

Appendix 4: SWDP POs: Site Allocations Urban Areas

Worcester
 Droitwich Spa
 Evesham
 Malvern
 Pershore
 Tenbury Wells
 Upton upon Severn

Appraisal Key	
++	Development actively encouraged as it would resolve an existing sustainability problem
+	No Sustainability constraints and development acceptable
0	Neutral effect
-	Potential sustainability issues; mitigation and /or negotiation possible
--	Problematical and improbable because of known sustainability issues ; mitigation or negotiation difficult and /or expensive
X	Absolute sustainability constraints to development
?	Uncertain/ unknown effect

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Worcester Urban Capacity														
SWDP 6: Worcester City Allocations														
SWDP 6/1 – 6/11 A. Housing	+	++	+	++	0	+	+	0	+	0	0	0	0	0
SWDP 6/12 – 6/17 B. Mixed Use	++	++	+	+	0	+	0	0	?	?	?	0	0	0
SWDP 6/18 C. Employment	++	+	0	0	0	0	0	?	?	?	0	0	0	0
SWDP 6/19 – 6/23 D. Other	0	++	++	+	0	++	0	0	0	++	+	0	0	?
SWDP 7: Worcester City Centre														
SWDP 7/1 – 7/3 Retail Development	++	+	+	0	?	+	0	0	?	0	+	+	0	0
SWDP 7/4 – 7/6 Opportunity Zones	+	+	+	+	+	0	0	0	+	0	+	0	0	0
Worcester Urban Extensions														
SWDP 8: Direction for Growth Outside the City Boundary														
SWDP 8/1 Broomhall Com& Norton Barracks Com (S Urban Extension)	+	-	+	++	+	-	-	+	-	0	?	?	-	-
SWDP 8/2 Temple Laughern (West Urban Extension)	+	+	+	++	+	-	-	+	+	-	-	-	-	-
SWDP 8/3 Kilbury (East Urban Extension)	0	+	0	++	+	+	-	+	+	0	0	0	-	-
SWDP 8/4 Gwilliam’s Farm (North urban Extension)	0	+	-	++	0	+	-	+	+	+	+	-	-	-
SWDP 8/5 Worcester Technology Park	++	?	?	0	0	0	-	0	-	-	-	0	-	-
Droitwich Spa Urban Capacity														
SWDP 9: Droitwich Spa														
SWDP 9/1 – 9/8 Urban Capacity Sites	+	+	+	++	+	0	?	0	+	0	+	+	?	0

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Droitwich Spa Urban Extensions														
SWDP 8: Direction for Growth Outside the City Boundary														
SWDP 10: Copcut Lane	++	-	+	++	+	-	-	+	-	-	-	-	-	-

SWDP 6 Worcester City Allocations

6/1-6/11 A. Housing

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	++	+	++	0	+	+	0	+	0	0	0	0	0
SWDP 6/1 – 6/11 Worcester City Allocations	(see SWDP for full policy text) A. Housing Indicative Dwellings Total: 521													
<p>Summary This policy and sub-policies directly address the SA objective aims for housing and communities through the allocation of sites for residential development within the city. Positive effects are also likely for transport and infrastructure objectives through the allocation of sites with ready access to public transport (rail, bus) sustainable transport (walking, cycling) options. Health and economy objectives are also likely to be progressed through allocations that are well situated for access to facilities (schools, shopping, leisure and health amenities), (e.g. 6/2 Gregory’s Bank Industrial Estate; 6/9 Post office sorting office Westbury Street; and 6/11 Sansome Walk Swimming Pool, sites). Minor impacts on green/ open space where development includes some greenfield land (e.g. 6/1 Land South of Lyppard Hill, 6/6 Old Northwick Farm) are not assessed as significant.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Delivery of housing requirement in locations with access to sustainable transport options and facilities. ■ Supports city centre regeneration through provision of a range of housing types. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ Some potential loss of industrial/ commercial development land. ■ Minor impacts on existing greenspace, will require appropriate mitigation. 														

6/12 – 6/17 – B. Mixed Uses

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	++	++	+	+	0	+	0	0	?	?	?	0	0	0
SWDP 6/12 – 6/17 Worcester City Allocations	(see SWDP for full policy text) B. Mixed Use: Indicative Dwellings Total: 155 Employment 26h													
<p>Summary This policy and sub-policies allocate sites for a range of uses (housing, sports, care homes, employment, hospital expansion, education development, cemetery expansion and park and ride facilities). Positive effects are likely for infrastructure, housing and health SA objectives with significant benefits in the long term for communities and the economy/employment through the provision of new job/ services and accommodation. Uncertainties for biodiversity and landscape objectives arise where allocations (e.g. 6/12 Claines Rec; 6/14 Worcester Woods Business Park; 6/16 Church Farm Claines; 6/17 Grove Farm) impact on existing greenspace and appropriate mitigation will be necessary. Where developments are peripheral from the city centre, sustainable transport options should be pursued. The proposed park and ride impacts existing Green Belt land, but will provide for more long term sustainable transport options for populations/ new residential development to the North of Worcester.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Development of land for employment and residential purposes in accessible locations provides long term progression for economy and community objectives. Provision of key communities services and facilities (education, cemetery, park and ride). <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> Impacts (minor) on Green Belt/ green network with short term uncertainty for biodiversity and landscape objectives. Impacts from development should be subject to mitigation (e.g. enhancement of the green network, and nature conservation measures at local sites) 														

