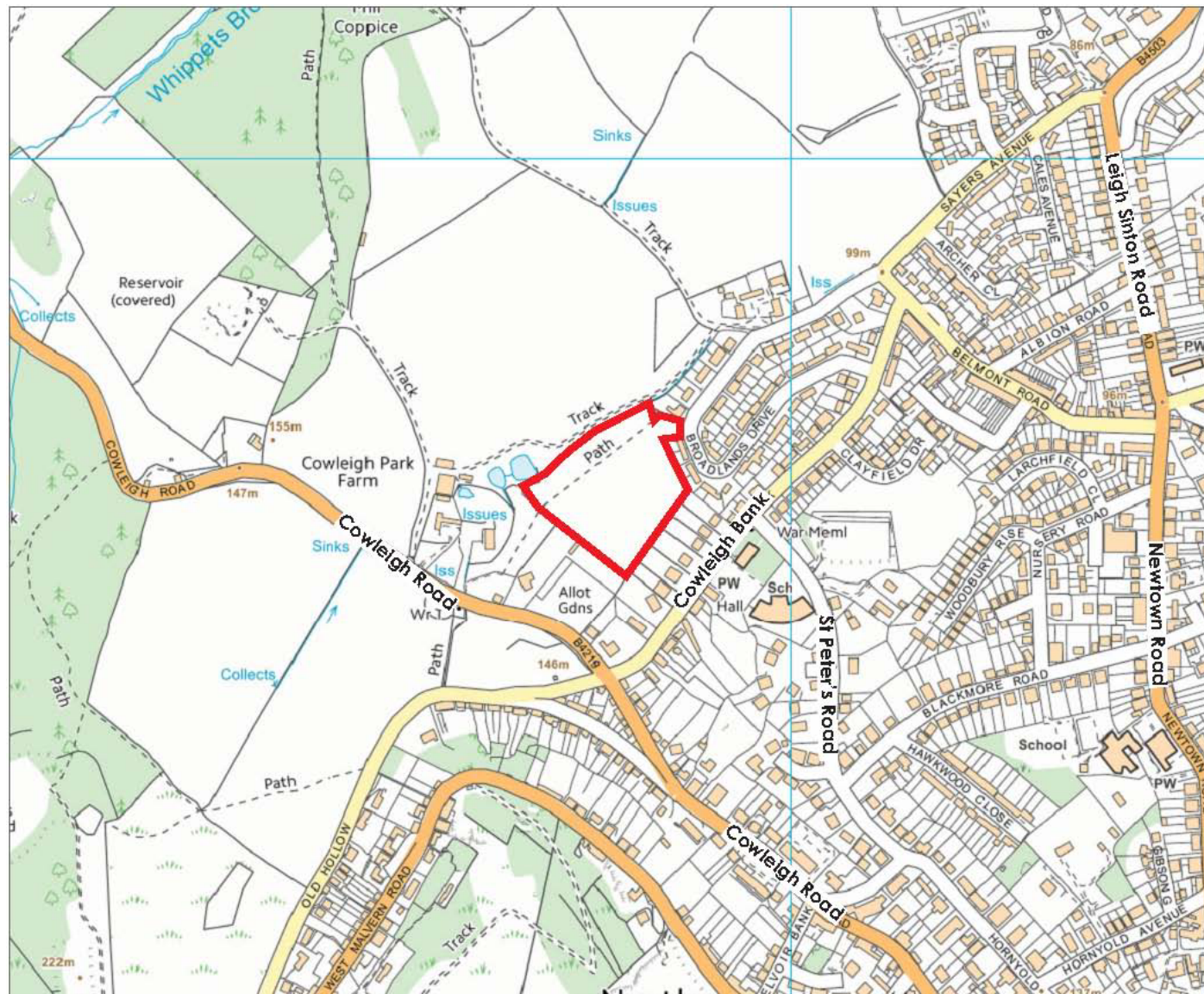


## Introduction

BDM Developments LLP are working with a team of consultants to submit an outline planning application for a residential development on the land off Broadlands Drive, for the provision of up to 41 new homes and public open space.

The site is shown on the plan below as the land edged red. The site is approximately 1.8 hectares.



