

## Bromsgrove Employment Land Study

### Appendix 2 - Qualitative Site Assessment Criteria

Site Name and Address	
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#### General

Appraisal Criteria	Baseline Information	Commentary
Quantitative Base Information	Site area (developed, committed/under construction, vacant)	
	(Possible) future floor space on vacant land (by sector/use class)	
General Site Description		

#### Market Attractiveness

Appraisal Criteria	Indicator	Score	Scoring Criteria
	Quality of the existing portfolio, internal and external environment*	1	Buildings and external areas are of very poor quality and condition / very restricted provision of parking, circulation and servicing / poor quality of surrounding environment
		2	Buildings and external areas are of poor to moderate quality and condition / restricted provision of parking, circulation and servicing / quality of surrounding environment may limit the attractiveness of the site for certain users
		3	Buildings and external areas are of reasonable quality and condition providing an average range of building type and size/adequate provision of parking, circulating and servicing/ quality of surrounding environment unlikely to significantly limit the attractiveness of the site for most users.
		4	Buildings and external areas are of good quality and condition providing a good range of building type, size and tenure/good provision of parking, circulation and servicing/quality of surrounding environment will likely be a positive factor to attracting occupiers.
	Quality of the external environment**	1	Poor quality of surrounding environment
		2	Quality/nature of surrounding environment may limit the attractiveness of the site for certain users
		3	Quality/nature of surrounding environment unlikely to significantly limit the attractiveness of the site for most users
		4	Quality/nature of surrounding environment will be a positive factor to attracting occupiers

Appraisal Criteria	Indicator	Score	Scoring Criteria
	Amenity Impacts (eg noise, dust & smell)	1	The site is substantially exposed to noise, dust and/or smell which significantly affects the quality of the immediate environment.
		2	The site is exposed to some noise, dust or smell which somewhat affects the quality of the environment at certain periods of day.
		3	Occasionally, the site is exposed to some noise, dust or smell which can affect the amenity of the immediate environment.
		4	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	1	The site is surrounded entirely by 'bad' neighbour uses and/or sensitive uses
		2	The site has some 'bad' neighbour uses/or sensitive uses adjoining or within the site
		3	The site has little or no 'bad' neighbouring uses but has some potentially sensitive uses nearby
		4	The site is located in an area of other similar uses or open countryside
	Road Frontage Visibility	1	The site is not visible from any road frontage
		2	The site has some visibility to a local road
		3	The site has some limited visibility to an 'A' Road or motorway/high visibility to a local road
		4	The site has a highly visible frontage to an 'A' road or motorway
	Perception of the wider environmental quality (attractive, countryside setting, urban context in need of regeneration etc)	1	The surrounding environment is attractive open countryside where development would significantly detract from the environmental quality
		2	The surrounding environment is already developed to a high standard therefore development/redevelopment would neither detract or enhance the wider environmental quality
		3	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
		4	The surrounding area is of poor quality and required significant regeneration. Development/redevelopment of the site would significantly enhance the wider environmental quality
	Availability of local facilities including retail and housing	1	The site is located more than 2 kilometres away from local facilities
		2	The site is located 1-2 kilometres away from local facilities
		3	The site is located less than 1 kilometre away from local facilities but not immediately adjacent
		4	The site is located immediately adjacent local facilities
Accessibility	Ease of access to the strategic highway networks (ie an 'A' Road/ Motorway)	1	Located more than 2 kilometres away from a motorway or major arterial route
		2	Located 1-2 kilometres away from a motorway or major arterial route
		3	Located less than 1 kilometre away from a motorway or major arterial route but not immediately adjacent
		4	Located immediately adjacent to a motorway or major arterial route with easy accessibility to these routes
	Quality of local road access	1	Very narrow surrounding roads potentially unadopted/heavy congestion at most periods
		2	Width of surrounding roads could create potential issues for HGV access/potential for heavy congestion at peak periods

Appraisal Criteria	Indicator	Score	Scoring Criteria
		3	Surrounding roads are relatively wide/ likely to be limited congestion at peak periods.
		4	Surrounding roads are wide/no apparent issues of congestion
	Quality of Site Access	1	Significant site access (visibility) constraints/possible 'ransom' issues
		2	Possible site access (visibility) constraints, including for larger commercial vehicles, which could constrain development
		3	Likely to be only minimal site access (visibility constraints)
		4	No apparent site access (visibility) constraints
Market Conditions/Perception of Demand	Duration of availability**	1	Site has been available (e.g. allocated) for more than 10 years
		2	Site has been available (e.g allocated) for 6-10 years
		3	Site has been available (e.g. allocated or committed) for 2-5 years
		4	Site has been available (e.g. allocated or committed) for less than 2 years
	Marketing and enquiry interest	1	No evidence of active marketing, recent completions or development under construction at the time of the survey. On developed sites vacant levels appear very high
		2	Evidence of limited marketing but low level of interest for employment uses indicated by agents/limited or no recent completions or development under construction at the time of the survey. On developed sites, vacancy levels appear high.
		3	Evidence of active marketing with moderate levels of interest for employment uses indicated by agents/may be some recent completions or development under construction at the time of the survey. On developed sites, vacancy levels appear average
		4	Evidence of active marketing with high levels of interest for employment uses indicated by agents/good level of recent completions or development under construction at the time of the survey. On developed sites, vacancy levels are low
Ownership	Ownership/Owner aspirations	1	Site owner(s) actively pursuing non-employment uses (eg extant planning permission exists for non-employment use/recent pre-application discussions/submissions for non-employment uses through LDF)
		2	Site is unknown multiple/single ownership, no extant planning permissions/recent pre-application discussions for employment or non-employment development, owner aspirations unknown
		3	Site is in known multiple/single ownership, no extant planning permissions for employment or non-employment development owner aspirations for employment appear neutral
		4	Site owner(s) actively pursuing employment uses (eg extant planning permission exists for employment use/recent pre-application discussions)
Site Development Constraints	Environmental constraints and abnormal development requirements (eg 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 developments briefs etc)**	1	The site is constrained by several environmental constraints/abnormal development requirements which will likely significant limit development potential
		2	The site is constrained by some environmental constraints/abnormal development requirements which could limit development potential
		3	The site is unlikely to be significantly constrained by environmental constraints/abnormal development requirements and these issues will likely only have a minimal impact on development potential.
		4	There are no identified environmental or known abnormal development requirements applying to the site
	Physical site features (eg	1	Site less than 0.5 hectares/significantly constrained by physical site features