6/18 – C. Employment

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	++	+	0	0	0	0	0	0	?	?	0	0	0	0
SWDP 6/18 Worcester City Allocations	(see SWDP for full policy text) C. Employment: Employment 1h													
<p>Summary This sub-policy addresses a narrow site adjacent to the railway line, separated from residential development by existing employment/ non residential land use. Employment allocation at this site supports SA objectives for the economy and community by promoting business opportunities in an area that is accessible to local communities and other businesses located in the town centre. Infrastructure is established at this site; however, there is some uncertainty with regard to future requirements. Development should ensure that mitigations, e.g. for local road networks/ existing users are considered. Adjacent, allocated green network space should be protected as appropriate, to address the potential for uncertain effects on local level biodiversity features associated with linear corridors. Opportunities for the design and layout of buildings to support (additional) Green Infrastructure should be encouraged.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Positive progression of employment objectives, benefits for local community and markets. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> None. 														

6/19 – 6/21 – D. Other Uses

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	0	++	++	+	0	++	0	0	0	++	+	0	0	?
SWDP 6/19 – 6/21 Worcester City Allocations	(see SWDP for full policy text) D. Other: Dwellings (10 pitches – Gypsy & Traveller)													
<p>Summary These policies promote a range of leisure and amenity facilities and some small scale pitch allocations for the gypsy and traveller community. Significant positive effects are likely for community and health SA objectives through the promotion of recreational/ leisure and care facilities in areas that are accessible to local populations. The enhancement of green spaces/ infrastructure (e.g. 6/21 Former Hallow Road Tip) and the improvement of linkages with existing greenspace; (6/19 Perdiswell) also progresses SA objectives for infrastructure which aim to encourage multifunctional usages and equality of access. Appraised uncertainties for water objectives relate to allocations where flooding is a recognised issue and developments should be accompanied by appropriate mitigation, SuDs etc as a standard requirement of development.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Significant, positive long term benefits for community, health and infrastructure objectives through the enhancement of recreational, community and leisure facilities. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ None. 														

SWDP 7 Worcester City Centre

7/1 – 7/3 – Retail Development

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	++	+	+	0	?	+	0	0	?	0	+	+	0	0
SWDP 7/1 – 7/3 Worcester City Centre	(see SWDP for full policy text) Retail Development													
<p>Summary These policies allocate key, city centre areas (7/1, Cathedral Plaza; 7/2 Fire Station/ CrownGate/Angle Place/The Butts) for the (re)development and improvement of the shopping and retail provision in central Worcester. This approach is likely to provide good support for both local businesses and encourage the entry of new businesses to the area by, promoting a hierarchy of retail provision. Significant positive effects for SA objectives for employment and the economy are likely with associated/ indirect benefits for local communities/ health and well being through improved economic opportunities and diversity. Minor positive effects are also identified for townscape, historic environment and infrastructure objectives through the improvement and maintenance of public spaces. Overall redevelopment of the city centre retail offer should ensure that local distinctiveness and the character of existing built environment is maintained. Impacts on design and transport objectives are uncertain, however all new and re-developments are capable of incorporating sustainable design and transport measures as directed by Development Strategy Policy SWDP3. No significant negative sustainability effects appraised.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Positive support for a healthy, active and diverse economy. ■ Improvements to the public realm supporting built environment objectives (townscape, infrastructure) <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ None. 														

7/4-7/6 – Opportunity Zones

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	+	+	+	+	0	0	0	+	0	+	0	0	0
SWDP 7/4– 7/6 Worcester City Centre	(see SWDP for full policy text) Opportunity Zones Indicative Housing Total: 320 dwellings													
<p>Summary The effects of this policy are appraised as positive overall given the requirement for a balanced approach to development that is sympathetic to existing landuses. Contributions to transport and infrastructure requirements will provide positive progression of these SA objectives and long term, cumulative benefits for communities should arise where new housing is provided and services/ facilities are enhanced. Impacts on waste, pollution and water, biodiversity, climate change and health objective are neutral. Requirements for infrastructure contributions (Community Infrastructure Levy) and sustainable design criteria should ensure that the effects are development on air/water/biodiversity are minimal and capable of mitigation.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Progresses economy, infrastructure, travel, housing, landscape and design SA objectives through managed/ balanced development approach <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ None 														

