

Appendix 3 – Showcards and images

Homes England - Brownfield Development Values – Technical Report

Prepared by: eftec and SQW

December 2022

This is an example of a choice between brownfield sites that could be redeveloped like the choices that you will be shown later. You will be asked to make 8 of these choices in total. Please follow the instructions carefully and consider all of the information provided when making your choices.

For your first choice, which option do you prefer - develop Site A, develop Site B or neither (no redevelopment on either of these sites).

Please click on "more information" to the left of the options if you need a reminder of what the brownfield descriptions mean.

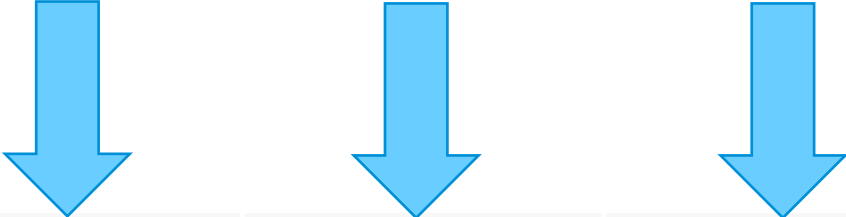
Also, [click here](#) for a reminder of what a redeveloped site will look like.

Please click on the column of the site you prefer (Site A, Site B, or Neither).

	Site A	Site B	Neither
Brownfield site type <i>(More information)</i>	Previous industrial use	Previous residential use	No development will occur on either of these sites
Distance to your home <i>(More information)</i>	1 mile (1.6 km) <i>(about a 20 minute walk)</i>	5 miles (8 km) <i>(about a 10 minute drive)</i>	
Site size <i>(More information)</i>	Small <i>(1 hectare)</i>	Very large <i>(25 hectares)</i>	
Existing building condition <i>(More information)</i>	Already removed	Will be reused	
Cost to your household <i>(More information)</i>	£10 per year <i>(£0.83 per month)</i>	£80 per year <i>(£6.67 per month)</i>	
			No cost




You will be presented with three options for each choice: "Site A", "Site B", and "Neither".



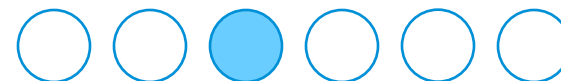
	Site A	Site B	Neither
Brownfield site type <i>(More information)</i>	Previous industrial use	Previous residential use	No development will occur on either of these sites
Distance to your home <i>(More information)</i>	1 mile (1.6 km) <i>(about a 20 minute walk)</i>	5 miles (8 km) <i>(about a 10 minute drive)</i>	
Site size <i>(More information)</i>	Small <i>(1 hectare)</i>	Very large <i>(25 hectares)</i>	
Existing building condition <i>(More information)</i>	Already removed	Will be reused	
Cost to your household <i>(More information)</i>	£10 per year <i>(£0.83 per month)</i>	£80 per year <i>(£6.67 per month)</i>	



“Site A” and “Site B” are brownfield sites that would be redeveloped with the support of Homes England



	Site A	Site B	Neither
Brownfield site type <i>(More information)</i>	Previous industrial use	Previous residential use	No development will occur on either of these sites
Distance to your home <i>(More information)</i>	1 mile (1.6 km) <i>(about a 20 minute walk)</i>	5 miles (8 km) <i>(about a 10 minute drive)</i>	
Site size <i>(More information)</i>	Small <i>(1 hectare)</i>	Very large <i>(25 hectares)</i>	
Existing building condition <i>(More information)</i>	Already removed	Will be reused	
Cost to your household <i>(More information)</i>	£10 per year <i>(£0.83 per month)</i>	£80 per year <i>(£6.67 per month)</i>	



Or you can choose “Neither”, in which case no development will occur on either of those sites.



