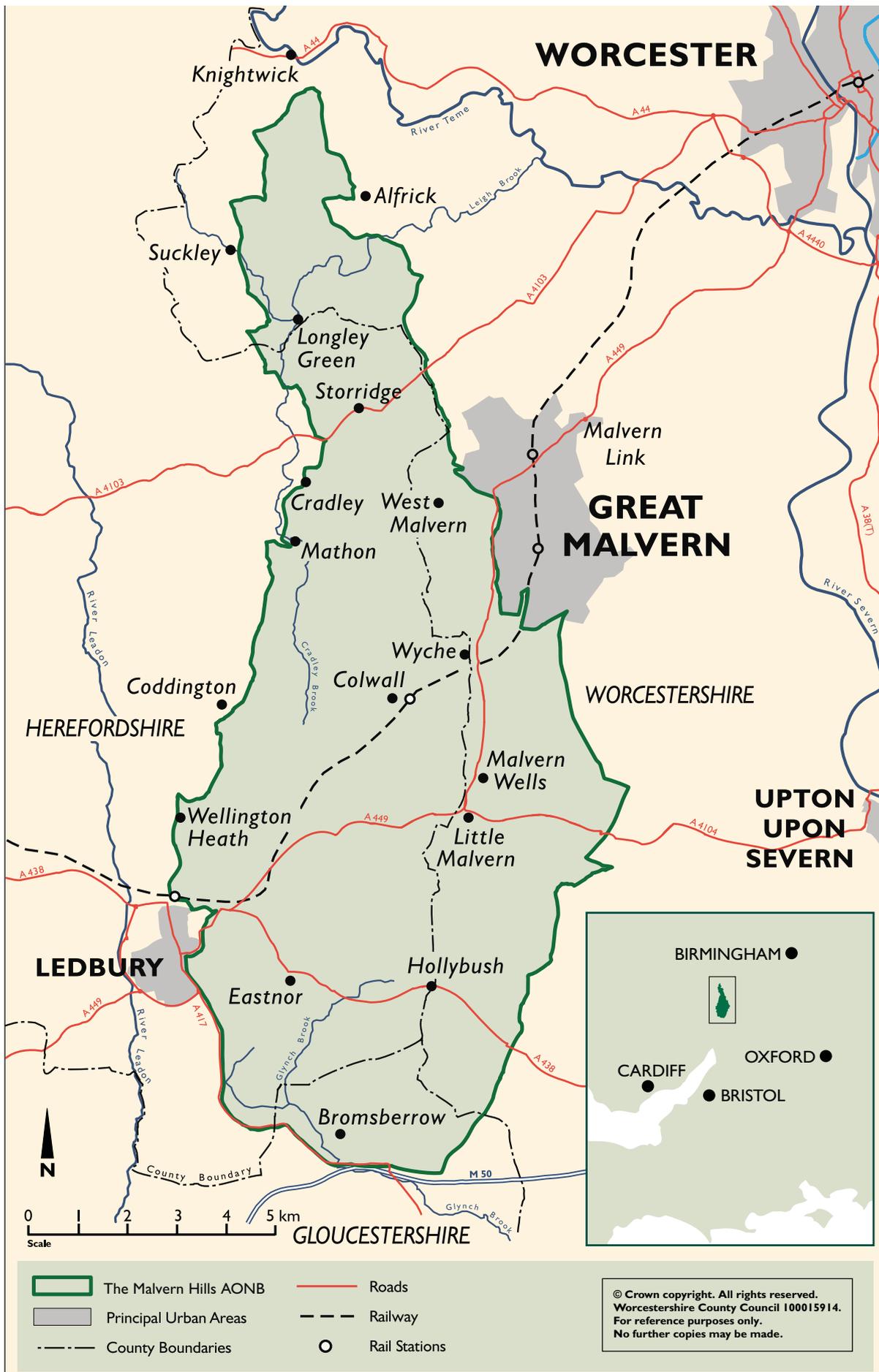


Malvern Hills Area of Outstanding Natural Beauty
Guidance on how Development
can Respect Landscape in Views





Outline map of the Malvern Hills AONB

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Wyche cutting from the Three Counties Showground

Introduction

Landscape and views

The landscapes of the Malvern Hills and surrounding areas have been designated an Area of Outstanding Natural Beauty (AONB), the primary purpose of which is to conserve and enhance natural beauty.

Both natural and cultural influences have combined to produce the landscapes that are so highly valued today. The unique geology of the area - in particular the juxtaposition of the high, dramatic ridge of the Malvern Hills with the flat Severn Plain to the east - makes this arguably one of the best places in lowland England to enjoy outstanding views. Visitors to the high ground are afforded panoramic vistas that stretch to the horizon, whilst those looking towards the Hills frequently enjoy views of one of the most distinctive and iconic land forms in the region. When people were asked what they particularly liked about the AONB in a recent visitor survey¹, the most popular response given was 'the beautiful/great views'.

The conservation and enhancement of the AONB's landscapes is a requirement of national and local planning policy. Whilst the areas beyond the AONB boundary are not subject to the same protections, the surrounding land constitutes the 'setting' of the AONB (i.e. the area within which the AONB is experienced).

The importance of views in and around the Malvern Hills is fully recognised in the AONB Management Plan. The Plan emphasises that the significance of the AONB setting as well as that of the AONB itself must be considered when planning new development. It explains that if the quality of the setting declines, then the appreciation and enjoyment of the AONB diminishes. In order to help protect the views that are valued by so many people it is therefore essential that new development within the AONB and its setting is carefully considered within the context of those views.

The AONB Partnership has previously produced a report identifying key views to and from the Malvern Hills AONB, and associated guidance on how to identify and grade views and viewpoints². The guidance emphasises that key views and their associated viewing corridors are a material consideration in planning decisions, and that their protection is a priority in this respect. Whilst views from elevated vantage points within the AONB are especially important, consideration should also be given to views from lower ground, both within and towards the AONB.

The conservation and enhancement of the AONB is of paramount importance. It is a major factor in the success of the local economy, attracting hundreds of thousands of visitors each year. However, it is also recognised that the area as a whole must adapt to natural, social and economic challenges, and that it will need to accommodate change in the future, including in the form of new development. It is in everyone's interests to ensure that new development is successful – not just in delivering meaningful economic and social benefits, but also in the respect of conservation and enhancement, creating places and spaces people want to live and work in.

