

MALVERN HILLS

SWDP 52: Malvern

A. Within Malvern, the sites in Table 22 below, as identified on the Policies Map, are allocated for development:

Table 22: Malvern Residential Sites

Policy reference	Site	Indicative No. of Dwellings	Site Area (ha)
SWDP52/1	Walsh's Yard, Poolbrook Common Road	5	0.35
SWDP52/2	Former BMX Track, off Mayfield Road	59	1.95
SWDP52/4	Homestead, Halfkey	5	0.26
SWDP52/5	Portland House, Church Street	15	0.22
SWDP52/8	Lansdowne Crescent (former hospital site)	15	0.27
SWDP52d ⁽¹⁴⁹⁾	Land at Mill Lane, Poolbrook	63	3.93
SWDP52i	Land at Lower Howsell Road (former allotments)	110	5.51
SWDP52f ⁽¹⁵⁰⁾	Pickersleigh Grove (part of Hayslan Fields)	44 ⁽¹⁵¹⁾	3.29
SWDP52m	Former Railway Sidings, Peachfield Road	20	0.66
SWDP52s	Victoria Road Car Park	21	0.28
SWDP52w	Land off Brook Farm Drive, Poolbrook	77	4.24
SWDP52y	Broadlands Drive, Malvern	33	1.81
SWDP52*	Barracks Store, Court Road, Malvern	28	0.81
	Malvern Allocations Total	495	

149 There will be no built development in the parts of the site liable to flooding, as defined in the Strategic Flood Risk Assessment and / or a site specific Flood Risk Assessment.

151 44 dwellings is the net total. The gross figure for this site is 92, which includes 48 existing dwellings that are due to be demolished.

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Reasoned Justification

1. Malvern's urban capacity on smaller sites within or immediately adjoining the development boundary has been established at approximately 559 dwellings, together with 300 dwellings and 4.5ha of employment land on the Malvern Technology Centre (QinetiQ) site (SWDP 53). In order to meet the amount of development set out in the Development Strategy, an additional 15.1ha of employment land and a strategic site for 800 dwellings, together with associated infrastructure has been allocated outside the development boundary (see separate policies SWDP 54 and SWDP 56).

Malvern Urban Capacity

2. A detailed site assessment has been undertaken, to understand the capacity of Malvern to accommodate the level of employment and housing development being proposed in accordance with the Development Strategy. The saved Malvern Hills Local Plan (2006) met housing and employment allocations on previously developed land only and on sites within the identified settlement boundary. However, such opportunities are now limited. SWDP 52 identifies those smaller sites within the urban area both within and immediately adjoining the development boundary that will be brought forward for housing development. These are either existing brownfield sites, greenfield sites that are not considered to be essential for retention as public open space or other urban greenspace, as set out in the saved Local Plan and informed by the Malvern Urban Green Space Strategy 2003.
3. Development within the town will be designed to conserve its historic character and protect important views to and from the Malvern Hills. New development will respect the conservation areas in terms of the pattern of existing development, height, scale, form and materials.