	Site A	Site B	Neither
Brownfield site type <i>(More information)</i>	Previous industrial use	Previous residential use	No development will occur on either of these sites
Distance to your home <i>(More information)</i>	1 mile (1.6 km) <i>(about a 20 minute walk)</i>	5 miles (8 km) <i>(about a 10 minute drive)</i>	
Site size <i>(More information)</i>	Small <i>(1 hectare)</i>	Very large <i>(25 hectares)</i>	
Existing building condition <i>(More information)</i>	Already removed	Will be reused	
Cost to your household <i>(More information)</i>	£10 per year <i>(£0.83 per month)</i>	£80 per year <i>(£6.67 per month)</i>	No cost



Please carefully consider all of the information provided before making your choice. You will be shown the following information for both Site A and Site B:

- Brownfield site type – the previous use of the site (residential, commercial, or industrial)
- Distance to your home – the distance of the site to you home (1 mile to 25 miles)
- Site size – the total area of the brownfield site (small to very large)
- Existing building condition – a description of the type of redevelopment that would occur based on the state of the buildings on the site (redevelopment will reuse existing buildings, redevelopment will remove existing buildings, or there are no existing buildings)
- Cost - the cost to your household in the form of increased tax (annual amount for 10 years from 2023 to 2033)

If you need additional information or clarification on any of these descriptions, hover your cursor over the left most column to see more information.



When making your choice, please think about the impacts of brownfield sites and how important the removal of these is impacts is to you, your household, and local area. Once you have made your choice, click the column of your preferred choice to select that option.

Tip: you can click anywhere in the column to select an option, and the column will then be shaded in after selected.

	Site A	Site B	Neither
Brownfield site type <i>(More information)</i>	Previous industrial use	Previous residential use	No development will occur on either of these sites
Distance to your home <i>(More information)</i>	1 mile (1.6 km) <i>(about a 20 minute walk)</i>	5 miles (8 km) <i>(about a 10 minute drive)</i>	
Site size <i>(More information)</i>	Small <i>(1 hectare)</i>	Very large <i>(25 hectares)</i>	
Existing building condition <i>(More information)</i>	Already removed	Will be reused	
Cost to your household <i>(More information)</i>	£10 per year <i>(£0.83 per month)</i>	£80 per year <i>(£6.67 per month)</i>	



Development sites

Brownfield site



Photo: Tom Axford (creative commons)

Previously developed land that is no longer being used. Buildings on sites are empty or derelict. Usually in towns and cities, but some sites could be in more rural areas.

Greenfield site



Photo: Marathon (creative commons)

Land that has not been developed. Sites could currently be farmland, woodland, parkland or other open space.

Previous land uses

Brownfield sites were previously developed for some purpose. The three main types of previous land use on current brownfield sites are:

Previous residential use



Photo: Robert Dimov (creative commons)

Houses and flats that are either partly or entirely empty

Previous commercial use



Photo: Repton1x (creative commons)

Shops, restaurants, and other businesses premises that are partly or entirely empty

Previous industrial use



Photo: Raymond Knapman (creative commons)

Factories, manufacturing sites, warehouses and other industrial sites that are abandoned

CROP LINE

Impacts of brownfield sites

Visual impact of run-down sites and abandoned buildings (“eyesores”)

Possible contamination from chemicals or waste from previous industrial use that could harm people or the environment

Risk to public safety from unsafe derelict buildings and sites

Sites could be used for **crime or anti-social behaviour**

Contribution to **deprivation in an area**, with impact on local businesses and property prices



Photo: Chris Allen (creative commons)
Abandoned buildings – disused industrial buildings



Possible contamination – industrial coking works



Photo: Repton1x (creative commons)
Risk to safety – collapsing house



Crime or anti-social behaviour – graffiti, fly-tipping and drug use

Redevelopment of brownfield sites



Redeveloped former industrial site



Redeveloped former housing estate

Homes England projects often features added features for the local community such as:

- New walking paths
- New or expanded park spaces
- Play areas and equipment
- Space for nature, such as ponds or greenspace
- Community facilities such as new community centres or sports facilities
- Improved local public transport links

