

9. Porthouse Bromyard, HR74NS

General

Appraisal Criteria	Indicator	Scoring Criteria
Quantitative Base Information	Total Site area	Site Area 8.76 ha
	Vacant land (by sector / use class)	1.99 ha committed for B1c/ B2.
General Site Description	<p>Relatively large industrial estate comprising a mix of B1/B2 and B8 uses in units varying in size. There are two access point to the site from the east and west (from the B4214). The site area includes Three Mills Trading Estate and Porthouse Business Centre.</p> <p>Mainly average quality buildings along with some higher quality new units. The site is adequately maintained, and benefits from footpaths throughout. Royal Mail on site as well as other occupiers. The units on the eastern part of the site are generally poor quality.</p> <p>There was one marketing board on site for trade counter/business units from 550 sq m (5,920 sq ft) to 2,824 sq m (30,400 sq ft).</p> <p>There is a open area of hardstanding on the north western part of the site. To the north of the site outside of the site boundaries is an area allocated for residential uses so any future development on the north western area would have to consider residential amenity issues. Sensitive uses also include residential uses which occupy the site to the south.</p> <p>Output area – 005F Ward – Bromyard Sub area – Eastern Corridor</p> <p>Policy allocation - Allocated as Policy E5- Safeguarding employment land and buildings which states 'Proposals which would result in the loss of existing permitted or proposed employment land and buildings to non-employment uses will only be permitted where 1) there would be substantial benefits to residential or other amenity in allowing alternative forms of development, and the site or premises concerned can be shown to be unsuitable for other employment uses, including consideration of mitigation measures. Where such proposals are permitted, an alternative site should be found for the relocation of any existing business; or 2) in the case of proposals incorporating elements of retail use, this is restricted to a minor or incidental activity associated with an otherwise acceptable Part B or other employment generating use'.</p> <p>The area to the north of the site which is mentioned in RELS is allocated for residential development, which is why it does not form one of the survey sites.</p> <p>Relevant planning history- planning permission for B1c/B2 (7,960 sq m).</p>	

Market Attractiveness

Appraisal Criteria	Indicator	Site Visit Comments
Quality of Existing Portfolio and Internal Environment	Quality of the existing portfolio, internal and external environment (<i>occupied sites / re-use opportunities</i>)	Mixed site on two sides of the road. Larger area of site is in better condition and has new offices and Royal Mail building.
	Quality of the external environment (<i>vacant / part vacant sites and redevelopment opportunities</i>)	N/A
	Amenity Impacts (e.g. noise, dust & smell)	The site does not appear to be exposed to unreasonable levels of noise, smell, dust or other amenity factors

Appraisal Criteria	Indicator	Site Visit Comments
Quality of the Wider Environment	Adjoining land uses	The site has little or no 'bad' neighbouring uses but has some potentially sensitive uses nearby – residential and residential UDP allocation.
	Road Frontage Visibility	The site has some visibility to a local road
	Perception of the wider environmental quality (attractive countryside setting, urban context in need of regeneration etc).	The surrounding environment is already developed to a high standard therefore development/ redevelopment would neither detract or enhance the wider environmental quality.
Accessibility	Ease of access to the strategic highway network (i.e. an 'A' Road/ Motorway)	Located less than 1 kilometre away from a motorway or major arterial route but not immediately adjacent
	Quality of local road access	Width of surrounding roads could create potential issues for HGV access / potential for heavy congestion at peak periods. Could be potential issue with surrounding roads.
	Quality of Site Access	Likely to be only minimal site access (visibility constraints)
Market Conditions/ Perception of Demand	Duration of availability (<i>vacant / part vacant sites</i>)	N/A
	Marketing and enquiry interest	Number of marketing/ to let boards on site.
Ownership	Ownership / Owner aspirations	Unknown.
Site Development Constraints	Environmental constraints and abnormal development requirements [e.g. landscape / nature conservation designations, heritage features (listed buildings and conservation areas), TPO's and identified development requirements / issues / constraints set out in Local Plan policies, site development briefs etc] (<i>vacant / part vacant sites and redevelopment opportunities</i>)	No significant environmental constraints or abnormal development requirements identified although small part of site could be affected by flooding (see below).
	Physical site features (e.g. site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site) (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Site is in excess of 5 hectares with no apparent evidence of physical constraining features
	Ground conditions/ contamination (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Could be contamination from works. But details unknown.
	Flooding	NE edge : Medium flood risk (flood risk category 1 or 2) Remaining area : no risk of flooding on the site (outside of identified flood risk zone)

Environmental Sustainability

Appraisal Criteria	Indicator	
Prudent use of Natural Resources	Sequential Location	The site is located out of centre, but within the urban area
	Land classification	The site is predominately / wholly brownfield.
	Ease of access to public transport	The site is less than a ten minute walk from an hourly public transport route.
	Ease of walking and cycling	There are reasonable footpath and/ or cycle links to the site but use may be constrained by certain factors.
Effective protection and enhancement of the Environment	<p>Potential to enhance environmental quality without impacting on the sensitivity of environmental resources</p> <p><i>(vacant / part vacant sites and redevelopment opportunities)</i></p>	Quality is reasonable as it is but could be tidied up at edges. Development / redevelopment of this site could therefore slightly enhance existing townscape without additionally impact on the environmental resources in the area.

Strategic Planning

Appraisal Criteria	Indicator	
Social Progress and Regeneration	Multiple Deprivation Indices (national statistics website)	The site is within a neighbourhood ranked a average to deprived for multiple deprivation (super output area lower level is in the 50% to 25% quartile for deprivation in the country)
	Ability to deliver specific regeneration and/ or economic objectives (including comprehensive/ mixed use development)	Development/ redevelopment of the site would likely have a neutral impact on local regeneration and/ or economic strategies for the area given that the site is already fully developed and functioning as an employment site (although more effective / intensive utilisation of certain parts of the site could enhance the sites current contribution in this regard.
	Economic Activity (nomis website)	The site is located in an ward of high economic activity (76% plus economically active in employment)

10: Linton Trading Estate Bromyard (Bromyard Downs) HRT4QT

General

Appraisal Criteria	Indicator	Scoring Criteria
Quantitative Base Information	Total site area	Site area 2.9 ha (area undeveloped 0.42 ha)
	Vacant land (by sector / use class)	0.34 ha outstanding planning permission – 0.34 ha B1c/B2 0.08 ha outstanding planning permission – 0.02 ha B1a; 0.06 ha B2
General Site Description	<p>Site is allocated under Policy E5 safeguarded employment land and buildings. Proposals which would result in the loss of existing permitted or proposed employment land and buildings to non-employment uses will only be permitted where 1) there would be substantial benefits to residential or other amenity in allowing alternative forms of development, and the site or premises concerned can be shown to be unsuitable for other employment uses, including consideration of mitigation measures. Where such proposals are permitted, an alternative site should be found for the relocation of any existing business; or 2) in the case of proposals incorporating elements of retail use, this is restricted to a minor or incidental activity associated with an otherwise acceptable Part B or other employment generating use.</p> <p>Direct access / frontage to the A44. Road surface inside the site deteriorates as you move through it and there is a significant change in levels. Buildings at front of the site (close to A44 are good quality) however buildings towards the rear are poorer, as is layout and circulation, left over areas are overgrown and poorly maintained. Buildings at back could be redeveloped to same standard as front buildings. Site is in open countryside with recycling centre adjacent. Empty plot at front of the site.</p> <p>Output area - 005B Ward - Bringsty Sub Area – Eastern Corridor</p>	

Market Attractiveness

Appraisal Criteria	Indicator	Commentary
Quality of Existing Portfolio and Internal Environment	Quality of the existing portfolio, internal and external environment (<i>occupied sites / re-use opportunities</i>)	Buildings at the front of the site are good quality but as you move through the site quality deteriorates and access is difficult as the road is narrow, steep and has poor quality surfacing. There is some parking at the front of the site. Circulation to the rear of the site is poor
	Quality of the external environment (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Quality / nature of surrounding environment may limit the attractiveness of the site for certain users – recycling centre adjacent and accessed through the site which limits market attractiveness score
	Amenity Impacts (e.g. noise, dust & smell)	The site does not appear to be exposed to unreasonable levels of noise, smell, dust or other amenity factors
	Adjoining land uses	The site is located in an area of open countryside but with an adjacent waste recycling centre which requires access through the Trading Estate.

Appraisal Criteria	Indicator	Commentary
	Road Frontage Visibility	The site has a highly visible frontage to an 'A' road or motorway (A44)
	Perception of the wider environmental quality (attractive countryside setting, urban context in need of regeneration etc).	The surrounding environment is semi rural where development could have some impact on the environmental quality however high quality development / redevelopment that responds to the environment could minimise negative impacts
Accessibility	Ease of access to the strategic highway network (i.e. an 'A' Road/ Motorway)	Located immediately adjacent to a major arterial route with easy accessibility to the route (A44)
	Quality of local road access	Surrounding roads are wide / no apparent issues of congestion
	Quality of Site Access	Likely to be only minimal site access (visibility constraints)
Market Conditions/ Perception of Demand	Duration of availability (<i>vacant / part vacant sites</i>)	Unknown.
	Marketing and enquiry interest	No marketing on site but also no apparent vacancies either – other than undeveloped plot.
Ownership	Ownership / Owner aspirations	Site owner and aspirations are unknown.

