



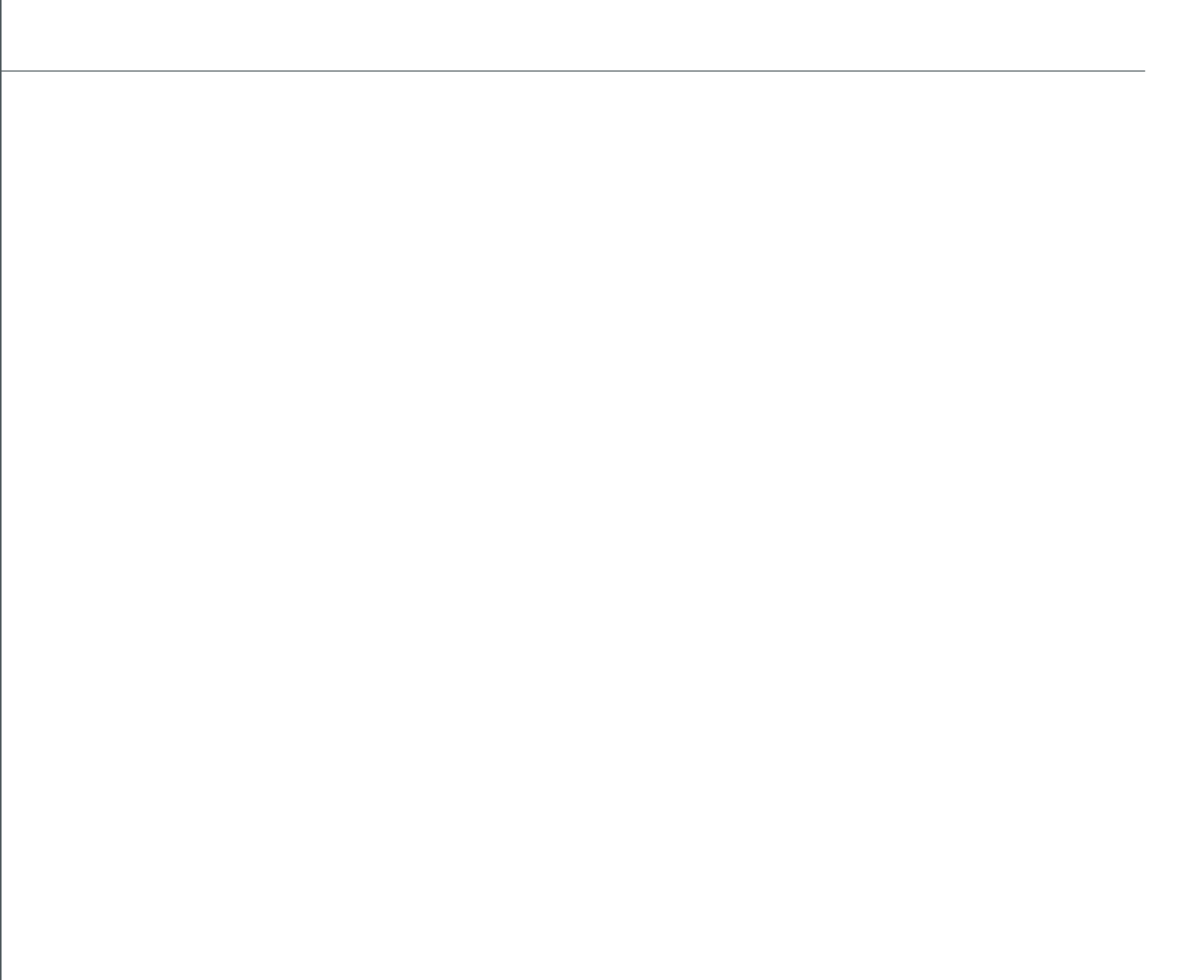
# Land North of Hanley Road Malvern Wells

Vision Document (May 2021)

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on behalf of Bloor Homes

savills



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Figure 1: Site Aerial, Red line Boundary

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# INTRODUCTION

This document sets out a vision for a sensitive residential addition of development of Malvern Wells. The proposal has been developed to fit with the Malvern Hills District Council's vision for delivering housing growth in a sustainable and well-designed manner.

The vision has been prepared on behalf of Bloor Homes, who control 7ha of land to the south of the settlement. The site offers the potential to deliver a significant quantum of housing within the emerging Local Plan Update

The site sits within the Malvern Hills District Council area. Malvern Hills District, Worcester City and Wychavon District Councils have joined together to prepare a Development Plan with the aim of ensuring that future development within South Worcestershire is well planned and managed effectively across the three Districts. The South Worcestershire Development Plan is currently undergoing a review, with the aim of providing an updated plan period to the year 2041. The plan will update the existing SWDP and where necessary its Vision, Objectives, Spatial Strategy and policies for the future development of the South Worcestershire area. The second part of the plan includes site allocations, policies and policy designations that will provide for the development needs of the area up to 2041.

The site provides the opportunity to deliver a comprehensive housing scheme to the east of the existing housing settlements of Moorlands, ensuring a fully coordinated approach to landscape and movement and avoiding a piecemeal approach to development in this area. The high-level proposals set out in this document have been led by best practice approaches to design as well as careful consideration as to how the approach can optimise the social and environmental integration of the site.

This document sets out a vision for the development of the site and a summary of the benefits that this could bring to the wider community. In particular, we highlight the benefits of delivering a comprehensive masterplan, that can accommodate up to 80 new homes with 60 % open green space, alongside additional community facilities, such as allotments.

In putting together this Vision Statement we have been guided by the Councils guidance on Building design and a commitment to high design standards, to ensure a scheme can be delivered that makes a positive contribution to the settlement and District.

The site is being promoted by Bloor Homes. Established in 1969 by John Bloor, Bloor Homes are one of the largest privately-owned house builders in the UK with over 50 years of continuous experience in promoting and developing major housing schemes across the UK. The long term family ownership and simple management structure provides certainty which is not susceptible to change or disruption and the private status ensures clear long term decision making when it comes to strategic land promotion and development. The business is now completing in excess of 3,500 homes per annum with plans to increase this to 4,000 based on a sustainable growth model.

Bloor has a reputation for building sensitive new homes in village locations. Bloor is a company who actively engages with the local community and designs high quality homes which integrate seamlessly into the surrounding built and natural environment. Bloor are currently involved in development in The Grove at Worcester, which is located to the south east of the site and two sites in Evesham: The Hamptons and Evesham Gate.