The purpose of this guidance

The purpose of this guidance is to help conserve and, where possible, enhance views to and from the AONB. It sets out a number of principles which should be considered by those involved in planning new developments. Whilst the purpose of the guidance is to address views, it does this by focussing on what happens on the ground, since effects on views - whether negative or positive - result from changes to landscape character. Therefore, appropriate and respectful decision-making at a site level will help to safeguard the views which are such a valued and special feature of the region.

1 Malvern Hills and Commons Visitor Survey 2018, The Research Solution 2018

2 Both are available on the AONB website at <http://www.malvernhillsaonb.org.uk/publications/>

Who this document is for

This document provides guidance for everyone considering or proposing development³ which might affect views to or from the AONB. This includes landowners, developers, agents, advisers, surveyors, engineers, architects and landscape architects. It is also targeted at those with responsibility for setting the framework for development and for making decisions about individual planning applications. This includes planning staff and their colleagues in local authorities. The guidance in this document will help those who value and care for this area to ensure that future developments contribute to its distinctive and special sense of place.

Status of this guidance

This guidance has been produced to help implement the Malvern Hills AONB management plan which 'formulates local authority policy for the management of the AONB and for the carrying out of their functions in relation to it' (Section 89 of the Countryside and Rights of Way Act 2000). The AONB Management Plan is a material consideration in relation to planning decisions, and is referenced in Local Development Plans for the area. This guidance amplifies the content of the management plan in relation to development in the AONB.

Using this document will help public bodies to meet their statutory duties to 'have regard to the purposes of conserving and enhancing the natural beauty of the AONB in exercising or performing any functions in relation to, or so as to affect AONB land' (Section 85 of the Countryside and Rights of Way Act 2000). Its use will also help to ensure that 'great weight' is given to the conservation and enhancement of landscape and scenic beauty in the AONB, as required by the National Planning Policy Framework.

How and when to use this guidance

It is recommended that reference is made to this (and other relevant) guidance at the earliest possible stage in the development process, even pre-land-acquisition, since understanding the issues involved can save significant unnecessary time and cost from the outset.

By following the principles contained in this guidance when planning new development, the best possible outcome with respect to landscape character, views and visual amenity can be ensured. If the proposals are based on objective and informed studies, they are more likely to satisfactorily fulfil planning policy and other requirements.

Identifying the relevant issues, analysing the findings, and devising coherent solutions to the challenges of visually integrating new development into its surroundings, are specialisms that require knowledge and experience. Therefore, it is recommended that competent professional experts are engaged in this process.

Addressing these issues at the design stage is of course fundamental, but equally, the translation of design to construction and operation (and in some cases deconstruction) is just as important. This requires vigilance during each phase to ensure that inadvertent changes and substitutions to the specification (which will have been informed by the technical studies) and subsequent adverse consequences for the original vision, do not occur.

Whilst all the principles contained in this guidance should be considered, this is not a tick box exercise and not all principles will be relevant to every development. The context of the area within which the proposed development site lies, and views to and from it, will help professionals to determine which principles take priority, and what combination of approaches are required to achieve the best result. It should be noted that in certain cases, pursuing some principles may result in conflict with others.

The AONB Partnership recognises that proportionality is important when applying this guidance. Some of the principles set out in this document may be less relevant to smaller, less visible development. However, good practice would suggest that the principles are always considered where it is relevant to do so.

3 'Development' covers a wide range of structures and building types and uses, from large industrial/commercial/agricultural buildings, through to mass housing, institutional/recreational use, infrastructure such as roads and railways, solar/wind energy, reservoirs, polytunnels and masts. Development also applies to the refurbishment of existing structures, as new finishes can radically alter how they are perceived.

The Principles

Understanding landscape character

Often, the planning of new development begins in an office, before the nature of the environment within which it would be situated is considered. However, it must be borne in mind that buildings/structures and hard and soft surfaces are rarely seen in isolation, but within a wider context. The relationship between the development and the character of the site and surrounding area, and how both are perceived, is highly important and relevant, as this guidance explains. It should also be noted that the visual backdrop to development will vary according to the angle and elevation of the view, time of day and season.

The starting point for any development is therefore a thorough assessment and analysis of the area's landscape character and its visibility. Landscape Character Assessment (LCA)⁴ is carried out at national, regional/county-wide, and local levels⁵. LCA and other forms of survey and assessment⁶ will reveal vital information that can indicate at an early stage whether a site could, in principle, accommodate the type, nature and scale of development proposed without undue consequences for the baseline situation and in compliance with policy and guidance. If it can, the assessments' findings are used to inform and guide how the site should most successfully be developed.

Making good decisions on the ground is more likely to result in positive effects on views.

The following actions should be considered:

- a) Understand the intrinsic natural and cultural/ social character of the landscapes within the proposed development's 'area of influence', including their aesthetic and perceptual qualities such as scale, pattern, texture, form colour and tone, sounds, smells and associations.
- b) Determine levels of landscape and visual value, susceptibility to change and sensitivity.
- c) Consider the extent and scale of the landscape effects to which the proposed development is likely to give rise, and whether they could be satisfactorily mitigated.
- d) Ensure that new development respects and reflects the character of the local landscape: developments which result in permanent and irrevocable change to landscape character, for example through inappropriate siting and scale, or unnecessary loss of/disruption to characteristic elements, features and qualities, are not acceptable.
- e) Identify key viewpoints from which the proposed development would be visible, the type, number and sensitivity of users likely to be affected, the nature and degree of the effects, and whether they could be satisfactorily mitigated. The AONB Guidance on Identifying and Grading Views and Viewpoints and local Neighbourhood Development Plans are key sources of reference.
- f) Consider how the proposed development would not only conserve, but enhance the AONB and views to and from it.
- g) Compensation should only be proposed as a last resort, and where feasible, should be on a like-for-like basis.

4 See An Approach to Landscape Character Assessment (October 2014) Natural England, and Landscape Character Assessment Guidance for England and Scotland (2002) The Countryside Agency and Scottish Natural Heritage.

5 Details of the National Character Areas that cover the AONB can be found at <https://www.gov.uk/government/publications/national-character-area-profiles-data-for-local-decision-making/national-character-area-profiles>. Information about regional and county-wide landscape character areas and types in and around the AONB can be found on the appropriate local authority websites. Reference should also be made to the AONB's Landscape Strategy and Guidelines publication. Information that is useful when carrying out local LCAs includes the various landscape, visual, green infrastructure and other assessments carried out as part of the evidence-base for the Neighbourhood Plans of villages and towns within (or partially within) the AONB.