Appraisal Criteria	Indicator	Commentary
Site Development Constraints	<p>Environmental constraints and abnormal development requirements [e.g. landscape / nature conservation designations, heritage features (listed buildings and conservation areas), TPO's and identified development requirements / issues / constraints set out in Local Plan policies, site development briefs etc]</p> <p><i>(vacant / part vacant sites and redevelopment opportunities)</i></p>	<p>There are no identified environmental or known abnormal development requirements applying to the site.</p> <p>Site is allocated under Policy E5 safeguarded employment land and buildings. Proposals which would result in the loss of existing permitted or proposed employment land and buildings to non-employment uses will only be permitted where 1) there would be substantial benefits to residential or other amenity in allowing alternative forms of development, and the site or premises concerned can be shown to be unsuitable for other employment uses, including consideration of mitigation measures. Where such proposals are permitted, an alternative site should be found for the relocation of any existing business; or 2) in the case of proposals incorporating elements of retail use, this is restricted to a minor or incidental activity associated with an otherwise acceptable Part B or other employment generating use.</p>
	<p>Physical site features (e.g. site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site)</p> <p><i>(vacant / part vacant sites and redevelopment opportunities)</i></p>	<p>Site is between 1 and 5 hectares / may have some physical constraining features – steeply sloping.</p>
	<p>Ground conditions/ contamination</p> <p><i>(vacant / part vacant sites and redevelopment opportunities)</i></p>	<p>Significant contamination unlikely, no significant ground preparation works likely to be required.</p>
	<p>Flooding</p>	<p>No flood risk (outside of any identified flood risk zone)</p>

Environmental Sustainability

Appraisal Criteria	Indicator	Commentary
Prudent use of Natural Resources	Sequential Location	The site is located completely outside of a defined urban area
	Land classification	The site is predominately / wholly brownfield.
	Ease of access to public transport	The site is more than 500m from a main bus route and more than 1 km of a train or bus station.
	Ease of walking and cycling	There are no existing footpaths or cycle links to the site

Appraisal Criteria	Indicator	Commentary
Effective protection and enhancement of the Environment	<p>Potential to enhance environmental quality without impacting on the sensitivity of environmental resources</p> <p><i>(vacant / part vacant sites and redevelopment opportunities)</i></p>	<p>Development / redevelopment of the site will provide an improvement to the existing townscape quality without additionally impacting on environment resources</p>

Strategic Planning

Appraisal Criteria	Indicator	Commentary
Social Progress and Regeneration	Multiple Deprivation Indices (national statistics website)	The site is within a neighbourhood ranked as average to affluent for multiple deprivation (super output area lower layer is in the 50% to 75% least deprived quartile for the country)
	Ability to deliver specific regeneration and or economic objectives (including comprehensive/ mixed use development)	Development/ redevelopment of the site could contribute towards local regeneration and or economic strategies for the area. Site quality declines away from the A44 – (partial) redevelopment could bring whole site up to the same quality. Development opportunity in empty plot at the front of the site.
	Economic Activity (nomis website)	The site is located in an ward of high economic activity (76% plus economically active in employment)

10b: South of Linton Trading Estate (HR7 4QT)

General

Appraisal Criteria	Indicator	Scoring Criteria
Quantitative Base Information	Total Site area	Site Area 5.6 ha
	Vacant land (by sector / use class)	0.37 ha with outstanding planning permission (B1c/B2). 5.2 ha allocated- 0.52 ha B1a ; 3.12 ha B1c/B2 ; 1.56 ha B8.
General Site Description	<p>Site is allocated under policy E3 for employment use – 5.6 ha for B1, B2 and B8 uses (policy E3 'other employment allocations')</p> <p>UDP text 'This 5.2 ha extension to the existing employment site at Linton trading Estate is located on brownfield land. The majority of the extension area was formerly used for clay extraction and will be restored as part of the re-use of the land for employment, The site will be limited to Part B employment uses only. The extension area includes an existing gypsy site. It is intended that this should be relocated southwards to an area adjacent to the lane. Improvement to the road access to the Estate from the A44 will be required. The site is some 1km from Bromyard and measures will be required to be set out in travel plans to demonstrate how sustainable transport choices are to be promoted through improvements to walking, cycling and public transport facilities. Landscaping will form an important element to any scheme. Developers will need to liaise with the Environment Agency to ensure protection of both ground and surface water regimes. A development brief will be prepared to guide further development.</p> <p>South of Linton Trading Estate – accessed through Linton Trading Estate (poor surface) and also from a rural lane to the south. Site currently occupied by household waste recycling centre, a large pond and a gypsy site (not accessible through the trading estate or through the recycling centre).</p> <ul style="list-style-type: none"> - Output area 005B - Ward – Bringsty - Sub-area – Eastern Corridor 	

Market Attractiveness

Appraisal Criteria	Indicator	Commentary
Quality of Existing Portfolio and Internal Environment	Quality of the existing portfolio, internal and external environment (<i>occupied sites / re-use opportunities</i>)	Circulation through recycling centre functions well. Access to the recycling centre is through site 10 and is steeply sloping and narrow. Only buildings on this part of the site are sheds (in recycling centre) but are in reasonable quality and condition. Also gypsy site – not accessible from Linton Trading Estate (accessed separately from the south). The recycling centre and gypsy site in particular are likely to negatively impact on market attractiveness score
	Quality of the external environment (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Quality / nature of surrounding environment unlikely to significantly limit the attractiveness of the site for most users
	Amenity Impacts (e.g. noise, dust & smell)	The site does not appear to be exposed to unreasonable levels of noise, smell, dust or other amenity factors
	Adjoining land uses	The site is located in an area of other employment (Linton Trading Estate) and open countryside
	Road Frontage Visibility	The site is not visible from any road frontage

Appraisal Criteria	Indicator	Commentary
	Perception of the wider environmental quality (attractive countryside setting, urban context in need of regeneration etc).	The surrounding environment is semi rural where development could have some impact on the environmental quality however high quality development that responds to the environment could minimise any negative impacts
Accessibility	Ease of access to the strategic highway network (i.e. an 'A' Road/ Motorway)	Located less than 1 kilometre away from a motorway or major arterial route (A44) but not immediately adjacent
	Quality of local road access	Width of surrounding roads could create potential issues for HGV access / potential for heavy congestion at peak periods. Very steep narrow road up through Linton Trading Estate. Access will need significant improvement as part of any redevelopment plans. Southern access to site via country lane
	Quality of Site Access	Significant site access (visibility) constraints / possible 'ransom' issues. Have to access recycling centre part of the site through Linton Trading Estate – narrow and steep
Market Conditions/ Perception of Demand	Duration of availability (<i>vacant / part vacant sites</i>)	N/A
	Marketing and enquiry interest	No evidence of active marketing on site.
Owners hip	Ownership / Owner aspirations	Site ownership and aspirations are unknown.
Site Development Constraints	Environmental constraints and abnormal development requirements [e.g. landscape / nature conservation designations, heritage features (listed buildings and conservation areas), TPO's and identified development requirements / issues / constraints set out in Local Plan policies, site development briefs etc] <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Site is allocated under policy E3 for 'other employment use' –for B1, B2 and B8 uses. Could be environmental constraints (i.e. ground contamination and remediation issues) associated with current waste recycling centre and former clay extraction works. Also a large pond on site with potential for nature conservation value.
	Physical site features (e.g. site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site) <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Site is between 1 and 5 hectares / may have some physical constraining features (steeply sloping, pond, ground conditions etc)
	Ground conditions/ contamination <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Likely to be contaminated given current use as recycling centre and former clay pit extraction use.
	Flooding	No flood risk (outside of any identified flood risk zone)

Environmental Sustainability

Appraisal Criteria	Indicator	Commentary
Prudent use of Natural Resources	Sequential Location	The site is located completely outside of a defined urban area
	Land classification	The site is less than 50% brownfield
	Ease of access to public transport	The site is more than 500m from a main bus route and more than 1 km of a train or bus station
	Ease of walking and cycling	There are no existing footpaths or cycle links to the site
Effective protection and enhancement of the Environment	<p>Potential to enhance environmental quality without impacting on the sensitivity of environmental resources</p> <p><i>(vacant / part vacant sites and redevelopment opportunities)</i></p>	Development / redevelopment of this site will likely neither detract nor enhance the townscape or additionally impact on the environmental resources in the area.

Strategic Planning

Appraisal Criteria	Indicator	Commentary
Social Progress and Regeneration	Multiple Deprivation Indices (national statistics website)	The site is within a neighbourhood ranked as average to affluent for multiple deprivation (super output area lower layer is in the 50% to 75% least deprived quartile for the country).
	Ability to deliver specific regeneration and/ or economic objectives (including comprehensive/ mixed use development)	Development/ redevelopment of the site would likely have a positive impact on local regeneration and/ or economic strategies for the area.
	Economic Activity (nomis website)	The site is located in a ward of high economic activity (76% plus economically active in employment).