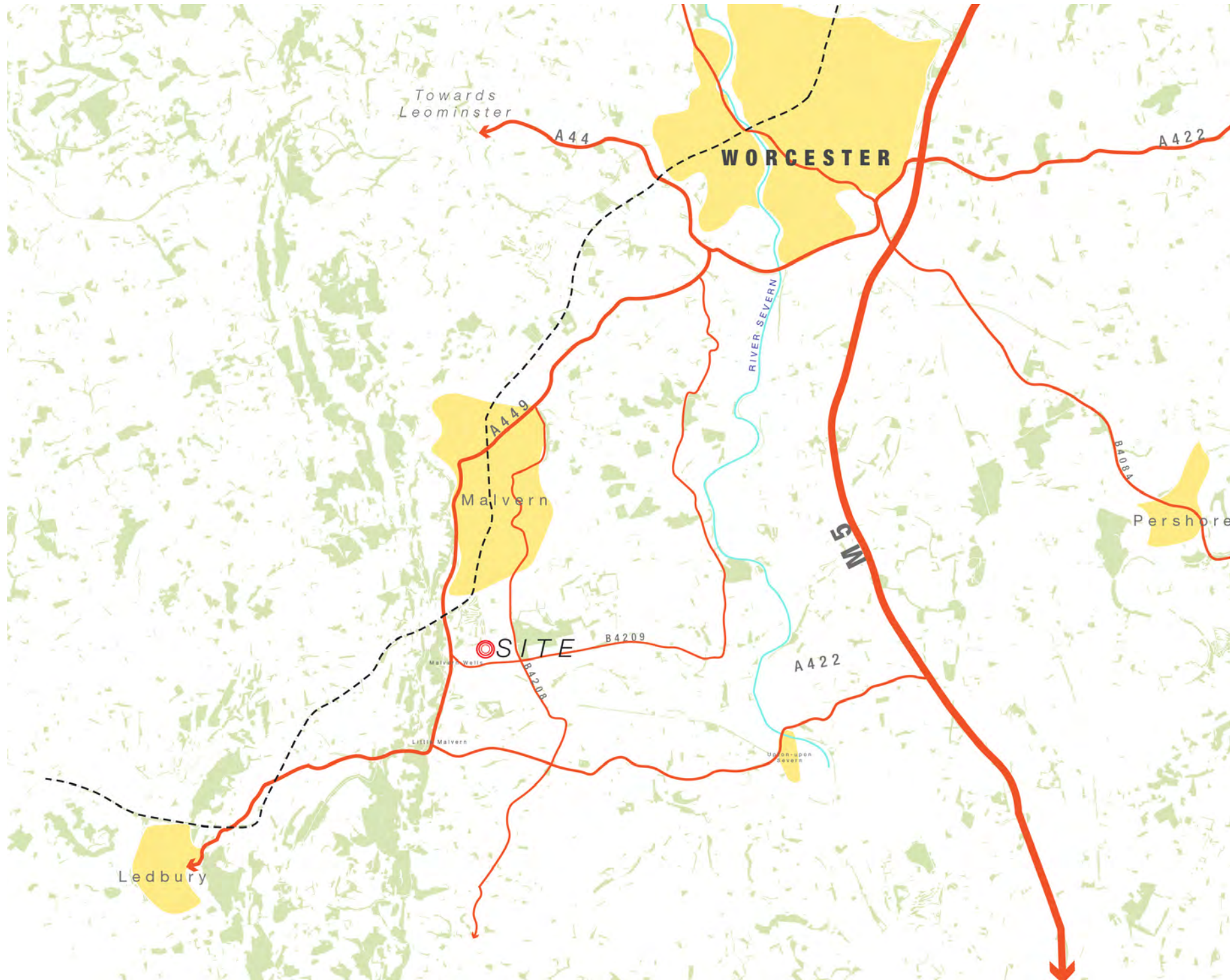


Figure 2: Wider Location Plan

# SITE CONTEXT

The site is located to the east of Malvern Wells, off the B4209/Hanley Road and approximately 400 metres east of the Wells Road/A449. The Three Counties Showground is approximately 0.5 kilometres west of the site.

The site is bound by Moorlands, a late 20th century housing estate, to the west, by Wood Farm Road to the north, Abbey House and a couple of other residential properties and fields to the east and Hanley Road to the south.

## History

Malvern Wells is a village and civil parish south of Great Malvern in the Malvern Hills District of Worcestershire, England. Malvern Wells lies on the eastern slopes of the Malvern Hills, south of Great Malvern and north of Little Malvern. It takes its name from the Malvern water issuing from springs on the hills, principally from the Holy Well and the Eye Well. The settlement grew following the expansion of Malvern spa town in the 19th century.

The northern end of the parish includes the Wyche Cutting, the historic salt route pass through the hills, which form the border between the counties of Herefordshire (on the western side) and Worcestershire.

## Movement

The Wells Road is the main trunk road running North-South in and out of Great Malvern along the Eastern foothills of the Malvern escarpment. Wells Road is a long and busy thoroughfare that runs along the base of the hillside for the length of the conservation area. Holywell Road, a narrow historic coach road, winds around the hillside above and links with Wells Road at either end.

## Education

Primary education is provided by Malvern Wells Church of England School and the Wyche Church of England School, which feed the two Malvern secondary schools of The Chase in Barnards Green, and Dyson Perrins in Malvern Link. Abbey College, a secondary school and English language centre mainly for international students, is found on Wells Road.

## Local Facilities and Services

The site benefits from ease of access to local services including a primary school, post office, garage and a shop. There is also a doctor's surgery and a number of public houses. The Village Hall is a well used and popular venue for plays, dancing, martial arts, yoga and physical fitness classes.

Great Malvern train station, is located 4.5km by road to the North of the site. The Priory Mental Health Hospital, a Grade II listed building which is located along Hanley road.

The Malvern Hills are situated to the west, under a kilometer away and offer a wide range of outdoor sports and leisure activities.

## Wider Facilities

Great Malvern is located 3km away, the town centre comprises of many shops and two large modern supermarkets, both in Edith Walk, as well as traditional high street shops. There is also a public library that includes access to many community services.

Worcester is 10 miles away. There is a collection of chain and independent retailers, supermarkets as well as a variety of leisure and health facilities including the Worcestershire Royal hospital.

