routes into the village are a key characteristic, such as those evenly spaced avenue along Peachfield Road. Hornyold Wood Ancient Woodland and St Wulstan's Local Nature Reserve are important for local biodiversity. The large area of unenclosed common land in the north provides recreational value, along with St Wulstan's Local Nature Reserve, the Worcestershire Golf Club and smaller areas of open space within housing estates the built-up area.



Commented [PH36]: This section would be enhanced with references to the proposed designations within the NDP i.e., LGS, Trees and Woodlands, Local Green Gap, etc. It would be useful to identify and describe GI assets and functions (see overview of GI in S3.13 of LSCA)

3.3.3 Building typology



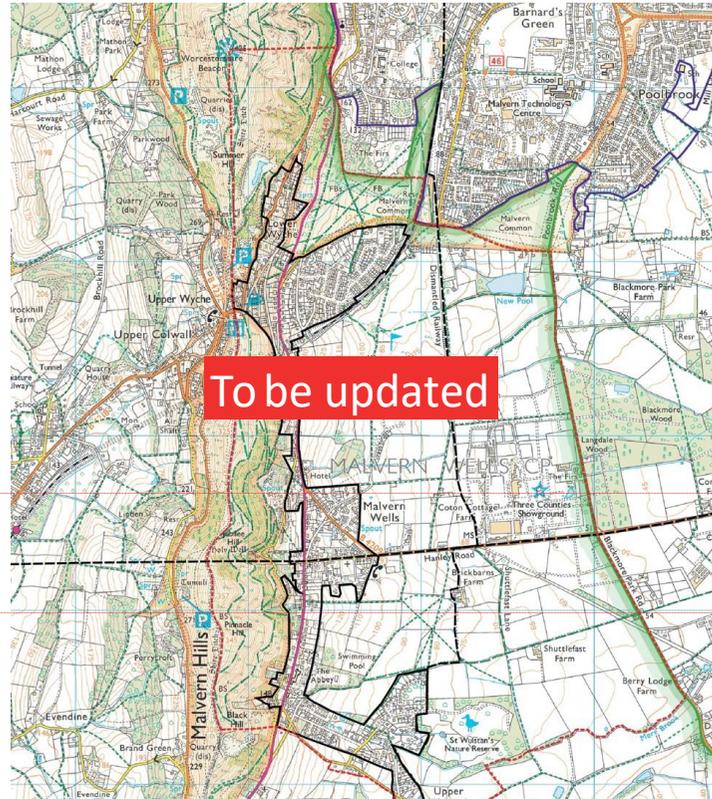
Two storey detached house, Old Wyche Road

Malvern Wells comprises a range of different building types. Building use is predominantly residential and a ~~number of many~~ former civic or commercial buildings have been converted for domestic use, particularly along Wells Road. Two storey detached houses are the predominant building typology.

Large villas, town houses and cottages are can be seen within the Conservation Area and along key access routes. More recent housing estates to the east of Wells Road feature mainly two storey detached houses as well as some semi-detached houses, short terraces and bungalows.

The rising topography towards the Hills determines the elevation of buildings in relation to the street. Buildings located on higher ground are often accessed by steps, or sloped driveways or elevated parking bays.

Dispersed farm buildings strengthen the rural character of the area. The Village Hall, post office, public houses, Daniels Garage and Wells Business Centre provide important community and business facilities. Away from the centre of the Plan Area, dispersed farm buildings strengthen the rural character of the area



Commented [PH37]: Although, there are also many 3 and 4 storey buildings along Wells Road and other parts of the parish.

Commented [PH38]: These buildings may appear two storey from the road but use the steep topography for additional floors at lower ground levels.

3.3.4 Architectural Details & Materials

Malvern Wells comprises a wide variety of building forms, architectural detailing and materials. Many Some buildings within the Conservation Area are recognised as Grade II listed and are of important designated due to their architectural quality and historic quality value. Many others are also considered to be locally important (refer to buildings that have been nominated for local listing by MHAONB Partnership).

Properties are predominantly constructed of Malvern Stone, red brick and off-white or cream render. Malvern stone is commonly used for public institutional buildings such as the Village Hall and The Abbey College. Malvern stone buildings are often dressed in softer stone or brick at the doors and windows. Welsh slate is seen on early 19th century properties whereas red or brown tiles are seen on more recent buildings. Roof detailing includes decorative scalloped tile bands, ornate ridge tiles and finials.

Sash, casement and awning windows are the predominant window type within the established and older housing areas. Bay windows are occasionally featured, notably on properties on Old Wyche Road. There are also rare examples of 'Y' tracery windows along Wells Road. Original joinery and historic glass contribute to local character, unlike UPVC windows which have replaced original timber windows in some buildings.

In the Conservation Area detailing of dressings and quoins includes segmental arch heads, moulded stucco window dressings, hood moulds and moulded terracotta window heads. Porches are most commonly seen on properties within the Conservation Area, with examples of porticos with columns, pilasters or iron trelliswork.

3.3.5 Building Line and Boundary Treatments

Building lines vary across the Neighbourhood Plan Area. In general properties are set back from the road with boundary walls and front gardens. Domestic gardens positively contribute to the streetscape and sense of spaciousness surrounding buildings. Properties in the Upper and Lower Wyche are set within smaller plots closer to the roadside, often due to



the steep topography.