South of Linton Trading Estate Bromyard

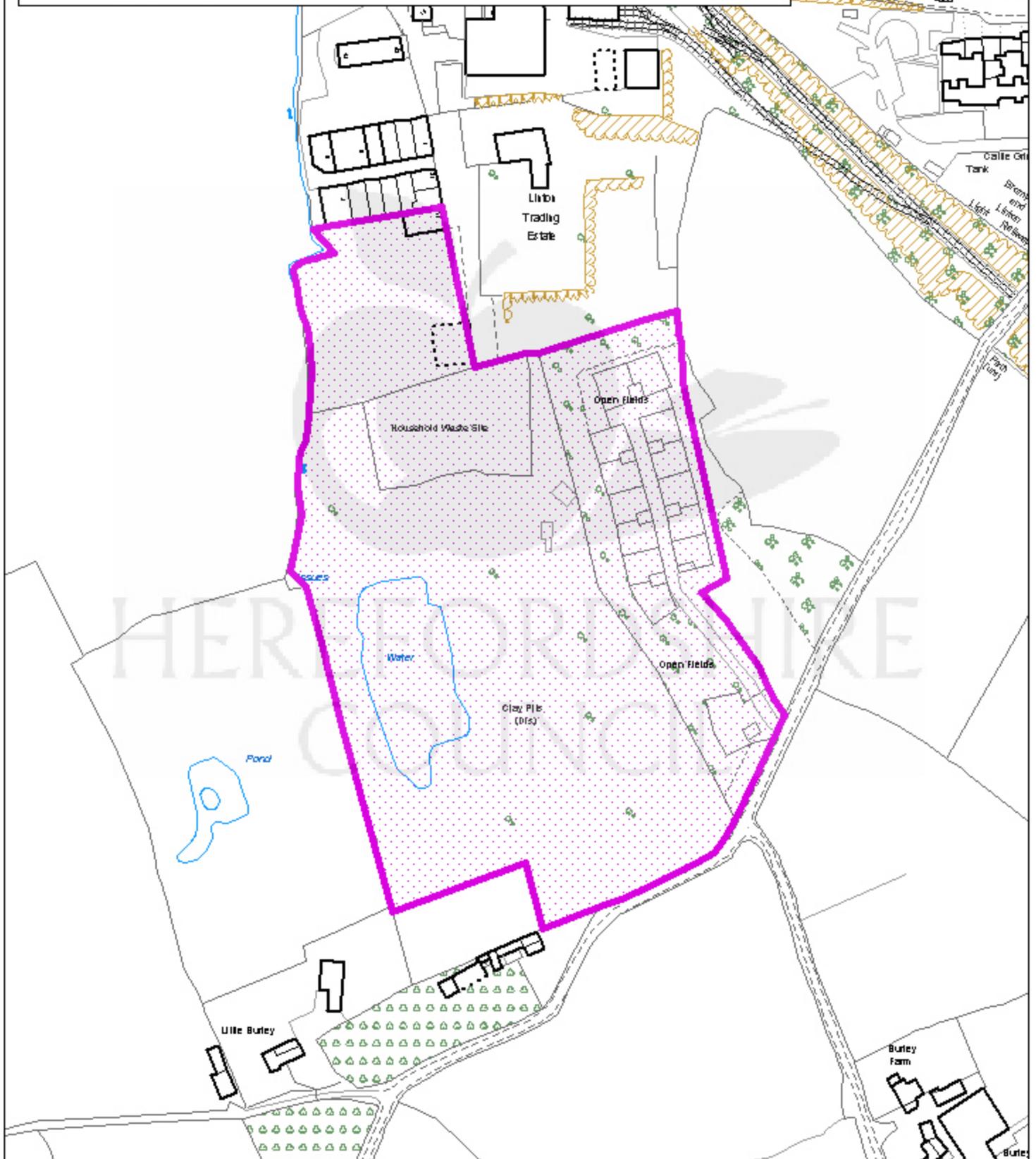
Postcode HR7 4QT



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11. Court Farm Business Park, Bishops Frome off Summerpool

General

Appraisal Criteria	Indicator	Scoring Criteria
Quantitative Base Information	Total Site area	Total site 1.62 ha
	Vacant land (by sector / use class)	0
General Site Description	<p>Small units – including Euroheat and Severn Manufacturing One marketing board on unit to let (agent John Goodwin Tel 01536 34648) Units of a good standard. Mix of B1 and B2 uses.</p> <p>Output area – 005G Ward – Frome Sub area – Eastern Corridor</p> <p>Policy Allocation - Unallocated. Within Bishops Frome Settlement Boundary (Policy H1, H4). Area liable to flood (Policy DR7). N of site- unallocated; E of site- Area liable to flood (Policy DR7); S of site- Safeguarding open space; W of site- unallocated residential area.</p> <p>Relevant planning history - DCNE2004/4186/F: Extension to unit 16 - approved with conditions (15/06/2005)</p>	

Market Attractiveness

Appraisal Criteria	Indicator	Site Visit Comments
Quality of Existing Portfolio and Internal Environment	Quality of the existing portfolio, internal and external environment (<i>occupied sites / re-use opportunities</i>)	Buildings and external areas are of reasonable quality and condition providing an average range of building type and size / adequate provision of parking, circulation and servicing.
	Quality of the external environment (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Quality / nature of surrounding environment may limit the attractiveness of the site for certain users. Located in small village. Sewage works adjacent to site.
	Amenity Impacts (e.g. noise, dust & smell)	Occasionally, the site may be exposed to some noise, dust or smell which can affect the amenity of the immediate environment For example, one occupier cuts trees – may generate some noise.
	Adjoining land uses	The site has some 'bad' neighbour uses/ or sensitive uses adjoining or within the site - Sewage works
	Road Frontage Visibility	The site has some visibility to a local road

Appraisal Criteria	Indicator	Site Visit Comments
	Perception of the wider environmental quality (attractive countryside setting, urban context in need of regeneration etc).	The surrounding environment is semi rural where development could have some impact on the environmental quality however high quality development that responds to the environment could override any harm caused - On edge of village
Accessibility	Ease of access to the strategic highway network (i.e. an 'A' Road/ Motorway)	Located 1 - 2 kilometres away from a motorway or major arterial route.
	Quality of local road access	Local road – unlikely to be congestion but quite narrow.
	Quality of Site Access	Likely to be only minimal site access (visibility constraints).
Market Conditions/ Perception of Demand	Duration of availability (<i>vacant / part vacant sites</i>)	N/A
	Marketing and enquiry interest	One small unit being marketed on the site.
Ownership	Ownership / Owner aspirations	Unknown.
Site Development Constraints	Environmental constraints and abnormal development requirements [e.g. landscape / nature conservation designations, heritage features (listed buildings and conservation areas), TPO's and identified development requirements / issues / constraints set out in Local Plan policies, site development briefs etc] (<i>vacant / part vacant sites and redevelopment opportunities</i>)	N/A
	Physical site features (e.g. site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site) (<i>vacant / part vacant sites and redevelopment opportunities</i>)	N/A
	Ground conditions/ contamination (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Likely to be only limited potential for contamination requiring minimal ground preparation and remediation works
	Flooding	High risk of flooding at the East (flood risk category 3a or 3b) Medium risk of flooding at the North ((flood risk category 1 or 2) No risk of flooding at the South and West of the site. (outside of identified flood risk)

Environmental Sustainability

Appraisal Criteria	Indicator	
Prudent use of Natural Resources	Sequential Location	The site is located completely outside of a defined urban area but is on the edge of small village
	Land classification	The site is predominately / wholly brownfield.
	Ease of access to public transport	The site is more than 10 min walk from an hourly public transport route.
	Ease of walking and cycling	There are no existing footpaths or cycle links to the site
Effective protection and enhancement of the Environment	<p>Potential to enhance environmental quality without impacting on the sensitivity of environmental resources</p> <p><i>(vacant / part vacant sites and redevelopment opportunities)</i></p>	Development / redevelopment of this site will neither detract nor enhance the townscape or additionally impact on the environmental resources in the area. The site is already developed to a reasonably high standard.

Strategic Planning

Appraisal Criteria	Indicator	
Social Progress and Regeneration	Multiple Deprivation Indices (national statistics website)	The site is within a neighbourhood ranked a average to deprived for multiple deprivation (super output area lower level is in the 50% to 25% quartile for deprivation in the country)
	Ability to deliver specific regeneration and/ or economic objectives (including comprehensive/ mixed use development)	Development/ redevelopment of the site would likely have a neutral on local regeneration and/ or economic strategies for the area as the site is already developed.
	Economic Activity (nomis website)	The site is located in an ward of high economic activity (76% plus economically active in employment)

