

## Introduction

BFP Developments LLP is preparing an outline planning application for a new residential development including open space and access on land south of Pershore Road, Evesham. The site is 10.52 hectares/25.99 acres.

The scheme proposes the following:

- About 120 homes
- Public open space
- Landscaping
- Footpaths, cycleways, roads and associated infrastructure.

This consultation exercise enables members of the public to have sight of the proposals and speak with members of the team to understand the approach being taken.



## Planning Background

The existing Wychavon Local Plan identifies that the site is located with a Strategic Gap between Evesham and Hampton. The Local Plan relates to a plan period ending in 2011. Although a number of policies are 'saved', the Local Plan is now significantly out of date and not in accordance with up to date national planning policy contained within the National Planning Policy Framework published by the Department for Communities and Local Government in March 2012. As such housing land supply and strategic housing requirements now relate to a new plan period up to 2026.

The South Worcestershire Development Plan Proposed Submission Document has recently been subject to a consultation process. However, due to significant unresolved objections to this plan it cannot be considered as having substantial weight at this time.

A highly relevant consideration which has led to the preparation of this application at this time is the National Planning Policy Framework published March 2012 – to boost significantly the supply of housing. Paragraph 47 states: -

*“Local planning authorities should:*

*Identify and update annually a supply of specific deliverable sites sufficient to provide five-years worth of housing against their housing requirements...”*

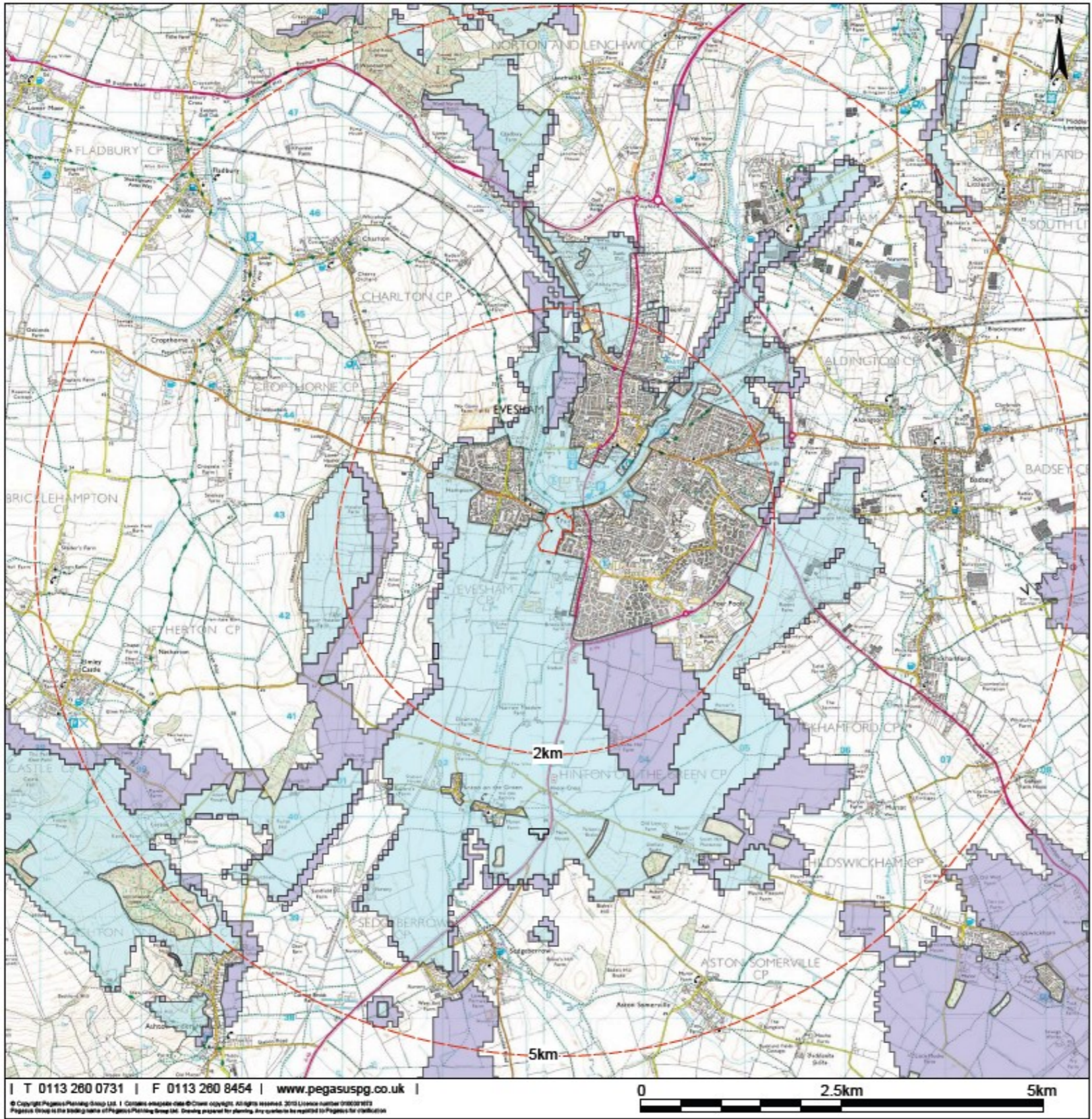
Where a Local Planning Authority cannot demonstrate a five-year supply of deliverable housing, the advice contained at paragraphs 14 and 49 is for housing applications to be considered in the context of the presumption in favour of sustainable development and planning permission granted unless any adverse impacts of doing so would significantly and demonstrably outweigh the benefits.