Malvern stone walls are the most distinctive boundary treatment, most evident along Wells Road with irregular 'cock and hen' coping. Hedges are often grown above walls or through low fences and railings. Hanley Road and Peachfield Road have strong stretches lengths of hedges. Modern boundary treatments include red brick, breezeblock, concrete capping stones and close boarded fences. Some properties have timber or wrought iron gates with carved stone or brick gate piers.



Architectural details and materials



Commented [PH39]: Please caption the photos with details so that it clear how it reflects the narrative? What about built form beyond the main settlement? Note how use of stone is more characteristic on upper & mid-slopes of Hills, & clay / brick on the plain, e.g. Brickbarns Farm (NB a major detractor in the landscape esp. when seen from elevated VPs)

Commented [PH40]: An issue for DC to address - increasing use of bright white render & illustrate - highly visible from some VPs, draws the eye & not in a good way

Commented [PH41]: Note use of grey / purple engineering bricks often used in conjunction with stone - locally-characteristic & good colour combination.

Commented [PH42]: A definition of the terms used would be helpful in a glossary and photographs of examples in the parish would also be helpful.

Commented [PH43]: It would be helpful to provide a photo showing an example.

Commented [PH44]: Again, photos showing examples would be helpful.

Commented [PH45]: A photo or two would be helpful to help illustrate.

Commented [PH46]: There are places such as the Central Wells Road area, which is a prominent part of the settlement, where buildings are on the back of pavement. More modern housing development in the area is open plan with little in the way of front boundary treatment. There are other parts of the Plan Area that have different building lines and boundary treatments.

Commented [PH47]: Photo showing this would be helpful.

3.3.6 Parking & Utilities

Dedicated car parking is located close to green space and attractions such as Malvern Common and St Wulstan's Nature Reserve. ~~The Malvern Hills Trust car parks which sit close to the Hills offer parking for visitors and appear to be well used.~~ Earnslaw Car Park off Wyche Road provides access to a network of footpaths across the Malvern Hills. Most residential properties have driveways for off-street parking. ~~However, properties located along Lower Wyche Road, and Old Wyche Road and parts of Wells Road predominantly have on-street parking due to their smaller plot size. There is no central village parking, but on-street parking is available at certain locations along Wells Road. The Malvern Hills Trust car parks which sit close to the Hills offer parking for visitors and appear to be well used.~~

Locally distinctive Grade II listed gas lamps are still in use and are ~~centered~~ located along Wells Road ~~and Holywell Road~~, whilst newer lighting columns can be found in other locations.

3.3.7 Footpaths and Rights of Way

There is an extensive network of Public Rights of Way, connecting residential areas to surrounding countryside and the Hills. Footpaths within housing estates provide direct access to areas of recreation, such as the footpath from Fruitlands that crosses ~~under~~ the railway line and ~~through~~ the golf course. Footpaths also cross Malvern Common up towards Great Malvern in the north. There are several mapped walking trails along the ridge of the Hills, passing through mixed woodland and by Holy Well. There are no National Cycle Routes.



Gas Lamp



Jubilee Fountain

3.3.8 Views and Landmarks

There are several views from a number of different locations across the Neighbourhood Plan Area due to its varying topography. The historic footpath that runs along the ridge of the Malvern Hills and the properties located on the Hill side experience far reaching views eastwards over the Severn Valley and to Bredon Hill. These properties can also be viewed between trees from multiple vantage points in the east of the Plan Area. From the east the view of the ~~Spring Line~~ is an important historic feature.

A sense of place is provided by the views of the Hills that are channelled by key linear routes from within housing estates, such as at Green Lane and Assarts Road. This enhances the rural character of Malvern Wells. Several important views have been identified within the Conservation Area, including framed views along roads and pathways, across open space, between trees and buildings and over rooftops.

Landmarks include the War Memorial, Jubilee Fountain, ~~the Village Hall~~ and Holy Well. Other key landmarks are Abbey College and Malvern Wells C of E Primary School, located at the southern end of Wells Road and All Saints Church at the northern end of Wells Road.



View towards properties on the Hillside



Commented [PH52]: This section should make reference to views to & from the AONB esp. the key VPs, & the AONB's guidance on views. It should also reference the Plan Area's key viewpoints which are identified at Figure 12 of the LSCA. Should also ref the LSCA visual baseline section here, or summarise it.

Commented [PH53]: Please explain this term for the benefit of the reader?

Commented [PH48]: There is no village centre as mentioned previously.

Commented [PH49]: I'm not sure there is any restrictions to on-street parking on Wells Road. On-street parking on Wells Road is an issue raised by residents due to its impact on traffic flows on what is considered a relatively busy road.