Court Farm Business Park Bishops Frome

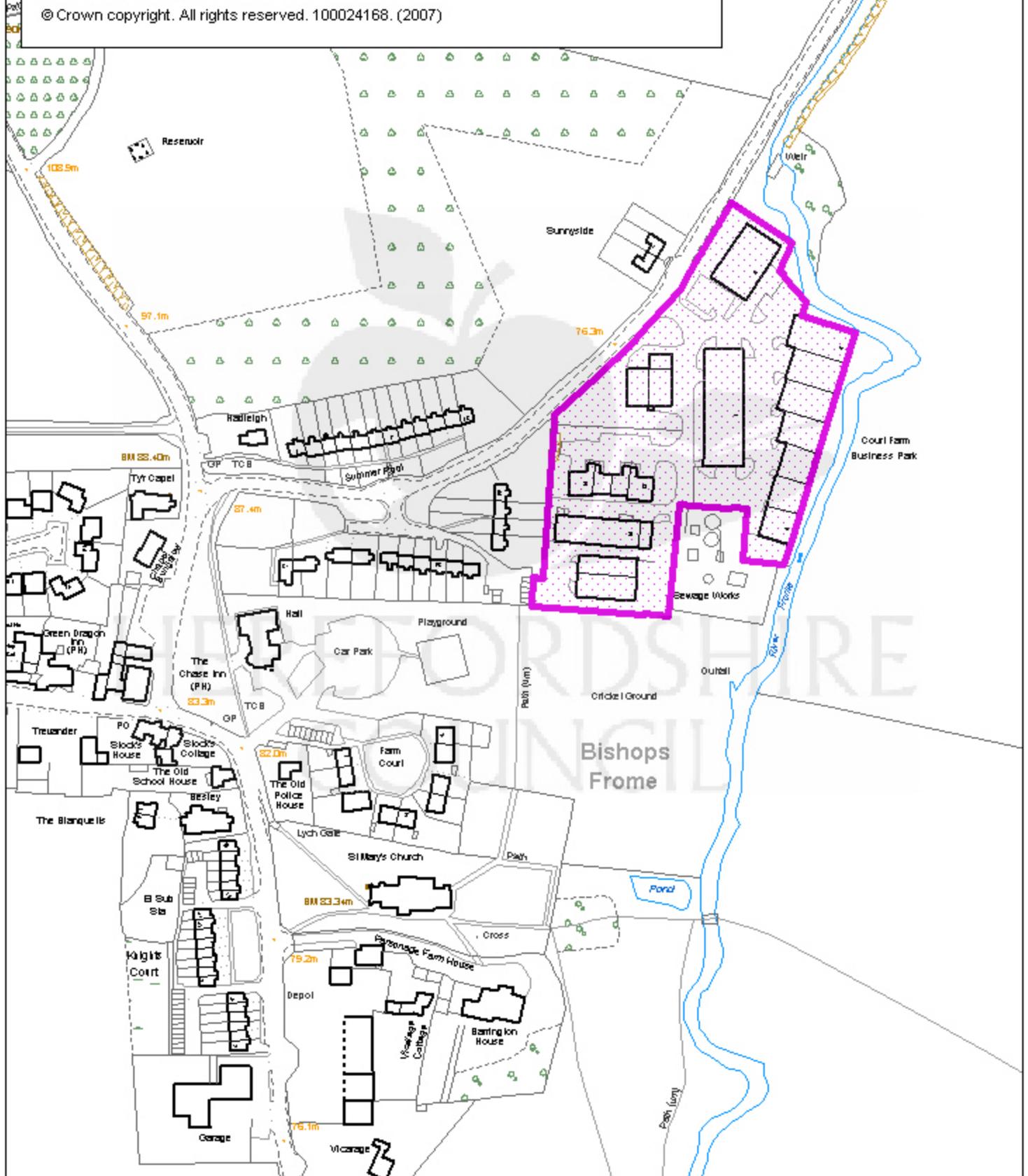
Postcode WR6 5AY



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13. Land North of Railway Viaduct, Ledbury

General

Appraisal Criteria	Indicator	Scoring Criteria
Quantitative Base Information	Total Site area	Site Area 10.8 ha
	Vacant land (by sector / use class)	12.27 ha is allocated within the UDP- 1.47 ha above the site survey area. This can be split as follows: The 2 southern areas: 5.5 ha – 0.5 ha B1a; 2.7 ha B1c/B2; 2.2 ha B8 5.18 ha – 0.52 ha B1a; 2.59 B1c/B2; 2.07 B8 Northern triangle area: 1.59 ha – 0.16 B1a; 0.16 B1c/B2; 0.63 ha B8.
General Site Description	<p>Greenfield site Attractive view of viaduct Next to development site.</p> <p>Output area – 019F Ward – Ledbury Sub area – Eastern Corridor</p> <p>Policy allocation - Allocated as employment land (Policy E3). Land north of Railway Viaduct, Ledbury- 12.2 ha for B1 B2 and B8. Paragraph 6.4.16 c states <i>'the Malvern Hills District Local Plan allocated a total of 12.2 hectares of land north of the railway viaduct for employment uses, envisaging that half the area would be developed pre 2001 with the remainder being reserved for the post 2001 period. In the event, no development has yet occurred. Release of the land is linked to major infrastructure investment, particularly in relation to roads. The land will be accessed by means of a northern extension to the Ledbury bypass, safeguarded by policy T10. A development brief will be prepared to indicate requirements as to layout, landscaping, connections to the road system and the role of public transport. The route of the Herefordshire and Gloucestershire Canal, which passes the southern boundary of the proposal, needs to be respected, as do views through the railway viaduct (a Grade II listed building)'.</i></p> <p>No brief has been prepared or planning for this site. This site has been looked at in the SHLAA. It is identified that development could potentially pay for access works that employment development is unlikely to be able to support. This being said, there are considerable access issues associated with the longer southern site access in particular which could inhibit most forms of development. Access would have to be created through a viaduct which is a scheduled ancient monument/Listed Building. It is understood that Network Rail would also likely request that develop/Council assumes maintenance liability for the entire length of viaduct. Part of the site could potentially be used for the expansion of adjoining businesses.</p> <p>Relevant planning history - none</p>	

Market Attractiveness

Appraisal Criteria	Indicator	Site Visit Comments
	Quality of the existing portfolio, internal and external environment (<i>occupied sites / re-use opportunities</i>)	N/A

Appraisal Criteria	Indicator	Site Visit Comments
	Quality of the external environment (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Quality / nature of surrounding environment will be a positive factor to attracting occupiers
	Amenity Impacts (e.g. noise, dust & smell)	The site does not appear to be exposed to unreasonable levels of noise, smell, dust or other amenity factors
Quality of the Wider Environment	Adjoining land uses	The site is located in an area of other similar uses or open countryside.
	Road Frontage Visibility	Part of site has good visibility to local road, but majority has none.
	Perception of the wider environmental quality (attractive countryside setting, urban context in need of regeneration etc).	Mixed environmental quality including attractive open countryside, listed viaduct and larger employment occupiers.
Accessibility	Ease of access to the strategic highway network (i.e. an 'A' Road/ Motorway)	Located less than 1 kilometre away from a major arterial route but not immediately adjacent. A 417
	Quality of local road access	Site close to a wide B Road (B4214) with no signs of congestion
	Quality of Site Access	B - Part of site not accessible except through 13b A – Part of site accessible from B4214
Market Conditions/ Perception of Demand	Duration of availability (<i>vacant / part vacant sites</i>)	Site has been available (e.g. allocated) for more than 10 years
	Marketing and enquiry interest	No evidence of active marketing
Ownership	Ownership / Owner aspirations	Unknown.
Site Development Constraints	Environmental constraints and abnormal development requirements [e.g. landscape / nature conservation designations, heritage features (listed buildings and conservation areas), TPO's and identified development requirements / issues / constraints set out in Local Plan policies, site development briefs etc] (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Site is bounded by a listed viaduct, through which future access will be required. Network Rail has also indicated to the Council a desire for the developer / Council to ensure maintenance responsibility for the length of the viaduct.
	Physical site features (e.g. site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site) (<i>vacant / part vacant sites and redevelopment opportunities</i>)	No significant physical site features identified but see comments regarding access above.

Appraisal Criteria	Indicator	Site Visit Comments
	Ground conditions/ contamination <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Contamination unlikely, no significant ground preparation works required
	Flooding	No risk of flooding on the site (outside of identified flood risk)

Environmental Sustainability

Appraisal Criteria	Indicator	
Prudent use of Natural Resources	Sequential Location	The site is located completely outside of a defined urban area
	Land classification	The site is predominately / wholly Greenfield
	Ease of access to public transport	The site is less than a ten minute walk from an hourly public transport route.
	Ease of walking and cycling	There are no existing footpaths or cycle links to the site
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Development of this greenfield site could detract from the existing environmental quality and could be detrimental to the environmental resources in this area.

Strategic Planning

Appraisal Criteria	Indicator	
Social Progress and Regeneration	Multiple Deprivation Indices (national statistics website)	The site is within a neighbourhood ranked as average to affluent for multiple deprivation (super output area lower layer is in the 50% to 75% least deprived quartile for the country)
	Ability to deliver specific regeneration and or objectives (including comprehensive/ mixed use development)	Given the size of the site, redevelopment could make a significant contribution towards local regeneration strategies for the area
	Economic Activity (nomis website)	The site is located in an ward of high economic activity (76% plus economically active in employment)