6 Other forms of assessment are used to determine landscape and visual capacity (Landscape Sensitivity and Capacity Assessment (LSCA)) and landscape and visual effects (Landscape and Visual Impact Assessment (LVIA)).

Siting and orientation of development

The effects of the siting and orientation of new development are often more obvious when viewed from above. From the high ridgelines and upper slopes of the Malvern Hills in particular, landscape and settlement patterns are seen more in plan-form, exposing roofscapes. However, it is important to note that even in the uppermost views, depending on how close to the viewer the development is located, roofs and elevations are usually seen in combination, not in isolation – see Figure 1.



Figure 1 Even from high ground, roofs and elevations are usually seen in combination

Good siting and orientation help new development to be more comfortably accommodated in the landscape or townscape, whilst the results of poor placement can be discordant and jarring to the eye. Landscape character offers cues and clues for determining the best arrangement. The following principles should be considered:

- a) New development of any scale should have a clear and legible relationship with the characteristic elements and features that create locally-distinctive patterns in, and give structure to, the local and wider landscape. These include watercourses, hedgerows, woodlands, orchards and avenues of trees. Their location and nature are influenced by factors such as topography and historic landuse. They may form geometric, straight lines, or irregular, organic shapes. The patterns they create should inform the location and siting of new built form and associated development. Relating new development to the area’s patterns helps to create more harmonious and appropriate compositions within the wider landscape - see Figures 2A-2C.
- b) The siting and orientation of new development should be informed by an analysis of local settlement siting/density patterns and their historic evolution – see Figures 2A-2C.

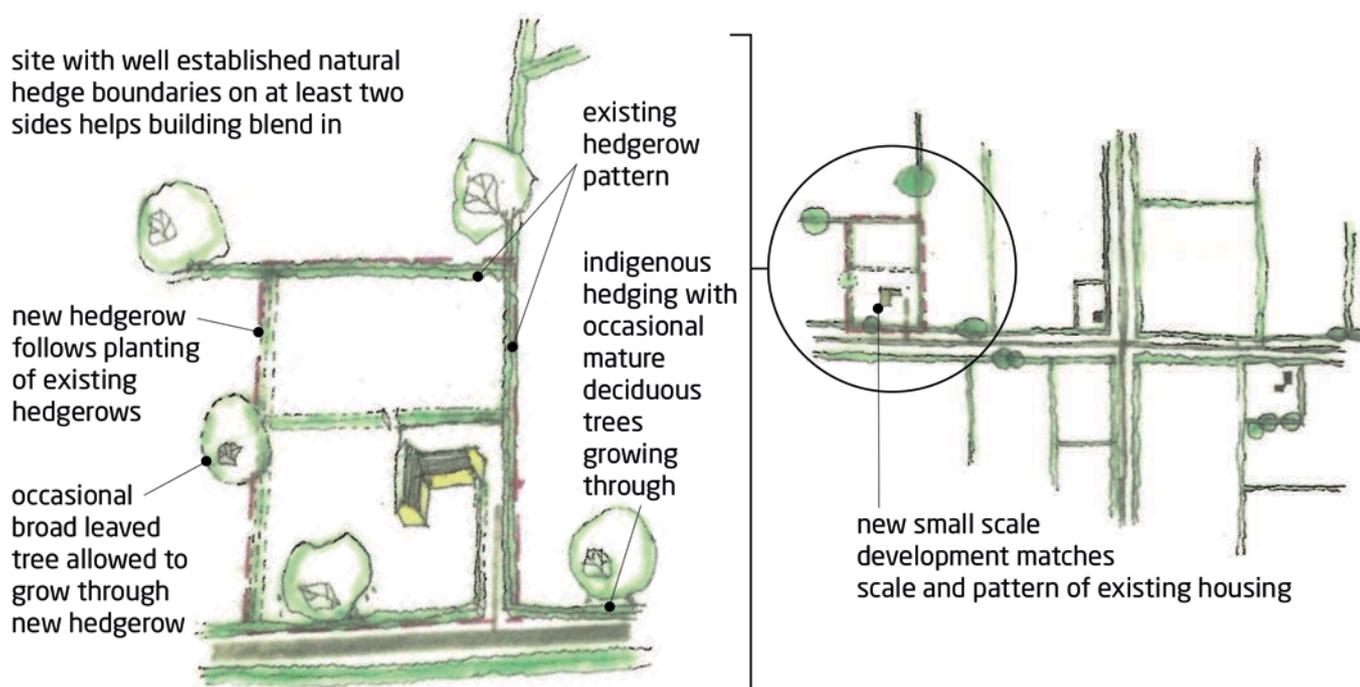


Figure 2A Development respecting characteristic landscape patterns (single dwelling)