Types of brownfield sites

Previous residential use



Photo: Robert Dimov (creative commons)

- Mainly empty houses or flats in poor condition
- Poorly maintained open spaces around properties
- Could attract anti-social behaviour, graffiti, littering or fly-tipping
- Surrounding public spaces could be in poor condition

Previous commercial use



Photo: Repton1x (creative commons)

- Empty shops, office buildings, or other structures such as car parks
- Old or poorly maintained buildings, pavements, and surrounding public spaces
- Could attract anti-social behaviour, graffiti, littering or fly-tipping
- Could be contaminated and require clean-up

Previous industrial use



Photo: Raymond Knapman (creative commons)

- Abandoned warehouses and industrial buildings
- Sites and surrounding areas usually not accessible to public due to safety risks
- Could attract anti-social behaviour, graffiti, littering or fly-tipping
- More likely to require the clean-up of contamination that could harm people or the environment

Distance to your home

The distance of the site to your home described in terms of miles, the equivalent in kilometres, and roughly how long it would take to walk or drive to the site.

Site size

The site size is described on a scale from small to very large. These descriptions are accompanied by the site size in hectares.

Developing larger brownfield sites will remove more abandoned, derelict or underused land from your area, and will create more public space and amenities as a result of the redevelopment. Developing larger sites will also result in more new housing in your area. For example, a 1 hectare brownfield site has space for 40-80 new homes depending on the type of homes built, and a 10 hectare site has space for 400-800 new homes.

1 hectare is 100 metres by 100 metres.

This is approximately the size of a football pitch or the area on the inside of a standard athletics running track.

Existing building condition

The current condition of the buildings on the site, described as either:

Will be reused– the existing buildings on site can be renovated and updated to be made fit for residential use. This means that the buildings on site will remain. This can help to maintain the current character of the local area, especially if the buildings have local heritage significance.

Will be removed – the existing buildings on site are dangerous or not repairable and will be demolished for the new residential development. This means that the redevelopment *may* change the character of the local area due to the change in the building architecture.

Already removed – the buildings have already been mostly or completely demolished, but some foundations or other remnants of the previous buildings remain. The site would still need to be cleaned up before new construction could begin.

Brownfield redevelopment

In the following choices, the brownfield sites would be developed for **new housing**. The completed development will have:

- Around **30-40 homes per hectare**
- **Terraced and detached homes**
- **10% public green space**



New construction:
example of this type of development on brownfield where the existing buildings are removed

Photo: © Jeremy King Architects, Charlotte Wood



Renovation or remodel:
example of this type of development on brownfield where the existing buildings are reused

This example is only indicative of the types of homes and the amount of public space that would be present after brownfield redevelopment. Homes England requires developers to match the character and style of the local area in any developments it supports, so actual redevelopment characteristics will vary from site to site.

Brownfield redevelopment

In the following choices, the brownfield sites would be developed for **new housing**. The completed development will have:

- Around **30-40 homes per hectare**
- **Terraced and detached homes**
- **20% public green space**



New construction:
example of this type of development on brownfield where the existing buildings are removed

Photo: © Jeremy King Architects, Charlotte Wood



Renovation or remodel:
example of this type of development on brownfield where the existing buildings are reused

This example is only indicative of the types of homes and the amount of public space that would be present after brownfield redevelopment. Homes England requires developers to match the character and style of the local area in any developments it supports, so actual redevelopment characteristics will vary from site to site.

Brownfield redevelopment

In the following choices, the brownfield sites would be developed for **new housing**. The completed development will have:

- Around **30-40 homes per hectare**
- **Terraced and detached homes**
- **30% public green space**



New construction:
example of this type of development on brownfield where the existing buildings are removed

Photo: © Jeremy King Architects, Charlotte Wood



Renovation or remodel:
example of this type of development on brownfield where the existing buildings are reused

This example is only indicative of the types of homes and the amount of public space that would be present after brownfield redevelopment. Homes England requires developers to match the character and style of the local area in any developments it supports, so actual redevelopment characteristics will vary from site to site.