Land north of railway viaduct, Ledbury

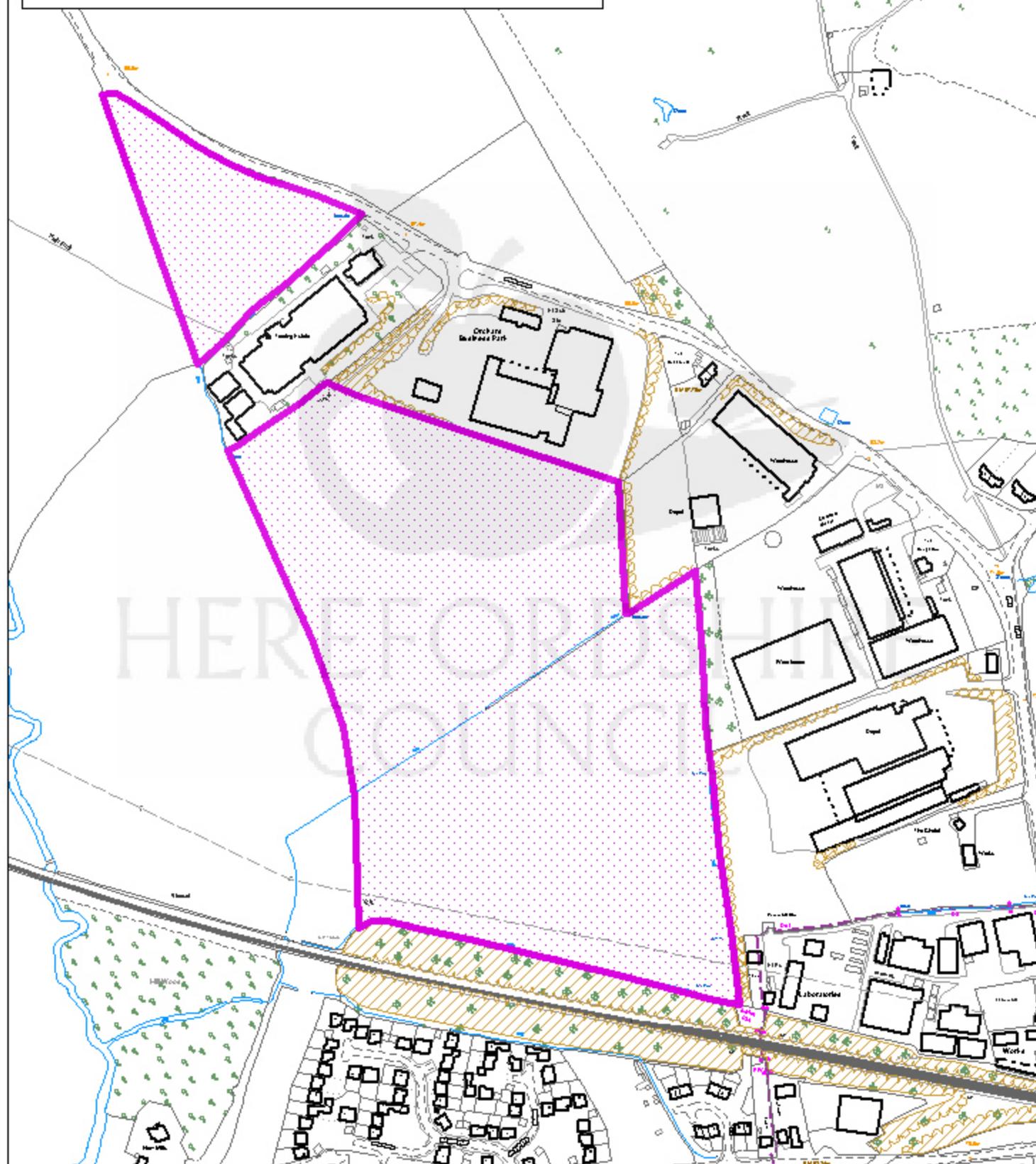
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15 Lower Road Trading Estate Ledbury

General

Appraisal Criteria	Indicator	Scoring Criteria
Quantitative Base Information	Total Site area	Total site 13.87 ha
	Vacant land (by sector / use class)	3.18 ha committed. 0.28 ha B1a ; 2ha B1c / B2 ; 0.9 ha B8. 1.97 ha allocated in the UDP remaining. 0.17 ha B1a; 0.9 ha B1c/B2; 0.9 ha B8.
General Site Description	<p>Plastic manufacturing, Travis Perkins (timber yard), MOT centre, Moss engineering.</p> <p>Output area – 019A Ward – Ledbury Sub area – Eastern Corridor</p> <p>Policy allocation - Allocated under Policy E5 which states '<i>Proposals which would result in the loss of existing permitted or proposed employment land and buildings to non-employment uses will only be permitted where 1) there would be substantial benefits to residential or other amenity in allowing alternative forms of development, and the site or premises concerned can be shown to be unsuitable for other employment uses, including consideration of mitigation measures. Where such proposals are permitted, an alternative site should be found for the relocation of any existing business; or 2) in the case of proposals incorporating elements of retail use, this is restricted to a minor or incidental activity associated with an otherwise acceptable Part B or other employment generating use</i>'. The two undeveloped areas are allocated under Policy E3- Land north and east of lower road trading estate 4.0 ha for B1, B2 and B8 uses. Paragraph 6.4.17 states '<i>these allocations of 4 ha within the Malvern Hills District Local Plan provide for the extension of the existing Estate. Planning permission was granted in 1988 for part B employment development on the northern site. A new link road from the Ledbury bypass provides for an improved access to the Estate as a whole, including the proposed extensions, and this will enable existing access points from Lower Road to be closed to heavy goods traffic. This will relieve traffic problems created by the industrial vehicles seeking to access the Estate through a residential area</i>'. There are flood constraints at the south of the site but this is unlikely to be an absolute barrier to employment development. The proposed configuration of buildings submitted with the planning application could possibly be altered/ designed out to alleviate potential for flooding.</p> <p>Relevant planning history – DCNE2004/0960/F: Industrial unit consisting of office block and warehouse (Area 17 - New Mills) - approved with conds (10/05/2004) DCNE2004/3342/F: Detached steel portal framed building to house, 3 coach garage and workshop (Newbury coaches) - approved with conds (11/11/2004) DCNE2005/0638/F: Proposed warehouse extension (Amcors Flexibles) - approved with conds (20/04/2005) DCNE2004/3106/F: Proposed extension to industrial unit (Units 1 & 2) - approved with conds (20/10/2004) DCNE2005/3798/F: Alterations to form additional first floor offices - approved with conds (03/01/2006)</p>	

Market Attractiveness

Appraisal Criteria	Indicator	Site Visit Comments
Quality of Existing Portfolio and Internal Environment	Quality of the existing portfolio, internal and external environment (<i>occupied sites / re-use opportunities</i>)	Large undeveloped areas. Quite poorly maintained site. Older industrial units.
	Quality of the external environment (<i>vacant / part vacant sites and redevelopment opportunities</i>)	To the north, east, and south of the site is residential. The A417 is located to the west of the site and beyond this is a watercourse and agricultural land. Part of the undeveloped past of the site is wasteland. Quality of surrounding environment unlikely to significantly limit the attractiveness of the site for most users.
	Amenity Impacts (e.g. noise, dust & smell)	The site does not appear to be exposed to unreasonable levels of noise, smell, dust or other amenity factors
Quality of the Wider Environment	Adjoining land uses	The site has little or no 'bad' neighbouring uses but has some potentially sensitive uses nearby (residential).
	Road Frontage Visibility	Small section of the site fronts the A417, the remainder has local frontage only.
	Perception of the wider environmental quality (attractive countryside setting, urban context in need of regeneration etc).	The surrounding environment is already developed to a high standard therefore development/ redevelopment would neither detract or enhance the wider environmental quality.
Accessibility	Ease of access to the strategic highway network (i.e. an 'A' Road/ Motorway)	Located immediately adjacent to an 'A' road with easy accessibility to these routes.
	Quality of local road access	Surrounding roads are relatively wide / likely to be limited congestion at peak periods
	Quality of Site Access	Likely to be only minimal site access (visibility) constraints
Market Conditions/ Perception of Demand	Duration of availability (<i>vacant / part vacant sites</i>)	Site has been available (e.g. allocated) for more than 10 years (but some vacant sites committed).
	Marketing and enquiry interest	No signs on site but also no vacancies.
Ownership	Ownership / Owner aspirations	0.63ha Miton Developments 0.95ha Rexam Flexibles 0.39ha Rexam Flexibles.
Site Development Constraints	Environmental constraints and abnormal development requirements [e.g. landscape / nature conservation designations, heritage features (listed buildings and conservation areas), TPO's and identified development requirements / issues / constraints set out in Local Plan policies, site development briefs etc] (<i>vacant / part vacant sites and redevelopment opportunities</i>)	The flood risk map on the Environment Agency Website shows that Flood Zone 2 runs along the eastern boundary of site but not within the site. However more detailed maps should be sought from the Environment Agency to show the extent of the floodplain. If the site proves to be outside of Flood Zone 2 then there will be no significant environmental constraints to development.

Appraisal Criteria	Indicator	Site Visit Comments
	Physical site features (e.g. site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site) <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Physical site features not likely to affect redevelopment opportunities
	Ground conditions/ contamination <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Contamination unlikely, no significant ground preparation works required
	Flooding	W tip in high risk of flooding area (flood risk category 3a or 3b) W edge in medium flood risk area (flood risk category 1 or 2) Remaining area : no risk of flooding (outside of identified flood risk zone)

Environmental Sustainability

Appraisal Criteria	Indicator	
Prudent use of Natural Resources	Sequential Location	The site is located out of centre, but within the urban area
	Land classification	The site is more than 50% brownfield
	Ease of access to public transport	The site is more than a ten minute walk from an hourly public transport route
	Ease of walking and cycling	Footpaths available.
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Several 'waste ground' areas could be developed – this would improve the quality of the trading estate – currently spread out and disjointed.

Strategic Planning

Appraisal Criteria	Indicator	
Social Progress and Regeneration	Multiple Deprivation Indices (national statistics website)	The site is within a neighbourhood ranked a average to deprived for multiple deprivation (super output area lower level is in the 50% to 25% quartile for deprivation in the country)
	Ability to deliver specific regeneration and/ or economic objectives (including comprehensive/ mixed use development)	Development of vacant areas would assist in delivery of regeneration and economic objectives.
	Economic Activity (nomis website)	The site is located in an ward of high economic activity (76% plus economically active in employment)