## Settlement Character

Malvern Wells is made up a of a variety of architectural styles, the more traditional forming the vernacular from the early 19th century villas resulting in a strong sense of local character. Many key buildings within the village are defined by the intricate and unique projecting gables and bespoke stone mullion window types. Key buildings are often defined by their use of the local stone or red brick framed with natural stone corner quoins.

The application site is within the Eastern part of the Malvern Hills Area of Outstanding Natural Beauty (AONB), towards the foot of the main ridge.



Figure 3: Photograph of The Lodge on Hanley Road

# LOCAL CHARACTER

Malvern Wells is a linear, hillside settlement distinguished by its relationship with the dramatic landscape of the Malvern Hills and abundant sources of natural spring water. Much of its character is derived from the various phases of its historic development, visible in the surviving pockets of vernacular settlement, large Georgian houses, worker's cottages and several Victorian and Edwardian public and domestic buildings and structures.

The form of Malvern Wells has largely been determined by the topography of the landscape with the majority of roads following the north-south axis of the Malvern Hills.

Despite a relatively short settlement history, Malvern Wells has considerable historic and architectural significance as a prosperous village spa from the late 18th century; a place of recreation and industry throughout the 19th century and an attractive residential area throughout the 20th century and into the 21st century.

These principal phases of development have left a wealth of historic buildings of high architectural quality and locally distinctive features such as wells, gas lamps and Malvern stone boundary walls. Historic building uses remain apparent in building forms and settlement patterns and the area retains a strong sense of identity.

Many buildings in the conservation area have an elevated position on the hillside and can be viewed from numerous vantage points and distances.

There is an abundance of established trees, woodland and

important open spaces, which give the area a green and leafy character. These features make a contribution to the historic and architectural quality of the conservation area.

The Malvern Wells Conservation Area comprises a distinctive area of elevated settlement built along the steep incline of the Malvern Hills.

The Malvern Hills are a dominant feature of the landscape visible from miles around and Malvern Wells is set into the hillside beneath exposed grassland hill and dense woodland.

The largest and most prominent area of open green space in the conservation area is Malvern Common, which slopes gently to the east at the north end of Wells Road. This area is historically important as a remnant of medieval common land that survived enclosure during the 18th century. This area provides the setting to buildings in the Wyche and along Peachfield Road and is a popular space for walking and recreation.

This site lies in an area to the east of Wells Road where the character is representative of the earliest phases of development in Malvern Wells dating from the mid 18th century. This area is characterised by the grand, late Georgian Villas set between Holywell Road and Wells Road and early Victorian houses north of Grundy's Lane. Many of these were used as guest houses during the early 19th century.

Buildings to the east of Wells Road and along Hanley Road are of smaller scale and are arranged more closely, giving a solid sense of development in this area.



Figure 5: Photograph of cottage on Wood Farm Road



Figure 4: Photograph of 20th Century housing at Green Lane



# PLANNING CONTEXT

The South Worcestershire Development Plan (SWDP) (adopted February 2016) is currently undergoing review; with this seeking to update relevant policies, and extend the plan period to 2041.

Malvern Wells has its own development boundary and is separate from the urban area of Malvern (the main urban area within the Malvern Hills District). It benefits from a number of services and facilities; including a primary school, village hall, post office, convenience store and a number of wider facilities.

The Malvern Wells Neighbourhood Plan is progressing; with the latest draft setting the vision for the Parish to be a 'vibrant, healthy, safe and accessible place to live with a range of services and facilities to meet the everyday needs of its residents'. The emerging Plan recognises the importance of the AONB designation which covers the village – and confirms that new development should be sensitive and responsive to this landscape designation, in terms of scale, size, design, colour and type. The emerging Plan proposes to allocate 2.6ha of land immediately south of the site for a cemetery, allotments and associated car park. A baseline design code was published for consultation last year as part of the neighbourhood plan process. This document will help set the standard of future design in the settlement.

The SWDP Review is progressing towards the Regulation 19 stage – and as such, consideration is currently being given to potential housing allocations to meet strategic and local housing needs. Malvern Wells is within the principal urban area, and whilst subject to an AONB designation, national planning policy is clear that all settlements have a role in meeting housing need, and that development in the AONB which would not have a significant adverse impact is not unacceptable.

State of the Malvern Hills Area of Outstanding Natural Beauty 2006 report describes that the site falls within an area to the east of Malvern Wells that is 'least tranquil', whilst the AONB is generally characterised by a moderate level of tranquillity. The proposed site is not located in close proximity to areas strongly connected with the three pockets of 'high tranquillity'.

Malvern Wells is a suitable and sustainable location for development, and by virtue of its AONB designation; the relevant determiner is therefore the potential adverse impacts of any individual site.

A 2013 planning application (ref: 13/00283/OUT) was submitted by Land Fund Ltd. This was withdrawn in October 2014. The application sought outline consent for up to 184 residential dwellings, including affordable housing; access from Hanley Road and Wood Farm Road; and the provision of informal open space and structure planting.



Figure 6: Draft Design Code for Malvern Wells



Figure 7: Photograph of the Moorlands Estate



Figure 8: Photograph of a villa on Wells Road

# SITE PHOTOGRAPHS



A site visit was undertaken (April 2021) in order to gain a better understanding of the key constraints of and become familiar with with the sites spatial and physical surroundings.

We considered how the new development should relate to the existing neighbourhoods and the overall character of the settlement.

- 1 Footpath to the northwest corner of the site
- 2 Views across site to adjacent development and the Malvern Hills
- 3 Views of the rear of The Moorlandss
- 4 View from the north of the site looking southwest
- 5 View looking south east to the Lodge
- 6 Hanley Road and the edge of the Conservation Area

Figure 9: Site photos

## SITE PHOTOGRAPHS (Continued)



- 7 Vegetation to the south of the site
- 8 Eastern edge of the site
- 9 Eastern edge of the site
- 10 Vegetation at the eastern edge of the site
- 11 View of the Malvern Hills
- 12 Hanley Road

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# OPPORTUNITIES AND CONSTRAINTS

We have analysed the proposed site and its context. The analysis will inform the design of the framework masterplan, which takes into account the site's physical features, surroundings, nearby land uses and connectivity.

The site comprises a single, large open field and is approximately 7 hectares. It has the potential to create a positive extension to the existing Moorlands and wider village, while contributing to meeting identified local housing needs.

