

Malvern Hills District Council

Tenbury Wells Conservation Area

Appraisal and Management Strategy



Planning services April 2008



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1 Introduction

1.1 Conservation Areas

- 1.1.1 The Tenbury Wells Conservation Area was designated 1969 in in of recognition the special architectural and historic interest of the area. The contains conservation area most of the town of Tenbury, including the main commercial streets of Teme Street and Market Street, continuing along the residential areas of Church Street and Cross Street.
- 1.1.2 Conservation areas were introduced through the Civic Amenities Act in 1967, and there are now 21 designated areas within the Malvern Hills The Council has a District. statutory duty to ensure that, through the planning system, those elements that determine the character and appearance of the conservation area are preserved or enhanced. Under the Planning (Listed Buildings and Conservation Areas) Act of 1990. designation conservation area empowers the local council with control development over demolition of buildings, to preservation ensure the or enhancement of its historic character and appearance. Local authorities are instructed to devise policies for these areas in order to preserve and

- enhance their special character. The Malvern Hills District Local Plan, adopted 1996, contains detailed policies relating to conservation areas. In particular, policies QL7 to QL9 consider development in or affecting designated areas. A full list of planning policies is included in Appendix 3 of this document.
- 1.1.3 The designation of the Tenbury Wells Conservation Area is recognition that the area is 'of special architectural or historic interest' (PPG15, para 4.1). The emphasis is on conserving the 'character' of the designated area and. therefore. encompasses the entire site rather than the individual buildings. The spatial arrangement of buildings and open spaces, including green spaces, are of equal importance to the character of designated area, with special regard being given to the context of the site, including views into, and out of it. Included within this are the streetscapes and townscapes which define general character, while individual buildings are assessed in terms of their relationship to the surrounding structures and their historical significance in the development of the site. Designation of a conservation area is not intended to prevent new development in the area, but as

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a level of control for the quality of design, repair and maintenance in such areas.

1.2 Background to Appraisal

- 1.2.1 The Planning (Listed Buildings and Conservation Areas) Act 1990 imposes a duty on Local Authorities to designate areas of special architectural or historic interest. Section 69(2) of the Act places a duty on the council to review and appraise conservation areas on a regular This obligation basis. monitored through a series of Performance Best Value Indicators (BVPI 219a, b and c). Although BVPI 219 c was removed recently, there remains a requirement on councils to undertake Conservation Area Appraisals and Management Plans in order to monitor change and informed decision making.
- 1.2.2 This Appraisal has been prepared in accordance with English Heritage guidance on conservation areas contained within Guidance Conservation Area Appraisals (2006) and Guidance on the Management of Conservation Areas (2006),and accordance with Planning Policy Guidance 15: Planning and the Historic Environment (PPG15).
- 1.2.3 A combination of on site analysis and documentary

- research has been undertaken to provide an assessment of:
- existing activity and prevailing or former uses, and their influence on the conservation area and its buildings;
- the architectural and historic qualities of the buildings and the contribution that these make to the conservation area;
- local building details and materials; and
- the quality of the public realm and the contribution made to the conservation area by green spaces.
- 1.2.4 Guidance will also be provided on the future management of the conservation area through the management strategy, with specific reference to:
- the extent of intrusion, damage and the presence of neutral areas;
- the general condition of the conservation area and problems, pressures and scope for change within it; and
- the scope for boundary changes to the conservation area.
- 1.2.5 It is intended that this Appraisal will be used by the Council as guidance for assessing development proposals that affect the area, and by residents, developers and the



general public to understand its significance in order that its special interest and character will be preserved and enhanced for future generations. It is not intended to be comprehensive and omission of any particular building, feature or space should not be taken to imply that it is of no interest.

1.3 Summary of Conservation Area

1.3.1 The designation of Tenbury Wells as a conservation area is of its special recognition architectural and historic interest. Tenbury developed as a small market town set within a predominantly rural setting. The historic importance of Tenbury as a market town is reflected in its present street arrangement, centred upon the open market square and its distinctive Round Market. The dense urban character of the town is created by continuous frontages of terraced buildings, while interest is generated by the varied roofscape resulting from piecemeal development. There is an abundance of historic buildings within the town. emphasised by the 68 listed buildings, while the majority of modern development restrained and modest, often reflecting earlier architectural styles. The Church of St Mary provides a focus for the town

with the enclosed streetscapes opening out to create a pleasant greenspace, while the church tower provides a prominent landmark, dominating views into the conservation area.



2 Assessment of Special Interest

2.1 Definition of Special Interest

- 2.1.1 The Tenbury Wells Conservation Area has been designated due to its distinctive historic and architectural character. The area provides a cohesive townscape of good quality buildings which reflect the historic development of the town and the impact of its medieval heritage.
- 2.1.2 Architecturally, the conservation area combines the simplicity of the domestic with the ornament of commercial endorsement. Within the main retail areas, the provide buildings homogenous streetscape Georgian simplicity and Victorian ornament, while the medieval core creates contrast of irregular street layout streetscape. and Along Berrington Road interest is generated through the uniformity of the early 20th century suburb, with later 20th century buildings continuing to south. Interspersed within the town are key historic buildings which reflect key milestones in Tenbury's history and provide a visual focus, both within and into the conservation area.



Teme Street



Church Street



Berrington Road



2.2 Location and Landscape Setting

- 2.2.1 The Tenbury Wells Conservation Area lies within the county of Worcestershire. 36km to the northwest of Worcester. It encompasses the core of the town, centred upon the historic market place (NGR: SO 595 682). It was designated as a Conservation Area in 1969 and forms an important area of historic townscape, containing 68 listed buildings. The town lies on the border of Shropshire, with the River Teme forming a physical boundary between the two counties.
- 2.2.2 The landscape setting Tenbury Wells is defined by its location within the Teme Valley, flanked by the Clee Hills. The town itself is low-lying, positioned as it is within the flood plain of the River Teme and Kyre Brook. This allows long distance views towards the town from the north, where they are dominated by the rising tower of the church. To the south of the conservation area, the topography gently rises allowing views across the designated area.
- 2.2.3 Within the town, the sense of enclosure is created by the dense urban grain with carefully controlled views which focus in upon the town itself. Only glimpses of the wider countryside are available



Oldwood Road



County boundary



View from Castle Tump

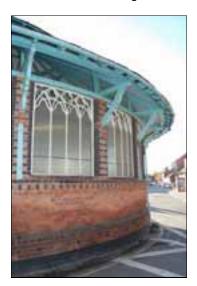


through breaks in the vegetation.

- 2.3 General Character and Plan Form
- 2.3.1 Tenbury Wells Conservation Area encompasses much of the town, incorporating the historic core and the commercial centre.
- 2.3.2 The town layout owes much to its origins as an historic market centre, with its historic street plan still evident in the physical layout. Teme Street and Market Street are characterised by continuous frontages which largely reflect the original burgage plots. These form the principal commercial streets with a good survival of historic shopfronts retained at groundfloor level, with residential accommodation above. The commercial district terminates at Square with Market the distinctive Round Market providing visual interest within the open space. This area represents the historic market core of the town and remains a thriving and active centre for the weekly market.
- 2.3.3 Extending to the north is Church Street, historically the earliest street in Tenbury Wells. Focus is provided by the Church which occupies a prominent position on the riverbank, with its tower visible both within and outside



Teme Street looking north



The Round Market



Church of St Mary



the conservation area. The street is now predominantly residential with an irregular and piecemeal layout which retains many of the oldest properties within the town.