Lower Road Trading Estate, Ledbury

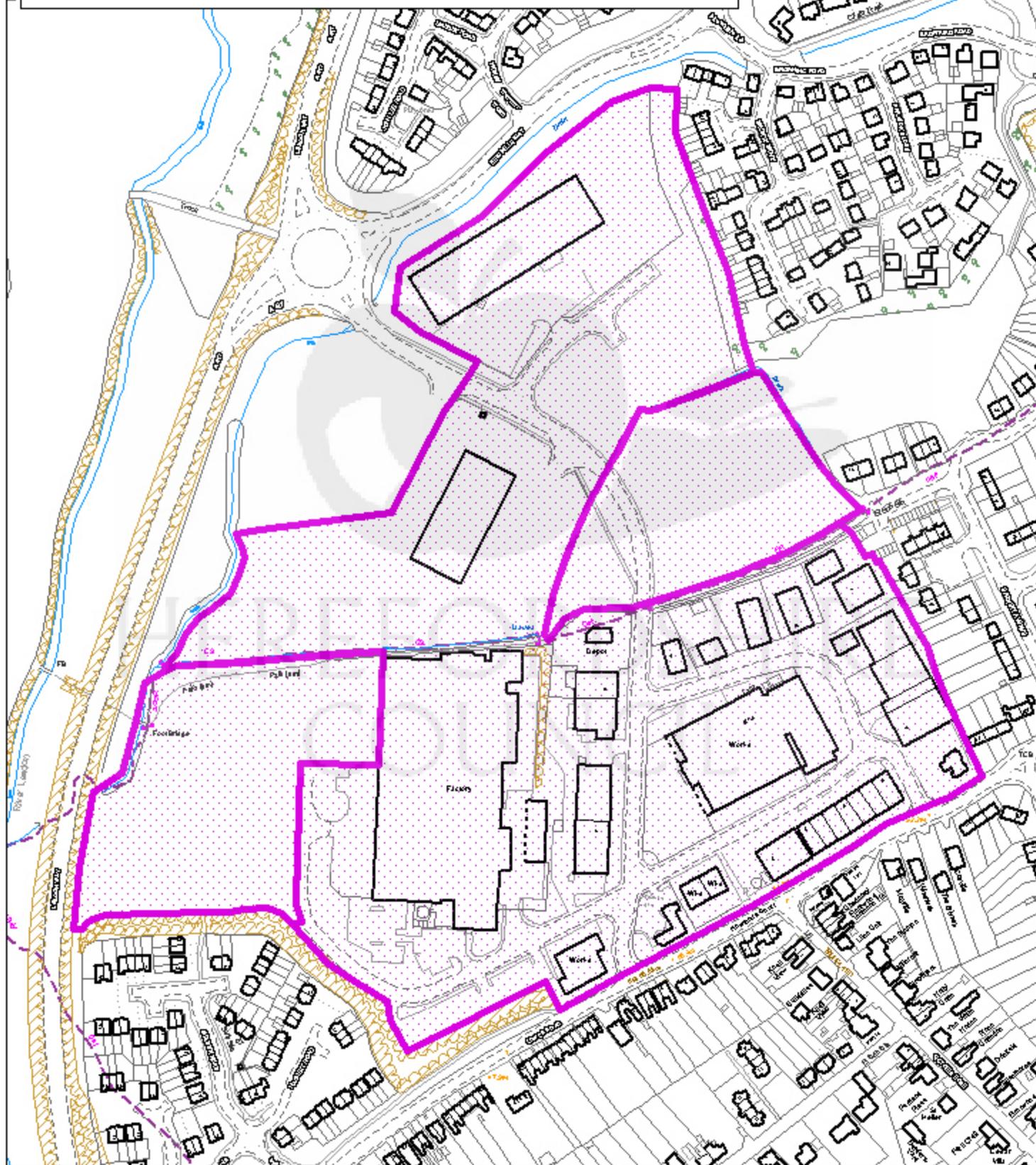
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21. North of Petrol Filling Station, Overross, Ross on Wye

General

Appraisal Criteria	Indicator	Scoring Criteria
Quantitative Base Information	Total Site area	Site Area 1.13 ha
	Vacant land (by sector / use class)	0.98 ha of that land is committed. 0.74 ha B1a; 0 ha B1c/B2; 0.24 ha B8.
General Site Description	<p>Scrubland. Currently used partly as car parking for Labels retail outlet, partly undeveloped scrubland/greenfield. Significant change in levels between car park and the rest of the site and from main road to the site.</p> <p>Output area – 022A Ward – Ross on Wye East Sub area – Eastern Corridor</p> <p>Policy allocation - Allocated as employment land under Policy E3- Other employment land allocations (land north of petrol filling station, Overross, Ross on Wye), 1.2ha, B1 B2 and B8. Paragraph 6.4.19 c states 'This 1.2 hectare site formed a proposal in the South Herefordshire District Local Plan and was brought forward in 1988 in conjunction with the Somerfield Distribution Depot and the Cattle Market development. Full planning permission was granted in 2000 for Part B employment uses'. Lies within the Ross on Wye Settlement boundary (on the border). S of site- unallocated; W and N of site- unallocated. All area is within AONB (Policy LA1).</p> <p>Relevant planning history – DCSE2007/0534/O: Storage unit use class B8 (area 1408 sq m) DCSE2004/0821/F: Demolition of petrol filling station, independent office suite and new entrance to factory outlet centre with car parking - approved with conditions (30/04/2004) DCSE2007/0181/O: Erection of offices (B1) 1858 sq m (net lettable), 2137 sq m (gross) with 86 car parking spaces - approved with conditions (20/06/2007)</p> <p>Since the RELS information (2006/7) a planning application for B1 uses has been approved (in 2007).</p> <p>Policy Constraints – AONB – Wye Valley</p>	

Market Attractiveness

Appraisal Criteria	Indicator	Site Visit Comments
Quality of Existing Portfolio and Internal Environment	Quality of the existing portfolio, internal and external environment (<i>occupied sites / re-use opportunities</i>)	N/A
	Quality of the external environment (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Quality / nature of surrounding environment will be a positive factor to attracting occupiers. Within/on the edge of existing employment area.
	Amenity Impacts (e.g. noise, dust & smell)	The site does not appear to be exposed to unreasonable levels of noise, smell, dust or other amenity factors.

Appraisal Criteria	Indicator	Site Visit Comments
Quality of the Wider Environment	Adjoining land uses	The site is located in an area of other similar uses and open countryside. Slopes away from main road.
	Road Frontage Visibility	The site is not visible from any road frontage
	Perception of the wider environmental quality (attractive countryside setting, urban context in need of regeneration etc).	The surrounding environment is semi rural where development could have some impact on the environmental quality however high quality development that responds to the environment could override any harm caused.
Accessibility	Ease of access to the strategic highway network (i.e. an 'A' Road/ Motorway)	Located immediately adjacent to a motorway or major arterial route with easy accessibility to these routes (M50)
	Quality of local road access	Surrounding roads are wide / no apparent issues of congestion
	Quality of Site Access	No apparent site access (visibility) constraints - though access is currently up to 'Labels' retail outlet. Could be created from main road.
Market Conditions/ Perception of Demand	Duration of availability (<i>vacant / part vacant sites</i>)	Unknown.
	Marketing and enquiry interest	No evidence of active marketing, recent completions or development under construction at the time of the survey but recent planning history for office and warehousing development indicates some market interest.
Ownership	Ownership / Owner aspirations	Unknown.
Site Development Constraints	Environmental constraints and abnormal development requirements [e.g. landscape / nature conservation designations, heritage features (listed buildings and conservation areas), TPO's and identified development requirements / issues / constraints set out in Local Plan policies, site development briefs etc] (<i>vacant / part vacant sites and redevelopment opportunities</i>)	The site is constrained by some environmental constraints / abnormal development requirements which could limit development potential (e.g. AONB designation).
	Physical site features (e.g. site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site) (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Site is between 0.5 and 1 hectare but could be constrained by certain physical site features, notably the change in site levels.
	Ground conditions/ contamination (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Unknown try to find out about.

Appraisal Criteria	Indicator	Site Visit Comments
	Flooding	No risk of flooding on the site (outside of identified flood risk zone).

Environmental Sustainability

Appraisal Criteria	Indicator	
Prudent use of Natural Resources	Sequential Location	The site is located out of centre, but within the urban area (Edge of Ross on Wye).
	Land classification	The site is less than 50% brownfield - <i>Car parking area is brownfield the rest of the site is greenfield.</i>
	Ease of access to public transport	The site is less than a ten minute walk from an hourly public transport route.
	Ease of walking and cycling	There are no existing footpaths or cycle links to the site.
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Development / redevelopment of the site will provide an improvement to the existing townscape quality without additionally impacting on environment resources.

Strategic Planning

Appraisal Criteria	Indicator	
Social Progress and Regeneration	Multiple Deprivation Indices (national statistics website)	The site is within a neighbourhood ranked within the most affluent for multiple deprivation (super output area lower layer is in top quartile of least deprived (75% plus) for the country).
	Ability to deliver specific regeneration and/ or policy objectives (including comprehensive/ mixed use development)	Development/ redevelopment of the site make a contribution towards local regeneration / economic strategies for the area.
	Economic Activity (nomis website)	The site is located in an ward of high economic activity (76% plus economically active in employment).