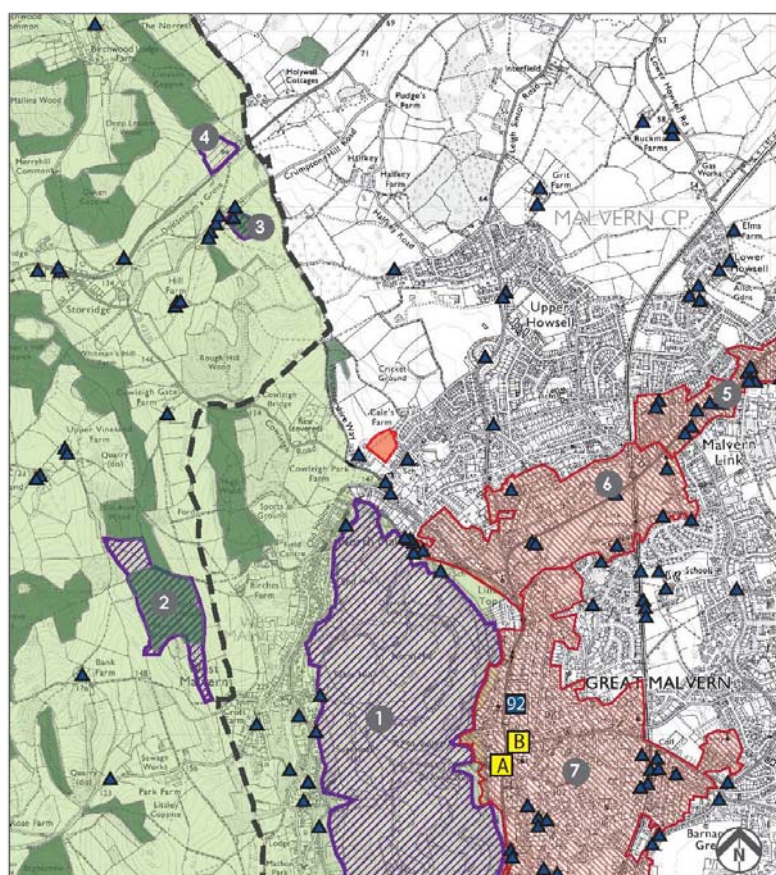
Site Location Plan

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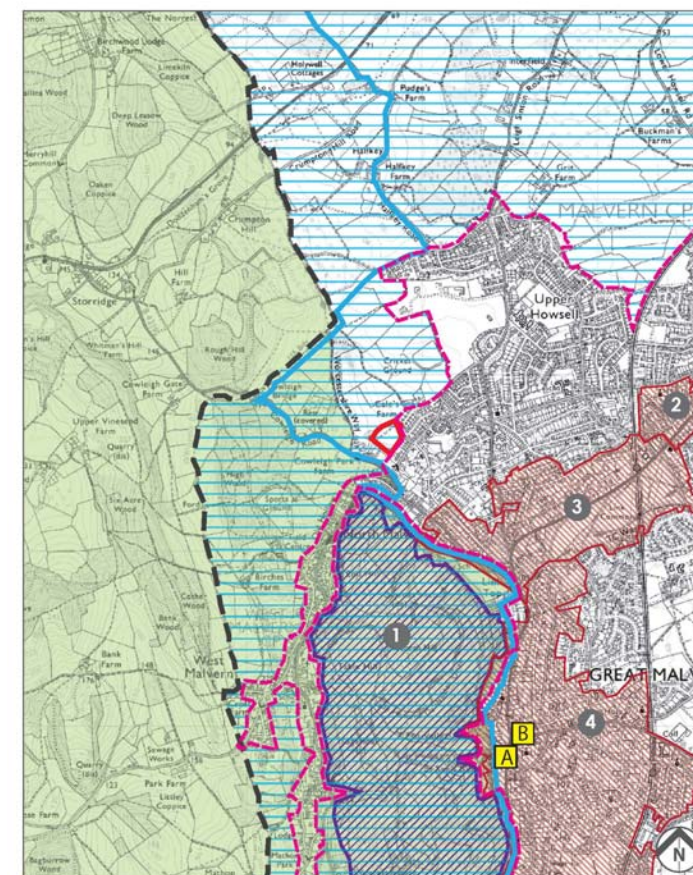


Aerial View

## Planning Background



Environmental Plan



Planning Plan

Any development proposals for housing need to be subject to the scrutiny of Malvern Hills District Council ('the Council') through the planning application process. All planning applications are assessed against the policies of the adopted Development Plan and emerging Development Plan, along with national planning policies and guidance. The Council is required by national policy to keep their Development Plan up to date, the existing Malvern Hills District Local Plan was adopted in 2006 and is now considered to be out-of-date and carries little weight.