2.3.4 Development to the north has been restricted by the physical barrier of the River Teme. To the south, the character of the conservation area becomes more uniform with a linear arrangement of continuous terraces. Along Cross Street these are principally of 19th century date, reflecting the growing prosperity of Tenbury as a spa town. Radiating to the west is Berrington Road and the suburbs of the mid-20th century. This area is built upon the medieval orchards and retains this emphasis on greenery and open space to create a pleasing and dramatic entry into the designated area.



Cross Street



Berrington Road



3 Origins and Historic Development of the Area

3.1 Archaeology

- 3.1.1 There is no archaeological evidence to indicate early settlement or land-use within Tenbury Wells, although a fordable crossing of the River Teme may have existed. number of Iron Age Hill Forts, including Garmsley Camp c. 7km to the southeast, do testify to a significant human presence in the landscape during the Iron Age.
- 3.1.2 The current town has its origins in the settlement recorded as Tamedeberie in the Domesday Book, suggesting that it was already an established settlement. The place-name Tenbury relates to 'Burg (fort) on the River Teme'; Teme being a British river name related to Tame meaning 'dark river' (Ekwall 1985). This, together with the Old English place-name indicates that the originated as an Anglo-Saxon settlement. Part of an Anglo-Saxon cross shaft has been found in the northern aisle of St. Mary's church and may indicate that an earlier church was located on the same site.
- 3.1.3 The medieval settlement of Tenbury was aligned along Church Street and Teme Street.

A medieval motte, known as Castle Tump, is located to the west of Teme Street on the north side of the river, close to the Tenbury Bridge. The motte may have been constructed to guard the river crossing, then aligned with Church Street. The motte is a designated Scheduled Ancient Monument.

3.2 Historic Development

3.2.1 The town of Tenbury became established due to its position at an important river crossing, making it the central focus for surrounding agricultural community. Tenbury received its status as a town in 1249 by a charter from the King to Roger de Clifford. At this time, Tenbury was centred on Church Street (known as All Hallows Street), with which the original river crossing aligned. In the 13th century, burgage plots were set out along Teme Street and the focus of the town shifted to the east. The medieval Tenbury bridge was extended to the south in 1580 after a heavy flood led the river to alter its course, resulting in a distinctive bend at the middle of the bridge. The extension was timber-built on stone piers, but floods throughout the following centuries necessitated several programmes. rebuilding The present bridge dates to the 19th century and is currently

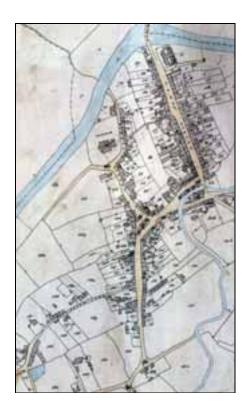


- designated as a Scheduled Ancient Monument.
- 3.2.2 The present layout of Tenbury town centre matches that of the 13th century; Teme Street and the adjoining Tenbury Bridge form the main thoroughfare through the town, with Church Street and Cross Street forming important subsidiary streets. This reflects a high degree of continuity in the history of Tenbury, which remained as a small market town on prominent trade route from the 13th century through to the 19th century.
- 3.2.3 During this period, a number of important buildings were constructed. including the present Parish Church of St Mary, constructed in the 1770s. The church was built on the site of at least three earlier church structures, of which elements have been retained. immediate predecessor destroyed by flood in November 1770, with only the tower and fragments of the nave surviving (Hayes 2007, 9). Extensive restorations were undertaken in 1864-5, and the peel of six bells in the belfry were recast in 1899 (Lowe c.1984).
- 3.2.4 Goff's Free School in Cross Street (now housing the town museum) was one of several free schools established in and around Herefordshire with money left by Mr Goff, a wealthy

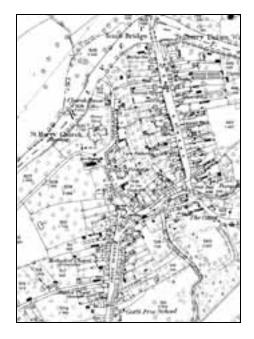
- coal merchant, for the education of poor children. The free school was built in 1819 to the southeast of the town, being rebuilt in 1868 and continuing in use as a school until 1914.
- 3.2.5 Built in 1837, the Tenbury workhouse, (now Temeside House), was designed George Wilkinson, a leading workhouse architect of the period, and constructed at a cost of £1365, paid for by local people. The building is of a double courtyard design, and had a capacity of 70 inmates (Trouteaud and Bevis 1993). An infirmary was added to the site in 1871 and a corrugated iron isolation hospital in 1890. However, the workhouse was never fully occupied and alternative uses, including court and council rooms were being implemented by the close of the 19th century. The workhouse closed in 1932 when the buildina was converted council offices and a fire station. isolation hospital was demolished in 2006 and the main building is currently vacant (Ibid).
- 3.2.6 A major development in the history of Tenbury came in 1839, when mineral water springs were discovered in the town. The first spring was discovered when the landowner at The Court (now Greenhill Close), Mr Septimus H. Godson, was searching for a



- better drinking water supply. A. B. Granville, an expert in spas in Germany and Britain, visited the newly-constructed well that year and advised on modification to the structure in order to seal it from the diluting land springs. He also analysed the chemical content of the water, and found it to contain iodine. This confirmed the claim that the water had healing properties (Miller n.d.).
- 3.2.7 A second well was sunk in August 1840 by Mr Price at the adjacent Crow Inn. reached a depth of 42ft and aimed to supply bottled water. It was bought out soon after construction by Godson. 1862 a further Spa building was constructed to the rear of the Crow Inn by his son, S. H. Godson. First evident on the 1885 Ordnance Survey map, where it is labelled as 'Pump Room and Baths,' the buildings designed were by James Cranston in a rather unusual Chinese Gothic style. Construction work was undertaken by G. Smith of Tenbury for £945. Forming a prefabricated timber and ironclad structure, the Pump Rooms were described by Pevsner in architectural guide to Worcestershire as 'without seriousness or taste'.
- 3.2.8 The spa, however, was not successful. In 1889 the associated boarding house was



1845 Tithe map



1885 Ordnance Survey map



let to the Crow Inn. The spa closed briefly in the 1900's, only to be reopened in 1911 after a complete refurbishment. Undertaken by the newly formed Tenbury Baths Company Ltd, this involved the installation of a steam engine over the well and conversion of part of the site to bottling. The town name was changed to Tenbury Wells in an effort to attract further tourists.

- 3.2.9 During the 19th century, further modifications were also made to Tenbury Bridge. In 1814 Thomas Telford surveyed the bridge and proposed that it should be widened by a further 16ft. The work was undertaken by Robinson and Wheeler of the Tenbury Turnpike Trust that same year (Hayes 2007). Another widening scheme undertaken in 1868 and again in 1908 with the strengthening of the bridge using reinforced concrete to create the present structure (Hayes 2007).
- 3.2.10 Throughout the 19th and 20th centuries, Tenbury functioned as the centre for fruit and hop growing, with many farms also specialising in cattle rearing. Many orchards are still present in the surrounding Teme valley, as well as acres of hop fields with the distinctive conical Oast houses. In Tenbury itself an Orchard survives to the north of Berrington Road, with Orchard Court alluding to former uses. A

- malthouse also survives on Church Street, reflecting the prominence of the hop growing and malting trade. The thriving farmer's market was recognised in 1858 with the construction of the Round Market constructed, to a design by James Cranston, architect of the Pump Rooms. It replaced the original structure, which was erected in 1811 as an open-plan structure set on six pillars (Lowe c.1984). The Round Market remains in use for the sale of produce on market days.
- 3.2.11 It was with the construction of the Round Market, located to the north of the town, that Tenbury's mistletoe market was established. Mistletoe, which thrives in the surrounding orchards, has always been harvested and sold in Tenbury for its medicinal properties. A specialised market for mistletoe and holly began in 1924, and an annual festival was recently introduced and celebrated every December.