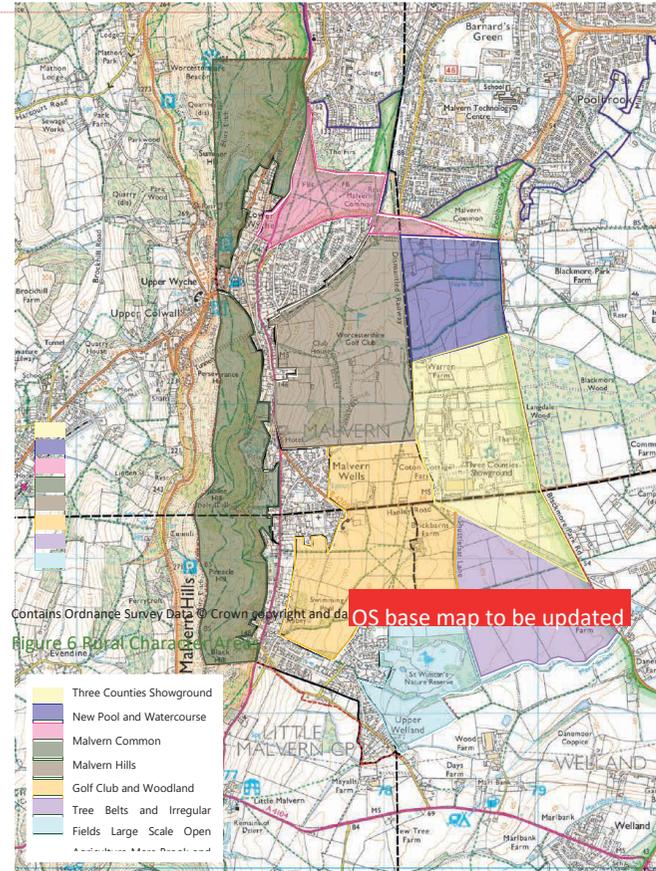
Commented [PH50]: Following a recent restoration project

Commented [PH54]: Note importance of significant vegetation in views, contribution it makes etc. (S3.11 LSCA)

Commented [PH51]: Should this section also refer to Bridleways?

3.4 Rural Character Areas within the Neighbourhood-Plan Area

Eight rural character areas have been identified within the Neighbourhood-Plan Area, as shown in Figure 6. In addition, eight residential character areas, which were identified in the Malvern Wells Residential Character Area Study (2019), are shown in Chapter 3.5 (Figure 7). Character areas were identified through desk study and field work and each of the character areas is described below.



Commented [PH55]: In addition to the comments below please see additional comments from Carly Tinkler in note entitle 'Additional Comments: Rural Character Areas'.

3.4.1 LCA01 Three Counties Showground

- Open formal landscape
- Majority of the site is large areas of amenity grassland
- Linear tarmac access route into showground lined with trees either side in avenue style, along with low wooden rail fencing
- Mature trees, small bushes and stake and wire fencing create field boundaries – stake fencing helps to maintain open views to ridge beyond and trees maintain a rural feel
- Red-brick farm buildings retain farming heritage whilst hardstanding parking provision and metal gates have an industrial feel
- Backdrop, views of wooded ridge to the West with housing clusters
- Localised large plantation woodland
- Area of former common
- Moderate intensity farming with field pattern becoming fragmented due to amenity land uses
- A strong historic timeline visible in the landscape – old trackways, farmsteads and dismantled railway

3.4.2 LCA02 New Pool and Watercourse

- Lakehouse brewery
- New ~~pool~~ Pool waterbody/lake
- Agricultural fields with hedgerow field boundaries, some arable and some fallow/pasture

3.4.3 LCA03 Malvern Common

- Large open uninterrupted areas of grassland and waterbodies, punctuated by mature trees
- Semi-natural landscape characterised by irregular tracts of shrubby acid grassland with patches of gorse, bracken and other scrub
- Field boundary creates a visual break to the south with hedgerow and mature trees while to the north a large residential area sits along Longridge road
- Some scrub areas along field boundary, along with localised pre-Cambrian rocky outcrops
- Views of the wooded ridge to the west
- Mature trees line the road and clusters of trees or lone trees are scattered throughout

- Gently rolling topography that becomes more undulating along the Eastern edge of the ridge.
- A sense of ‘wildness’ strongly contrasts with the surrounding enclosed farmland.
- Dwellings located around the perimeter of the commons, often red brick
- Localised intrusion by neighbouring golf course
- Heavily trodden paths
- Some erosion evident from car parking
- Areas of amenity grassland used for recreational activities.

3.4.4 LCA04 Malvern Hills

- AONB and SSSI
- Open and wooded steep sloping hillside
- Expansive views from hilltops to west and east
- Enclosed side slopes deeply vegetated with limited access
- Network of Public Rights of Way running north/south and across the hillside
- Some erosion evident from car parking and walkers

3.4.5 LCA05 The Worcestershire Golf Club and

Woodland

- Artificially undulating amenity grassland
- Scattered trees and clustered woodland patches of varying sizes and density creates enclosure and limits views to the countryside beyond
- Malvern Hills ridgeline dominates the skyline to the west, housing can be seen on the ridge from the clubhouse
- Small pools have been created for visual interest, offering opportunities for biodiversity enhancement
- Pool Brook flows through the site
- Broadleaf woodland on gradually sloping land



Views east from higher ground can be as spectacular as views west from the hills

Commented [PH56]: There are also many large buildings!! And ornamental show gardens. Note parking areas esp where used as overspill (adjoining areas) - affects character & views from Hills. & note lighting / noise / movement etc There is an issue here that this section appears to conflate the information about the showground with its wider area.