## Built Features

- The site is bounded by existing development to the south and west, and predominantly open countryside to the north and east. As such, the site is considered to provide an appropriate development site in the context of the Malvern Wells settlement pattern;
- The site is partially visible between boundary vegetation from public footpaths from the east;
- Residential properties back onto the site along the Western Boundary;
- Existing development beyond the eastern boundary already creates an urban edge to the countryside;
- The north east edges are sensitive to development up to the boundaries;
- There are no listed buildings on the site. The Malvern Wells Conservation Area is adjacent to the Western boundary.

## Movement

- Access to the site is currently provided by an agricultural access from Wood Farm Road to the north;
- There are no public rights of way across the site to link Hanley Road with Wood Farm Road;
- There are a number of public rights of way within the vicinity of the site, with Public footpath 518 (B) routeing immediately north of the northern boundary of the site, connecting with Wood Farm Road, before it continues to route west where it joins Hanley Road at its junction with Wells Road (A449).

## Landscape

- Malvern Wells Conservation Area lies to the west of the site and is fronted by existing development at the Moorlands and Hanley Road/Green Lane;
- The site is within the eastern part of the Malvern Hills Area of Outstanding Natural Beauty (AONB), towards the foot of the main ridge. The AONB is extensive and includes the Three Counties Showground further to the east of the site;
- The site has gently sloping topography;
- Occasional mature trees can be found in boundary hedgerows;
- Hedgerows and hedgerow trees on the boundaries provide integration of the site into the landscape pattern of the area, as well as a sense of establishment;

- There is a grouping of mature trees with tree protection orders beyond the eastern boundary;
- Apart from the trees, the site lacks any distinct features. It is an agricultural field, currently left as rough grass;
- The site is not located within an area of high flood risk or any other environmentally sensitive planning designations with regard to ecology or archaeology;
- There are views from some parts of the Malvern Hills ridge to the site. The site falls within an area to the east of Malvern Wells that is 'least tranquil' and is not located in close proximity to, or strongly connected with, the three pockets of 'high tranquillity' identified in the Malvern Wells Landscape Sensitivity and Capacity Assessment .

## Key Considerations

- Below ground infrastructure sewer and mains water services cross the site;
- The impacts on the AONB and visual impact on elevated views from the Malvern Hills ridge;
- Impact on views and amenity for local residents overlooking the site;
- Retention of existing trees and hedgerows within the site and protection of those on adjacent land;
- In-situ protection of the off-site badger sett and other habitats and landscape features;

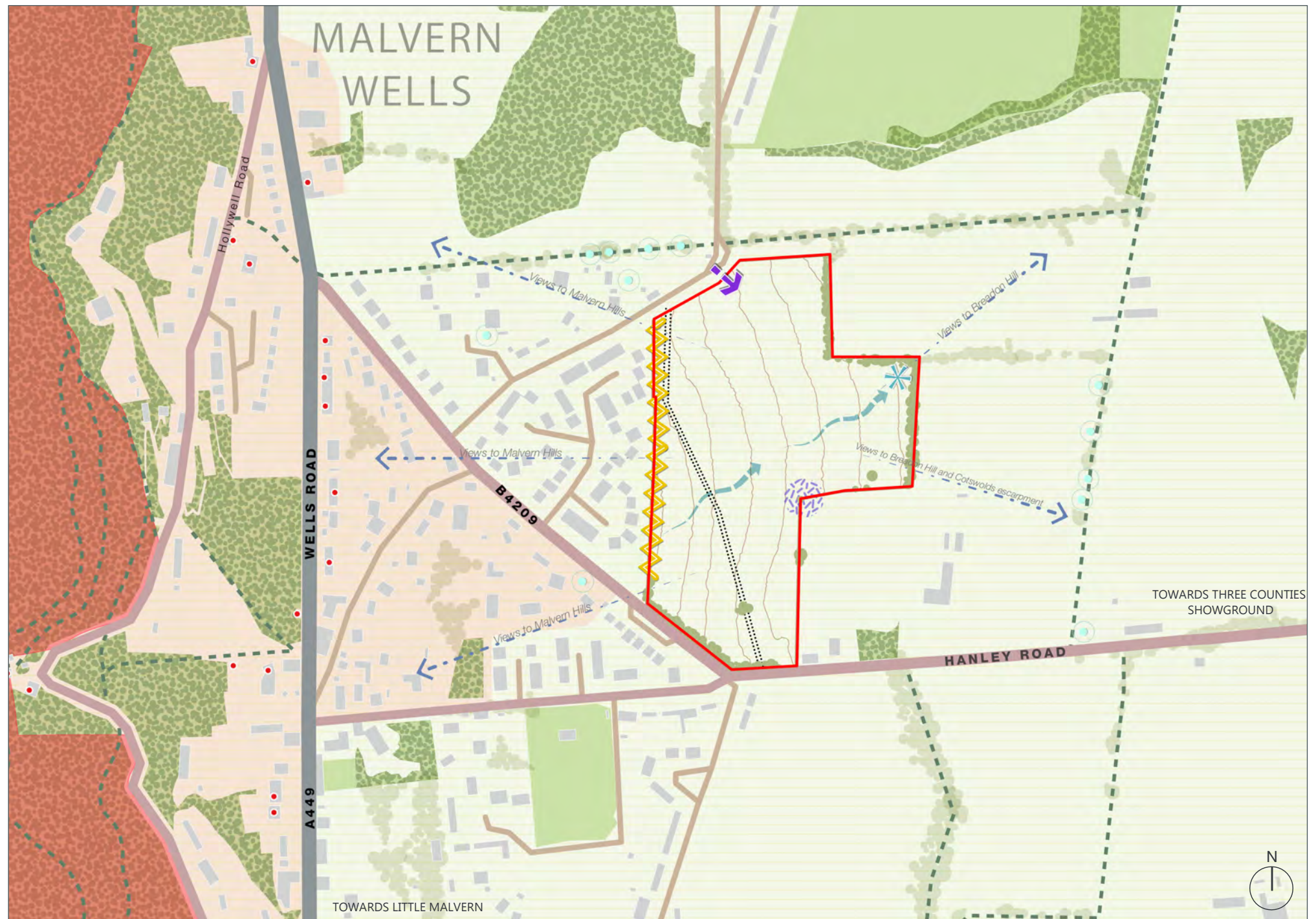
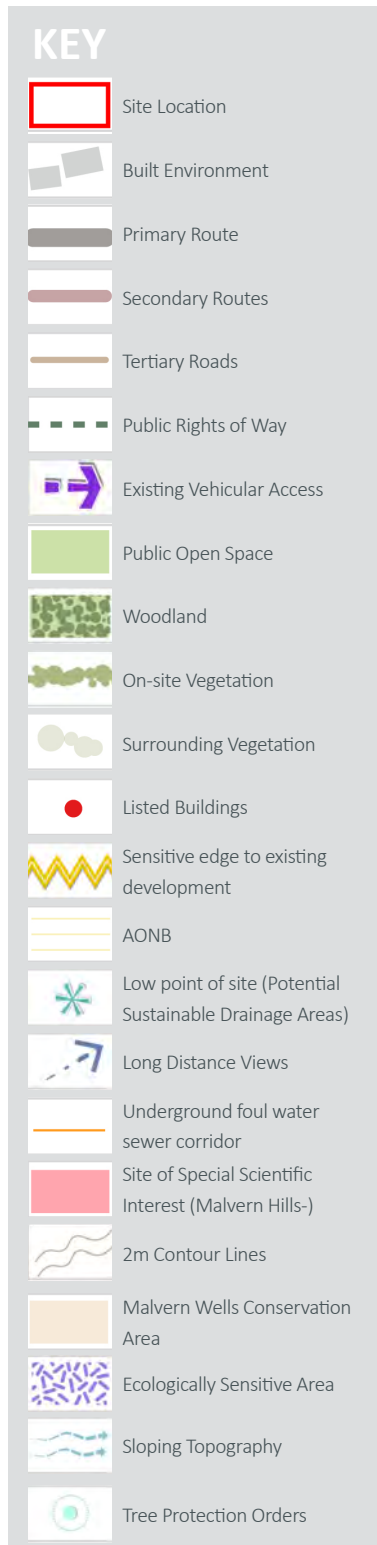