4 Spatial Analysis

4.1 Street Pattern and Key Spaces

4.1.1 Much of the medieval street pattern survives within the Tenbury Wells Conservation Area. Historically, the main route into the town provided by Church Street; however, the re-routing of the bridge in the 13th century shifted the focus of the town to the along Teme Street. east, Church Street survives in the present town plan, but now provides access to residential properties. The narrow street layout and continuous building create line а sense of enclosure, focusing views north and south toward key open spaces around the Church and Market Square. The Church remains a dominant visual focus within the town, forming views both within and into the conservation area. The surrounding Churchyard provides one of Tenbury's principal open green spaces, enhanced by mature vegetation. To the south is the market place, positioned at the heart of the town. This space has been used to hold market since the 13th century and now includes the distinctive Round Market building, constructed in the mid-19th century.



Church Street



Round Market on market day



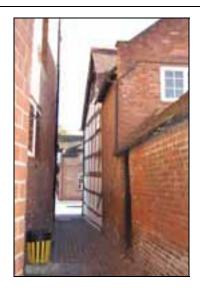
Teme Street



- 4.1.2 The main thoroughfare of Teme Street runs north-south through the town, terminating at Tenbury Bridge to the north. The street continues to function as a principal access route, both to pedestrians and through traffic. The street retains its active townscape with a good survival of historic shopfronts at ground level. It forms a cohesive streetscape with а linear provided emphasis bγ continuous frontages.
- 4.1.3 The linear emphasis and sense of enclosure continues to the south along Cross Street. Cross Street functioned as the main Toll Road into Tenbury and remains a principal route into the town. The enclosure of the town centre begins to give way towards the south with the replacement of terraces by detached properties set within large gardens. This provides visual interest with areas of established vegetation which positively enhance the conservation area.



4.2.1 Greenery and green spaces can often make a positive contribution to the appearance of a conservation area and, in rural settings, often form an important characteristic. Within built up areas where open land is limited, a significant contribution can be made by



Church Walk at Teme Street



Cross Street



River Teme



- private gardens as well as public areas and street planting.
- 4.2.2 Significant specimens groupings which make positive contribution to the conservation area have been identified on Figure 2. Important individual specimens and significant groupings have been recognised through the provision of Tree Preservation Orders (TPOs). More information and guidance on TPO's can be found at the council.
- 4.2.3 The role of Tenbury Wells as a small market town is reflected in its position within a wider rural setting and, as such, it has few open green spaces within the town centre itself. However, greenery still plays an important part in the character and appearance of the area, with a significant amount of mature vegetation located within private gardens and along boundaries to enhance the streetscape. This is highlighted by the banks of the River Teme with its dense vegetation and linear tree line.
- 4.2.4 One important green space has been identified at the churchyard, adjacent to the River Teme. The space is defined by tall vegetation to the north and east, with low brick boundary walls to the south creating a sense of enclosure. To the west, the area continues beyond the conservation area



Churchyard



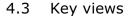
View into Tenbury along Oldwood Road



Pembroke Avenue



- boundary, forming an extension of the open vista.
- groupings 4.2.5 Important of vegetation have been identified along Oldwood Road and Berrington Road. Both are lined with mature trees which create an important view into the conservation area. They also have a secondary function to soften the transition between the town and its historic rural setting. Both views are enhanced by the natural topography which falls towards the town.
- 4.2.6 The contribution made by street planting is highlighted by the inclusion of Pembroke Avenue within the conservation area. This owes little to its architectural achievements and more with the inclusion of its tree lined avenue and large front gardens which create a pleasant residential streetscape.



- 4.3.1 The naturally even topography of the conservation area, combined with its regular street plan and rich architectural heritage, affords excellent views from several locations.
- 4.3.2 Key views emphasise the importance of linear boundaries, enhanced by uniform building lines. Within the conservation area these are concentrated along the major thoroughfares,



West along the river path to Tenbury Bridge



Kyre Brook to Market Street



Church Street from Scotland Place



enhancing the enclosure of important streetscapes. Views out of the conservation area are limited to the settlement edge where they reveal Tenbury's rural setting.

- 4.3.3 The following have been identified as principal views within the conservation area:
- south from Tenbury Bridge along Teme Street;
- east from Tenbury Bridge along the northern conservation area boundary
- west along the river path to Tenbury Bridge
- north from the churchyard across the Teme River
- view northwest from Kyre Bridge to Market Street
- north along Church Street from Scotland Place
- west along Church Walk to the Church of St Mary
- east along Berrington Road into the conservation area
- north along Oldwood Road into the conservation area
- west along Oldwood Road out of the conservation area
- south from the Castle Tump to the Church tower.



Church Walk to the Church of St Mary



Berrington Hill looking east



Tenbury Museum



- View east from Market Street towards Kyre Bridge and the Pump Rooms
- 4.4 Contribution of Key Unlisted Buildings
- 4.4.1 The Tenbury Wells Conservation Area contains 68 listed buildings. A full list of designated structures is provided in Appendix 1. In addition to these are a number of key buildings which, although undesignated, also make a positive contribution to the character or appearance of the conservation area.
- 4.4.2 The following list is not exhaustive, but does highlight those buildings which make a special contribution to the conservation area. The individual structures have been identified on Figure 2:
- Berrington House, Berrington Gardens
- Oak Cottage, Berrington Road
- Methodist Chapel, Cross Street
- Goff's Free School, Cross Street
- Stafford House, Cross Street
- Mount Cottage, Bromyard Road
- Crow Inn, Market Street
- 2-4 Market Street
- 22-24 Market Street
- 10-12 Teme Street



Methodist Chapel, Cross Street



No. 35 Teme Street



Stafford House, Cross Street



- 11 Teme Street
- 30 Teme Street
- 35 Teme Street



5 Character Analysis

- 5.1.1 Although forming the historic core of the town, the Tenbury Wells Conservation Area can be sub-divided into five distinct character areas. These areas are defined by a united and cohesive streetscape, as indicated by their history, built form, morphology and use.
- 5.2 Teme Street and Market Square
- 5.2.1 Teme Street and Market Square, including Market Street. form the commercial heart of the conservation area. They represent the bustling market town with а continuous streetscape of ground-floor shopfronts, terminating at the open marketplace. The urban character of this area is reflected in the predominance of hard-standing and continuous building line which creates a sense of enclosure.
- 5.2.2 The buildings along Teme Street follow the divisions of the medieval burgage plots, but the buildings themselves reflect the piecemeal replacement of medieval structures with grand townhouses of the 18th and 19th century. Evidence of burgage plots is further reflected in the incorporation of coach arches leading to small rear yards or walkways. These break up the



Varying roofscape along Teme Street



No 10 Teme Street



Arch at No 31 Teme Street



- streetscape and emphasise the linear street pattern. Along with these there is also an attractive arched passageway leading to the old Corn Exchange.
- 5.2.3 The building layout becomes more irregular towards the north, with the development of individual plots in the late 20th century and the presence of a number of gap sites which visually detract from the overall coherence of the streetscape.
- 5.2.4 Some timber-framed buildings do survive, although many were refronted in the 19th century. Glimpses of timber framing are still visible, particularly at No's 42 and 45 Teme Street. There is a better survival of 16th and 17th century buildings towards the market place, with striking examples at No's 16-17 Market Square and No's 10-12 Market Street. However, the dominant style architectural is Georgian with two- and threegrand townhouses storev creating vertical emphasis. The use of red brick creates a cohesive and striking streetscape. The dominant roofing material is slate, with low-pitched roofs and tall brick chimneys scattered across the skyline.
- 5.2.5 There is uniformity in architectural detailing with a good survival of hung sash windows, including both Georgian and Victorian



Gap site on Teme Street



No. 16-17 Market Square



Pump Rooms



examples. Ornament is limited to public buildings, including the Chinese Gothic of the Pump Rooms and Round Market. There is also limited use of decorative stonework and tile within the late 19th century public buildings and commercial properties along Teme Street and Cross Street. Good examples can be seen at No's 10 & 11 Teme Street.