Worcester Urban Extensions

SWDP 8: Directions for Growth Outside the City Boundary

SWDP 8/1 South of Worcester Broomhall Community and Norton Barracks Community

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	-	+	++	+	-	-	+	-	0	?	?	-	-
SWDP 8/1 South of Worcester	(see SWDP for full policy text) Broomhall Community and Norton Barracks Community Approx 2,450 Dwellings, 20 h Employment.													
<p>Summary This site lies to the South of Worcester, separated by the A4440 and will require transport mitigations in the form of safe pedestrian and cycle links to encourage social integration and sustainable travel options. Facilities are available in St Peters, but additional facilities will be necessary and the existing walking and cycling access will require improvements. Noise and air pollution from the M5 and railway must be given consideration in the site layout and the presence of the sewage works on site will also require careful design consideration. The western site boundary is formed by the River Severn and mitigation measures, such as maintaining the immediate flood zone area as a green network space will be necessary as mitigation for potential water impacts and wider biodiversity effects. The Malvern Hills Local Plan designated this area as a Significant Gap and accommodating the housing requirement for the SWDP has necessitated revisiting and reappraising designations to determine their importance and effectiveness.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Positive progression of SA housing objectives <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ Impacts on SA objectives for communities, will require mitigations to ensure integration with established communities and sustainable travel options ■ Potential for increased pollution with effects on health, climate change and water objectives will require mitigation 														

SWDP 8/2 West of Worcester Temple Laughern

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	+	+	++	+	-	-	+	+	-	-	-	-	-
SWDP 8/2 West of Worcester, Temple Laughern	(see SWDP for full policy text) Indicative Dwellings Total: 975 dwellings, Employment, 5 ht.													
<p>Summary The Malvern Hills Local Plan designated this area as a Significant Gap but accommodating the housing requirement for the SWDP has necessitated a revision of proposed boundaries. The proposed area for development has no definable boundaries to the west and the transition from urban fabric to open countryside will require careful management, although impacts may be lessened by the proposed development location in the lower lying land area. Mitigation may be necessary to avoid the potential for effects on the setting of Worcester, rural settlements/communities and the surrounding countryside and historical assets. The proposed development is well connected to education facilities and existing sustainable transport networks (bus routes) that can be extended to meet the needs of a growing population. Mitigation of potential effects on water assets will be necessary at this site (e.g. through the designation of green network space). In particular development should seek to avoid and mitigate as necessary impacts on the series of ponds linked by a stream (Laughern Brook) in order to minimise pollution and address any potential increased flood risk arising. Mitigation measures should include consideration of cumulative impacts on biodiversity/ geodiversity for example through the incorporation of Green Infrastructure enhancements.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Positive, long term benefits for housing objectives. ■ Progression of community and economy SA objectives, through the provision of (affordable) housing in locations accessible to Worcester city facilities & businesses. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ Potential effects on biodiversity, landscape, historic environment, pollution, water, health and climate change objectives will require mitigation 														

SWDP 8/3 East of Worcester Kilbury

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	0	+	0	++	+	+	-	+	+	0	0	0	-	-
SWDP 8/3 East of Worcester Kilbury	(see SWDP for full policy text) Indicative Dwellings Total: 300													
<p>Summary The proposed allocation is appraised as having no significant issues integrating with existing development as the site has a clearly defined boundary. The boundary is adjacent to existing development and the A4440 with four access points, (including pedestrian access) to link the site into existing development. The site has good access to local employment opportunities, recreational facilities, health facilities and a secondary school. The north of the site enjoys good walking and cycling access to the Worcester Woods Country Park. There is also the potential for an alternative bus route through the site. Development on this site has the potential to increase the risk of surface water flooding, a FRA should be prepared. Given that the A4440 borders the site there could be issues in regard to noise and air pollution.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Positive benefits for housing, community, health, water and transport SA objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> Mitigation for pollution and potential impacts on the water quality may be required. 														

SWDP 8/4 North of Worcester Gwillams Farm

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	0	+	-	++	0	+	-	+	+	+	+	-	-	-
SWDP 8/4 North of Worcester Gwillams Farm	(see SWDP for full policy text) Indicative Dwellings Total: 300													
<p>Summary</p> <p>The policy recognises the sensitivity of this site in relation to the historic environment, and establishes the requirement for a sustainable approach to development, that does not impact adversely on the conservation area in the North West. Given the size of the proposed allocation it is unlikely that there will be any significant improvements to public transport links however, a park and ride is being developed to the north east of the site, which will provide a regular bus service into Worcester city centre and would help to improve access to facilities. The site enjoys good access to the countryside and the footpaths crossing the site should form the basis of the green infrastructure/ network provision. Cornmeadow Lane is part of a National Cycle Route and is less than 500m from the site, there is therefore potential for improved access from the site to this route.</p> <p>The proposed allocation has the potential to put increased pressure on health facilities in an area that is already poorly served. Primary schools in the area would also need to be expanded and access improved to ensure overall positive effects for community objectives in the long term.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Benefits for housing SA objective. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> Potential impacts on conservation area will require mitigation. 														