Wychavon District Council acknowledges that it is unable to demonstrate a deliverable five-year supply of housing land.

In this context, it is considered imperative that deliverable land for housing is released by the planning process. This land controlled by BFP Developments LLP is free of major technical and environmental constraints and is readily deliverable:

There is considered to be a very clear need for this land to be released now in order to contribute to housing delivery. Any adverse impacts of doing so are not significantly and demonstrably outweighed by the benefits of the scheme.

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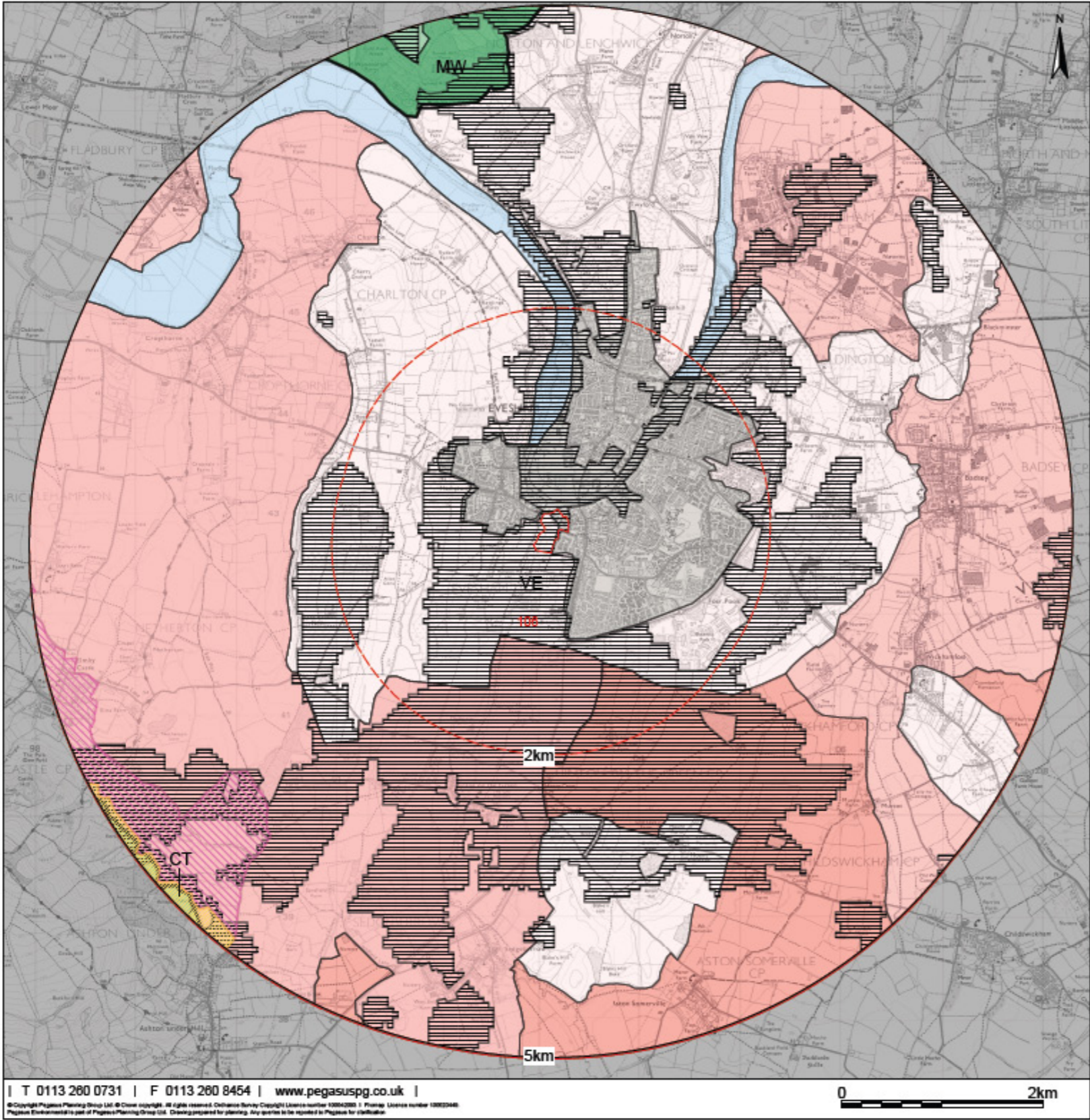
Figure 1  
Site Location and Zone of Visual Influence (ZVI)

- KEY
- Site boundary
  - Study radius from site boundary
  - ZVI for development site (1m above ground level)
  - ZVI for 2.5 storey buildings (10m to ridge)

This ZVI image illustrates the theoretical extent from where all or part of the development would be visible from a view height of 1.6m. The image is produced using terrain data assuming 100% visibility and is then manually altered to exclude main areas of woodland or settlement. It does not however take account of other screening that vegetation or the built environment may provide. It therefore represents a 'worst-case' ZVI and the actual extent of visibility is likely to be much less extensive.