North of Petrol Filling Station Overcross, Ross on Wye

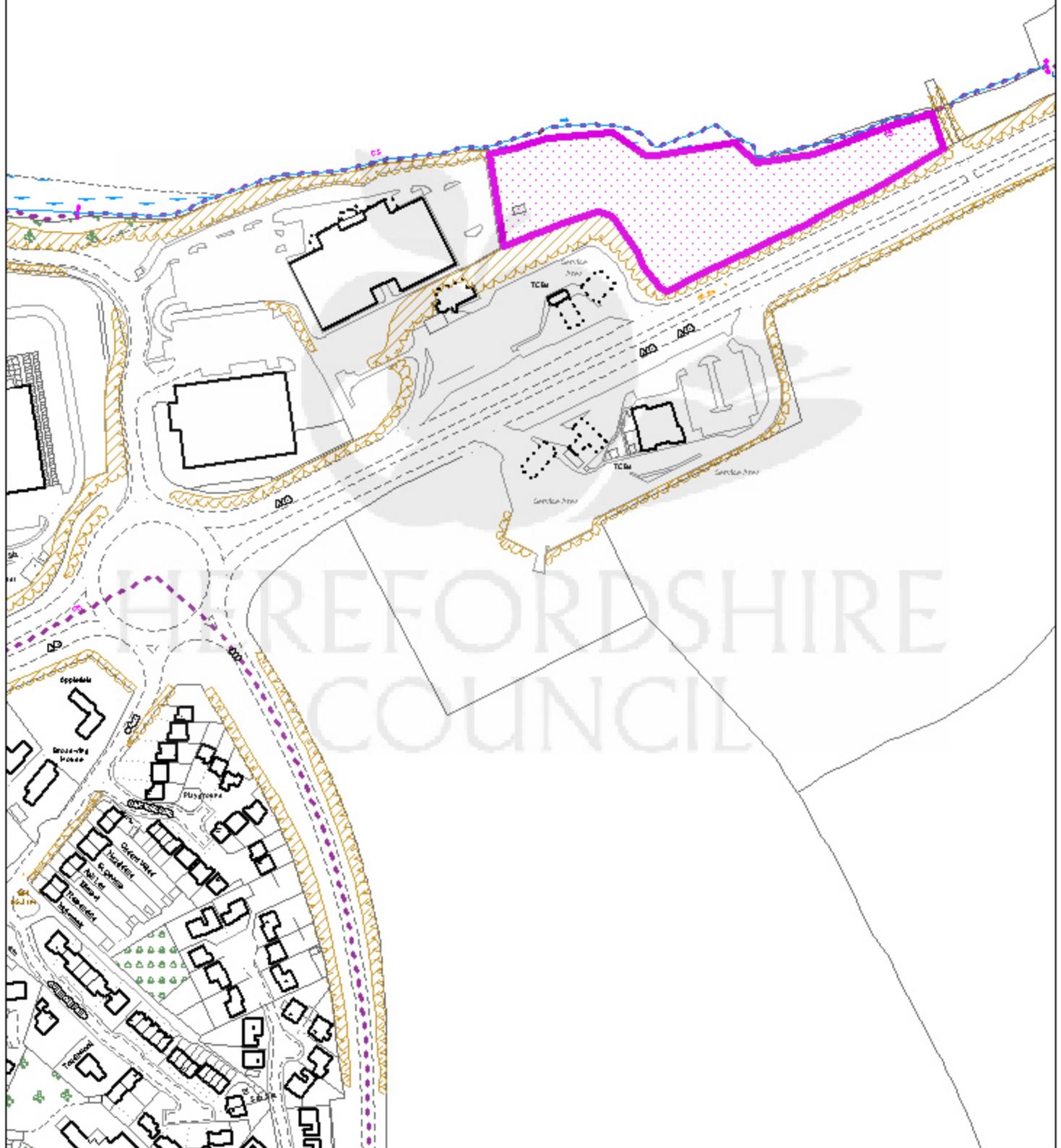
Postcode HR9 7QQ



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22. Ashburton Industrial Estate, Grammar School Close, Ross on Wye, HR97QQ

General

Appraisal Criteria	Indicator	Scoring Criteria
Quantitative Base Information	Total Site area	Total site 11 ha
	Vacant land (by sector / use class)	2.13 ha committed 1.78 ha B1a; 0.16 ha B1c/B2; 0.19 ha b8.
General Site Description	<p>Large site with mix of uses and qualities of building. Main occupiers include Travis Percival, Perkins, Network Q and Dawleys. Part of the site is scruffy in appearance including International coach hire, storage of lorries and trucks, stacking pallets and caravan park. Very poor surfacing. Construction taking place at back of site which is adjacent to Morrisons. L&C recycling also on site.</p> <p>Output area – 022B Ward – Ross on Wye East Sub area – Eastern Corridor</p> <p>Policy allocation - Allocated as Policy E5- Safeguarding employment land and buildings, which states "Proposals which would result in the loss of existing permitted or proposed employment land and buildings to non-employment uses will only be permitted where 1) there would be substantial benefits to residential or other amenity in allowing alternative forms of development, and the site or premises concerned can be shown to be unsuitable for other employment uses, including consideration of mitigation measures. Where such proposals are permitted, an alternative site should be found for the relocation of any existing business; or 2) in the case of proposals incorporating elements of retail use, this is restricted to a minor or incidental activity associated with an otherwise acceptable Part B or other employment generating use'. Part of Southern area of site falls under AONB (Policy LA1). Part of western area of site is Area liable to flood (Policy DR7). NW of site- Established residential areas (Policy H1); S of site- some Established residential areas, some unallocated land; N of site- unallocated, Area Liable to flood (Policy DR7); SW of site- unallocated, AONB (Policy LA1).</p> <p>Relevant planning history - DCSE2005/3922/F: Construction of garage building for coaches - approved with conds (09/01/2006) DCSE2005/1153/F: Extension to existing to form additional B1 floorspace with associated offices (Old Goods shed) - approved with conds (21/08/2006) DCSE2007/0675/F: Proposed open sided building to provide outdoor plant cover, external works to provide car parking - approved with conds (27/04/2007) DCSE2007/2198/F: Proposed extension (A.B.T) - approved with conds (29/08/2007) DCSE2005/3528/F: Proposed retail carpet and furniture store - approved with conds (10/03/2006) DCSE2004/0822/F: Proposed extensions (JS Carpets) - approved with conds (30/04/2004)</p> <p>Policy constraints – AONB – Wye Valley A Flood Alleviation Scheme is underway in Ross but the impact on alleviating flood risk of this site in unknown at this stage. The release of this land for employment uses will depend on the results of the scheme.</p>	

Market Attractiveness

Appraisal Criteria	Indicator	Site Visit Comments
Quality of Existing Portfolio and Internal Environment	Quality of the existing portfolio, internal and external environment (<i>occupied sites / re-use opportunities</i>)	Buildings and external areas are of variable quality and condition / restricted provision of parking, circulation and servicing / quality of surrounding environment may limit the attractiveness parts of the site for certain users – Area of hardstanding at back of site is in very poor condition with very poor quality buildings, and circulation issues. The rest of the built site (east) has reasonable to good quality units. And a good overall internal environment.
	Quality of the external environment (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Quality / nature of surrounding environment unlikely to significantly limit the attractiveness of the site for users (but parts of the site are affected by internal qualitative issue).
	Amenity Impacts (e.g. noise, dust & smell)	Occasionally, the site appears to be exposed to some noise, dust or smell which can affect the amenity of the immediate environment. - <i>Hardstanding shaded area of the site in particular may be exposed to noise and dust. The rest of the site is unlikely to be exposed to amenity impacting factors.</i>
Quality of the Wider Environment	Adjoining land uses	Majority of site has no 'bad' neighbouring uses. Residential in certain places could be sensitive. Household waste recycling centre could be a 'bad'/ sensitive neighbour .
	Road Frontage Visibility	The site has some visibility to a local road.
	Perception of the wider environmental quality (attractive countryside setting, urban context in need of regeneration etc).	Surrounding area is of high quality.
Accessibility	Ease of access to the strategic highway network (i.e. an 'A' Road/ Motorway)	Located immediately adjacent to a major arterial route with easy accessibility to this route.
	Quality of local road access	Surrounding roads are wide / no apparent issues of congestion.
	Quality of Site Access	Likely to be only minimal site access (visibility constraints) although access to the rear part of the site is more restricted.
Market Conditions/ Perception of Demand	Duration of availability (<i>vacant / part vacant sites</i>)	Unknown.
	Marketing and enquiry interest	Evidence of active marketing - 2 boards on site with signs to let. A number of existing planning permissions for employment development.
Ownership	Ownership / Owner aspirations	Unknown.

Appraisal Criteria	Indicator	Site Visit Comments
Site Development Constraints	Environmental constraints and abnormal development requirements [e.g. landscape / nature conservation designations, heritage features (listed buildings and conservation areas), TPO's and identified development requirements / issues / constraints set out in Local Plan policies, site development briefs etc] <i>(vacant / part vacant sites and redevelopment opportunities)</i>	The site is constrained by some environmental constraints / abnormal development requirements which could limit development potential. Flood alleviation appear to be going on adjacent to site by Morrisons. Part of site is within the AONB.
	Physical site features (e.g. site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site) <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Site is in excess of 5 hectares. Potentially physically constraining features, notably flooding over part of the site (see below).
	Ground conditions/ contamination <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Unknown although could be potential for some contamination given nature of existing occupiers such as a waste recycling centre and open vehicle storage.
	Flooding	Northern edge E to W & next to zone 3 : Medium flood risk (flood risk category 1 or 2) Remaining area: No risk of flooding (outside of identified flood risk zone)

Environmental Sustainability

Appraisal Criteria	Indicator	
Prudent use of Natural Resources	Sequential Location	The site is located within or on the edge of an existing district or town centre (Edge of Ross on Wye).
	Land classification	The site is predominately / wholly brownfield.
	Ease of access to public transport	The site is less than a five minute walk from an hourly public transport route.
	Ease of walking and cycling	There are some footpaths or cycle links to the site although provision not continuous.
Effective protection and enhancement of the Environment	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Development of the very poor hard- standing area would improve townscape quality. The majority of the site is already developed to a high standard therefore there would likely be no or limited improvement in environmental quality through redevelopment.