SWDP 8/5 Worcester Technology Park

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	++	?	?	0	0	0	-	0	-	-	-	0	-	-
SWDP 8/5 Worcester Technology Park	(see SWDP for full policy text) Worcester Technology Park													
<p>Summary This site is situated adjacent to the M5 (Jnc 6) and the policy proposal (to develop Phase II) builds on Phase I of the development that has been granted planning permission. The development of a sub-regional site will have positive benefits in the long term for the economy and employment objectives for the area from construction to operation, although securing long term benefits will depend in part on the accessibility of the site to the local workforce and the development of an appropriate skills base. The site is dislocated from the main population centre and impacts on communities are uncertain at this stage and will be determined by the long term success of the proposed businesses. A green field development will potentially lead to direct impacts on biodiversity and local landscape, therefore mitigation through the provision of green infrastructure and appropriate water management measures (including pollution prevention for Barbourne Brook) will be necessary to protect the long term integrity of the natural environmental assets. Public transport provision and linked networks for cycling and walking (to Wardon Villages via the motorway bridge) will form a necessary requirement of mitigation packages to address the impacts on transport and climate change objectives.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Positive progression of employment/ economy SA objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> Direct impacts on existing green space, mitigation to ensure biodiversity connectivity and protection of water resources. Increased road based traffic, mitigation packages to improve public transport and wider sustainable travel options. 														

SWDP 9: Droitwich Spa

SWDP 9/1-9/8 – Urban Capacity Sites

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	+	+	++	+	0	?	0	+	0	+	+	?	0
SWDP 9/1 – 9/8 Droitwich Spa Urban Capacity Sites	(see SWDP for full policy text) Indicative dwelling total: 410													
<p>Summary The policy provides progression for SA objectives for housing, with a particular focus on ensuring a mix of dwelling size and types to cater for a changing population. Positive benefits are also likely for economy, infrastructure, travel and community objectives where development is subject to targeted investment through Section 106 and the Community Infrastructure Levy (public transport, schools development). Progression of design, landscape and historic environment SA objectives should also be achieved given the specific policy requirement and the strategic policy criteria (SWDP 3) to progress sustainable outcomes through new development. No significant negative effects of development are appraised. Impacts on pollution and climate change objectives are uncertain in the short term, and progression of sustainable outcomes will depend on securing effective sustainable transport measure as indicated by the policy criteria. The focus on brownfield development sites and the requirement for green space provision will limit the effects on biodiversity, and water receptors.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Significant positive effects for housing SA objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> None. 														

Droitwich Spa Urban Extensions

SWDP 10: Copcut Lane

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	++	-	+	++	+	-	-	+	-	-	-	-	-	-
SWDP 10 Copcut Lane	(see SWDP for full policy text) Approx 750 dwellings, 3.5h employment													
<p>Summary The site is situated on the southern outskirts of the town and is separated from the main settlement by the A38 bypass, which may make physical and social integration of the new development problematic and mitigation measures to improve access and connectivity will be necessary. The relationship of the site to Salwarpe Conservation Area will require careful consideration and appropriate mitigation. Potential impacts on the watercourse which runs along the northern part of the site and is identified as an important habitat corridor should be addressed through mitigation measures to protect quality and biodiversity interests. Currently the urban edge of Droitwich Spa is clearly defined and a transition from the new development to the Green Belt will require careful management and design. The scale of development also has the potential to exacerbate current air pollution problems in Droitwich Spa, and the site itself may suffer noise and air pollution from the bypass and railway. Mitigations will therefore be required to provide sustainable transport options and manage the impacts of road traffic to reduce impacts on local settlements and environmental interests.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Significant positive effects for economy/employment and housing objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> Impacts on local and new communities and travel and transport objectives will require mitigation (improved access, development of facilities) to ensure integration. Open space, green infrastructure and management of impacts on landscape and conservation areas: mitigations necessary to ensure long term sustainability for key local assets. 														

Evesham, Malvern, Pershore, Upton-upon-Severn, Tenbury Wells Sites

Appraisal Key	
++	Development actively encouraged as it would resolve an existing sustainability problem
+	No Sustainability constraints and development acceptable
0	Neutral effect
-	Potential sustainability issues; mitigation and /or negotiation possible
--	Problematical and improbable because of known sustainability issues ; mitigation or negotiation difficult and /or expensive
X	Absolute sustainability constraints to development
?	Uncertain/ unknown effect

