

# FEATURES OF THE SITE

## STUDIES

Studies being completed include:

- Landscape Assessment
- Topographical survey
- Ecological Survey
- Flood Risk and Drainage Assessment
- Access and Transport Assessment
- Tree Survey
- Environmental Impact Assessment
- Archaeological Studies

An analysis of site features and the surrounding context has highlighted important elements of the site and surrounding area with regard to landscape, movement, connections and facilities. This analysis has provided a starting point for shaping design proposals and ensuring that they emphasise the individual identity of the site and create a distinct sense of place.

## TOPOGRAPHY AND LANDSCAPE

- A Landscape and Visual Impact Assessment (LVIA) has been prepared by Chartered Landscape Architects, using methodology published by the Landscape Institute and the Institute of Environmental Management and Assessment, widely regarded by the profession as the 'industry standard'. It is the culmination of a 3 year appraisal process to establish the most appropriate locations for development and how the scheme can be integrated harmoniously into its landscape setting.
- There are few statutory designations attached to the site. There is a local Special Landscape Area (SLA) designation and a blanket Tree Preservation Order (TPO).
- The site sits outside the Green Belt and has no conservation or heritage designations attached to it.
- We believe that the boundary of the local SLA designation is likely to be reviewed.

## FLOODING AND DRAINAGE

- The surface water run off and drainage requirements of the site have been assessed and a comprehensive drainage strategy developed.

## ECOLOGY

- The land has been assessed as having a generally low ecological value although hedgerows represent important wildlife features associated with reptiles, badgers, bats, insects and farmland birds.
- The scheme has been designed to preserve as much of these features as possible.

## ACCESS AND MOVEMENT

- Main vehicle access will be from two points on Pulley Lane.
- Bus and vehicle access is available from Primsland Way, providing a sustainable transport link for buses, pedestrians and cyclists.

- Existing Public Rights of Way and the Sustrans cycle route will be retained, improved and incorporated with new foot and cycle links, ensuring that easy walking and cycling connections are provided to Droitwich town centre.

## EXISTING DEVELOPMENT

- The development will ensure that the amenity of the adjoining residential properties will be respected.

## OTHER USES

- Explore the opportunity to integrate a local centre and care village with the development.

## DEVELOPABLE AREA

- The area proposed for development, access road and landscaping extends to 44 hectares (108.7 acres).
- 14.36 hectares (35.48 acres) of open space will be provided on the site.