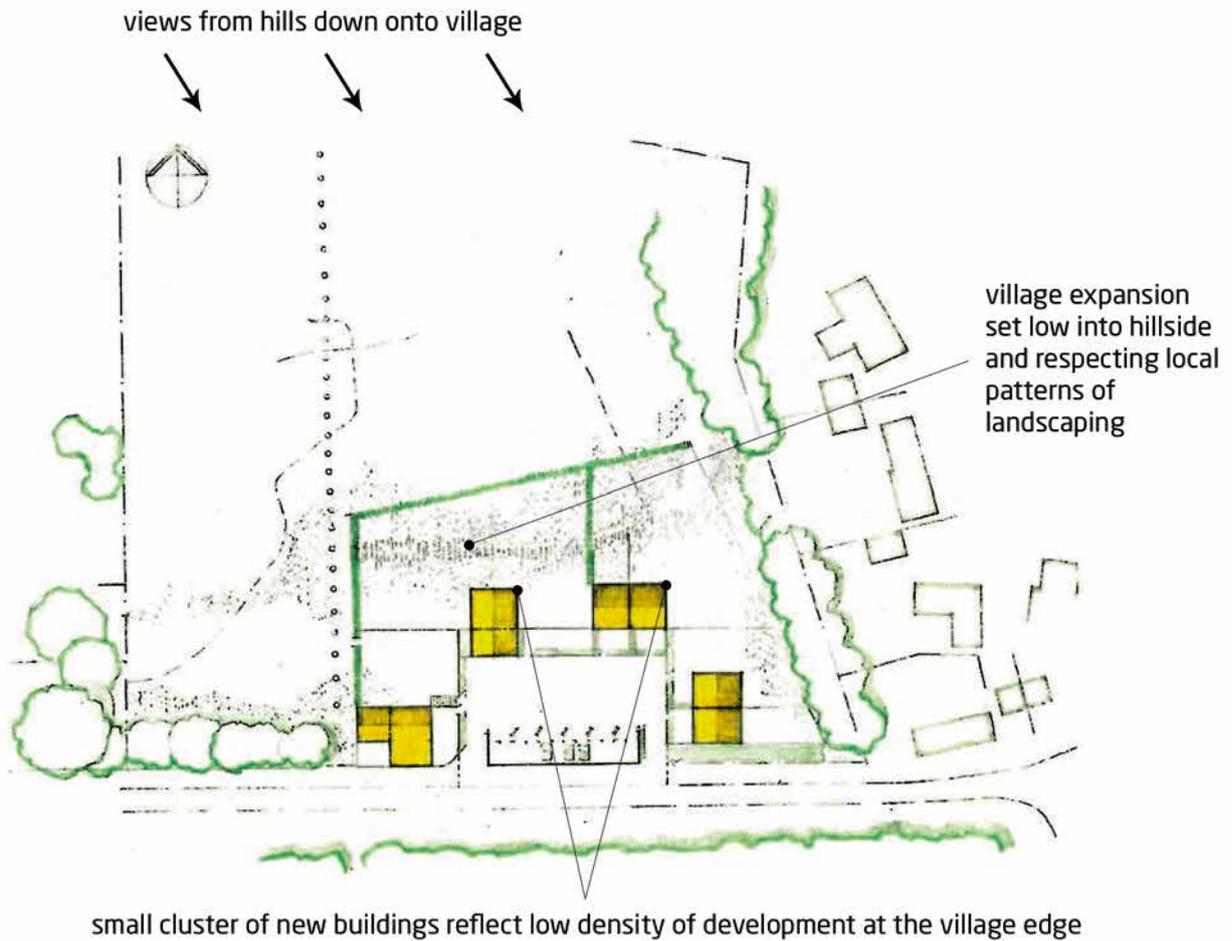


Figure 2B Development respecting characteristic landscape patterns (small-scale housing development)

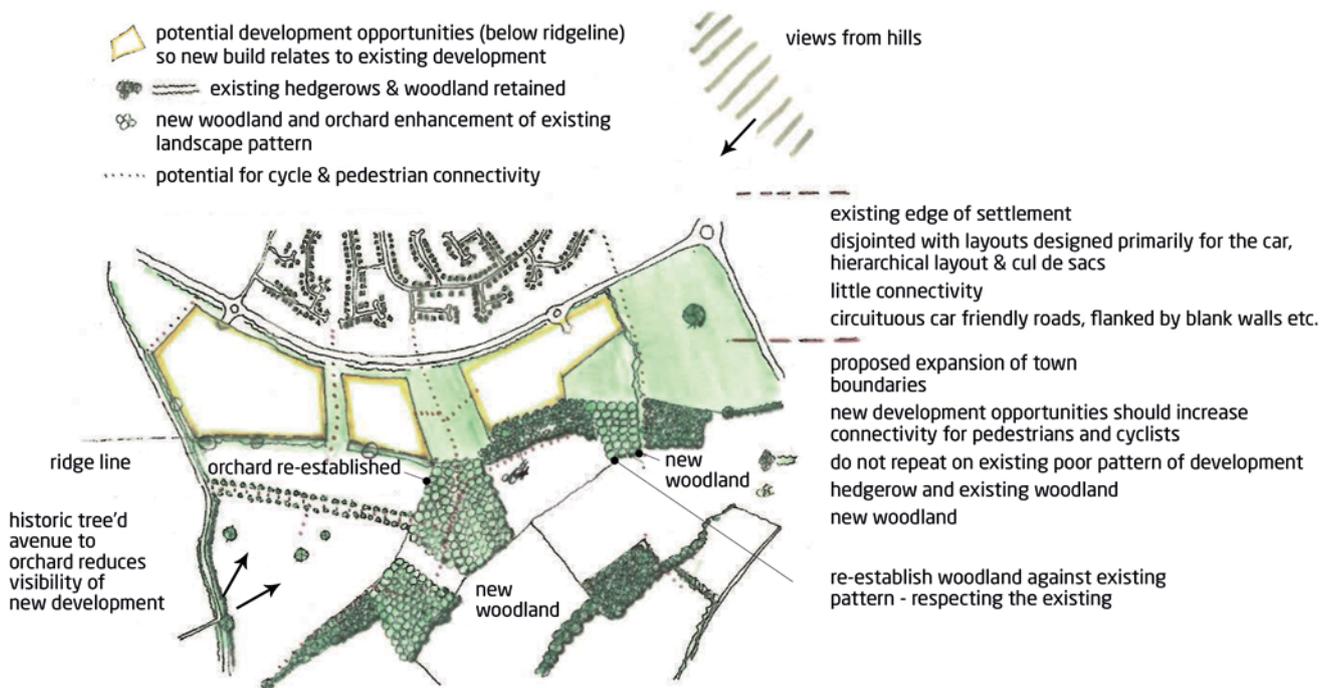


Figure 2C Development respecting characteristic landscape patterns (large-scale housing development)

- c) Understanding and respecting the nature, context and setting of characteristic elements, features (including heritage and nature conservation assets) and qualities can help to more successfully integrate new development into the existing landscape. Consider using landscape features such as mature woodland to act as screens or filters to views of new development from sensitive viewpoints - see Figure 3. However, vegetation should not be relied on to screen views.
- d) Careful orientation of built form can help to minimise its visual impact, especially when viewed from above. However, attempting to accommodate a building which is too large in scale for its site and surrounds may result in disruption of/conflict with the landscape pattern - see Figure 4.



Figure 4 A building too large for its setting and in conflict with the alignment of the prominent avenue



Figure 3 New houses more successfully accommodated within existing rural landscapes and settlements by retaining characteristic landscape features and respecting traditional settlement patterns

e) Developments which affect important skyline views such as those towards the Malvern Hills' iconic profile should avoid disruption of, or competition with, that view. The outline of the development should fall below that of the ridgeline so as not to adversely affect views of its distinctive profile. The same principle applies to development which is located on localised ridgelines on lower ground, where they would be visible on the skyline from sensitive viewpoints - see Figure 5.