Appraisal Criteria	Indicator	Score	Scoring Criteria
	site size, shape, topography, pylons, drainage ditches and known underground utilities infrastructure dissecting the site)**	2	Site is between 0.5 and 1 hectare/constrained by certain physical site features
		3	Site is between 1 and 5 hectares/may have some physical constraining features
		4	Site is in excess of 5 hectares/no apparent evidence of physical constraining features
	Ground conditions/contamination**	1	Likely to be significantly contaminated requiring substantial ground preparation and remediation
		2	Likely to be contaminated requiring some ground preparation and remediation
		3	Likely to be only limited potential for contamination requiring minimal ground preparation and remediation works
		4	Contamination unlikely, no significant ground preparation works required
	Flooding	1	High risk of flooding on the site (Flood Risk Zone 3a or 3b)
		2	Medium risk of flooding on site (Flooding Risk Zone 2)
		3	Low risk of flooding on site (Flood Risk Zone 1)
		4	No risk of flooding on site (outside of any defined Flood Risk Zone)

\* Applies to occupied sites/re-use opportunities only

\*\* Applies to vacant/part vacant sites and redevelopment opportunities only

## Environmental Sustainability

Appraisal Criteria	Indicator	Score	Scoring Criteria
Prudent use of Natural Resources	Sequential Location	1	The site is located completely outside of a defined urban area
		2	The site is located out of centre, but within the urban area
		3	The site is located within or on the edge of an existing district or town centre
		4	The site is located within or edge of an existing city centre
	Land classification	1	The site is predominantly/wholly Greenfield
		2	The site is less than 50% brownfield
		3	The site is more than 50% brownfield
		4	The site is wholly brownfield
	Ease of access to public transport	1	The site is more than 500m from a main bus route and more than 1km of a train or bus station
		2	The site is located within 500m of a main bus route (but not immediately adjacent) and/or within 1km of a train or bus station

Appraisal Criteria	Indicator	Score	Scoring Criteria
		3	The site immediately adjacent to a main bus route and within 1km of a train or bus station
		4	The site is located within 500m of a train or bus station
	Ease of walking and cycling	1	There are no existing footpaths or cycle links to the site
		2	There are some footpaths or cycle links to the site although provision is limited and is not continuous
		3	There are reasonable footpath and/or cycle links to the site but use may be constrained by certain factors
		4	There are good and attractive footpath and 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**	1
2			Development/redevelopment will neither detract nor enhance the townscape or additionally impact on the environmental resources in the area
3			Development/redevelopment will provide an improvement to the existing townscape quality without additionally impacting on environment resources
4			Development/redevelopment will significantly improve the quality of the wider environmental quality and townscape without impacting on environmental resources

\* Applies to occupies sites/re-use opportunities only

\*\* Applies to vacant/part vacant sites and redevelopment opportunities only

## Strategic Planning

Appraisal Criteria	Indicator	Score	Scoring Criteria
Social Progress and Regeneration	Multiple Deprivation Indices (national statistics website)	1	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)
		2	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)
		3	The site is within a neighbourhood ranked as average to deprived for multiple deprivation (super output area lower level is in the 50% to 25% quartile for deprivation in the country)
		4	The site is within a neighbourhood ranked as deprived for multiple deprivation (super output area lower level is in the 25% or below quartile for deprivation in the country)
	Ability to deliver specific regeneration objectives (including comprehensive/mixed use development)	1	Development/redevelopment of the site would detract from existing environmental quality (e.g. development would impact on attractive open countryside) and/or would significantly conflict with local regeneration strategies for the area.
		2	Development/redevelopment of the site would likely have a neutral impact on existing environmental and/or local regeneration strategies for the area
		3	Development/redevelopment of the site would improve existing environmental quality and/or could contribute towards local regeneration strategies for the area
		4	Development/redevelopment of the site would make a significant improvement to existing environmental quality and could make a substantial contribution towards local regeneration strategies for the area

Appraisal Criteria	Indicator	Score	Scoring Criteria
Economic Development	Ability to improve local economic activity rates	1	The site is located in a ward o high economic activity (76% plus economically active in employment)
		2	The site is located in a ward of good economic activity (70% to 75% economically active in employment)
		3	The site is located In a ward of moderate economic activity (65% to 70% economically active in employment)
		4	The site is located in a ward of low economic activity (below 65% economically active in employment)
	Economic Development	1	Site does not have the ability to deliver any regional or local economic development objectives
		2	The site has a limited ability to deliver regional or local economic development objectives
		3	The site has a good ability to deliver a number of regional or local economic development objectives
		4	The site has an excellent ability to deliver several significant regional and local policy objectives