Evesham, Malvern, Pershore, Tenbury Wells, Upton upon Severn

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Evesham Urban Capacity Sites														
SWDP 11: Evesham														
SWDP 11/1- 11/7	+	++	+	++	+	+	+	0	+	0	+	+	-	?
SWDP 12: Evesham Urban Extensions														
SWDP 12/1 Cheltenham Road	+	0	-	++	+	+	-	+	-	-	-	-	-	-
SWDP 12/2 South of Pershore Rd, Hampton	+	+	+	++	+	+	?	+	?	0	+	0	?	?
SWDP 12/3 Vale Industrial Park, Evesham	++	+	+	+	?	0	-	?	-	0	0	0	-	0
Malvern Urban Capacity Sites														
SWDP 13: Malvern														
SWDP 13/1 – 13/9	+	++	?	++	0	+	0	0	?	?	+	0	0	0
Malvern Urban Extensions														
SWDP 14 Malvern, QinetiQ	++	++	+	++	0	++	+	0	+	0	0	0	0	0
SWDP 15 Blackmore Park	++	+	0	0	+	0	0	0	-	?	-	0	0	0
SWDP 16 Three Counties Showground	+	+	0	0	0	0	0	0	-	0	?	0	0	0
SWDP 17 Development at Newland	++	++	?	++	0	+	0	0	++	-	-	-	-	-
Pershore Urban Capacity Sites														
SWDP 18: Pershore														
SWDP 18/1 – 18/8	+	++	+	++	+	+	?	0	?	?	?	+	?	0
Pershore Urban Extensions														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
SWDP 19/ 1 Land North of Pershore	+	?	+	++	0	+	-	0	-	0	-	0	-	-
SWDP 19/2 Land to the North East of Pershore	++	+	+	0	+	0	-	0	-	0	-	0	-	0
SWDP 20: Tenbury Wells and Urban Capacity Sites														
SWDP 20/1 – 20/2	+	+	0	+	0	0	0	0	?	-	-	0	?	-
SWDP 21: Upton-upon-Severn and Urban Capacity Sites														
SWDP 21/1 Land at Sunny Bank Meadow	+	+	0	++	0	+	0	0	?	0	?	0	0	0

SWDP 11: Evesham

Urban Capacity Sites

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	++	+	++	+	+	+	0	+	0	+	+	-	?
SWDP 11/1 – 11/7 Evesham Allocations Urban Capacity Sites	(see SWDP for full policy text) Indicative Number of Dwellings: Total 317													
<p>Summary Town centre and brownfield developments sites (e.g. SWDP 11/3, 11/4, 11/7) support SA objectives for settlement regeneration and the promotion of social inclusion and improved access and service facilities for all sectors of society. The policy approach also progresses housing objectives with benefits for the economy and employment by retaining populations within central/ business districts. Requirements for quality design and sustainable travel options promote key SA aims to ensure that historic, townscape objectives are recognised and progressed. Some uncertainty exists in relation to water objectives - the policy requires avoidance of identified flood areas, and short term effects are uncertain but unlikely to be significant (negative) if mitigation requirements (SuDS) and green space area integrated into developments. Evesham has a declared Air Quality Management Area at Port Street, and there is the potential for minor increases in air pollution from generated traffic. Mitigation measures to encourage sustainable transport options should accompany development.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Significant, positive effects for community & housing objectives, with cumulative positive effects for the economy and employment. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> None. 														

SWDP 12 Evesham Urban Extensions

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	0	-	++	+	+	-	+	-	-	-	-	-	-
SWDP 12/1 Cheltenham Road	(see SWDP for full policy text) Indicative Number of Dwellings: 400/ Existing employment site protected													
<p>Summary The appraisal, including previous assessments identified a number of sustainability issues at this site. The scale of development was appraised as potentially increasing the number of car journeys and it was recommended that walking and cycling routes are improved and improvements to the bus service are made. These recommendations remain current in the light of the proposed number of dwellings. Additionally infrastructure provision (e.g. a new road junction) will be required as part of overall transport mitigations. Evesham has identified pollution and congestion problems and proposed improvements to Abbey Bridge this will need to include access for walkers and cyclists to progress SA objectives. The site runs alongside the River Isbourne, however potential negative impacts in relation to the water resource can be addressed by careful masterplanning and appropriate surface water and waste water techniques and foul drainage. The biodiversity of the river should also be given careful consideration in conjunction with any development/ measures for water management. The policy now provides support for the existing R&D centre which will assist in maintaining and broadening the scope of employment opportunities in the area.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Active progression of housing objectives and support for employment, design, waste and health objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ Although this is a greenfield site, impacts on biodiversity, landscape and water not appraised as strategically significant and can be mitigated. ■ Requirements to integrate sustainable transport measures and timely infrastructure will be key in addressing short term negative effects and ensuring that the medium to longer term impacts are positive for climate change, transport and pollution objectives. 														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	+	+	++	+	+	?	+	?	0	+	0	?	?
SWDP 12/2 South of Pershore Rd, Hampton.	(see SWDP for full policy text) Indicative Number of Dwellings Total: 400													
<p>Summary The development of this site will not result in any loss of employment land and the proposed improvements to community facilities will combine to progress economy and community objectives with cumulative benefits. Incorporation in all development of measures to improve walking and cycling facilities will take forward previous appraisal recommendations (SWJCS POs) to ensure sustainable transport measure for new populations, reducing the pollution and climate change impacts of new developments. Effects against these objectives are appraised as uncertain in the short term, given the identified sensitivities in Evesham, however successful delivery of new routes (pedestrian/ cycle bridge across the River Avon) will support future, positive benefits.</p> <p>This is a Greenfield site and therefore appropriate mitigation should be incorporated to ensure that green infrastructure is an integral element of development providing support for biodiversity, water and wider landscape interests.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Effective progression of housing, community and infrastructure objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ None. 														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	++	+	+	+	?	0	-	?	-	0	0	0	-	0
SWDP 12/3 Vale Industrial Park, Evesham	(see SWDP for full policy text) Employment land Indicative Area: 10h of B1, B2, & B3 (phased delivery)													
<p>Summary This policy provides for phased extension of the existing Vale Park which lies to the south of the A46 on the southern boundary of Evesham. The proposed site occupies Greenfield land and appropriate mitigations for biodiversity and landscape SA objectives (integral green infrastructure provisions) should provide an appropriate level of mitigation to ensure neutral effects for these objectives. The site is not proximal to significant water resources and masterplanning should ensure appropriate surface water, waste water techniques and foul drainage. There is the potential for traffic and transport pressure to increase leading to negative impacts on pollution, climate change and transport objectives. Proposed policy measures to improve accessibility should address short term uncertainties and the phasing of developments should be accompanied by sustainable transport provision (e.g. enhanced public transport provision, requirements for sustainable transport plans/ car share etc). Impacts on waste objectives are uncertain and are in part dependant on the nature of business use provided.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Progression of economy and employment objectives and infrastructure delivery, with associated benefits for community well being and housing provision through the delivery of a diversity of employment opportunities. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> Potential impacts arising from increased traffic & transport, construction and operation phases that will require appropriate mitigation as indicated. 														