The South Worcestershire Development Plan (SWDP) is being prepared jointly by Malvern Hills District Council, Worcester City and Wychavon District Council and will guide development in the area up to the year 2030. Once adopted, it will form part of the new Local Plan, and replace the existing Local Plans of the three Councils.

Draft Policy SWDP 3 of the SWDP (May 2013) states that the Core Strategy will make the provision for the delivery of 23,200 new homes over the plan period (2006-2030), the primary focus for development will be in Worcester supported by growth at the main towns (Malvern, Droitwich Spa and Evesham) and then by other towns and then rural areas.

In policy SWDP 2, Malvern is within the second tier of the hierarchy categorised as a 'Main Town'. These towns provide a comprehensive range of local services and employment opportunities for their residents and the rural hinterland. The implication for the SWDP are a number of urban extensions and smaller infill allocations are proposed along with necessary infrastructure.

The Council has an undersupply of housing and cannot demonstrate a five year supply of available housing land. This has been acknowledged by the Council, and through various appeal decisions and in the Council's latest Five Year Housing Land - Policy Position Statement dated 21 November 2013. This is a significant and serious issue in the context of paragraph 47 of the National Planning Policy Framework (The Framework) which seeks to "boost significantly the supply of housing" and which requires a minimum 5 year supply. The proposal therefore will make a contribution to boosting the deliverable supply of housing land.

At the heart of the Framework, there is a presumption in favour of sustainable development. Amongst other things this means that planning permission should be granted unless the adverse impacts of doing so would outweigh the benefits. Development of the site is consistent with this presumption. The significant benefits of the combination of new housing and public open space is considered to outweigh any potential impacts.

## Opportunities and Constraints



### Legend

- Site Boundary (1.8ha)
- Main Access off Broadlands Drive
- Listed Building
  1. Cowleigh Park Farmhouse (Grade II Listed)
  2. Church of St Peter (Grade II Listed)
- Existing high ground with long ranging views out over the site
- Sensitive Visual Corridor - Area visible from local views into the site and views from PROW towards Listed Building. Development should be avoided in this area
- Public Right of Way Footpath - Potential to be integrated into the green infrastructure corridor
- Existing Watercourse
- Opportunity to locate SuDS in Green Infrastructure corridor on lower lying land
- Visually Sensitive Edge
- Direction Of Slope
- Potential Green Infrastructure incorporating existing public right of way footpath
- Direct Views onto site
- Existing Vegetation
- Weak Boundary Edge
- Primary vehicular route
- Potential to back onto existing rear boundary



## Local Facilities and Transport

### Site Access

It is proposed to provide vehicular access to the site via a priority controlled T-junction onto Broadlands Drive at the location of the existing site access.

The primary pedestrian and cycle access point to the site will be via the vehicular access on Broadlands Drive. 2m footways will be provided either side of the carriageway and these will tie into the existing footway network.

The site access will also provide a connection to the public footpath which currently runs through the site.

### Walking and Cycling

The site is well located for residents to benefit from walking and cycling. WCC's walking and cycling map of Malvern highlights several local roads which have been recommended as suitable cycling routes by local cyclists.

The recommended cycling routes, and other local roads, provide a connection to National Cycle Route 46, which can be accessed by cycle approximately 3km south east of the site.

### Bus and Rail Travel

The closest bus stop to the site is located on Leigh Sinton Road, and offers services within Malvern, and onward to local destinations such as Worcester.

Great Malvern Railway Station is located to the east of Malvern town centre and is a travelling distance of approximately 3.4km south east of the site.

### Local Facilities

The site is accessible to a number of facilities that lie within walking and cycling distances including schools, convenience stores and leisure opportunities.