Brownfield redevelopment

In the following choices, the brownfield sites would be developed for **new housing**. The completed development will have:

- Around **40-70 homes per hectare**
- Mainly **terraced homes**
- **10% public green space**

Photo: © Kilian O'Sullivan



New construction:
example of this type of development on brownfield where the existing buildings are removed

Photo: Dave Bevis, Creative Commons



Renovation or remodel:
example of this type of development on brownfield where the existing buildings are reused

This example is only indicative of the types of homes and the amount of public space that would be present after brownfield redevelopment. Homes England requires developers to match the character and style of the local area in any developments it supports, so actual redevelopment characteristics will vary from site to site.

Brownfield redevelopment

In the following choices, the brownfield sites would be developed for **new housing**. The completed development will have:

- Around **40-70 homes per hectare**
- Mainly **terraced homes**
- **20% public green space**

Photo: © Kilian O'Sullivan



New construction:
example of this type of development on brownfield where the existing buildings are removed

Photo: Dave Bevis, Creative Commons



Renovation or remodel:
example of this type of development on brownfield where the existing buildings are reused

This example is only indicative of the types of homes and the amount of public space that would be present after brownfield redevelopment. Homes England requires developers to match the character and style of the local area in any developments it supports, so actual redevelopment characteristics will vary from site to site.

Brownfield redevelopment

In the following choices, the brownfield sites would be developed for **new housing**. The completed development will have:

- Around **40-70 homes per hectare**
- Mainly **terraced homes**
- **30% public green space**

Photo: © Kilian O'Sullivan



New construction:
example of this type of development on brownfield where the existing buildings are removed

Photo: Dave Bevis, Creative Commons



Renovation or remodel:
example of this type of development on brownfield where the existing buildings are reused

This example is only indicative of the types of homes and the amount of public space that would be present after brownfield redevelopment. Homes England requires developers to match the character and style of the local area in any developments it supports, so actual redevelopment characteristics will vary from site to site.

Brownfield redevelopment

In the following choices, the brownfield sites would be developed for **new housing**. The completed development will have:

- Around **70+ homes per hectare**
- Mainly flats in **4-6 storey buildings**
- **10% public green space**



New construction:
example of this type of development on brownfield where the existing buildings are removed



Renovation or remodel:
example of this type of development on brownfield where the existing buildings are reused

This example is only indicative of the types of homes and the amount of public space that would be present after brownfield redevelopment. Homes England requires developers to match the character and style of the local area in any developments it supports, so actual redevelopment characteristics will vary from site to site.

Brownfield redevelopment

In the following choices, the brownfield sites would be developed for **new housing**. The completed development will have:

- Around **70+ homes per hectare**
- Mainly flats in **4-6 storey buildings**
- **20% public green space**



New construction:
example of this type of development on brownfield where the existing buildings are removed



Renovation or remodel:
example of this type of development on brownfield where the existing buildings are reused

This example is only indicative of the types of homes and the amount of public space that would be present after brownfield redevelopment. Homes England requires developers to match the character and style of the local area in any developments it supports, so actual redevelopment characteristics will vary from site to site.

Brownfield redevelopment

In the following choices, the brownfield sites would be developed for **new housing**. The completed development will have:

- Around **70+ homes per hectare**
- Mainly flats in **4-6 storey buildings**
- **30% public green space**



New construction:
example of this type of development on brownfield where the existing buildings are removed



Renovation or remodel:
example of this type of development on brownfield where the existing buildings are reused

This example is only indicative of the types of homes and the amount of public space that would be present after brownfield redevelopment. Homes England requires developers to match the character and style of the local area in any developments it supports, so actual redevelopment characteristics will vary from site to site.