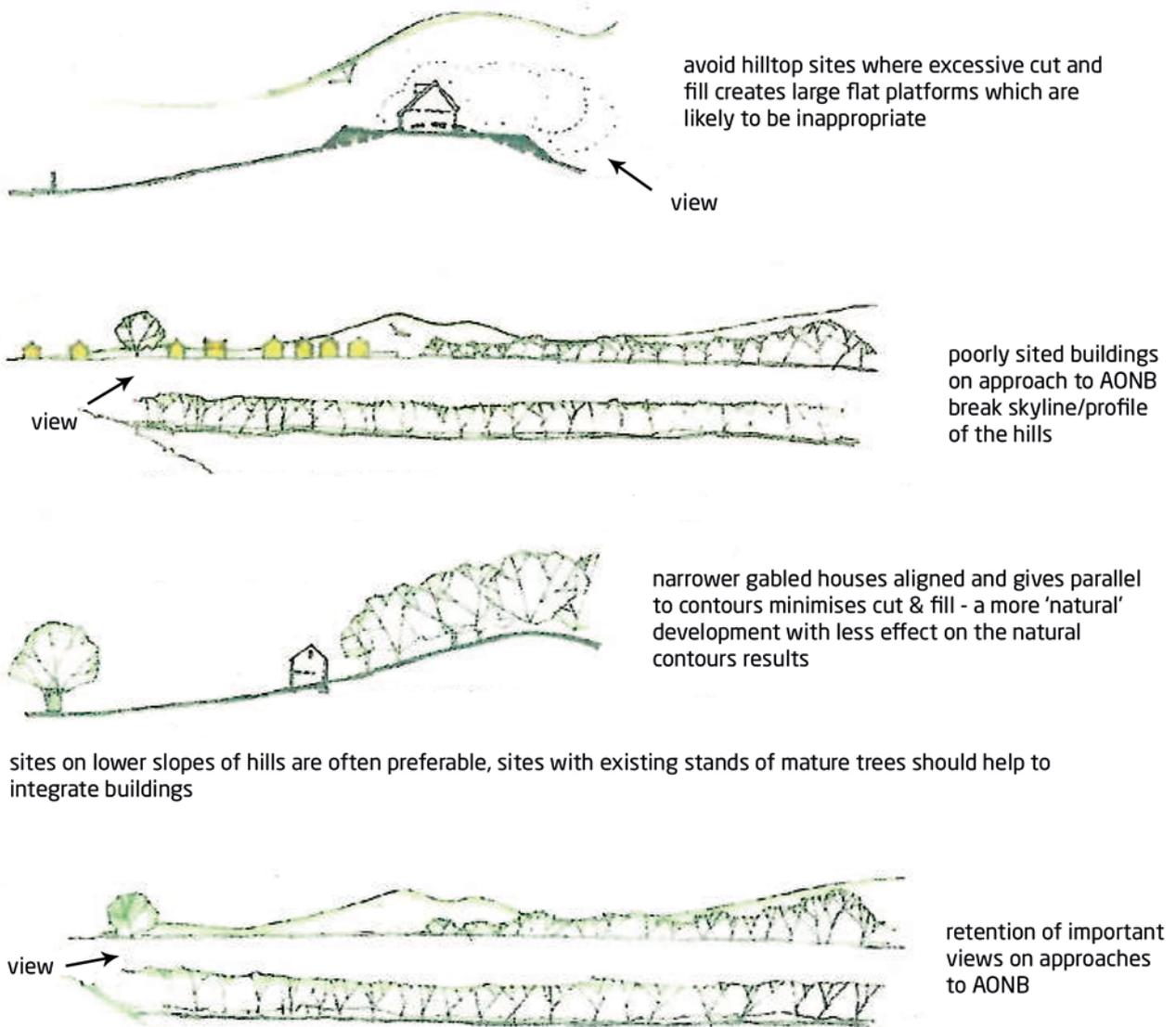


Figure 5 Development should avoid disruption of, or competition with, important skylines

Developments in key views of significant features in the area's landscapes and townscapes, such as scheduled monuments, listed buildings, historic parks and so on, should avoid disruption of, or competition with, those assets. Built form in the foreground of iconic backdrops must respect the important and characteristic relationships between buildings/features and those backdrops - see Figure 6.

views to the hills and towns



Figure 6 Development should avoid disruption of, or competition with, significant features

Very tall structures such as telecommunications masts and wind turbines can cause damage to the character of certain landscapes and views of them, especially where there is no existing reference to similar types of development within their area of influence. In particular, the moving parts of wind turbines are visually very disturbing, whether seen in the context of sky from below or landscape from above. Consideration should be given to whether tall structures would interrupt important skylines, or compete with other important, prominent buildings in the area.

An object seen in silhouette against the sky will always appear darker than the background. If lit, such an object may pierce a dark sky at night. To minimise the visual impact of such structures, ensure that the tonal finish matches or is slightly darker than the surrounding landscape or townscape. White antennae, or other equipment which is of a stark contrast with the backdrop will be less acceptable since it is likely to be more visible and draw the eye - see Figure 7. Where appropriate colouration is not technically possible or will lead to a plethora of equipment, the onus is on the developer to justify why a particular option is the best available and acceptable in the context of the AONB and/or its setting.

