

Summary of all SHLAA sites in Category 3 Villages: Ryall and Holly Green

Site Ref	Submitted	Location	Town Village	Village Category	District	Site area ha	Reason
MHHG01	HLAA	Holly Green	Ryall	3	Malvern Hills	3.31	AVAILABILITY UNKNOWN
MHHG02	HLAA	Land East of Ryall Lawn	Ryall	3	Malvern Hills	3.8	LOCATION
MHHG03	SHLAA Update	Land off The Woodlands Holly Green	Ryall	3	Malvern Hills	2.36	ACCESS
MHHG04a	2010	Sunnybank Meadow, Holly Green	Ryall	3	Malvern Hills	2.05	
MHHG04b	2010	Sunnybank Meadow, Holly Green	Ryall	3	Malvern Hills	1.27	PLANNING PERMISSION
MHHG05	2011	Land to east of Ryall Chase, Holly Green	Ryall	3	Malvern Hills	0.78	
MHHG06	2011	Land adjacent Ryalls Court Farm, Court Lane (Part Duplicate of MHHG10)	Ryall	3	Malvern Hills	0.94	DUPLICATE
MHHG07	2012	Land at the Grove	Ryall	3	Malvern Hills	1.59	
MHHG08	2012/2014	Land adj Ryall House Farm	Ryall	3	Malvern Hills	0.29	
MHHG09	2014	Land at junction of Ryall Road & A38, Ryall	Ryall	3	Malvern Hills	0.36	
MHHG10	2014	Land north of Court Lea & East of Ryalls Green	Ryall	3	Malvern Hills	1.68	
MHHG11	2014	Land to south of Ryall Grove (Land adjoining the Grove)	Ryall	3	Malvern Hills	2.45	
MHHG12	2014	Land forming part of Ryall Quarry	Ryall	3	Malvern Hills	12.39	LOCATION

Viability Assessment - Category 3 Villages: Ryall with Holly Green

Site Ref	MHHG01	Location	Holly Green
Town / Village	Ryall		
Village Category	3		
District	MH		
Assessment Date	01/10/2007	Panel Name / Valuation Office	Malvern
Ownership	Multiple	Land Owners Attitude	3
Economic Viability	Good	Brownfield (Y/N)	N
Market Demand	High	Greenfield (Y/N)	Y
Assumed Dwelling	Houses	Dwelling info	
Contamination Mitigation Costs	None	Exceptional Planning Obligations Cost	Low
Type of contamination		Type of Obligation cost	
Physical Constraints Costs	Low	Infrastructure Constraints	Low
Type of constraint		Type of Infrastructure	
Potential Developer	Don't know		
Appropriate Density (dws/ha)	25	Size of site	2.92
		Total potential Dwellings	73
Financial Viability for housing	High	Availability	Unknown
Further Detail	Beyond settlement boundary - a bit remote from settlement. Not suitable.		
Reason			

Landowners Attitude: 1=For, 2=Against, 3=Unknown

Site Ref	MHHG02	Location	Land East of Ryall Lawn
Town / Village	Ryall		
Village Category	3		
District	MH		
Assessment Date	01/10/2007	Panel Name / Valuation Office	Malvern
Ownership	Multiple	Land Owners Attitude	1
Economic Viability	Good	Brownfield (Y/N)	N
Market Demand	High	Greenfield (Y/N)	Y
Assumed Dwelling	Houses	Dwelling info	
Contamination Mitigation Costs	None	Exceptional Planning Obligations Cost	Low
Type of contamination		Type of Obligation cost	
Physical Constraints Costs	Low	Infrastructure Constraints	Low
Type of constraint	2 oil Pipelines cross site	Type of Infrastructure	
Potential Developer	Don't know		
Appropriate Density (dws/ha)	25	Size of site	3.8
		Total potential Dwellings	95
Financial Viability for housing	High	Availability	10-15 years
Further Detail	2 oil pipelines across site. Remote site, not sustainable		
Reason	LOCATION		