Commented [PH61]: Please explain this? In what way visual/aural, etc?

Formatted: Font color: Auto

Commented [PH62]: Vehicular or pedestrian or both?

Commented [PH63]: Be specific - think it's almost all public footpaths and bridleways.

Commented [PH57]: Probably medieval - highly important landscape / heritage feature, seen in views from Hills.

Commented [PH64]: See descriptions in LSCA esp. with reference to quality, history

Commented [PH58]: Very important rights of way crossing - historic (see LSCA).

Commented [PH59]: Reference to SSSI designation. Note open access land - here & elsewhere.

Commented [PH60]: Also key views to the east.

3.4.6 LCA06 Tree Belts and Irregular Fields

- Irregular field patterns
- Field boundaries marked by hedgerows and mature trees
- Hedgerows are fragmented, replaced with fencing in some places
- Gently sloping land
- Public Rights of Way criss-cross the landscape
- Large farmsteads contribute to rural character

3.4.7 LCA07 Large Scale Open Agriculture

- Open aspect with views across fields
- Few trees, individual trees are large scale mature specimens
- Views of the Malvern Hills dominate views to the west
- Woodland belts and flat topography restrict views to the east
- Some hedgerows are fragmented

3.4.8 LCA08 Mere Brook and LNR

- Mere Brook runs through the area and is lined with mature trees, and includes a small pond offering opportunities for biodiversity enhancement.
- Mature trees, improved and unimproved grassland is characteristic
- Hedgerows and scrub limit views across the area, creating an enclosed feel
- St Wulstan's Local Nature Reserve offers recreational activities within a natural setting that is very different from other natural settings within the plan area
- Cattle grazing enhances the rural character of the area south of St Wulstan's Local Nature Reserve
- Views of the Malvern Hills ridge can be seen to the west but it does not dominate the skyline as much as in other areas
- Comprises of a diverse range of habitats which support woodland birds, butterflies, glow worms, and invertebrates (several habitats are designated as Priority Habitat and UK BAP sites)
- Public footpaths Rights of Way and bridleways connect this area to the open countryside to the north, south and east



Entrance to St Wulstan's Local Nature Reserve



The Malvern Hills dominate views from many character areas

Commented [PH65]: Public footpaths / bridleways.

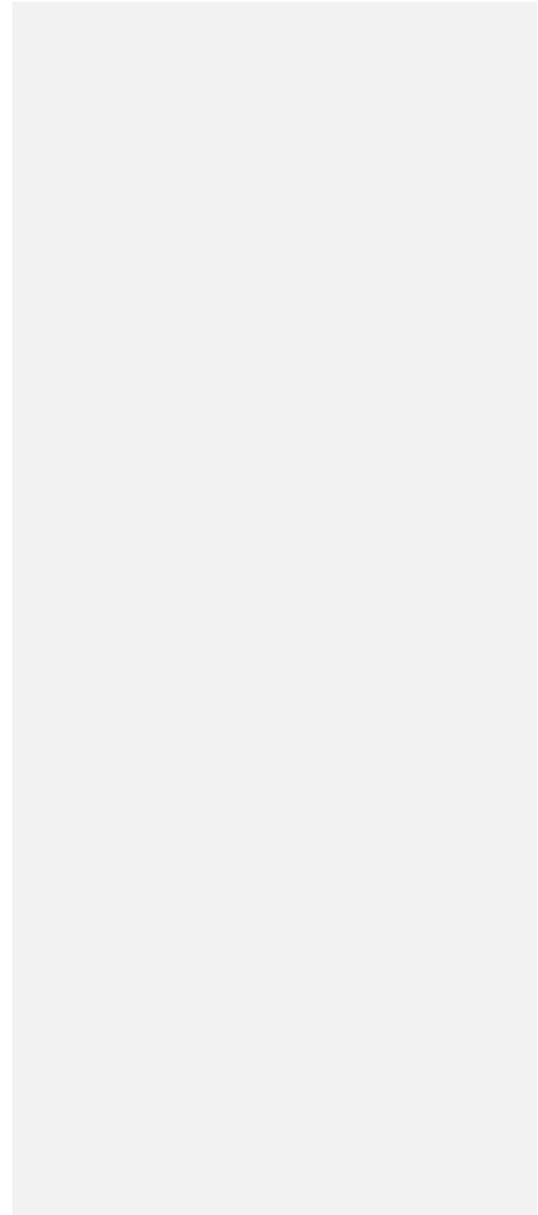
Commented [PH66]: Note historic farmsteads esp Brickbarns, & erosion of key characteristics. NB dismantled railway key landscape feature & visible from Hills.

Commented [PH67]: Note parish boundary - here & elsewhere. Would be good to describe where boundary runs / features it follows early on. Also, explain up front that the NPA is the whole of the parish.

Commented [PH68]: Whereabouts is this? How are the cattle enhancing?

Commented [PH69]: Is this the LNR, or the whole area?

DRAFT



3.5 Character Areas within the settlement of Malvern Wells

There are eight distinct character areas within the settlement of Malvern Wells, as identified in the Residential Character Area Study (2019). The character areas reflect the variety of residential building pattern, layout and style that can be found within the play area. These are described summarised below. For more details please refer to the Study which can be found at [\[insert website address\]](#).