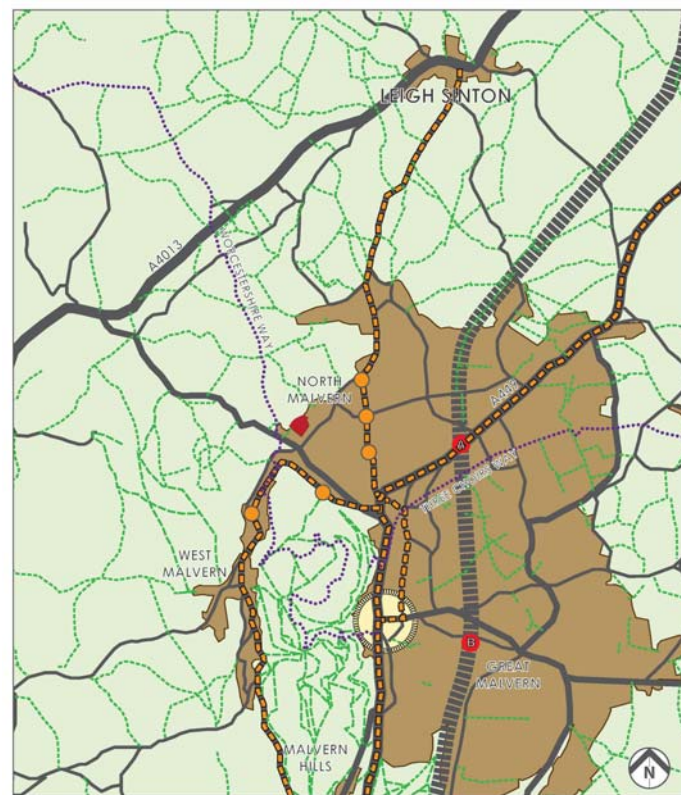
In addition, Malvern benefits from a number of facilities including Waitrose and Morrisons' supermarkets, the Malvern Splash Leisure Complex and the numerous facilities located in the town centre. The plan shows the site in relation to key existing local facilities and provides an indication of walking distances to the facilities.

### Highway Assessment

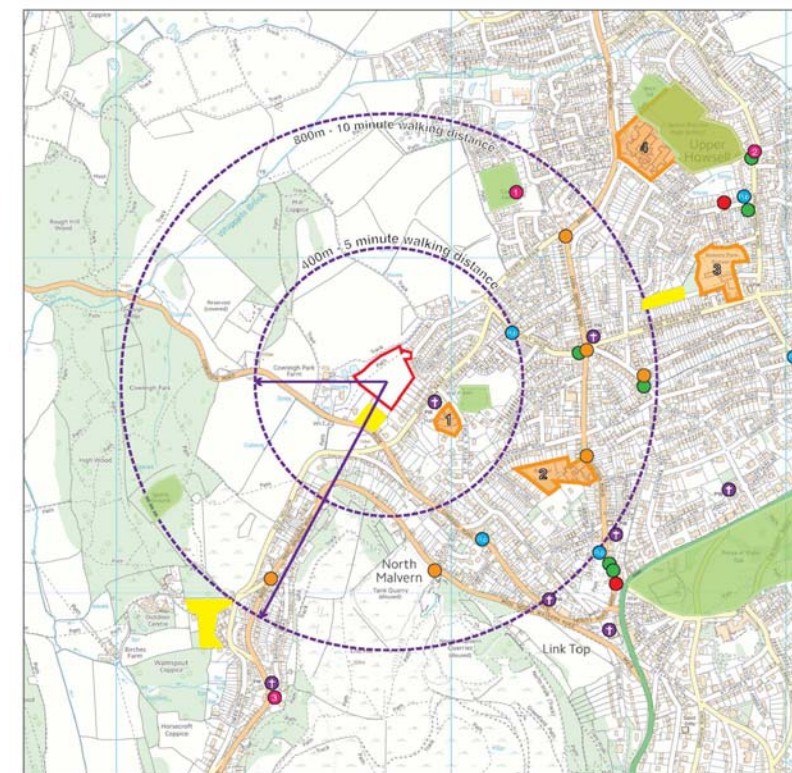
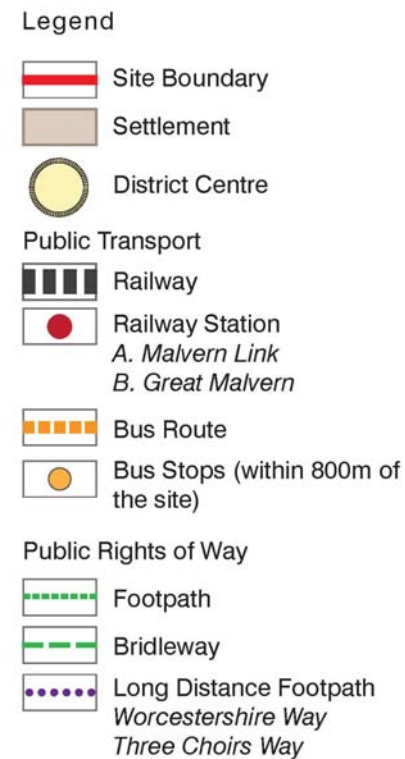
As agreed with Worcestershire County Council (WCC) Highways the following junctions have been assessed to determine the impact of the development:

- Cowleigh Road / Cowleigh Bank / Old Hollow priority controlled crossroads;
- B4503 Leigh Sinton Road / Sayers Avenue priority controlled T-junction; and
- B4503 Leigh Sinton Road / Somers Park Avenue / B4503 Newtown Road / Belmont Road priority controlled staggered junction.