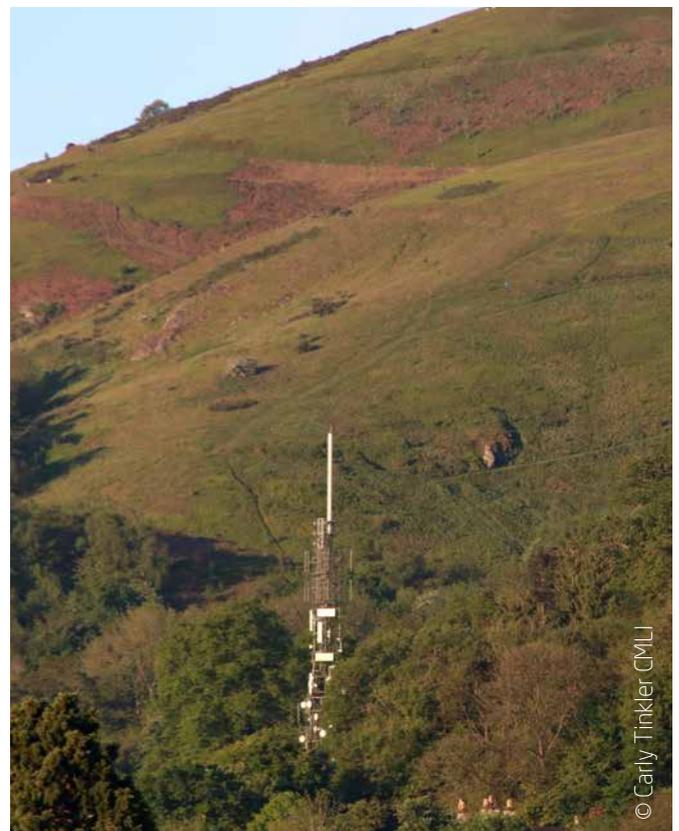


Figure 7 Visual contrast from white equipment attached to mast. Non-white elements are far less visible



Figure 8 In this view, gabled buildings have a less dominant roofscape than the buildings presented long-side on

Orienting large buildings to present foreshortened, gabled end elevations to key view points rather than long sided parallel elevations may help to reduce the visual impact of the building. Importantly, elevations must be considered in combination with roofscapes when viewed from above. Multiple viewpoints may need to be taken into account, since solving the problem from one viewpoint may create another elsewhere - see Figure 8.

Significant fenestration should generally be allocated to the north elevation of a building, in order to minimise reflection. East and west elevations may also be perforated, but where this affects views, reflection should be minimised by the use of deep reveals, louvred brise soleil and/or non-reflective glass - see Figure 9.

Roof lights will always appear lighter than roof materials so should be located on north-facing pitches where possible and away from important/sensitive views in order to minimise the effects of contrast and reflection.

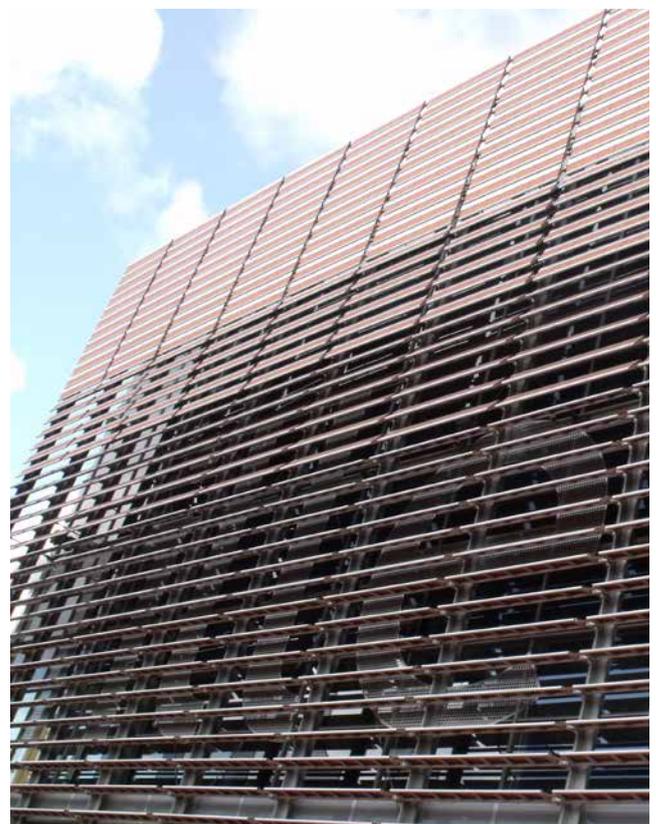


Figure 9 Use of brise soleil

Scale, massing and layout

Dominant/prominent structures can undermine the scale and splendour of natural scenery. The scale of a landscape (or townscape) is determined by factors such as topography, vegetation and built form, and can range from small-scale, intimate and enclosed, to large-scale, wide and open. An understanding of the landscape's inherent scale helps to determine whether the scale of the proposed development (i.e. its physical size and/or mass) would be appropriate in the context of the scale of the landscape within which it would be situated.

A landscape's scale can greatly influence the nature and extent of views, which may range from wide panoramas in one area to framed views or fleeting glimpses in another. Introducing development into a landscape therefore requires an appreciation of the scale of that landscape, and where it would be viewed from. The following principles should be considered:

- a) The scale, massing and layout of any development should respond to the scale of the contextual landscape. Large buildings are more likely to be appropriate in large scale, flat, open, geometrically-structured landscapes than in those which are smaller-scale, organic, intimate and complex (in terms of topography and/or tree cover for example). Trying to insert a large, flat platform into the latter may require extensive cut-and-fill operations, leaving permanent scars on the landscape. Access into sites on steep slopes may also involve significant engineering, and loss of hedgerows to achieve sightlines - see Figure 10.



Figure 10 Cut and fill used to create a flat platform on sloping ground

- b) From elevated viewpoints, and especially in longer-distance views, large-scale developments such as high-density mass housing can appear to form a near-continuous roofscape across the landscape. Effects of scale and massing should be alleviated by creating meaningful spaces between buildings, structures and hard surfaces. Such spaces may include existing elements and features such as watercourses, fields, woodlands and hedgerows which should positively influence decisions about the location of new spaces and the creation of individual neighbourhoods within large housing developments – see Figure 11. The siting and layout of the development will then be informed by, and respect, the location and function of the spaces, which helps to reflect local landscape character and reinforce local distinctiveness.



Figure 11 Effects of scale and massing can be alleviated by retaining and/or creating meaningful spaces between buildings, structures and hard surfaces. Note contrast between foreground and background developments.

- c) The mass of a development can be minimised by offsetting buildings or having two or more smaller structures rather than one large one, where feasible.
- d) The scale, layout and massing of areas of hardstanding such as car parks and service yards must be appropriate in relation to the receiving landscape's character. Whilst soft landscaping and careful choice of materials and colours can help to break up the appearance of mass in certain views, it is essential that such mitigating measures are in keeping with the local landscape's character, pattern and scale.