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Figure 7 Residential Character Areas

3.5.1 RCA01 Assarts



Assarts RCA is centred along Assarts Road and is relatively steeply sloping from Kings Road in the west to Assarts Lane in the east. A mix of property types from different periods provide variety to the character of the RCA.

A group of traditional red brick two storey cottages with slate roofs, stone sills and brick heads are located within the Conservation Area at the eastern end of Assarts Road facing onto Assarts lane playing fields. The western end of the RCA is characterised by the steepness of Assarts Road which provides visual interest with stepped roof lines. The red brick three storey Georgian town house on the corner of Assarts Road and Kings Road is most notable. Modern infill development has separated some traditional properties from other properties of a similar era.

Boundary treatments include hedges, low brick walls, gates and wooden fencing. There is dense mature tree planting along front boundaries which screens many of the buildings that are set back off the road. Assarts lane playing fields is an important green space and provides views to the Hills and surrounding countryside. A defining characteristic is The Homestead area of broadleaved woodland north of Assarts Assarts Road.

Commented [PH70]: It would be useful in this section or better in a subsequent section if the Report could also highlight what potential there is for change within each RCA and how the design code should respond to this.

Commented [PH71]: And historical development. Not just residential. Also this section should make greater reference to the scale and form of development in each RCA.

Commented [PH72]: This is likely to be a remnant hay meadow and important for local biodiversity.

Commented [PH73]: Maybe refer to the modern former affordable housing developments on the southern edge of Assarts Road expanding the settlement south.

3.5.2 RCA02 Central Wells



Central Wells RCA is centred along Hanley Road and Green Lane on the lower slopes of the Hills with the western part of the RCA located within the Conservation Area.

The RCA is notable for Malvern Wells Cemetery. The cemetery's open space is important for tranquillity and provides views to the Hills to the west. The chapel is constructed of buff decorative stone with arched windows and doorways and a steeply pitched roof. The Green Lane boundary includes a decorative entrance gate and line of mature trees which contributes to the local character.

Housing types vary from large Victorian villas constructed of Malvern Stone to modern brick built bungalows. Properties at the eastern end of Green Lane are two storey semi-detached in render with grey tile roofs. Rothwell Road is characterised by a small open space and two storey short terraces in brick and render. There is little architectural detailing.

Boundary treatments vary and include low boundary brick or stone walls and hedges. Mature trees and woodland hide-screen/filter built development and create 'green corridors' to surrounding areas. Views of the Hills are channelled by key linear routes. The junction at Hanley Road and Green Lane forms a gateway to the residential area from the surrounding countryside.

3.5.3 RCA03 Fruitlands



Fruitlands RCA is a 1970's-80's housing estate built on what were once orchards towards the northern end of in the north of the Neighbourhood Plan Area. The main road of Fruitlands meanders through the estate and connects with a number of residential roads. The area is bounded by the railway line to the east and south.

The estate consists of a mix of two storey detached houses and bungalows in red or buff brick with shallow pitched roofs. Some properties display include barge boards or rosemary tiles. There is a uniform design and layout with housing styles repeated throughout the RCA. Most of the properties are set back off the road with front gardens, off-street parking and occasional garages. The estate is largely open plan with no front boundary treatments.

There are limited street trees, adding to the feeling of openness within the estate. Public Rights of Way Footpaths and bridleways connect the estate to the large open space of Malvern Common in the north and The Worcestershire Golf Club in the south.

The views of the Malvern Hills from within the estate provides a sense of place. Gateways into the estate are marked by fencing and cattle grids on King Edward's Road and Peachfield Close.

Commented [PH74]: This area includes the new white house off Oaklands which is considered an example of poor development due to it being a key detractor from Hills and also use of Cotswold stone as an inappropriate facing material. This should be mentioned somewhere in the document (see broader comment about negative features/elements).

Commented [PH75]: Nominated for local listing by MHAONB Partnership

Commented [PH76]: Housing along Hanley Road makes a significant contribution to the character of the RCA and should be referenced. Maybe reference the expansion of the settlement north of Hanley Road with Moorlands and Woodfarm Road developments.

Commented [PH77]: Note seasonal differences in screening / filtering, also mixture of evergreen (characteristic of Victorian era) & deciduous.

Commented [PH78]: There are also views to the east throughout the Wells which are important in terms of orientation, sense of place & context.

3.5.4 RCA04 Peachfield Road



Peachfield Road RCA is located to the south of Malvern Common, which creates an open landscape character to the road. Part of the RCA lies within the Conservation Area.

Properties vary in design and age. They are generally large detached two storey houses and bungalows set back from the road with large front gardens. Houses along the central section of Peachfield Road have large rear gardens with one property featuring an allotment. Dominant materials include render and brick with slate or clay tile roofs.

South Lawn on the western end of the RCA is an infill development of 1980s red brick bungalows with panoramic views over the Severn Valley and to Bredon Hill. There is further infill development at Holly View Drive centred around the former Youth Hostel, now converted into flats and new houses in the grounds.

Entrance gates to properties are common and boundary treatments include fencing and stone walls. Cattle grids are a key gateway feature of the RCA. Veteran trees line either side of Peachfield Road. There is an extensive network of footpaths across Malvern Common, which provides an important area of recreation.