**SWDP 13 Malvern
Malvern Urban Capacity Sites**

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	++	?	++	0	+	0	0	?	?	+	0	0	0
SWDP 13/1 – 13/9 Malvern Allocations Urban Capacity Sites	(see SWDP for full policy text) Indicative Number of Dwellings Total: 255													
<p>Summary This policy proposes nine potential sites accommodating dwellings numbers ranging from 5 to a maximum of 59 at brownfield and some greenfield (edge of settlement SWDP 13/1,2,3,4,6,9) locations. The policy includes 4 sites from the existing plan that have yet to be implemented. The focus on the reuse of land, particularly in central locations (13/7 & 8) provides good support for landscape objectives and wider aims to protect greenspace and soil assets. The proposals are all for sites that are well related to existing transport networks which limits the potential for negative climate change/ pollution impacts. However, long term positive effects, particularly for transport SA objectives will be dependant on ensuring that sustainable travel opportunities (including expanded public transport facilities where necessary) are in place for new populations. Effects on biodiversity and infrastructure objectives are uncertain at this stage of appraisal and will depend on the design and construction approach of new developments, particularly where Greenfield sites are proposed. Appropriate mitigation measures (e.g. ensuring the incorporation of Green Infrastructure) should be integral to all new developments. The provision of new housing provides good, progressive long term support for community and housing objectives by improving housing availability for existing communities to develop and expand within Malvern, as well as providing new housing opportunities for the region’s population overall. Cumulative, positive effects are likely for local business and overall economic objectives by providing housing that is proximal and accessible to employment opportunities within the context of Malvern’s established service base.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Progression of housing and community objectives through regeneration and urban renewal <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ None. 														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	++	++	+	++	0	++	+	0	+	0	0	0	0	0
SWDP 14 Malvern QinetiQ	(see SWDP for full policy text) Approx 4.5 h B1 Employment, Approx 250 dwellings.													
<p>Summary This policy proposal for a mixed use settlement on previously developed land supports and progresses key SA objectives, as development should be easily physically and socially integrated. Securing the continuity of an existing R&D/technology employment base whilst providing new opportunities for technology business development will enhance and improve employment prospects in and around Malvern. The requirement for sustainable travel links and access to services and facilities for the proposed housing progresses key community objectives that are seeking to ensure equality of access to jobs and services and addresses issues identified by previous appraisals. Objectives for climate change and wider transport objectives are also supported by mixed use development that places employment and housing opportunities in proximity. Indirect, cumulative benefits are likely for health objectives, with new communities and business supporting the overall viability of key services. No significant effects for biodiversity, landscape, or the historic environment are noted at a strategic level. Impacts on pollution water and waste objectives are appraised as neutral.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Effective progression of community, housing and employment SA objectives through the redevelopment and regeneration of this site for homes and businesses. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> None. 														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	++	+	0	0	+	0	0	0	-	?	-	0	0	0
SWDP 15 Blackmore Park	(see SWDP for full policy text) Approx 4.5h Employment Land B1, B2 & B8 use, promotion of green technologies.													
<p>Summary This policy takes forward existing commitments for the expansion of employment opportunities at this site with a particular focus on environmental technologies that link to local companies with interests in agriculture and low carbon developments. The approach set out will progress SA objectives for the economy and employment, with long term cumulative benefits likely if the synergies between businesses can be exploited and developed e.g. through the promotion of the business park as a centre of excellence. Employment opportunities also provide direct support for community objectives seeking to provide improved access to a diversity of economic interests. Additionally the promotion of CHP energy sources for the site takes forward aims to makes sustainable construction and energy sources and integral part of future development in the plan area. There is some uncertainty regarding the likely impacts on biodiversity (disused buildings may support species and will require survey) and the proximity of the site to the Malvern AONB will require that potential impacts are assessed and mitigated at site level. Appropriate mitigation measures (e.g. screening, improvements to existing green space, and the introduction of new habitats) should form part of master planning. Mitigations will also be necessary to ensure that SA objectives for transport are progressed by facilitating improvements to public transport accessibility and wider walking/cycling options.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Positive effects from the promotion of sustainable technology development and the provision of new employment opportunities. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> Potential transport and landscape impacts should be assessed and mitigated at site level. 														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	+	0	0	0	0	0	0	-	0	?	0	0	0
SWDP 16: Three Counties Showground	(see SWDP for full policy text) Agriculture, equestrianism, horticulture and countryside related uses.													
<p>Summary This policy supports and promotes the ongoing development and use of the Three Counties Showground as resource for business, leisure and tourism for countryside pursuits. Development uses are limited to those directly associated with the operation of the facilities and any proposed expansions will be determined against existing constraints and development strategy policies (SWDP 8 & 9). This policy is appraised as neutral for environmental objectives. Potential negative impacts in relation to transport/ travel objectives from increased traffic pressures arising from the expansion and development of activity at the site will require sustainable transport measures as mitigation. Additionally the site lies within the Malvern AONB and effects on the immediate landscape are currently uncertain; avoidance of negative effects will depend on mitigation measures that effectively address direct/ wider visual impacts. Positive effects are likely for economic and community objectives through the provision of retail and business opportunities and the creation of a focus for local skills and trades.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Support for local leisure, business and community interests. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ None. 														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	++	++	?	++	0	+	0	0	++	-	-	-	-	-