Figure 10: Opportunities and Constraints Plan

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# TECHNICAL REPORTS

We have worked closely with the technical consultants to produce a set of principles and a deliverable framework masterplan for the site. We understand how the technical constraints can inform a masterplan that would deliver the best economic, social and environmental value from the site.

A summary of the key findings has been set out below.

## Landscape and Visual Impact Assessment

FPCR Chartered Landscape Architects have been appointed by Bloor Homes to prepare a landscape and visual technical note to support the promotion of the site. The field assessment work for the site was carried out in March and April 2021.

The site lies within Natural England's National Character Area (NCA) 106 'Severn and Avon Vales' and very close to the boundary with NCA 103 'Malvern Hills'.

The Site lies within the 'Enclosed Commons' LT adjacent to the 'Urban' LT on the eastern fringes of Malvern Wells as defined by the Worcestershire County Council Landscape Character Assessment (2012). The site and its immediate landscape context to the south, east and north reflect the landscape characteristics identified in the information sheet.

The Site and immediate context are located within the Malvern Hills Area of Outstanding Natural Beauty (AONB). The site is close to an eastern tip of the Malvern Wells Conservation Area with some separation provided by housing along Hanley Road and The Moorlands.

The Shire Ditch, passing along the ridge of the Malvern Hills, is a Scheduled Monument that affords walkers and visitors to the

AONB wide, panoramic views in all directions.

The State of the Malvern Hills Area of Outstanding Natural Beauty 2006 report describes the area around the site as an area to the east of Malvern Wells that is 'least tranquil', and the proposed site is not located in close proximity to, or strongly connected with, the three pockets of 'high tranquillity' identified in the report. In the Malvern Wells Landscape Sensitivity and Capacity Assessment (LSCA) (November 2019), the study notes that the site area is "not an historic gateway" and that there are "various detractors in views looking west from the gateway, including modern residential properties".

The site comprises a large, rectilinear, arable field parcel bounded mostly by thorn hedges, trees and garden boundaries and fencing. The field itself is relatively featureless. The topography of the site slopes gently and consistently from west to east. The site is not crossed by any public rights of way (PRoW) and is not publicly accessible.

The site is visually well-contained to the north and south by vegetation. To the west, the site adjoins the existing settlement edge of Malvern Wells, which has a suburban character and has little in the way of vegetation to help integrate built form into the landscape. The eastern edge of the site is defined by vegetation in varying conditions.

The site is located on relatively flat, lower-lying ground and can be seen in longer distance, panoramic views from the elevated AONB ridge. Within these views, the site is located up-against Malvern Wells and close to base of slopes, which means, that in places, hillside woodland along the lower slopes obscures or filters views of the site.

There is potential for carefully planned woodland planting to further reinforce landscape character and planned enclosure pattern. This would provide an opportunity to deliver a more sensitive and successful settlement edge to Malvern Wells than is currently provided by the rear and side elevations of suburban housing along The Moorlands.

Development proposals should seek to arrange new built form to the west of the site, where it relates most closely and nestles against the existing settlement edge. This arrangement would also help to filter and even screen development from sections of the Shire Ditch where wooded slopes reach close to the ridge, such as Jubilee Hill and south of Perseverance Hill.

The site is visually well-contained from lower elevations with views primarily limited to receptors close to the boundaries of the site. From higher elevations the site forms a minor component of panoramic and expansive views in all directions. Landscape and visual mitigation, delivered through the masterplan down to the detailed design of new development and Green Infrastructure, would deliver a high-quality, locally distinctive built-environment that assimilates well with the receiving context.

## Ecology

Ecology Solutions was commissioned by Bloor Homes to undertake an ecological appraisal to identify the ecological opportunities and the potential enhancements that could be incorporated as part of residential development.

A habitat survey was carried out in April 2021 based around extended Phase 1 survey methodology<sup>1</sup>, with notes made on any fauna utilising the site.

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## TECHNICAL REPORTS continued

The majority of the site includes rough grassland that was previously cultivated and is currently in the final year of a 5-year wildflower and bird seed stewardship. The site also includes ruderal vegetation, trees, hedgerows and scrub.

The nearest designated site is The Malvern Hills SSSI located 0.5km west of the site and is designated for semi-natural vegetation supporting a mosaic of habitat types. The SSSI Impact Risk Zones identify that residential development of 100 units or more could result in an impact.

The site is in the final year of a 5-year wild flower and bird seed stewardship scheme. However, the grassland includes limited wild flower species and should be oversowing and subject to further management to provide a high ecological value habitat. As such, the habitats within the site comprising common and widespread species such that any losses to this habitat would be of limited ecological significance.