3.5.5 RCA05 St Wulstan's



St Wulstan's RCA is located in the south of the Neighbourhood Plan Area, adjacent to St. Wulstan's Local Nature Reserve. It ~~includes~~ includes a 1990-s housing estate built on the site of the former psychiatric hospital ~~(previously a WWII army hospital)~~. The RCA is relatively flat compared with other areas.

Properties are mostly 2 - 2.5 storey large detached houses set back from the road with large front gardens and integral or detached garages. Properties are constructed from brick and render and some include decorative timber on the front elevations. ~~There are a collection of brick bungalows facing onto St Wulstan's village green.~~

Boundary treatments vary between roads and include low brick walls, picket fencing and hedging. There is a pleasant street scene with well-kept front gardens and street trees.

The village green and the Local Nature Reserve are large open spaces that provide recreational and biodiversity value, as well as significant visual contribution. Footpaths provide access to the surrounding countryside and along one of Mere Brook's tributaries.

Commented [PH79]: The wide grass verge on the eastern side of the RCA also helps provide an open landscape character.

Commented [PH80]: I'm not sure whether the allotment along the Peachfield Road track (assuming this is what is being referred to) is connected with a particular property rather it is an independent plot.

Commented [PH83]: The bungalows are 1950s & highly distinctive so note / illustrate. See LSCA.

Commented [PH84]: This is likely to be a remnant hay meadow and important for local biodiversity.

Commented [PH81]: These are a feature as you enter or leave the adjacent Fruitlands RCA.

Commented [PH82]: Are they veterans? See p77 of LSCA. Note their historic function.

3.5.6 RCA06 Upper and Lower Wyche



Upper and Lower Wyche RCA lies on the upper and lower eastern slopes of the Malvern Hills in the north of the Malvern Wells Conservation Area. Upper Wyche is the only settlement on the eastern slopes of the Hills that sits above the 'spring line.' The settlement is visible from the east of the Neighbourhood Plan Area.

The steep topography provides a distinctive pattern of development with many properties located on the hillside, providing extensive views eastwards over the Severn Valley and to Bredon Hill. Properties vary in type, size and design. Terraced cottages, semi- and detached houses are constructed of Malvern Stone, red brick or render with slate roofs. Fenestration includes ground floor bay windows and small dormer pediment windows.

The shallow frontages to the road provide a strong sense of enclosure, surveillance and activity. Properties commonly feature stone boundary walls. Sensitive infill development includes three storey properties on Old Wyche Road which have used similar materials from buildings in the area.

Earnslaw Car Park allows visitors access to the network of footpaths on the Malvern Hills. The grassed common land between the intersecting roads of Old Wyche Road and Lower Wyche Road gives the area an exposed character, allowing visibility of multiple streets along the hillside.

3.5.7 RCA07 Upper Welland



Upper Welland RCA is located in the south of the Neighbourhood Plan Area with a small area west of Chase Road included in the Conservation Area.

The RCA has an historic core which includes several two storey brick and rendered short terraces and semi-detached houses with brick chimneys, stone sills, brick or stone banding and slate roofs. One of the most distinctive properties, which is now a house, is the former Hawthorn Inn with its decorative cornices, long narrow windows and rendered front elevation.

Another property of note is The Upper Welland Methodist Church, an important cultural facility constructed of decorative brick with semi-circular arches over the doorway and windows. Properties have moderate front and rear gardens with hedging as the predominant boundary treatment.

The RCA is surrounded by open countryside that provides a rural setting to the village and is accessible by Public Rights of Way. There are views west towards the Malvern Hills. A gas street lamp on the boundary of the RCA along Watery Lane is recognised as Grade II listed.

Commented [PH85]: Note history, quarrying etc (LSCA).

Commented [PH86]: There is scope here to reference the modest scale and simple form of much of the development in Upper Wyche.

Commented [PH90]: Proposed to be designated as a Neighbourhood Heritage Area in the NDP with a reference to the UWNHA Report. Explain history - this is what used to be 'the Village'.

Commented [PH87]: Please define the term or include a glossary?

Commented [PH88]: Include a photo?

Commented [PH91]: Which type of PRoW?

Commented [PH92]: There are also views east?

Commented [PH93]: There is also a non-listed lamp on Watery Lane.

Commented [PH89]: Key views... Gas lamps?

3.5.8 RCA08 Wells Road



Wells Road RCA runs from Wyche CE Primary School in the north to the ~~Neighbourhood~~ Plan Area boundary in the south. The majority of the RCA lies within the Malvern Wells Conservation Area ~~at the foot of the on the eastern mid-slopes of the~~ Malvern Hills. ~~The RCA is split into three sub areas; upper, central and lower Wells Road.~~

Developments on both sides of Wells Road are cut into the Hills and provide long distance views east over the Severn Valley. ~~Upper Wells~~ ~~The upper Wells Road sub area is~~ characterised – by generally large detached two to three storey houses constructed of Malvern stone, with brick and corner stone detailing. Properties are generally set within large landscaped plots. Malvern stone is a common boundary treatment.