Landowners Attitude: 1=For, 2=Against, 3=Unknown

Viability Assessment - Category 3 Villages: Ryall with Holly Green

Site Ref	MHHG03	Location	Land off The Woodlands Holly Green
Town / Village	Ryall		
Village Category	3		
District	MH		
Assessment Date	09/12/2009	Panel Name / Valuation Office	Malvern
Ownership		Land Owners Attitude	1
Economic Viability		Brownfield (Y/N)	N
Market Demand		Greenfield (Y/N)	Y
Assumed Dwelling		Dwelling info	
Contamination Mitigation Costs		Exceptional Planning Obligations Cost	
Type of contamination		Type of Obligation cost	
Physical Constraints Costs		Infrastructure Constraints	
Type of constraint		Type of Infrastructure	
Potential Developer			
Appropriate Density (dws/ha)	0	Size of site	
Total potential Dwellings	0		
Financial Viability for housing		Availability	
Further Detail	Site has some potential but presents difficulties in achieving access.		
Reason	ACCESS		

Landowners Attitude: 1=For, 2=Against, 3=Unknown

Site Ref	MHHG04a	Location	Sunnybank Meadow, Holly Green
Town / Village	Ryall		
Village Category	3		
District	MH		
Assessment Date	20/10/2010	Panel Name / Valuation Office	Malvern
Ownership	Single	Land Owners Attitude	1
Economic Viability	Poor	Brownfield (Y/N)	N
Market Demand	High	Greenfield (Y/N)	Y
Assumed Dwelling	Houses	Dwelling info	Mixed
Contamination Mitigation Costs	Low	Exceptional Planning Obligations Cost	Low
Type of contamination		Type of Obligation cost	
Physical Constraints Costs	Low	Infrastructure Constraints	Low
Type of constraint		Type of Infrastructure	
Potential Developer	Don't know		
Appropriate Density (dws/ha)	20	Size of site	3.3
Total potential Dwellings	66		
Financial Viability for housing	High	Availability	5-10 years
Further Detail	Extensive site, only part of site is suitable to maintain the visual integrity of Holly Green Farm as a listed building. Site could potentially link up to provide access to MHHG03.		
Reason			

Landowners Attitude: 1=For, 2=Against, 3=Unknown

Viability Assessment - Category 3 Villages: Ryall with Holly Green

Site Ref	MHHG05	Location	Land to east of Ryall Chase, Holly Green
Town / Village	Ryall		
Village Category	3		
District	MH		
Assessment Date	29/02/2012	Panel Name / Valuation Office	Malvern
Ownership	Single	Land Owners Attitude	1
Economic Viability	Good	Brownfield (Y/N)	N
Market Demand	High	Greenfield (Y/N)	Y
Assumed Dwelling	Houses	Dwelling info	
Contamination Mitigation Costs	Low	Exceptional Planning Obligations Cost	Medium
Type of contamination		Type of Obligation cost	Highway issues dependant on density of site
Physical Constraints Costs	Low	Infrastructure Constraints	Medium
Type of constraint		Type of Infrastructure	Power lines run across site, services provision
Potential Developer	Don't know		
Appropriate Density (dws/ha)	25	Size of site	0.83
		Total potential Dwellings	21
Financial Viability for housing	High	Availability	Within 5 years
Further Detail	Sloping site with power lines running across site and access issues that need to be resolved.		
Reason			

Landowners Attitude: 1=For, 2=Against, 3=Unknown

Site Ref	MHHG06	Location	Land adjacent Ryalls Court Farm, Court Lane (Part Duplicate of MHHG10)
Town / Village	Ryall		
Village Category	3		
District	MH		
Assessment Date	29/02/2012	Panel Name / Valuation Office	Malvern
Ownership	Single	Land Owners Attitude	1
Economic Viability	Good	Brownfield (Y/N)	N
Market Demand	High	Greenfield (Y/N)	Y
Assumed Dwelling	Houses	Dwelling info	
Contamination Mitigation Costs	Low	Exceptional Planning Obligations Cost	Medium
Type of contamination		Type of Obligation cost	Needs joint working with MHHG05 to achieve access
Physical Constraints Costs	Medium	Infrastructure Constraints	Medium
Type of constraint	Prominent site on sloping ground	Type of Infrastructure	Services provision
Potential Developer	Don't know		
Appropriate Density (dws/ha)	25	Size of site	0.46
		Total potential Dwellings	12
Financial Viability for housing	High	Availability	Within 5 years
Further Detail	Prominent site in landscape, needs to be linked with MHHG05 for access.		
Reason			