Areas of grassland could easily be retained and enhanced to wild flower grassland within areas of open space and would provide significant ecological enhancements. The rough grassland is considered to provide suitable habitat for reptiles and therefore surveys would be undertaken to determine if reptiles are present within the site and the population size.

It is considered that the site offers suitable nesting and foraging habitat for common birds. New native planting associated with any development proposals would likely provide additional nesting and foraging habitats for a range of bird species.

It is considered that taking account of the recommendations in this report and with an appropriate scheme/design any potential impacts on habitats and protected species could be mitigated/compensated. Indeed, it is considered possible to obtain a net

gain for biodiversity within the site; In particular through habitats that can be created by the attenuation basins; potential wildflower meadow planting within the public open space; allotments; orchard trees; and there is not deemed to be any overriding ecological constraint to the site for residential development purposes.

### Drainage

PJA Civil Engineering were commissioned to undertake a high level review of levels and drainage and highlight any associated development constraints.

The development area falls in a westerly direction, with an approximate level change of 15m overall. This results in a steady gradient of around 1:20.

The surface water drainage design for the site will incorporate Sustainable Drainage features such as open attenuation basins, to manage water quality and quantities before leaving the site and discharging into an existing watercourse to the south. The site will be attenuated to the equivalent of greenfield runoff which mimics the natural catchment of the pre-development site. This will capture existing overland flood routes and manage flows in a controlled network.

A portion of the lower level site is below the level of the existing watercourse, which lends itself to an ideal public open space allocation.

The existing site is subject to overland flooding from off-site sources, as well as the existing land itself. By redeveloping the site, the overland flows from the site itself will be mitigated

by capturing at source and directing rainfall into a drainage network. Off site flood sources will be managed by incorporating a flood route into the development design, such that the new development is not at risk from the flood events.

There are existing public sewers crossing the site which will be either incorporated into the layout, or diverted along new routes to match the proposed scheme.

For the majority of the site, foul drainage will be collected at the low point and pumped west towards the existing public sewers. Any necessary pumping station will be designed to adoptable standards and offered for adoption to the local sewerage undertaker. The remaining portion of the site, to the south west, can drain by a traditional gravity network and discharge to the existing public sewers.

### Highways

Cotswold Transport Planning were commissioned to undertake a review of access arrangements on the site. The proposed junction details can be found in Appendix B.

# DESIGN PRINCIPLES

The team have considered the site, especially in relation to the AONB and its surrounding context. Any development that comes forward in this area needs to provide a positive legacy for the settlement and future residents.

We have developed a set of design principles which could underpin the positive development of the site. These consider how best to integrate the proposals sensitively into the settlement, whilst respecting the local landscape and built heritage. The design principles should inform the character and form of development in the future.

An approach to development is proposed that is layered with landscape to provide a positive setting for future residents and to ensure that while the development will be visible from the AONB, it is set within a positive landscape framework that enhances the site and maintains a positive relationship with the AONB.

## Objectives

- Establish a development structure and form that relates well to adjacent development and is well related to the existing settlement edges;
- Create a mix of house types that reflect the range of people's needs in the area, including terraced and detached housing of various tenures;
- Allow for the setting of the wider landscape AONB and the conservation area. Build on traditional urban forms, with predominantly two storey buildings with villas in key locations along Hanley Road;

- The proposals should have a traditional form, with active frontages onto streets and open spaces. Provide an appropriate density, which is appropriate for this edge of settlement location;
- Responding to the edge conditions by enclosing rear gardens and enhancing open space connections. Where utilities allow, back onto housing on the Moorlands, using long back gardens to protect the amenity of existing residents;
- Optimise the opportunities for energy efficient design, through appropriate orientation of the housing blocks and green infrastructure within the site layout. All homes will be developed to a high level of energy efficiency, with consideration to reducing embodied energy at all stages in the construction;
- Develop a safe and secure environment by designing the new neighbourhoods in line with the principles promoted in Designing Out Crime, such as, effective lighting, natural surveillance, fronting onto the public realm and ensuring rear gardens are enclosed.



Figure 11: Street scene at Recent Bloor Homes Development



Figure 12: Open space at Recent Bloor Homes Development



### Key Design Principles: Movement

- Provide a movement network with a clear sequence of streets and footpaths that link the site together in an efficient and pedestrian-friendly manner that is accessible to all;
- Providing access to the local street network, with a network of routes through the site, connecting Hanley Road to Wood Farm Road.

### Key Design Principles: Landscape

- Mitigate the impact of development on the Malvern Hills through a structured landscape approach;
- Reinforce the existing vegetation to the south of the site and around the edges. Extend the trees landscape, found at the north east of the site;
- Create a 'sense of place' through a sequence of streets and spaces through the development that build on the existing character of the settlement;
- Design for long-term stewardship, through the establishment of a management regime to ensure a sustainable and high quality environment;
- Potential to provide allotments to the east of the site;
- A significant area - 60% of dedicated open space.



Figure 13: Street scene of recent Bloor Homes development



Figure 14: Frontage onto open space at a recent Bloor Homes development

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# FRAMEWORK MASTERPLAN

The framework masterplan, illustrates one scenario for the development of this site. It has been produced to demonstrate to the council that the design principles set out in this document could be successfully applied to this site.

The plan has been informed by the site's constraints, as well as the findings of the technical reports. The plan represents one way that the principles could be achieved in this area. The plan will be subject to modifications depending on detailed technical inputs and discussions with council officers.

We are confident, based on the baseline work that the team have undertaken that the site has the capacity to deliver up to 80 dwellings.

## Key elements of the proposals:

- The site has the capacity to deliver approximately 80 units at 30 - 35 dwellings per hectare;
- 60 % of site would be designated as open space;
- Development would be interspersed with green streets and spaces, to mitigate visual impact;
- SuDS features integrated within the open space structure and located in the low points to the north and east of the site;
- The site is well related to the western settlement edge of Malvern Wells;
- Vehicular access from Hanley Road and Wood Farm Road, with Distinctive Primary Routes, lined with avenue trees giving access within the site.