Strategic Planning

Appraisal Criteria	Indicator	
Social Progress and Regeneration	Multiple Deprivation Indices (national statistics website)	The site is within a neighbourhood ranked within the most affluent for multiple deprivation (super output area lower layer is in top quartile of least deprived (75% plus) for the country)
	Ability to deliver specific regeneration and/ or economic objectives (including comprehensive/ mixed use development)	Development/ redevelopment of the majority of the site would have a neutral impact on regeneration and/ or economic objectives. However, regeneration of the underutilised areas of the site could potentially contribute significantly to local regeneration and/ or economic objectives.
	Economic Activity (nomis website)	The site is located in an ward of high economic activity (76% plus economically active in employment)

Ashburton Industrial Estate Ross on Wye

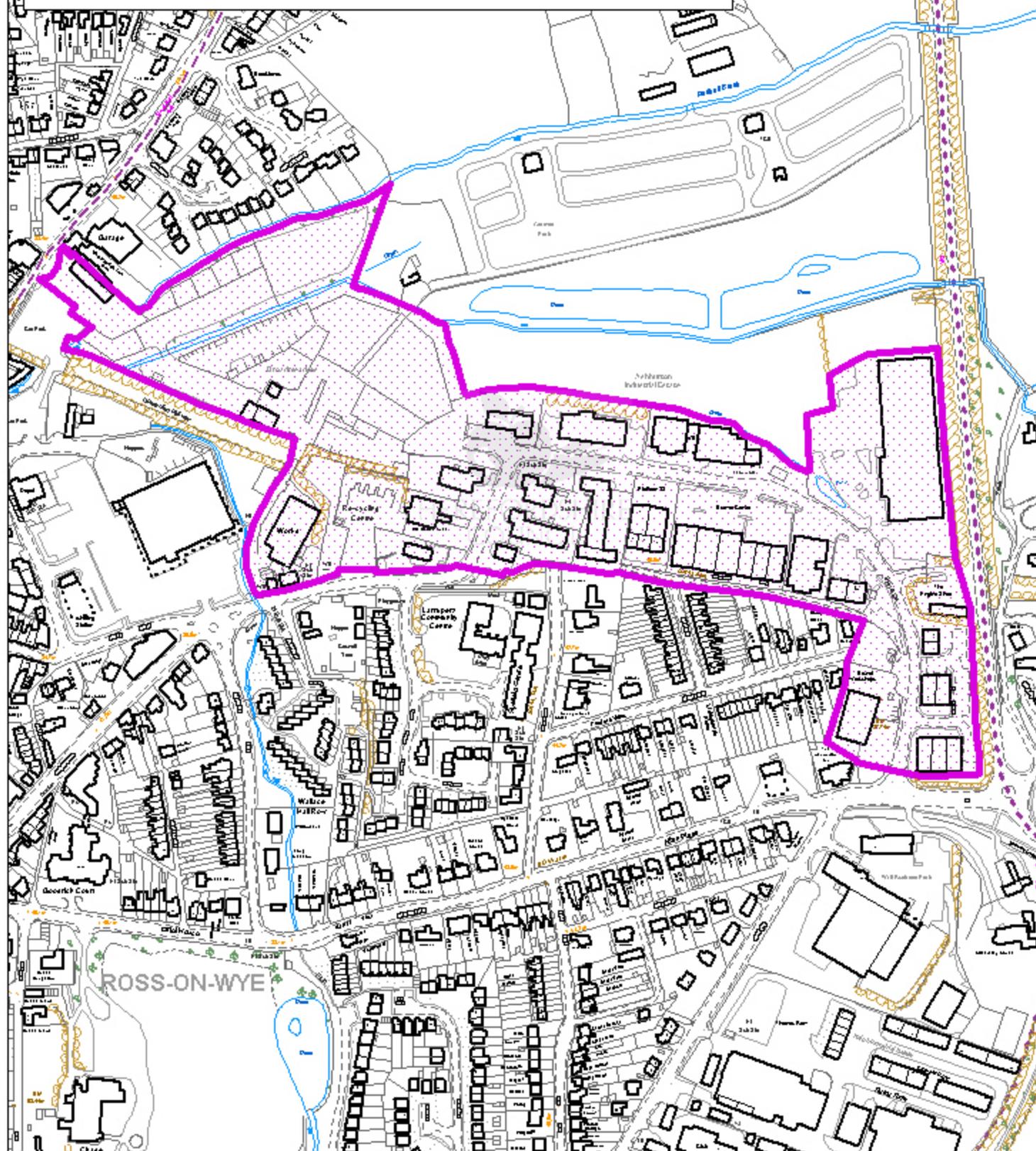
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23. Land North of A40, Model Farm, Ross on Wye (A40), HR97NN

General

Appraisal Criteria	Indicator	Scoring Criteria
Quantitative Base Information	Total Site area	Site Area 10 ha
	Vacant land (by sector / use class)	10 ha vacant land committed (outline planning permission). 6 ha B1a' 3ha B1c/B2; 1 ha B8.
General Site Description	<p>Existing farm, not currently in employment use but is an allocated employment site.</p> <p>Output area – 022A Ward – Ross on Wye East Sub area – Eastern Corridor (but also A49 Corridor)</p> <p>Policy allocation - Allocated as employment land under Policy E3 (land north of A40, Model Farm, Ross on Wye), 10.0ha for B1 B2 and B8. Paragraph 6.4.22 states 'the need for additional employment land at Ross-on-Wye was initially considered and discounted during the preparation of the South Herefordshire District Local Plan. The Inspector recommended that the need for additional land be reviewed through Plan formulation. Accordingly, a study has been undertaken as part of the process of preparing the UDP. This compares employment land supply with the land and premises requirements of indigenous firms, inward investment and start ups, and concludes that a site of 10 to 13 hectares capable of accommodating a range of requirements for Part B uses will be required within the Plan period'. W of site- open space (Policy HBA9).</p> <p>An SPD is to be adopted for the site which will outline the approach that should be taken to the development of the site for employment purposes. The principal development objective identified for the site is the creation of a pathfinder employment development, assisting the growth of the local economy. There will be a preference for the development of innovative knowledge based industries on this site. A comprehensive, mix of high quality employment uses is envisaged for this site.</p> <p>Relevant planning history - DCSE2007/3140/O: Outline planning application for the dev of employment uses incl. B1,B2 & B8. Together with change of use to form landscape buffer zone - council approved application (18/01/2008) Construction is not anticipated to commence for the next two years.</p>	

Market Attractiveness

Appraisal Criteria	Indicator	Site Visit Comments
Quality of Existing Portfolio and Internal Environment	Quality of the existing portfolio, internal and external environment (<i>occupied sites / re-use opportunities</i>)	N/A
	Quality of the external environment (<i>vacant / part vacant sites and redevelopment opportunities</i>)	Quality / nature of surrounding environment will likely be a positive factor for the majority of potential site occupiers.
	Amenity Impacts (e.g. noise, dust & smell)	None observed on site visit.
	Adjoining land uses	Site is located in open countryside. A green buffer to the west of the site is protected though the UDP.

Appraisal Criteria	Indicator	Site Visit Comments
	Road Frontage Visibility	The site has a frontage to A40.
	Perception of the wider environmental quality (attractive countryside setting, urban context in need of regeneration etc).	Open greenfields/farm land surrounding the site. The surrounding environment is attractive open countryside where development would significantly detract from the environmental quality
Accessibility	Ease of access to the strategic highway network (i.e. an 'A' Road/ Motorway)	Located immediately adjacent to the A40 and with accessibility to the M50.
	Quality of local road access	Surrounding roads are wide / no apparent issues of congestion.
	Quality of Site Access	No apparent site access (visibility) constraints
Market Conditions/ Perception of Demand	Duration of availability (<i>vacant / part vacant sites</i>)	Unknown.
	Marketing and enquiry interest	No evidence of active marketing, recent completions or development under construction at the time of the survey. On developed sites vacancy levels appear very high - No marketing on this site.
Ownership	Ownership / Owner aspirations	Look into this - ? is it allocated if still in ? use?
Site Development Constraints	Environmental constraints and abnormal development requirements [e.g. landscape / nature conservation designations, heritage features (listed buildings and conservation areas), TPO's and identified development requirements / issues / constraints set out in Local Plan policies, site development briefs etc] <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Number of existing hedgerows, mature and semi-mature trees across the site and a small pond. The site is within the source protection zone of the Alton Court aquifer.
	Physical site features (e.g. site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site) <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Site is in excess of 5 hectares with no apparent evidence of physical constraining features. Large flat greenfield site.
	Ground conditions/ contamination <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Contamination unlikely, no significant ground preparation works required
	Flooding ?	No risk of flooding on the site (outside of identified flood risk zone)

Environmental Sustainability

Appraisal Criteria	Indicator	

Appraisal Criteria	Indicator	
Prudent use of Natural Resources	Sequential Location	The site is located completely outside of a defined urban area
	Land classification	The site is predominately / wholly Greenfield - farm building and open farm land
	Ease of access to public transport	The site is less than a five minute walk from an hourly public transport route
	Ease of walking and cycling	There are no existing footpaths or cycle links to the site
Effective protection and enhancement of the Environment <i>(vacant / part vacant sites and redevelopment opportunities)</i>	Potential to enhance environmental quality without impacting on the sensitivity of environmental resources	Development of this greenfield site could detract from the existing environmental quality and would impact on environmental resources (i.e. result in the loss of a greenfield site) in this area.

Strategic Planning

Appraisal Criteria	Indicator	
Social Progress and Regeneration	Multiple Deprivation Indices (national statistics website)	The site is within a neighbored ranked within the most affluent for multiple deprivation (super output area lower layer is in top quartile of least deprived (75% plus) for the country)
	Ability to deliver specific regeneration and/ or policy objectives (including comprehensive/ mixed use development)	Development of this site would make a significant contribution to the delivery of economic objectives.
	Economic Activity (nomis website)	The site is located in an ward of high economic activity (76% plus economically active in employment)

Land north of A40, Model Farm Ross on Wye

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