Landowners Attitude: 1=For, 2=Against, 3=Unknown

Viability Assessment - Category 3 Villages: Ryall with Holly Green

Site Ref	MHHG08	Location	Land adj Ryall House Farm
Town / Village	Ryall		
Village Category	3		
District	MH		
Assessment Date	2014 VO report	Panel Name / Valuation Office	Valuation Office
Ownership		Land Owners Attitude	1
Economic Viability	Good	Brownfield (Y/N)	N
Market Demand	High	Greenfield (Y/N)	Y
Assumed Dwelling		Dwelling info	
Contamination Mitigation Costs		Exceptional Planning Obligations Cost	
Type of contamination		Type of Obligation cost	
Physical Constraints Costs		Infrastructure Constraints	
Type of constraint		Type of Infrastructure	
Potential Developer			
Appropriate Density (dws/ha)	0	Size of site	
Total potential Dwellings	0		
Financial Viability for housing	High	Availability	
Further Detail	Agricultural land, located in Ryall, close to Upton Upon Severn, and flooding, depending on site topography.		
Reason			

Landowners Attitude: 1=For, 2=Against, 3=Unknown

Site Ref	MHHG09	Location	Land at junction of Ryall Road & A38, Ryall
Town / Village	Ryall		
Village Category	3		
District	MH		
Assessment Date	2014 VO report	Panel Name / Valuation Office	Valuation Office
Ownership		Land Owners Attitude	1
Economic Viability	Good	Brownfield (Y/N)	Y
Market Demand	Medium	Greenfield (Y/N)	N
Assumed Dwelling		Dwelling info	
Contamination Mitigation Costs		Exceptional Planning Obligations Cost	
Type of contamination		Type of Obligation cost	
Physical Constraints Costs		Infrastructure Constraints	
Type of constraint		Type of Infrastructure	
Potential Developer			
Appropriate Density (dws/ha)	0	Size of site	
Total potential Dwellings	0		
Financial Viability for housing	High	Availability	
Further Detail	Existing garage and car sales business, located on the outskirts of Ryall, proximity to A38 may deter some purchasers of any completed residential units, and abnormal costs to be considered i.e. asbestos and underground petroleum tanks.		
Reason			

Landowners Attitude: 1=For, 2=Against, 3=Unknown

Viability Assessment - Category 3 Villages: Ryall with Holly Green

Site Ref	MHHG11	Location	Land to south of Ryall Grove (Land adjoining the Grove)	
Town / Village	Ryall			
Village Category	3			
District	MH			
Assessment Date	2014 VO report	Panel Name / Valuation Office	Valuation Office	
Ownership		Land Owners Attitude	1	
Economic Viability	Good	Brownfield (Y/N)	N	
Market Demand	Medium	Greenfield (Y/N)	Y	
Assumed Dwelling		Dwelling info		
Contamination Mitigation Costs		Exceptional Planning Obligations Cost		
Type of contamination		Type of Obligation cost		
Physical Constraints Costs		Infrastructure Constraints		
Type of constraint		Type of Infrastructure		
Potential Developer				
Appropriate Density (dws/ha)	0	Size of site		Total potential Dwellings 0
Financial Viability for housing	High	Availability		
Further Detail	Agricultural land, located on the outskirts of Ryall, proximity to A38 may deter some purchasers of any completed residential units, and infrastructure costs to be considered.			
Reason				

Landowners Attitude: 1=For, 2=Against, 3=Unknown