**KEY**













-  Site location
-  Proposed Residential Development
-  Proposed Developable Area
-  Proposed Key Road/ Primary Route
-  Proposed Pedestrian Connections
-  Internal Open Space
-  Public Open Space
-  Proposed Avenue Trees
-  Proposed Tree and Hedgerow Planting
-  Proposed Sustainable Urban Drainage Areas
-  Proposed Allotments or Community Garden
-  Existing Public Rights of Way



Figure 15: Illustrative Masterplan 1:2000



*Figure 16: Water management at a Recent Bloor Homes Development*

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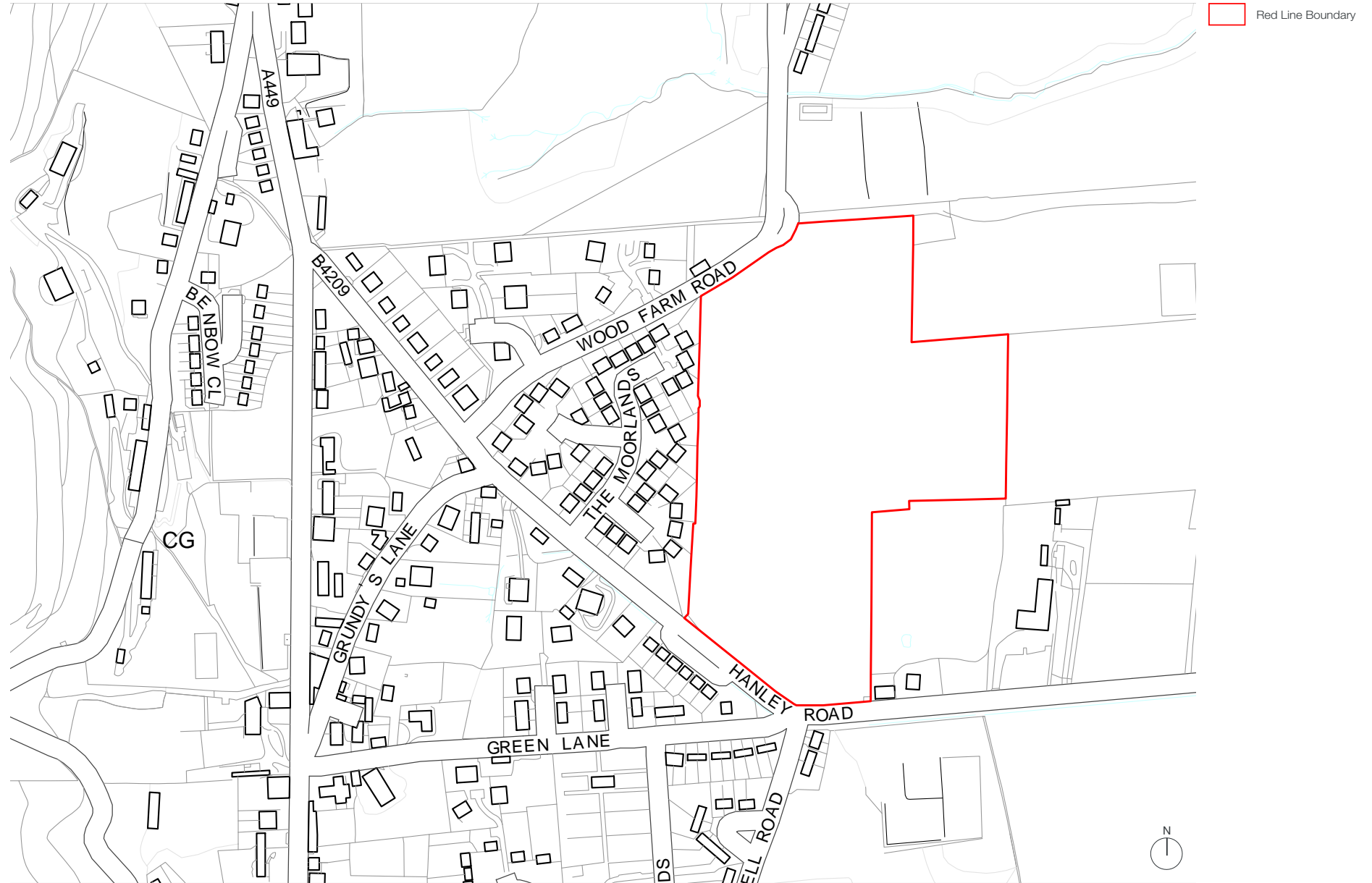
# CONCLUSION

Taking into account the site's key features as well as the neighbouring development structure, this Site Promotion Document demonstrates that the site provides an opportunity for a comprehensive development proposal that could deliver up to 80 units, with an appropriate level of high-quality open space.

The site would deliver a high-quality development that is well integrated with the existing residential areas whilst retaining existing landscape features on the site and using landscape to help mitigate the impact on the AONB. A positive approach to placemaking would be taken where the mature landscape provides an attractive setting that draws on the character and heritage of the site and broader area.

The land is within the control of Bloor Homes and there are no known technical reasons why the site cannot come forward for new residential development. The site provides the opportunity to create a well-designed and safe environment, with easy access to services and facilities by foot and cycle and is ideally placed to contribute to the supply of new homes needed in South Worcestershire.