Texture and finish

All landscapes have a distinctive grain or texture arising from the combination of their associated geology, landcover, and land use. These textural qualities, affected by constantly changing light and weather conditions, should be recognised and form part of the design ethos of new development. This is particularly relevant when considering views, where low-angled sunlight can emphasise form and relief. Texture and finish is especially important where development involves hard, glossy surfaces such as steel sheets and glass, with the risk that distracting reflections will occur. The following principles should be considered:

- a) Avoid the use of glossy surfaces that reflect light and draw the eye by giving rise to glare since these are visually jarring, especially from elevated viewpoints - see Figure 12.
- b) Use of a matt finish and darker-coloured steel sheets should help to reduce (but won't remove) the effects of reflection and glare. A textured finish to roofing materials, such as standing seam, may also assist in reducing reflection by creating shadows.
- c) Where reflection is likely to be an issue, a steeper pitch on a roof may also help to reduce these effects, although this may subsequently increase the height of the building and affect its overall scale and massing. Green/brown 'living' roofs should give rise to no reflection.
- d) Natural products such as clay tile and slate have a very 'flat' finish and tend not to reflect light. Where the scale and pitch of the roof allow, these products should be considered. Some composite versions of clay, slate etc. tend to carry a sheen and ideally should not be used, especially in sensitive locations. Even small amounts of reflective material can be visible at long distances.
- e) Rooflights and photovoltaics can also result in distracting reflection or glare: even small surface areas can result in adverse visual effects from long-distance viewpoints. Consider the use of matt meshes over rooflights to reduce glare, and select photovoltaic panels without contrasting edge finishes, preferably matching the tonality of the roof to which they will be attached.



Figure 12 Polymer coating on two low roofs (centre of image) gives rise to significant glare



Figure 13 Surface of water body 'broken up' by mature vegetation

- f) Many materials frequently associated with large buildings have a hard, fine surface which does not weather or change over time. Texture therefore needs to be introduced through layering of materials, design breaks, and shadow projections. Large expanses of single finish material should be avoided.
- g) Existing and new planting consistent with the landscape character can provide texture and soften views.
- h) The loss of chimney stacks from much modern housing deprives rooflines of texture and articulation, especially in relation to gables. Where chimney stacks are not part of a design, consider altering the pitch and orientation of roofs and designing in parapets to allow for increased texture and a greater play of light and shade.
- i) Water bodies and large expanses of plastic (such as commercial poly tunnels) can be highly reflective: the effect is particularly noticeable in views from higher ground when they catch sunlight. Large areas of standing water are not characteristic of the AONB's landscapes. If water forms part of a development, then particular attention is needed to ensure that waterbodies follow the topography and natural lines of the local landscape. Appropriate landscaping should also be used to break up the surface of water bodies in views – see Figure 13.

Colour and tonality

The perception of a building in a landscape is primarily governed by tonal contrast with its surroundings. This effect is especially noticeable when viewed at a distance, with paler colours standing out in stark contrast to a darker background landscape or vice versa. For signature architecture of landmark status this may be acceptable, so long as it demonstrably respects and enhances the character of the area, but for the majority of developments, camouflage or integration rather than accentuation is likely to be the aim.

Detailed information on this subject is contained within the Malvern Hills AONB Partnership's publication 'Guidance on the Selection and Use of Colour in Development', but in relation to views and visibility in particular, the following principles should be considered:

- a) In order for a structure/surface to visually merge with a background landscape when viewed from a distance the colour finish must be of a tonality that is equal to, or a degree darker than, the dominant background tonality. This will help to avoid adverse visual effects arising from contrast and reflection, and will ensure that light/bright colours do not distract and draw the eye - see Figures 14A and 14B.



Figure 14A Light-coloured roofs draw the eye and disrupt the view more than those which are darker

- b) Where the background context is primarily the sky be aware that all structures viewed in silhouette against the sky will appear darker.



Figure 14B Note contrast between light coloured metal roofs and natural clay tile roofs on buildings to the right

- c) Areas of hardstanding, such as car parks, service yards, sports pitches and ménages, should be constructed from locally-appropriate materials with a tonality and colour that matches or complements that of the local landscape.
- d) The colour and tonality of new built form and hard and soft landscaping should be considered integrally, taking cues from the existing landcover that is characteristic of the local landscape – see Figure 15.
- e) Use colour and colour combinations to further break up the perceived mass and scale of large buildings. Colour changes should follow the form of the building, for example, in reveals, returns, interlocking roofs, entrances and other design breaks - see Figure 15.



Figure 15 Colour variations following design breaks



Figure 16 Use of colour and tonality to emphasise a relationship between a building and its setting and to aid legibility

f) Even from high-level viewpoints, roofs and elevations are usually seen in combination, not in isolation. Ensure that roofs which are intended to be 'camouflaged', or well-integrated into their surroundings, are not accentuated by highly-contrasting colours applied to the elevations and/or trims - see Figure 17.



Figure 17 Green roof integrates built form successfully into views of surrounding landscape, but contrasting white elevation and trim draw the eye

g) Where the use of pale colours such as white is locally-characteristic, use the local landscape palette to select lighter colours that are derivative to that landscape. This will help to reinforce local distinctiveness and a sense of place, whilst respecting vernacular traditions.



Figure 18 Gable ends accentuated by white barge boards

h) The ubiquitous white finish to barge boards, soffits, rainwater goods and other details on mass housing schemes should be avoided. White emphasises and isolates built elements from the landscape setting and when applied to larger areas of housing it can have a damaging effect on views - see Figure 18.



Figure 19 Dense housing rendered less visible through good selection of colour and material including the absence of white trim; where white has been applied, it is highly conspicuous

Mitigation and enhancement

Where new development is likely to give rise to unavoidable and adverse effects, then mitigation may be an acceptable response. However, it is not always possible to mitigate the adverse effects of inappropriate site selection, or inadequate, poor-quality design. Indeed, if mitigating measures such as large-scale planting or bunds to screen views are required, then the chances are that this is the ‘wrong development in the wrong place’.

It must also be borne in mind that even if adverse visual effects can be satisfactorily mitigated by screening or camouflaging, adverse effects on landscape character may still arise, regardless of whether anyone can see the development or not.

Planning policy and guidance expect new development not only to conserve the AONB’s landscapes, but also to enhance them. It is important to note that mitigating measures are a scheme requirement, in that they are proposed in order to reduce levels of adverse effects: therefore, they cannot be counted as ‘enhancements’, ‘scheme benefits’, or ‘positive effects’.