SWDP 17 Development at Newland	(see SWDP for full policy text) 10h Employment, 700 Dwellings, community infrastructure, network of green space, neighbourhood shopping													
<p>Summary This policy proposal is for a new urban extension to the north east of Malvern in an area that is well related to the adjoining/existing built up area. The proposals for mixed use development incorporate requirements for employment/ services, key community facilities and a network of open, green spaces for recreation and leisure, including buffer areas that also serve to maintain separation between build areas. Sustainable transport measures are specified as integral to development and improve previous appraisal findings that potential congestion issues may impact climate change objectives. This approach will positively progress SA objective aims for diversity in employment, equality of access to quality accommodation and services. Development and enhancement of Green Infrastructure provides support for infrastructure SA objectives, although some uncertainty remains with regards to site access, which will require resolution through master planning. Overall indirect, cumulative benefits are likely for health objectives based on the progression of housing and employment objectives. There are sites of regional/local biodiversity importance on the north west and south east boundaries of the site and a conservation area adjacent to the south east boundary. A low ridge runs through the centre of the site. Green Infrastructure mitigation measures should take into account the wider biodiversity interest, and the policy notes the need for masterplanning to address landscape and conservation interests with appropriate mitigation.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Long term, cumulative benefits for communities, housing, employment and transport objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> Impacts on biodiversity, landscape, historic environment and key environmental assets will require mitigation. 														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	++	+	++	+	+	?	0	?	?	?	+	?	0
SWDP 18/1 – 18/8 Pershore Allocations	(see SWDP for full policy text) Previously developed land Approx 99 Dwellings; Greenfield Allocations Beyond Development Boundary Approx 73													
<p>Summary This policy makes provision for approx 99 dwellings within the existing development boundary on brownfield land, and through phased development a further 73 homes on two Greenfield allocations to the west of the town north of Holloway and adjacent to Conningsbury Drive. The approach specifies the key role of developer contributions in ensuring that development is sustainable and avoids impacts on the conservation areas and character of the town whilst also contributing to improvements in infrastructure (including Green Infrastructure, opens space and road/rail/ parking etc). Positive effects are likely in the long term for housing objectives through the delivery of mixed dwelling size and type and for communities SA objectives by supporting the development of a range of tenure types in accessible locations, improving equality of access to services over time.</p> <p>Effects on travel, transport and related climate change/ pollution objectives are uncertain at this stage. Population growth and the development of new housing will potentially increase overall emissions (from traffic growth and construction), however where sustainable build and transport measures are integral to development as required through levys and contributions, then long term effects are likely to be positive and supportive of SA Framework aims. Similarly new Greenfield development may have effects on biodiversity and landscape and mitigation measure should integral to development to ensure no long term negative effects occur.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Positive effects for housing and community objectives, with cumulative benefits for the economy, infrastructure and health. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> None. 														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	?	+	++	0	+	-	0	-	0	-	0	-	-
SWDP 19/1 Land to the North of Pershore	(see SWDP for full policy text) Approx 600 dwellings, open space, Green Infrastructure, infrastructure contributions including new link road (Wyre Road & A44)													
Summary	<p>The proposals at this site support SA objectives for housing and the economy by provide a range and diversity of housing types in proximity to existing industry and business. The scale of development creates uncertain impacts for existing communities and contributions towards social assets (e.g. education, sports facilities etc) will be key in mitigation and ensuring long term benefits emerge. Pershore does also currently have a good number of facilities for a settlement of its size, providing additional support for long term, integration aims.</p> <p>Public and sustainable travel opportunities are available for integration at this location, however, this level of development has the potential to increase traffic/ congestion (e.g. B4082/A44 crossroads), and appropriate mitigation should be incorporated through infrastructure contributions. Mitigations for traffic should also be considered in the context of potential pollution impacts. Part of the allocation lies with a previous Significant Gap area and accommodating the housing requirement for the SWDP area has necessitated a reappraisal of older designations to determine their effectiveness and importance. Careful design and Green Infrastructure mitigation should form a key element of developments. Two areas of the allocation are potentially at risk from the River Avon and a minor water course; with new developments contributing to hard area/ impermeable surfaces and increased runoff. Mitigations measures should include Sustainable Drainage Systems (SuDS) and avoidance of flood prone area for uses other than Green Infrastructure/ open space etc.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Significant positive effects for housing SA objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ Potential impacts for climate change, travel, pollution and water objectives – mitigation required. 													