5.2.6 The commercial buildings retain many of their ornate historic shopfronts. There is a good survival of fluted pilasters and console brackets, including 22 to 24 Market Street and 25 to 27 Teme Street. A significant survival of the early 20th century is located at No. 2 Market Street, complete with curved metal transoms. Α useful example of poor quality modern replacements exists at No. 10 Teme Street with historic console and cornice over an oversized modern fascia and glass windows. plate Inappropriate advertising boards can dominate historic an building through the use of conflicting colours and designs. Fortunately this is limited to a few buildings at Tenbury, including No 15 Market Street and No 8A Teme Street. Added interest is provided by hanging shop signs, notably No's 30 and 41 Teme Street, which relate well to their location and

generate added interest to the



Shopfront at No 2 Market Street



No 8A Teme Street



No 30 Teme Street



streetscape.

- 5.2.7 However, Teme Street also forms the main route into the town, placing a significant pressure on the area. This route acts as a barrier to pedestrian movement and discourages greater exploration of the town centre. It also increases street clutter with unsympathetic, but necessary signage and highway furniture. Much of the vacant land within the conservation area is currently occupied by parking, particularly along Teme Street and within the cattle market where it conflicts with the historic buildings. The level of traffic is increased by the abundance of on street parking which detracts from the quality of the townscape and actively detracts from the surrounding urban fabric.
- 5.2.8 There are also individual buildings which would benefit from regeneration. These include Tameside House, an important listed building which is currently vacant. associated with this building is a further structure to the rear despite which, some unsympathetic modern alteration, remains a good quality historic building which is underutilised. currently addition, No 42 Teme Street is currently listed at grade II and represents a timber-framed structure of the 17th century. The building is currently vacant



Car park to rear of the Royal Oak



No. 42 Teme Street



Temeside House



and thus detracts from the vibrant streetscape of Teme Street. However, the façade is visually striking and when restored would make a positive contribution to the conservation area.

5.3 Church Street

- 5.3.1 Church Street represents the earliest thoroughfare through the town, previously connecting to the river crossing. This character area is dominated by the Church of St Mary which lies at its centre. The area extends along Church Street, continuing from Market Square and terminating at the River.
- 5.3.2 The peace and tranquillity of Church Street contrasts with the hustle and bustle of the commercial arena of Teme Street which it borders to the east. The street meanders and narrows towards the north, with residential buildings fronting directly onto the street. This transition is also reflected in the architecture, with more modest dwellings rarely rising above two-storeys. The use of red brick of continued, with clay tile roofs replacing the slate of the later structures along Teme Street. The historic interest of this area is reflected in surviving late 17th and early 18th century terraces positioned alongside the church. These terminate at the malthouse, a grade II listed

building and the only surviving example of an industry which



No 13-14 Church Street



Malthouse Church Street



Church Street looking towards the Market Square



- once thrived in Tenbury. The building is currently vacant and in a poor state of repair and is considered to be at risk.
- 5.3.3 Contrasting with the enclosure of the street is the churchyard which represents an important open space within the town. The church itself forms one of the principal buildings in Tenbury with its tower dominating views both within and outside the conservation area.
- 5.3.4 There has been some loss of historic buildings with late 20th century housing to Riverside Mews and Scotland Place: however, these are set back from the street and are not readily visible from the public domain and their modest architecture does not detract character and from the appearance of the conservation area.

5.4 Cross Street

- 5.4.1 The Cross Street character area lies to the south of the market square. It occupies a linear piece of land which follows the alignment of the Tenbury Toll Road. The area is predominantly residential with some small-scale commercial and office use.
- 5.4.2 The historic importance of this street is reflected in the number of listed buildings, nine in total, with individual surviving

buildings such as the King's Head with its striking black and



Churchyard



Scotland Place



No 37-41 Cross Street



- white framing and the grade II* Cornwall House constructed in the 17th century by the wealthy merchant Thomas Cornwall.
- 5.4.3 The appearance and character of Cross Street is one of uniformity and cohesion with continuous terraces of two- and three-storey dwellings fronting the directly onto street. However, these are not uniform terraces, but rather reflect the piecemeal replacement and infilling of the medieval town during the 18th and 19th century. There is a cohesion of building materials with red brick and clay roof tiles, which contrasts with the varied building sizes to create an interesting and undulating roofscape, emphasised by decorative eave cornices and ridge detail. Further interest is generated through the use of gabled dormer windows, giving greater height to the two-storey properties.
- 5.4.4 There is uniformity in architectural detailing with a good survival of hung sash windows. While the smaller domestic properties simplistic in architectural form, there is also limited use of decorative stonework and tile within the late 19th century public buildings. Α good example has been identified at the Methodist Chapel, Cross Street. Much of the decoration is focussed around the window



King's Head



Cornwell House



No's 29-35 Cross Street



openings with carved lintel and keystone detail. A good example survives at No. 8 Cross Street.

5.5 Berrington Road

- 5.5.1 Continuing to the west of the conservation area is Berrington Road, an area of predominantly residential buildings which represent Tenbury's early 20th century expansion.
- 5.5.2 The character of this area is one of predominantly early 20th century residential expansion. Isolated 17th century farmsteads do survive to the west of the area, comprising the seven listed buildings within the character area. The timberframing is also reflected in some of the more modern structures with false framing to many of the gables along Berrington Road.
- 5.5.3 However, the dominant architectural appearance of the area is of early 20th century townhouses arranged in short terraces. To the north, there is a higher density of modern infilling, particularly around the police station, constructed in the mid-20th century and College Gardens, constructed within the grounds of College House
- 5.5.4 The uniformity of the building blocks is offset by soft landscaping to the west with large front gardens and road



No 51-59 Berrington Road



No 24-30 Berrington Road



Police Station, Berrington Road

side planting. This has blurred



- the transition between the town and the surrounding rural landscape and created striking views into and out of the conservation area.
- 5.5.5 Both College Gardens and St Mary's Court represent modern housing estates constructed post-designation. with present northern boundary of the conservation area running through both developments. The modern housing contrasts with the rest of the conservation area in architectural style, layout and building mass and. therefore, should be considered for removal. In contrast, the western boundary fails to take account of the large semidetached villas at Appleton, Glenville and Hilldale. These are consistent with the early 20th century dwellings which dominated Berrington Road and their setting is enhanced by their prominent hilltop position with a strong contribution from mature vegetation.
- 5.6 Pembroke Avenue and Oldwood Road
- 5.6.1 Occupying the southern portion of the conservation area are Pembroke Avenue and Oldwood Road. The overriding character of this area is one of mid- to late 20th century expansion. Its inclusion within the wider conservation area stems form the contribution of



St Mary's Court



Hilldale and Glenville



Modern development at Berrington Gardens

landscaping rather than architectural quality.