A Transport Statement is currently underway which will identify the impact of the assessment on the highway network.



Movement and Access Plan



Local Facilities Plan



## Key Areas of Interest

### Ecology

An extended Phase 1 Ecological Survey has been undertaken, this concludes the site only supports limited amounts of habitat that are considered to be of interest to wildlife, with the hedgerows and areas of scrub providing the main ecological value.

Hedgerows are a UK and Local BAP priority habitat whilst both the hedgerows and scrub areas provide potential breeding and foraging cover for common birds, although no nests were found during the survey.

The trees within the curtilage of the site were generally noted to be in good condition and displayed no features that may be suitable for use by bats as roosting and/or hibernation places. The site itself was concluded to have mostly low value to foraging or commuting bats and any activity would most likely be confined to the hedgerows and areas of scrub around the boundaries of the site.

No evidence of the Great Crested Newt was found during the field survey, although some potentially suitable terrestrial habitat was recorded associated with the hedgerows, scrub and adjacent long grass around the boundaries of the site. A pond was also present just outside the western corner of the site and this linked to the hedgerow along the sites western boundary.

This pond was calculated to have a Habitat Suitability Index Assessment score of 0.56, giving it below average suitability to support Great Crested Newts. As a precaution, a nocturnal torchlight search of the pond was carried out, along with a daytime search.

Both surveys identified a very high population of Three-spined Sticklebacks in the pond, with no signs of any species of amphibians.

The presence of reptiles on site cannot be discounted, as some suitable habitat was present around the boundaries of the site, and this connects to further suitable habitat, particularly to the west of the site.

There was no signs of Badger, Otter or Water Vole activity, although the site does contain suitable Badger foraging habitat.

Although the habitats on site had limited species diversity, they were considered suitable for small mammals and invertebrates, although it is anticipated that these are more likely to be common species.

Within the 1.0km search area there was one statutory site and five non statutory sites. None of these had any direct connectivity to the survey area and no adverse impacts are anticipated as a result of any development of the site.

### Flood Risk

The site is wholly in Environment Agency Flood Zone 1 (lowest risk) and a Flood Risk Assessment has been prepared to demonstrate that the site is not at risk from any flooding.

The surface water drainage will use Sustainable Drainage System (SuDS) to ensure there is no increase in runoff from the site. This will include permeable pavements and an attenuation basin in the northern part of the site discharging to the watercourse that runs along the northern edge of the development.

