

SWDP 56: Development at North East Malvern

- A. Within the area of North-East Malvern, 56.84ha (gross) of land, as identified on the Policies Map, are allocated for a sustainable, well-designed mixed-use urban extension.**
- B. Development within this area will incorporate the following elements:**
- i. 10ha of employment-generating uses.**
 - ii. 800 dwellings of which up to 40% will be affordable housing in accordance with SWDP 15.**
 - iii. Community infrastructure including a primary school, a community hall, a cemetery and a police post.**
 - iv. Green Infrastructure to provide public open space, including play space, formal playing pitches, informal recreation areas and allotments and to facilitate the physical and visual separation of the development from the settlement of Newland.**
 - v. Facilities for public transport and safe pedestrian and cycle routes linking to local shops, including the Malvern retail park, employment areas, health care, education and Malvern Link Station.**
 - vi. Neighbourhood shopping facilities.**
- C. A comprehensive masterplan will be required for the site and will need to address the following:**
- i. The potential to enhance the area as a gateway entrance into Malvern along the site's boundary with the A449, by allowing access from the Townsend Way roundabout.**
 - ii. A Green Infrastructure concept plan that achieves the requirements in B iv above.**
 - iii. Mitigation of the impact on the adjacent Newland Conservation Area and on nearby listed buildings and their setting.**
 - iv. The retention of long-distance views to and from the Malvern Hills across parts of the site.**
 - v. Opportunities for connection to and integration with existing and proposed development, for example at the Royal Estates and the former allotments site allocation to the south (SWDP 52i), through appropriate road, footpath and cycle links and through opportunities for regeneration.**

Reasoned Justification

1. Development to the north-east of Malvern will form an urban extension adjoining the built-up area of the town. There will be access to existing facilities and services within Malvern but there will also be specific requirements on the site itself as set out in Part B of the policy.

Site Description

2. The site is 56.84ha gross in area, although it is envisaged that the built form of development on the site will utilise considerably less land than this, being able to deliver a significant amount of Green Infrastructure and open space uses. The north and eastern boundaries of the site are defined by gardens that back on to Stocks Lane. The A449 meets the site boundaries in the south-east. The site boundaries allow space for a large landscape buffer zone to the north and east to protect the setting of Newland village and the existing Newland Conservation Area, whilst acknowledging that in the context of SWDP 56 B (iv) there will be some inter-visibility between the new development and Newland village. To the north-west the railway forms a strong physical and visual boundary. To the south, the boundary is the Council Depot and recycling plant.
3. To allow sufficient space for vehicular and cycle access, direct access from the A449 to the south will provide the principal vehicular access to the site. Future consideration should also be given to the enhancement of this area as a key gateway into the town, through the rationalisation of adjacent land uses.
4. The south-west site boundary lies adjacent to the former allotment site off Lower Howsell Road, now allocated for housing (SWDP52 i). Pedestrian and cycle links between the two sites should be provided to enhance interconnectivity with the wider Malvern area. As an alternative to possible vehicular access to SWDP52i via Lower Howsell Road, consideration could be given to the possibility of vehicular access between the two sites in appropriate circumstances.

Objectives

5. The main objective of the urban extension to Malvern will be to create a new neighbourhood. The neighbourhood will be in the form of a highly sustainable development designed to complement the important landscape setting of the area and enhance its location as a gateway to Malvern, allowing, wherever possible, long-distance views of the Malvern Hills for residents and passers-by. As Part B of the policy makes clear, in addition to 800 new dwellings the future development is intended to incorporate:
 - a. 10ha of employment land and buildings in a location that is attractive to business interests – retaining local businesses and attracting new investment into the area. This will offer employment opportunities for local residents.
 - b. Open space including play and kick-about areas, allotments and natural grassland and woodland to create an informal environment for local people to relax in, as well as corridors for the movement of wildlife.

- c. Community infrastructure, including a primary school, a community hall, a cemetery and a police post, and neighbourhood shopping facilities.
- d. Measures to maintain the amenity of the historic development at Newland and Madresfield and protect their independent character.
- e. Easy access for residents to education and employment opportunities, shopping and community facilities in Malvern through a choice of transport modes. They can travel further afield through the provision of regular bus services to Malvern and Worcester on the A449, or access the Park and Ride facility available from Malvern Link Station.