- 5.6.2 Historically, Oldwood Road formed the principal route into the town from the south and acted as the Toll Road from the 17th century. This importance is reflected in the survival of Pembroke House and Pembroke Cottage, both grade II listed timber framed structures of the 17th century.
- 5.6.3 Pembroke Avenue represents a development of the mid-20th century with uniform dwellings arranged along a tree-lined avenue. Although the buildings themselves are not of unique architectural quality, they are typical of their date and create a pleasant and cohesive streetscape. Berrington Gardens and Mount Pleasant both represent enclosed developments of the late 20th century.
- 5.6.4 Berrington Gardens includes the 19th century Berrington House, which remains set within its own large gardens. The surrounding modern buildings sympathetic to this in both style and mass. The interest of Mount Pleasant in contrast, lies within its natural topography with unassuming modern buildings set within landscaped gardens. Their prominent position on the mount provides them with significant views across the conservation area.
- 5.6.5 The significance of the character area as one of the



Pembroke House



No 9-10 Pembroke Avenue



Berrington House

gateways into the town is enhanced by its natural topography with the ground dropping towards the north.



Dense planting along Oldwood Road screens many of the buildings from the highway and softens the transition from urban to rural and defines one of the key views into the area.



Screening to Berrington Gardens



6 Management Plan

6.1 Introduction

6.1.1 The management plan will establish a mid-to-long term strategy for addressing the issues and recommendations for action arising from the Appraisal. We consider it is essential to involve the local community in the development of management proposals if these are to succeed.

6.2 The Management Strategy Framework

6.2.1 The Management Strategy for Tenbury Wells works within provide existing policies to detailed design and development guidance on planning applications for new development. repairs. alterations and extensions to demolitions of historic buildings. It also seeks to enhance neglected areas and buildings, including listed buildings. within the conservation area and identified within the Conservation Area Appraisal. It seeks to effectively monitor change, draw up enforcement strategies to address unauthorised development and secure the repair and full use of buildings at risk in the conservation area.

- 6.2.2 The management of the conservation area is an onaoina process. based on existing or proposed policies and procedures and monitored to ensure its effectiveness. The following management framework has been established by Malvern Hills District Council (MHDC):
 - 1. In August 2006, MHDC adopted the Malvern Hills District Local Plan. This establishes the land use position against which all planning, listed building and conservation area applications will be assessed;
 - 2. MHDC will build on the statutory development plan process by utilising and establishing additional Supplementary Planning Documents (SPDs), such as the already published House extensions SPD:
 - 3. MHDC will evaluate the planning decisions it makes within the Tenbury Wells will Conservation Area. lt the examine use and effectiveness of existing local plan policies and their success at appeal. This will be monitored every year and reported in the Annual Monitoring Council's Report;
 - 4. MHDC will ensure that effective community consultation on all future policy documents,



planning, listed building, conservation area consent and tree applications relating to the conservation area takes place in accordance with the standards it established has in Statement of Community involvement. This might involve the use of а variety of techniques consultation including community meetings, planning for real exercises and the use of all appropriate forms of media:

- 5. MHDC will provide all appropriate organisations with a copy of the Tenbury Wells Conservation Area Appraisal and Management Plan in order to guide and influence the preparation and production of relevant strategies and guidance documents;
- 6. MHDC will undertake regular reappraisals of the conservation area. This will enable a full reevaluation of the effectiveness established policies procedures. Photographic dated surveys (including aerial photographs) of the conservation area will be basis maintained as а for monitorina and recordina change of the conservation area and its setting;
- 7. MHDC will ensure reported incidents of unauthorised development within the

- conservation area are investigated and actioned in accordance with the Enforcement Policy;
- 8. Whilst no listed buildings have been identified as appearing on the Buildings at Risk Register, MHDC will continue to monitor the physical condition of all listed buildings within the conservation area and identify any that may be 'at risk';
- The appraisal has established the importance of the natural environment within the conservation area. The trees, open spaces and hedgerows identified in the document will be protected and, where necessary, Tree Preservation Orders will be implemented; and
- 10. The appraisal has identified several areas that have a negative impact on the appearance and character of the conservation area. Through consultation on the appraisal, MHDC has sought views on these areas, whether any other areas could be included and what mechanisms could be useful for improving the appearance of those areas.
- 6.2.3 All works within the conservation area should also adhere to the guidance set out in Planning Policy Guidance 15: Planning and the Historic



Environment (PPG15), specifically Section Conservation Areas. This places controls on both the conservation area and the listed buildings within it. Tenbury Wells currently has 68 listed buildings, statutorily protected under current planning law. Any alterations to a listed building require Listed Building Consent. Further information on listed buildings can be obtained from MHDC.

- 6.3 Design guidance
- 6.3.1 The Malvern Hills District Local Plan and Regional Spatial Strategy establish the planning policy framework for assessment of planning, listed building and conservation area applications.
- 6.3.2 The designation of is conservation area not intended as a bar to all change. Rather it is intended as a guide future development ensure that the special interest designated of the area is protected. Any development should be guided by sound principles of urban design and be sympathetic to its setting. Where possible, opportunities for replacement of buildings which are intrusive to the character of the conservation area should be utilised. Reinstatement historic features should also be

- encouraged when opportunities arise.
- 6.3.3 Any ongoing and future development within the conservation area or its immediate setting should ensure that:
 - 1. the type, character and design of the development actively enhances the conservation area:
 - the development would not result in the demolition of a building or structure which makes a positive contribution to the conservation area, or where its removal would be harmful to the character of the conservation area;
 - 3. the distinctive street pattern, plot sizes and open spaces are respected and preserved;
 - 4. any new structures respect the overall pattern of building within the conservation area in scale, form, proportion and detailing;
 - 5. any extensions to existing buildings should be sympathetic in building material and architectural style to the main building;
 - key views into and out of the conservation area identified within this Appraisal are maintained;



- existing areas of vegetation are maintained and protected. Any new boundary planting should be of native species; and
- 8. adequate provision is made for the increase in traffic associated with any new development. The impact of parked vehicles on the streetscape and provision of parking areas should be carefully considered and should not adversely impact on the conservation area.
- 6.3.4 In addition, generic guidance on sensitive development and alteration within the conservation area should be made available to residents, businesses and the local planning authority.
- 6.3.5 There will be a presumption against the granting of planning permission for any proposed development which conflicts with the identified character or appearance of the conservation area.
- 6.4 Specific Guidelines for repair and alteration work

Building Materials

6.4.1 Red brick is prevalent throughout Tenbury Wells with intermittent use of timber-framing. Roofs are consistently of clay tile with some slate used in the more commercial properties. These materials should be continued in any new build in order to compliment the existing

streetscape. The introduction of stone and concrete should be avoided.

Windows and doors

6.4.2 Existing windows and external doors should be retained and carefully repaired wherever possible. Most original windows are of a timber sash design. If replacement is unavoidable. windows new should be accurate timber replicas of the original design, in both pattern and detail. uPVC windows are unacceptable as they prevent historic buildings from attaining sufficient ventilation and detract from the aesthetic quality of the buildings.

Shopfronts

- 6.4.3 Of particular significance within Tenbury Wells are the historic shopfronts which make positive contribution to the appearance of the conservation This is particularly important with regard to the recent flood damage. A Shop Front Grant Scheme is in place for Tenbury Wells and this information should be made available to all businesses in the town.
- 6.4.4 Any alteration to the shopfronts should preserve and enhance all existing historic shop furniture. shopfronts New should be sympathetic to the respect building and structure in terms of building materials, building scale and



architectural style. All shopfronts should respect the wider streetscape character and there should be a presumption against projecting box signs, oversized fascias and internally illuminated signs. Opportunities to replace inappropriate signage should be taken as they arise.