# APPENDIX A: Redline Plan

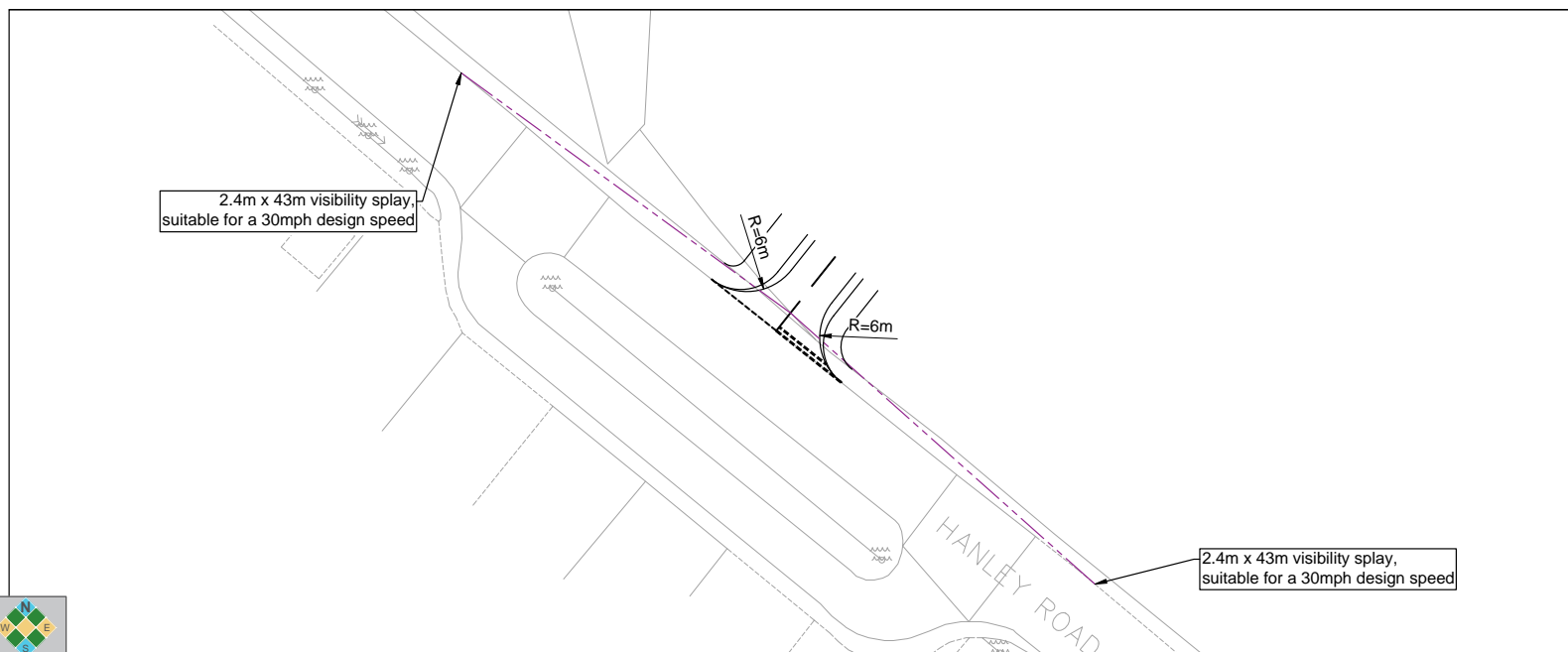
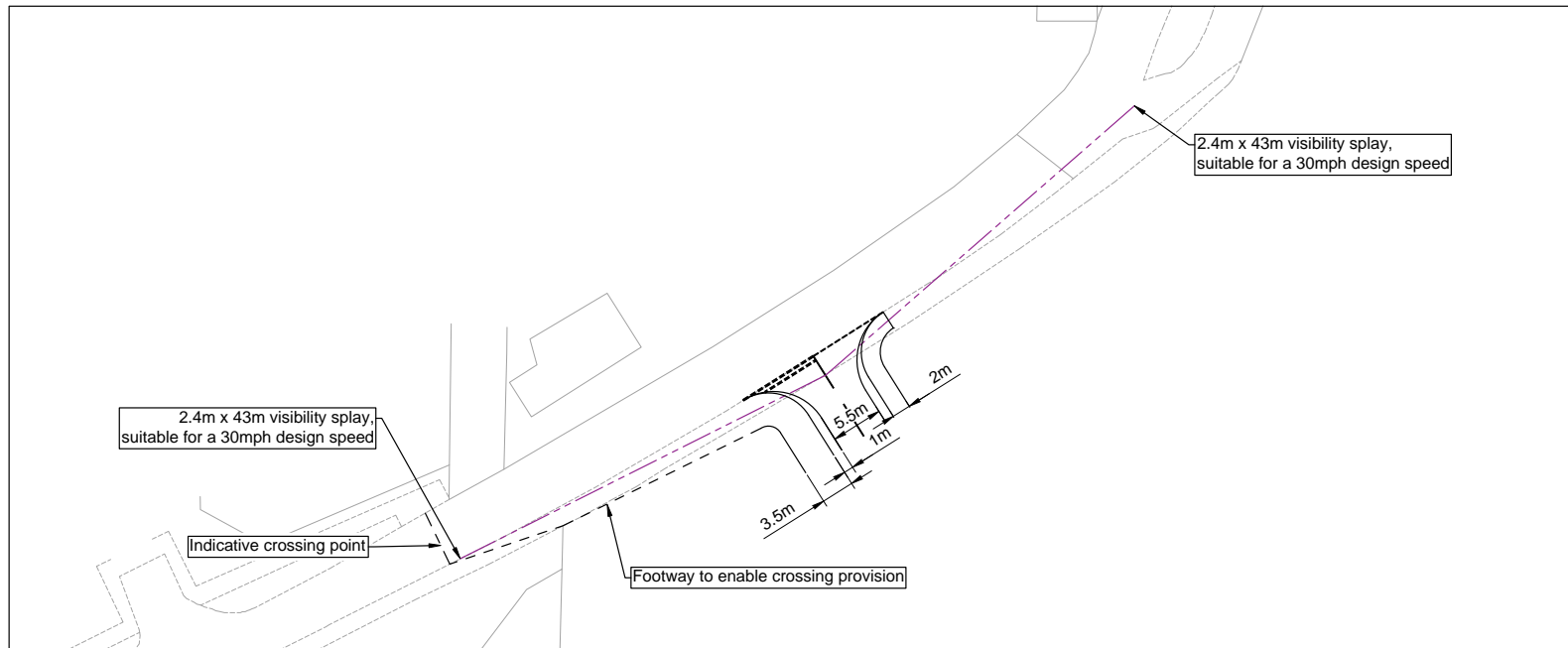


**Land at Hanley Road, Malvern Wells**  
on behalf of Bloor Homes

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drawing no.	01	drawing	Location Plan
revision	-	scale	1:2500 @A3
drawn by	JA	checked by	CM
date	19-04-2021	job no.	-

# APPENDIX B: Access Drawings



**Notes:**

1. Do not scale from this drawing. All dimensions are in metres, unless stated otherwise.
2. Ordnance Survey, (c) Crown Copyright 2020. All rights reserved. Licence number 100022432.
3. Drawing to be read in conjunction with all other drawings. Any discrepancies are to be reported to the engineer 5 working days in advance of undertaking any work.
4. Work to be undertaken in accordance with the Worcestershire County Council Specification Streetscape Design and Highway Specification.

Rev	Date	Details	Drawn By	Checked By



CLIENT:  
**Bloor Homes**

PROJECT:  
**Land at Malvern Wells**

TITLE:  
**Access Arrangement Drawing**

STATUS:  
**PLANNING**

SCALE @ A3: 1:500	DATE: 13.04.21	DRAWN: BF	CHECKED: BQ	APPROVED: BQ
JOB NO: 21-0274	DRAWING NO: SK01	REVISION: -		



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