~~The Central-central~~ Wells Road ~~sub area~~ is characterised by more modest detached, semi-detached and terraced properties set within smaller plots closer to the roadside. ~~Many former~~ retail units have now been converted to ~~housing~~ houses. Wells Business Centre, ~~Daniel's~~ garage, the Village Hall and Post Office provide important community and business facilities.

~~The Lower-lower~~ Wells Road ~~sub area~~ is characterised by larger detached houses set within varying plot sizes with hedging and Malvern stone walls as the predominant boundary treatments. Properties are sometimes hidden by vegetation. ~~The Abbey~~ ~~School~~ ~~College~~ and Malvern Wells C of E Primary School, and one ~~small~~ retail unit are also located ~~at in the~~ ~~Lower-lower~~ Wells Road ~~sub area~~.

The majority of the Grade II listed buildings within the ~~Neighbourhood~~ Plan Area are located along Wells Road, including the Malvern Wells War Memorial. ~~Many of the listed gas lamps~~ are located on ~~Wells Road and Holywell Road~~. Wells Road – is lined either side with mature trees, with breaks in vegetation providing views eastwards.

Commented [PH94]: Can a map showing the location of the sub areas be added please?

Commented [PH95]: Proposed to be designated as Neighbourhood Centres in the NDP

3.6 Positive aspects of character - Area-wide Character

There are a number of positive aspects common to all character areas within [Malvern Wells](#) the [Plan Area](#), which should be retained, reinforced and enhanced.

Settlement Pattern

- Mature tree avenues along entrance routes emphasise the sense of arrival into the core of the settlement, as can be seen on Green Lane and Peachfield Road.
- Linear settlement pattern.
- Buildings that occupy an elevated position.
- Layout of estates often based on existing field patterns.

Building Typology

- Residential buildings are predominantly detached.
- Dispersed farm buildings strengthen the rural character of the Plan Area.
- Community and business facilities located in the centre of the village.

Architectural Details & Materials

- Vernacular materials and architectural detailing contribute to the historic character of Malvern Wells and its surrounding area.
- Malvern stone, red brick and render are the predominant materials with slate or clay tile roofs.

Building Line and Boundary Treatments

- Most residential properties are set back from the road with front gardens and planting that contributes to the verdant character of the plan area.
- Traditional boundary treatments are constructed of Malvern stone, often with hedges grown above.
- Some properties feature timber or wrought iron gates.

Green Infrastructure and Open Space

- Mature trees and woodland contribute to the rural character of the village and wider Plan Area.
- Local open space, particularly Malvern Common and other proposed Local Green Space sites ([add uri link to access LGS study](#)), contributes to the character and appearance of the area.
- Residential areas surrounded by agricultural landscapes divided by hedgerows and blocks of woodland.

Parking & Utilities

- Due to the generally large plots and building line setbacks, most parking is on-plot, with the exception of properties in The Wyche.
- Dedicated car parks to access areas of recreation, including the Hills and Common.
- Locally distinctive Grade II listed gas lamps are still in use.

Footpaths and Rights of Way

- Easy access to the countryside aided by a strong network of footpaths and bridleways.
- Several walking trails along the ridge of the Hills.

Views and Landmarks

- Long-distance views to and from the Hills are a key characteristic of the Plan Area.
- Properties on the hillside in The Wyche that can be viewed from multiple vantage points.
- Landmark buildings located upon approach to the village core.



The Lower Wyche Spout, Old Wyche Road

Commented [PH96]: It may be too simplistic to say that there is a linear pattern over the whole settlement – Fruitlands, St Wulstan’s and other modern development are not linear in pattern. Are there many detached buildings in Upper Wyche? Do buildings in St Wulstan’s occupy an elevated position? Maybe helpful to highlight differences within the settlement.

Commented [PH104]: An issue raised in consultation is the problem of on-street car parking on Wells Road. Many of the properties on parts of Wells Road have a lack or insufficient off-street parking available.

Commented [PH105]: There are some in Upper Welland which are not in use but could be made to be so.

Commented [PH97]: Should this refer to arrival into the settlement rather than core (as there isn’t considered to be a core)? If so, Hanley Road and Wells Road are also tree lined providing that sense of arrival. There are a number of gateway corridors into the settlement with the principal ones being along Wells Road and Hanley Road. However, Upper Welland Road and Peachfield Road are also important gateway corridors. An objective of the design code should ...

Commented [PH98]: This is a key issue when it comes to having a central focal point or core for the settlement.

Commented [PH99]: This is a key issue for the design code in that any new development is likely to be highly prominent and visible to many despite the extensive matu ...

Commented [PH106]: See previous comments.

Commented [PH100]: As the point above. I wouldn’t say that there is a Malvern Wells village rather a number of clustered settlements such as Upper and Lower Wyche, ...

Commented [PH107]: See previous comments.

Commented [PH101]: Limited stock of Malvern Stone is available, but quantity fluctuates, so careful planning required when incorporating such external finish e.g. 21 ...

Commented [PH102]: Same point as above.

Commented [PH103]: A number of woodlands are proposed for designation in the NDP.

3.7 Positive aspects of character – Residential Character Areas

There are a number of positive aspects specific to individual character areas, which set them apart from others, and these aspects should be retained, reinforced and enhanced.