Car parking

6.4.5 There will be a presumption against any development which proposes the conversion of garden residential property areas into hard standing for car parking, as this detracts from character the of the conservation area. Opportunities to replace existing areas of unregulated parking should be sought.

Demolition

- 6.4.6 The Council will not normally permit the demolition of historic buildings in Tenbury Wells Conservation Area, unless the building to be demolished can be shown to have a negative effect on the character or appearance of the conservation area.
- 6.4.7 In accordance with PPG15, demolition of listed buildings will not normally be permitted.

Landscaping

6.4.8 In accordance with both PPG15 and the Malvern Hills District Local Plan, green spaces and vegetation which make a

- positive contribution to the conservation area will be protected. Individual specimens are protected by Tree Preservation Orders. In addition to this, special notice is required for any proposals to cut down, or extensively trim, any tree within the conservation area.
- 6.4.9 Proposals for new development will be sympathetic to the landscape character of the conservation area, while any new planting will be consistent with its existing appearance.
- 6.4.10 Within Tenbury Wells, the area of open space located at the front of the Pump Rooms has been identified as an amenity space and is thus protected under Policy CN13 of the Malvern Hills District Local Plan. This prohibits the development of this area unless it can be proved that the proposal will benefit the site.
- 6.4.11 With regard to hard landscaping, any alterations or repairs to road surfaces and paving within the conservation area should ensure that these areas are reinstated to match existing surfaces. Many of the pedestrian areas have recently been repaved using red blocks which concrete compliments the wider streetscape. This should be extended throughout the town centre when the opportunity for reinstatement arises.



- 6.5 Opportunities for enhancement
- 6.5.1 This Appraisal has identified specific areas which currently make no contribution to the character or appearance of the conservation, or actively detract from These it. sites. buildings, provide the opportunity to enhance the area through removal, replacement redevelopment. proposed development should adhere to the good design principles outlined above.

Opportunity sites

6.5.2 The dense urban grain within Wells Tenbury makes significant contribution to its historic character. This interest is reduced where vacant plots exist as a result of previous clearance. There a currently a number of vacant sites within the Tenbury Wells Conservation Area which detract from the overall streetscape. These are predominantly located Teme Street and Market Street where they are currently in use as car parking. Opportunities to infill these areas should be enhance sought to the streetscape. Any new build should be designed with respect to its context and follow the design guidance outlined above. For individually important sites it may be appropriate to prepare design briefs, providing guidance appropriate on

- development to enhance the area.
- 6.5.3 Within Tenbury Wells specific 'opportunity sites' include:
 - 1. The Cattle Market is situated in a prominent position off Teme Street and adjacent to the riverside. This area contains two significant historic buildings. including the grade II listed Temeside House, both of which are currently vacant. The space is currently in use as car parking, but opportunities should be sought to reinstate the continuous streetscape and regenerate the setting of the listed building. The site is bordered by No's 54 and 56 Teme Street which currently detract from the conservation area. Opportunities to replace these structures should be taken as they arise. Any development within this area will be subject to Policy EP18 of the Malvern Hills District Local Plan.
 - 2. Land to the rear of The Royal Oak, Market Street is currently in use as a car park. Access is provided from both Market Street and Market Square, using land released by demolition in the 20th century. Opportunities should be sought to re-establish the continuous frontages to both streets and redirect the constant flow of traffic away from the market square.



3. The area immediately to the north of the Bridge Hotel is currently occupied by unsightly hard landscaping and inappropriate storage. This site lies adjacent to the river and is visible when entering the town. This represents a prime site for enhancing the appearance of the conservation area as a gateway site and for regenerating the riverside.

Individual buildings

- 6.5.4 The contribution of individual buildings to the conservation area should not he underestimated. In addition to listed buildings, many buildings have been identified positive as making а contribution to the area and every effort should be made to protect these structures.
- 6.5.5 Whilst no listed buildings in Tenbury Wells have been identified as appearing on the Buildings at Risk Register, MHDC will continue to monitor the physical condition of all buildings within conservation area and identify any that may be 'at risk'. One structure which should considered for inclusion is the malthouse on Church Street. grade II structure is currently vacant and falling into disrepair. Every effort should be made to bring this building back into active use.

- 6.5.6 Two main ways in which the conservation area could be enhanced include:
 - 1. The offering of conservation enhancement grants for the restoration of properties in terms of decoration and repair. At present there are currently no enhancement grants available for listed or unlisted building developments from either English Heritage or Malvern Hills District Council. Should this situation change in the future or other sources of funding from other organisations become available, these could lead to an amendment of the Appraisal document and process.
 - 2. The serving of Urgent Works Notices on listed buildings or the serving of Section 215 Notices. Both of these tools enforcement are available within conservation area. The former is a notice served on the owner of a listed building at risk and requires the owner to make the building wind and weather tight pending a full repair. The latter is a notice served on the owner of any property within a conservation area where it is considered that the poor or untidy state of the site or building significantly detracts from the character of the conservation area. Their possible use is part of the Enforcement Plan and Management Strategy.



Traffic

- 6.5.7 The Appraisal has identified a significant impact placed on the conservation by traffic, both moving and stationary. At present, much of the traffic is located on Teme Street with parking available on both sides of the street. Car parking represents a dominant feature within the streetscape and often detracts from the appearance of the conservation area.
- 6.5.8 Suggested measure to reduce the impact of traffic in Tenbury Wells include:
 - Restricted times for parking on Teme Street:
 - 2. The implementation of a 20mph speed limit through the town to create a safer pedestrian environment; and
 - Replacement of the current pelican crossing on Teme Street with a less visually intrusive zebra crossing.
- 6.6 Suggested Boundary Changes
- 6.6.1 Since its original designation in 1969, a significant amount of new development has taken place within Tenbury Wells. Following a survey appraisal and after public consultation it is suggested that one area should be removed from the present

- boundary and three areas added:
- 1. The present northern boundary runs through the modern development at St Mary's Close. The estate was constructed post-designation with current boundary running through a number of dwellings. The estate makes contribution to the historic or architectural interest of the conservation area and. therefore, is recommended for removal.
- 2. In contrast, it is recommended that the western boundary be extended along Berrington Road to encompass the early 20th century villas of Appleton, Glenville and Hilldale. The structures are enhanced by their landscape setting, raised above the main town and set within attractive greenery. The area makes a positive contribution to the conservation area providing views east towards the town and its interesting roofscape.
- 3. To the north east of the conservation area the present boundary cuts through several Medieval burgage plots. It is suggested these be included for their historical associations with the town's development.



- 6.6.2 The suggested boundary changes are clearly identified in the appraisal.
- 6.6.3 Guidelines for assessing Conservation Area boundaries and any consideration of their extension are set out Planning Policy Guidance note (PPG15) but also Guidance on Conservation Area Appraisals and Guidance on the Management of Conservation Areas, and the specification for assessing boundary reviews set out in these documents has basis for formed the the of reassessment the boundaries.

6.7 Community involvement

6.7.1 Every household within the conservation area and immediately adjacent to it was sent a leaflet summarising the Conservation Area Appraisal and link to the document on the Internet. A period of 28 days, from the 7th January to the 3rd February was given comments. A public exhibition was also set up between the 7th January and 11th January and a public meeting held within the town. Comments received were taken into consideration in amending the draft Appraisal.