Where mitigation is not feasible, compensation may be proposed, but it should only be considered as a last resort.

The following principles should be considered:

- a) Mitigating measures can in themselves give rise to adverse effects on landscape character and views. Rows of Leylandii or other tall-growing tree species may screen an unsightly elevation or roofline, but are not appropriate if they are not characteristic of the local landscape - see Figure 20.
- b) The impact of factors such as climate change, pests and diseases, pollution and future management must be factored in if reliance is placed on vegetation to mitigate adverse effects (for example by screening views), or for enhancement (for example restoring or creating new woodlands and orchards).
- c) Where landscape character allows, sensitive earth modelling can help reduce adverse effects on views, for example by releasing the potential for a roof to follow the contours of the local landscape. If the local or site topography already offers some visual protection, then this should influence the positioning of the new development.



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Figure 20 Single line of trees of one species helps to screen polytunnels but is uncharacteristic in the local landscape

- d) Green/brown roofs can work well in certain landscapes, helping to camouflage/integrate development when seen from above. However, as with all surfaces, the selection of species must reflect the local landscape character and colour context. In rural areas, use of species such as sedum often appears inconsistent and discordant, with the succulents taking on non-indigenous colours (colouring red in autumn and winter). Deeper soils offering scope for meadow grass and wild flowers are likely to be more appropriate. In urban areas, 'brown roofs' (which may comprise species such as sedum, transplanted plant communities or bare earth allowing for natural colonisation) are often better at helping to integrate development into the surrounding townscape. Long term maintenance, mowing and irrigation need careful consideration if the roof is to flourish.
- e) Existing mature trees can help to break up the mass of a building or structure and provide an animated shadow display against elevations – see Figure 21. New tree planting could be proposed to achieve this effect in future, so long as the species are locally-characteristic.
- f) The landscape character, visual and green infrastructure study findings should inform proposals for landscape and visual enhancements on and off site. For example, analysis of the area's historic character may identify features such as 'lost' woodlands, orchards, streams and footpaths that could be restored, or confirm that new ones would be appropriate. Analysis of the wider area's green and blue infrastructure functions and assets could result in the restoration of connections between them.

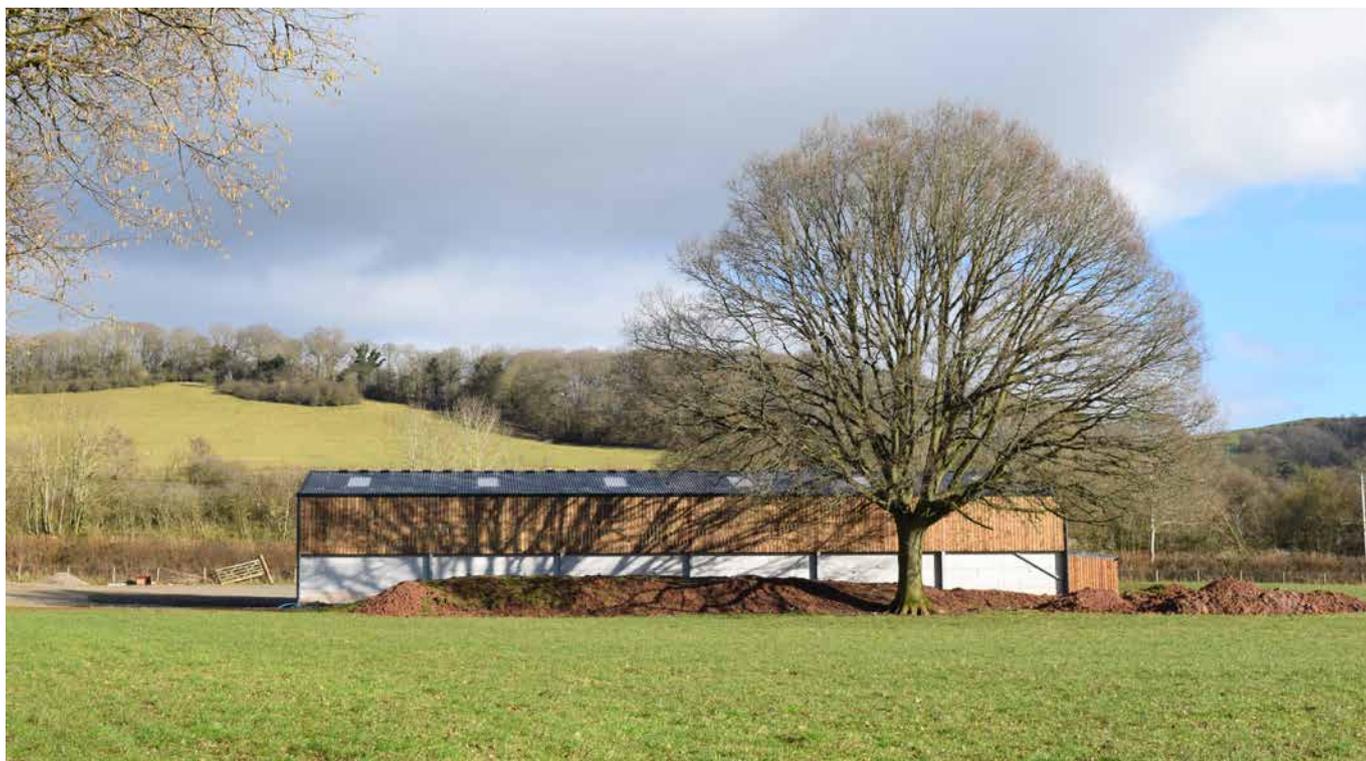


Figure 21 Mature tree in front of a new barn

Conclusion

It is in everyone's interests to ensure that new development is successful – not just in delivering meaningful economic and social benefits but also in respect of conservation and enhancement, creating places and spaces that people want to live, work and play in. All new development should aim to conserve and enhance the landscapes and townscapes within which it sits. The character, features and qualities that make an area distinctive and special can sometimes be difficult to quantify but they have the power to inspire and must be factored in to decision making in the AONB and its setting.

The following bodies provide core grant support to the Malvern Hills AONB Partnership:



Malvern Hills AONB Partnership
Manor House, Grange Road
Malvern, Worcestershire WR14 3EY

Tel: 01684 560616

Email: aonb@worcestershire.gov.uk

Web: www.malvernhillsaonb.org.uk