Residential Character Areas-RCA01

Assarts

- Assarts ~~lane~~ playing fields provides an important recreational function and setting to traditional red brick and slate roofed cottages.
- Dense and mature tree cover and woodland.
- Steep topography that channels views of the Hills.
- Grazing/~~pasture~~ land provides an important buffer and gap between the development boundary and open countryside.

RCA02 Central Wells

- Malvern Wells Cemetery is important in terms of cultural associations and provides an area of local open space for residents.
- Mature trees and woodland.
- Historic focal buildings which use traditional materials of Malvern stone and Welsh slate.



'Fairview', the home of Architect Arthur Troyte Griffith

RCA03 Fruitlands

- Open front boundaries.
- View of the Hills framed between properties.
- Links to wider countryside through ~~Public Rights of Way~~ footpaths and bridleways.

RCA04 Peachfield Road

- Extensive mature tree cover along Peachfield Road and within large rear gardens.
- Views of the surrounding countryside including the Malvern Hills and Severn Valley.
- Relationship of properties to Malvern Common.

RCA05 St Wulstan's

- St Wulstan's Village Green is an important open space for residents and offers opportunities to enhance biodiversity.
- Open~~plan~~ frontages of properties.
- Footpath links to the wider countryside, including ~~the~~ St Wulstan's Local Nature Reserve.

RCA06 Upper and Lower Wyche

- Single aspect roads with views from properties across the Severn Valley.
- Wooded steep slopes.
- Shallower frontages with steep steps along the road.
- Easy access to the Malvern Hills and Malvern Common.

RCA07 Upper Welland

- Traditional vernacular properties located around the historic core.
- The Upper Welland Methodist Church provides a focal point for the community.

RCA08 Wells Road

- ~~Properties constructed of Malvern Stone set in large plots behind stone boundary walls.~~
- ~~Terraced and other properties located on back of pavement in a prominent location on Wells Road.~~
- Trees and dense boundary vegetation results in a verdant character where buildings nestle comfortably into the hillside.
- ~~Location of the settlement's c~~Community and business facilities.
- Grade II listed buildings ~~including the War Memorial and non-designated heritage assets such as Jubilee fountain~~ located within the Conservation Area.

Positive aspects of character - Rural Character Areas

- LCA01
- XXXX
- XXXX
- XXXX

Needs updating with positive aspects of rural character areas

3.8 Issues to be addressed in design codes

The following issues have been identified that should be addressed through the planning process. These principally relate to increasing development pressure in the Plan Area:

- New developments introducing higher density housing that erodes the rural character of Malvern Wells.
- Long and short distance important local views could be affected by new development.
- Loss of locally important open space, trees and woodland.
- Retaining the verdant character of the Plan Area through protection and planting Of locally important large tree species.
- Loss of architectural details that make a positive contribution to the historic character of the Plan Area.
- New development or alterations that use inappropriate modern materials and replace original features with poor quality substitutes.
- New development within the Conservation Area that is inconsistent with the layout, materials and detailing which contributes to its special character.
- Loss of traditional boundary treatments, i.e. Malvern Stone stone and the introduction of inappropriate boundary features such as fences and red brick walls.
- Loss of front gardens and on-plot parking.
- Lack of maintenance of locally distinctive features and open space.
- Erosion of distinctive gateways into the core of the village.
- Identification and protection of non-designated heritage assets including 'Malvern Water' features
- How non-vehicular movement i.e., walking and cycling, can be improved in relation to the linear nature of the settlement and the topography.
- The issue of the prominent location of much of the settlement and detailing of buildings particularly in respect of glazing and how that can affect views and character.
- Lighting associated with new development and its impact on the AONB and character of the

Commented [PH109]: It would be useful for this section to provide a positive framework for change in each of the character areas.

Commented [PH110]: Will the design code explain how these issues will be addressed?

Commented [PH111]: Will the report identify where and what these development pressures within the settlement are?

Commented [PH108]: We would appreciate the opportunity of seeing this section prior to the final draft being produced please.

Commented [PH112]: Will the design code provide guidance on appropriate densities for new development in relation to the RCA? Will it also provide guidance on the space between buildings to help respect the existing character, landscape and views into and out of each of the RCA?

Commented [PH113]: How are these important local views identified? In the design code?

Commented [PH114]: How are these identified? The NDP proposes sites to be designated as LGS, Local Open Spaces and Woodland Sites. But will the design code identify others?

Commented [PH115]: See / ref note in LSCA about future tree planting.

Commented [PH116]: It would be useful to highlight what these architectural details are and how they should be cost effectively included within new development.

Commented [PH117]: A major issue is the lack of availability of Malvern Stone. The design code needs to provide guidance on how this issue should be dealt with and what alternative materials can be considered appropriate.

Commented [PH118]: Please provide some examples of this? For example, does it include UPVC windows?

Commented [PH119]: Same comment as above.

Commented [PH120]: And ensuring sufficient off-street parking particularly in areas where there are already traffic safety and/or amenity issues caused by on-street parking.

settlement (see NDP policy MWV 1: Dark Night Skies) and roll out of LED street lighting.

- The need to ensure the separation of distinctive areas and identities are maintained i.e., Upper Welland from Assarts (reference the Upper Welland Road Local Green Gap [NDP policy MWG6] and Lower Wyche and Malvern Wells with the Malvern Common)