7 Bibliography

Department of the Environment, 1994, Planning Policy Guidance 15:

Planning and the Historic Environment

English Heritage, 2006, Guidance on Conservation Area Appraisals

English Heritage, 2006, Guidance on the Management of Conservation

Areas

English Heritage, 2005, Streets For All: West Midlands

English Historic Towns Forum, 1998, Conservation Area Management:

A Practical Guide

Malvern Hills District Local Plan (Adopted 2006)

www.english-heritage.org.uk

www.helm.org.uk



Appendix 1:

Listed Buildings

Building	Grade
26 & 28 Berrington Road	II
30 Berrington Road	II
32 Berrington Road	II
24 Berrington Road	II
68 Berrington Road	II
Church of St Mary, Church Street	II*
Church House, Church Street	II
Warehouse and Hop Kiln, Church Street	II
Fire Engine Shed, Church Street	II
The Old Rectory, Church Street	II
1 Church Street	II
2 Church Street	II
3 Church Street	II
12 Church Street	II
13 Church Street	II
14 Church Street	II
15 Church Street	II
16 Church Street	II
17 Church Street	II
18 Church Street	II
1 College Court	II
2 to 4 College Court	II
Cornwall House, Cross Street	II*
Pembroke Cottage, Cross Street	II
King's Head Inn, Cross Street	II
Pembroke House, Cross Street	II
1 Cross Street	II
3 Cross Street	II



Building	Grade
5 Cross Street	II
9 Cross Street	II
11 Cross Street	II
22 Cross Street	II
24 & 26 Cross Street	II
Tavern Inn, Market Square	II
The Cage Hotel, Market Square	II
The Old Market Hall (Round Market), Market Square	II
4 Market Square	II
5 Market Square	II*
6 Market Square	II*
16-17 Market Square	II
Workshop to rear of 16 & 17 Market Square	II
18 Market Square	II
The Royal Oak Hotel (10 to 12) Market Street	II
1 & 3 Market Street	II
5 & 7 Market Street	II
6 & 8 Market Street	II
16 & 17 Market Street	II
19 Market Street	II
26 Market Street	II
Pump Rooms, Brine Baths & Reading Room, Teme Street	II*
Work House (Temeside House), Teme Street	II
The Ship Inn, Teme Street	II
14 Teme Street	II
16 Teme Street	II
18 Teme Street	II
23 Teme Street	II
34 Teme Street	II
36 Teme Street	II
40 Teme Street	II
42 Teme Street	II
43 & 45 Teme Street	II



Building	Grade
44 Teme Street	II
46 & 48 Teme Street	II
47-49 (The Regal) Teme Street	II
51 Teme Street	II
53 Teme Street	II
55 & 57 Teme Street	II
61 Teme Street	II



Appendix 2:

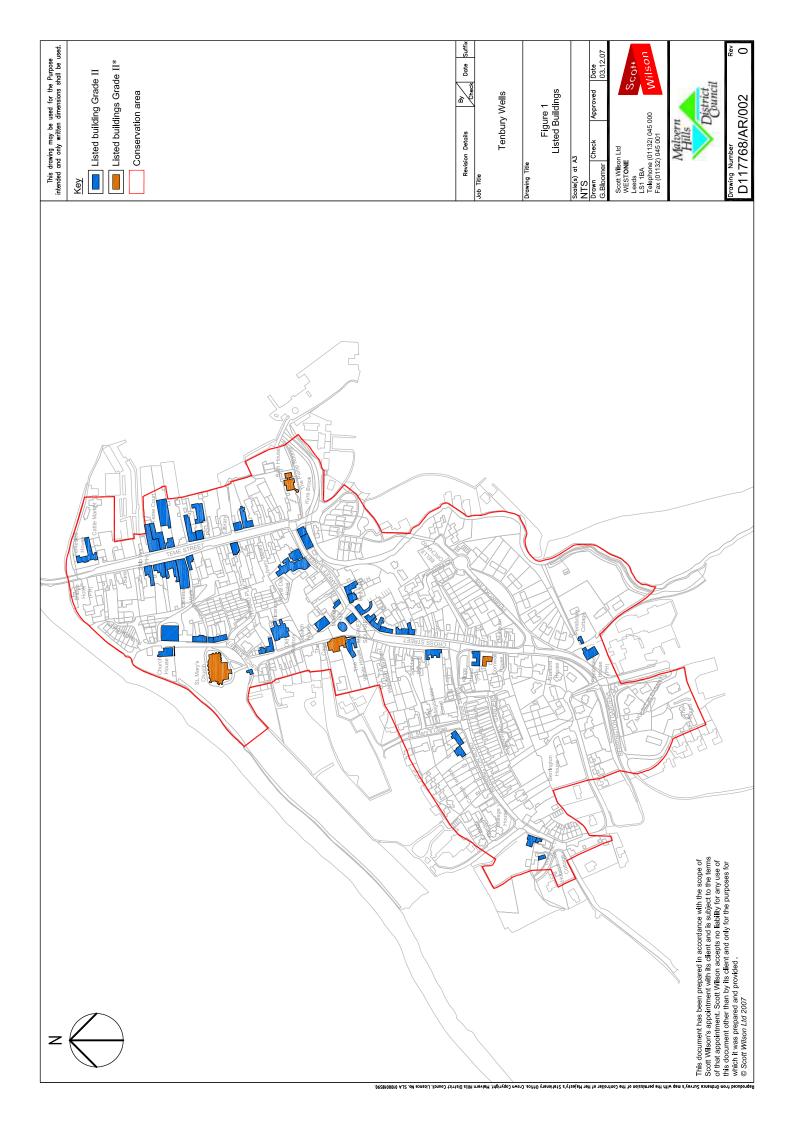
Buildings which make a positive contribution

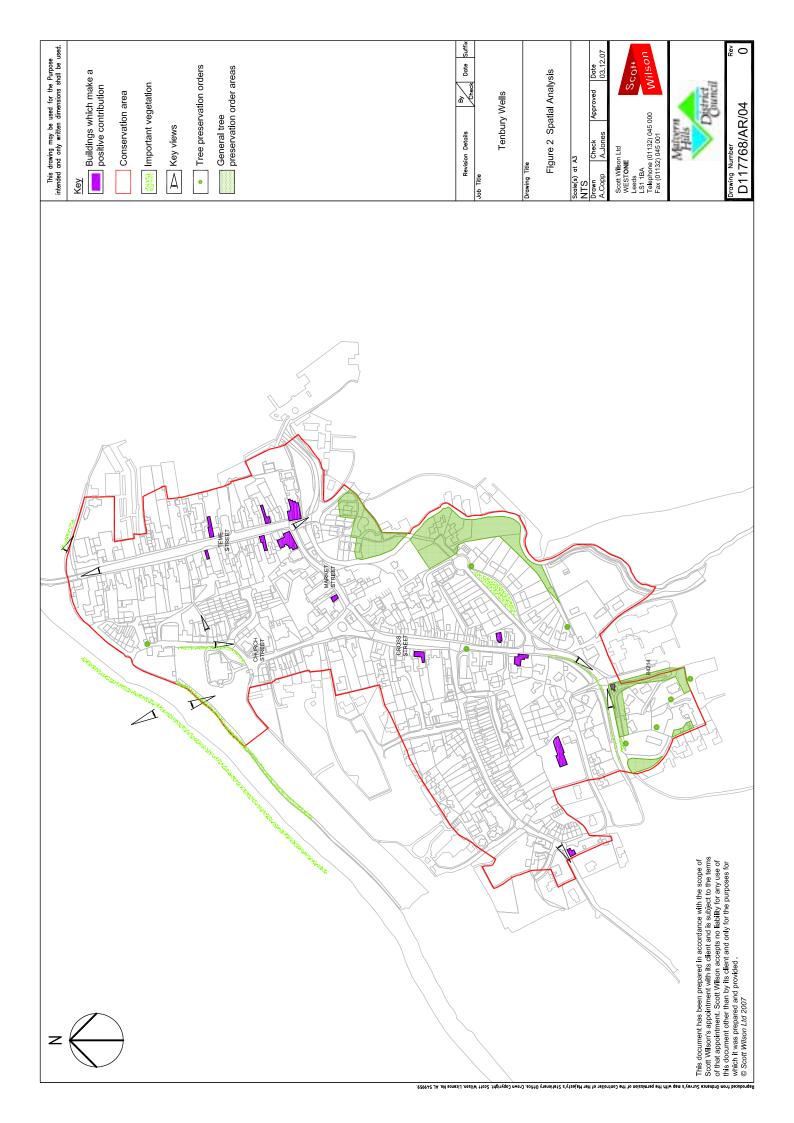
Building
Berrington House, Berrington Gardens
Oak Cottage, Berrington Road
Methodist Chapel, Cross Street
Goff's Free School, Cross Street
Stafford House, Cross Street
Mount Cottage, Bromyard Road
Crow Inn, Market Street
2 to 4 Market Street
10 to 12 Teme Street
11 Teme Street
30 Teme Street
35 Teme Street