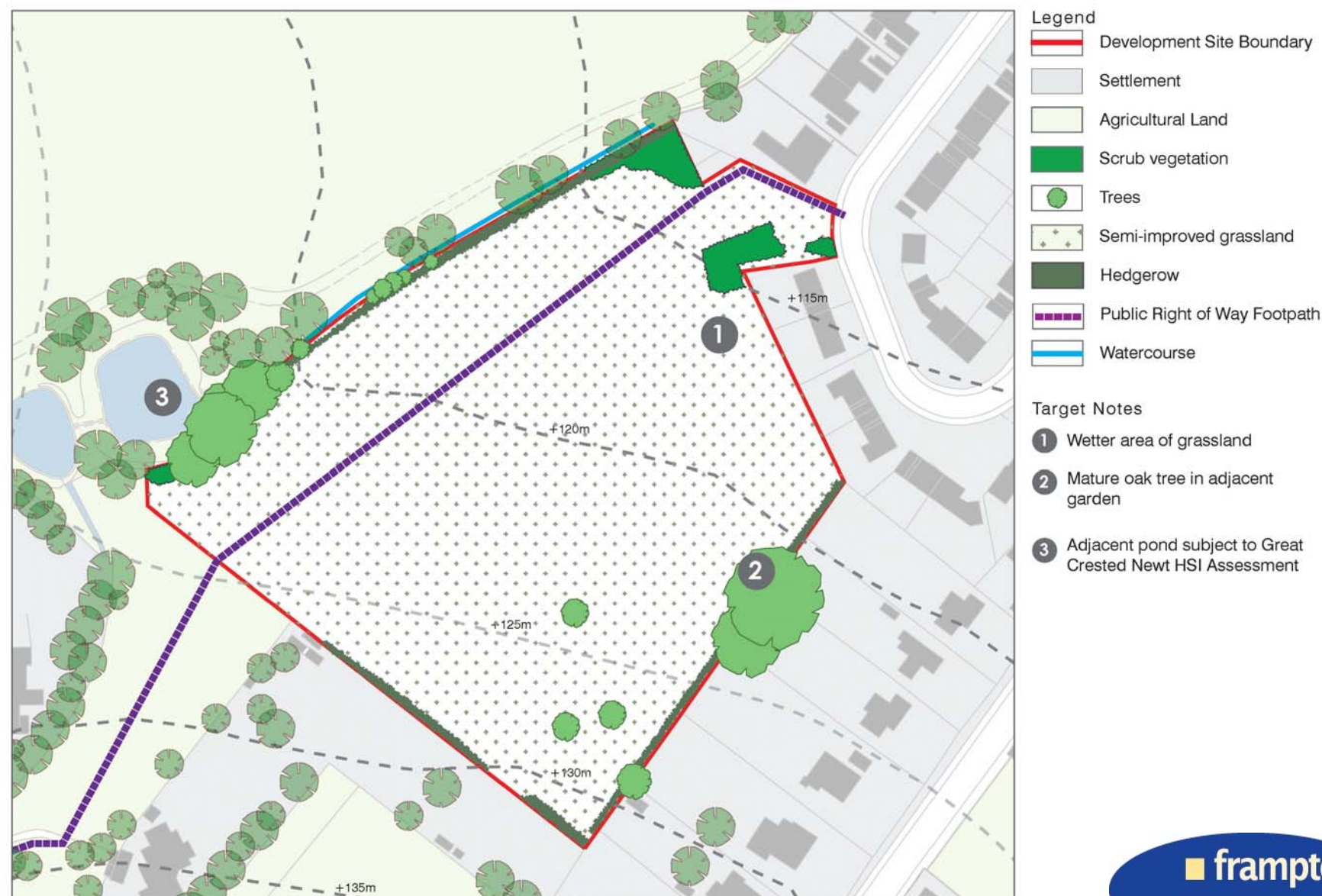
There are public foul sewers on the site and in and around Broadlands Drive. Severn Trent Water is investigating the best connection point for the foul sewage from the development.

### Archaeology/Heritage

The application site is located in close proximity to the Malvern Hills which were occupied during the later prehistoric period. The most visible remains left behind by these people are Bronze Age burial mounds and Iron Age hill forts.

The proposed development lies in the grounds of what was the medieval manor of Cowleigh, now Cowleigh Park Farm, an estate owned by the Ruyhale family and their heirs. Close to the site are a number of medieval fish ponds and this area was later used as farmland during the post-medieval period.

An archaeological desk based assessment of the application site has been undertaken. Test pits have not revealed any archaeological findings.



Ecology Plan



## The Master Plan



### The Masterplan

The indicative masterplan shows:

- A development of approximately 41 houses;
- Most of the proposed dwellings will be in the form of family homes ranging from 2 bed to 5 bed;
- Creation of a strong green infrastructure along the north west boundary including public open space;
- Creation of Sustainable Urban Drainage attenuation basins;
- Cycle and pedestrian links;
- Retention of the public right of way footpath; and
- Vehicle access from Broadlands Drive.

We welcome your comments on these exciting proposals and would ask you to complete and return a comments form if you wish to express an opinion on the proposals at this stage. It is intended that following a review of the submitted comments and observations from today's exhibition the plans will be progressed and submitted to the Local Planning Authority—Malvern Hills District Council.

Thank you for taking the time to attend this public exhibition and should you have any questions please do not hesitate to speak with a representative on hand to answer your questions. Comment forms are available.

If you require further details or wish to keep in contact with the progress of this proposal please contact Louise Steele at Framptons 01295 672310 or email at:

[louise.steele@framptons-planning.com](mailto:louise.steele@framptons-planning.com)

The exhibition material is available on:

[www.framptons-planning.com](http://www.framptons-planning.com).

You may make your comments online using this web link.