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	++	+	+	0	+	0	-	0	-	0	-	0	-	0
SWDP 19/2 Land to the North East of Pershore	(see SWDP for full policy text) Approx 5h Employment													
<p>Summary This site is located to the north of Wyre Road adjacent to existing employment allocations. Enhanced provision of employment land will progress SA objectives for the economy with commensurate support for community objectives seeking to ensure equality of access to employment opportunities. The policy specifies environmental proficient designs with benefits for sustainable design and construction aims, additionally requirements for contributions towards infrastructure will promote SA objectives aims for the integration of strategic level green infrastructure assets.</p> <p>This site is situated in close proximity to proposed housing developments and there are potential negative cumulative effects (climate change, pollution SA objectives) arising from a growth in (private car based) traffic. Mitigation measures, including the provision of enhance public transport services and will be necessary, and developments with the potential for significant employee number expansion should be accompanied by green travel plans and measure to reduce traffic impacts.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> Positive effects for employment objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> Cumulative effects of a traffic and transport, negative impacts for pollution and climate change objectives – mitigation necessary. 														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	+	0	+	0	0	0	0	?	-	-	0	?	-
SWDP 20/1 – 20/2 Tenbury Wells & Urban Capacity Sites	(see SWDP for full policy text) Approx 30 Dwellings, 0.88h Employment													
<p>Summary This policy proposes a limited level of development at Tenbury that takes account of key constraints at this location: flooding, landscape and access. The proposal for 30 dwellings is situated to the south adjacent to existing housing and greenspace on a Greenfield site. Minor negative impacts are possible for biodiversity and landscape SA objectives and appropriate mitigation measures (incorporation of greenspace, replacement habitats, screening etc) should be integral to the development. Small scale development will have minor positive effects on housing, economy and community objectives by improving accessibility to affordable housing, providing opportunities for the local population to live near existing employers in the town. Effects on travel/ transport and pollution objectives from the proposed development are currently uncertain, and support for sustainable travel options should aim to mitigate any predicted traffic increases.</p> <p>Development of retail, commercial and leisure activities at the former cattle market (SWDP 20/2) is subject to flood risk assessment and development may increase flood risk overall. Design solutions that minimise additional flood risk should be required in any development proposals, to address the potential for negative effects on SA framework objective for water. Overall the cumulative effects of regeneration at this site are likely to be positive for community and employment through the support for local business and the introduction of opportunities for new business diversity.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Positive effects for business/ employment and housing objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ Development on flood risk site has potential to exacerbate localised impacts. Mitigation necessary, e.g. through flood resilient design. 														

SA Objectives	Economy and Employment	Strengthening Communities	Infrastructure	Housing	Quality Design and Sustainable Construction	Health	Climate Change	Waste	Travel and transport	Biodiversity & geodiversity	Landscape and townscape	Historic Environment	Pollution	Water
	1	2	3	4	5	6	7	8	9	10	11	12	13	14
Appraisal Summary	+	+	0	++	0	+	0	0	?	0	?	0	0	0
SWDP 21 Upton-upon-Severn Urban Capacity Sites	(see SWDP for full policy text) Approx 50 Dwellings and support for commercial development at Upton Marina													
<p>Summary This policy recognises the immediate constraints of this settlement location given its position on the Severn with the settlement boundary surrounded by floodplain. The proposal for small scale development is to the north east in the adjacent Category 3 settlement of Holly Green, on a Greenfield site next to existing housing. Overall effects of the proposed development are neutral, although effects on landscape/townscape are uncertain, and will require assessment/ mitigation where necessary to ensure that the new development is in keeping with existing built and rural areas. The site is well connected to major road routes (M5, M50) and links into Upton are via one road bridge. There is the potential for traffic to increase and impacts on transport /travel SA objective aims are uncertain. Opportunities to support sustainable travel options should accompany proposals for dwellings. Long term positive effects for local communities should result from the provision of new homes, and improved access to affordable homes.</p> <p>Key Positive Sustainability Effects</p> <ul style="list-style-type: none"> ■ Positive effects for housing objectives, through provision of homes (including affordable housing) with cumulative positive effects for communities, economy and health SA objectives. <p>Key Negative Sustainability Effects</p> <ul style="list-style-type: none"> ■ None. 														