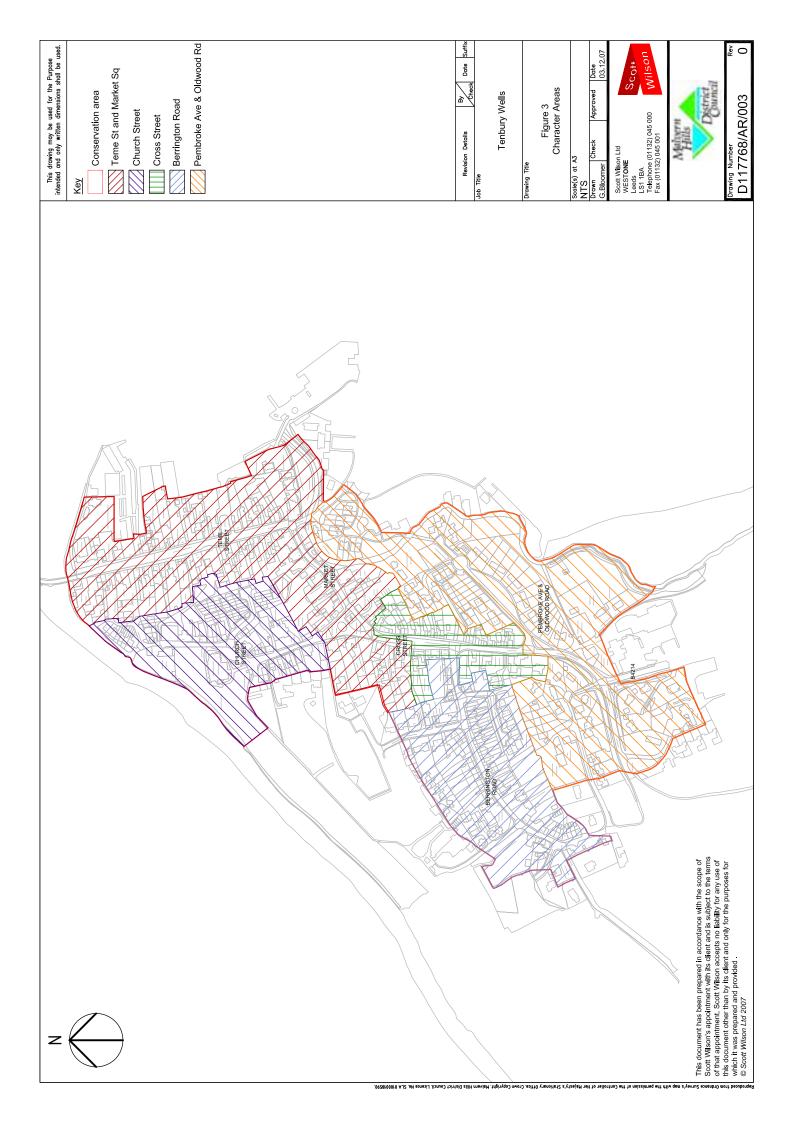


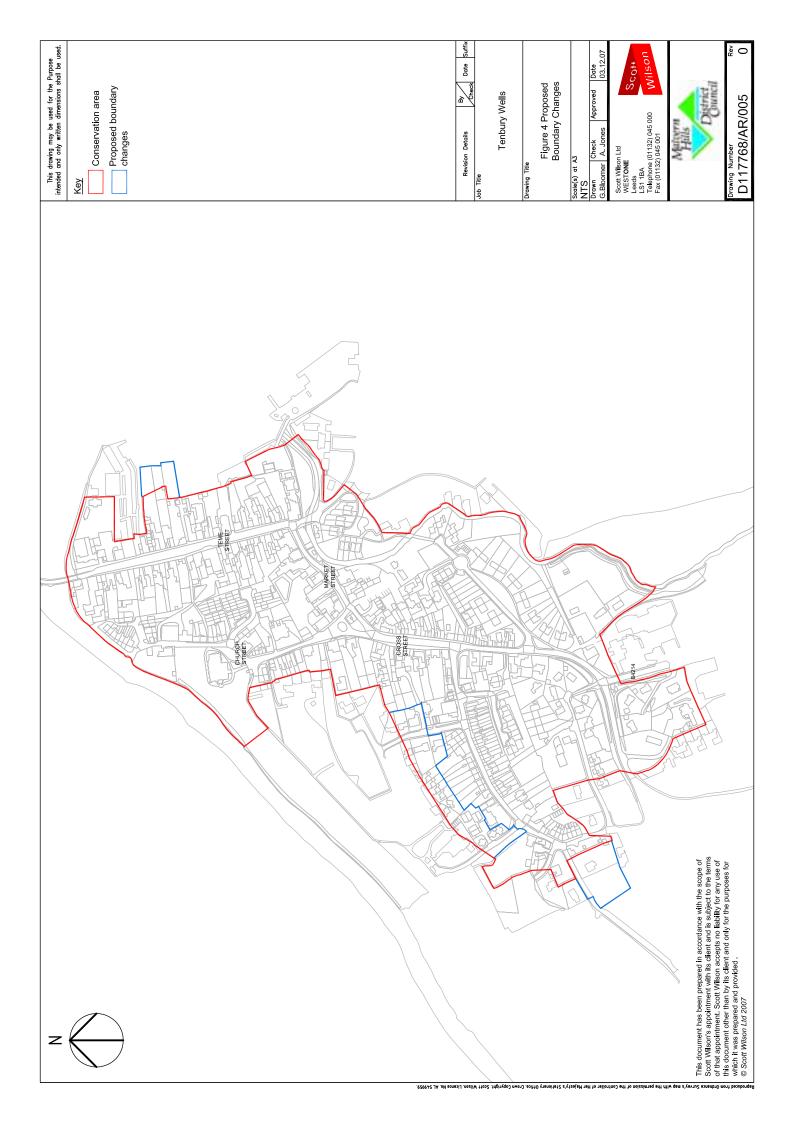
Appendix 3:

Figures











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