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Figure 2  
Landscape Character

KEY

- Site boundary
- 5km study radius from site boundary
- ZVI (1.6m view height, 10m building height)
- National Character Areas**
  - 106 5km study area lies entirely within 106 - Severn and Avon Vales
- Worcestershire Regional Character Areas**
  - CT Cotswolds and Bredon Hill
  - MW Mid Worcestershire Forests
  - VE Vale of Evesham
- Worcestershire Landscape Character Types**
  - Village Farmlands with Orchards
  - Principal Village Farmlands
  - Village Claylands
  - Riverside Meadows
  - Principal Wooded Hills
  - Principal Timbered Farmlands
  - Wooded Hills and Farmlands
  - Urban
- Cotswold AONB Character Areas**
  - 19D - Vale of Evesham Fringe
  - 1E - Bredon Hill

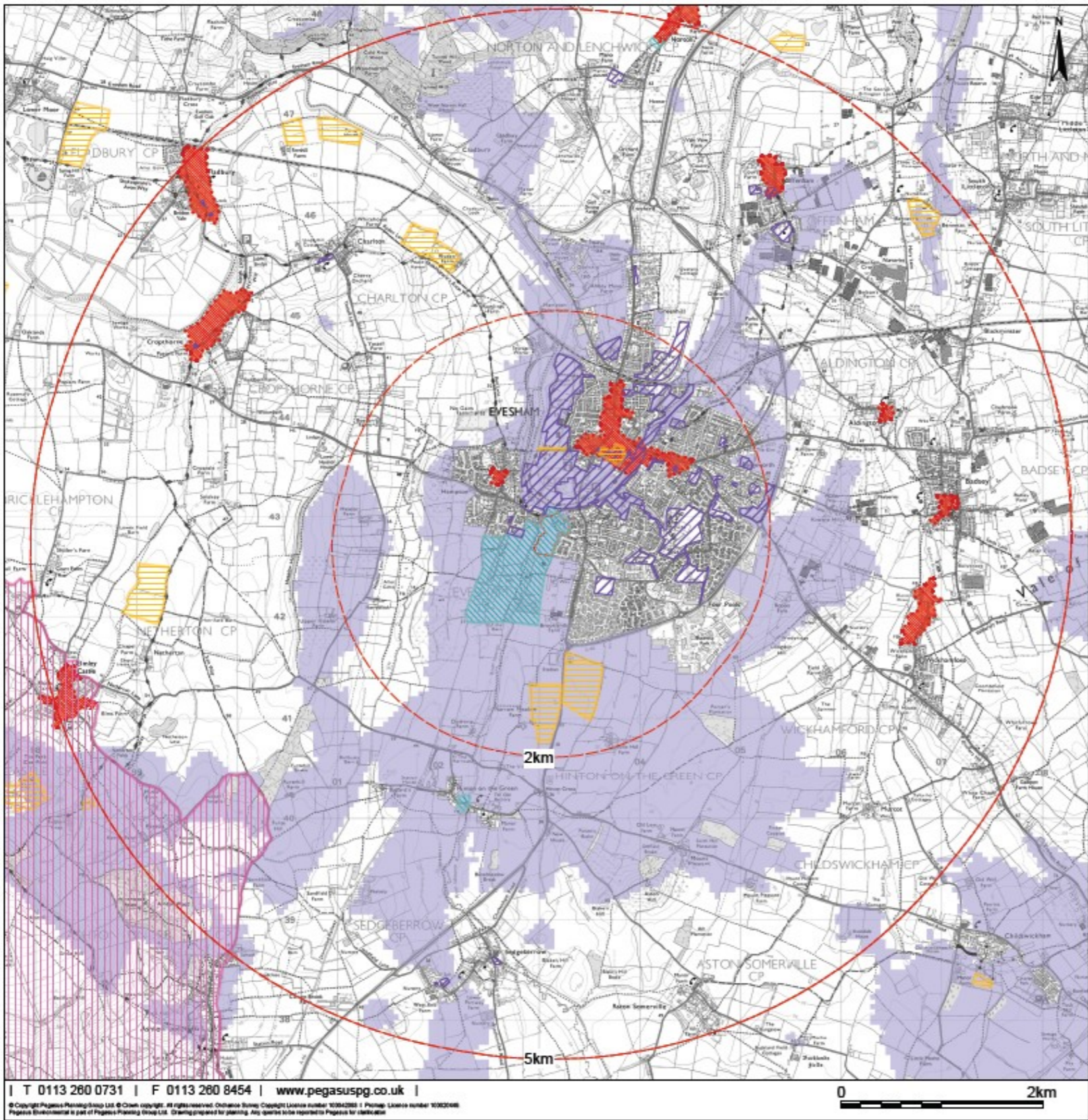
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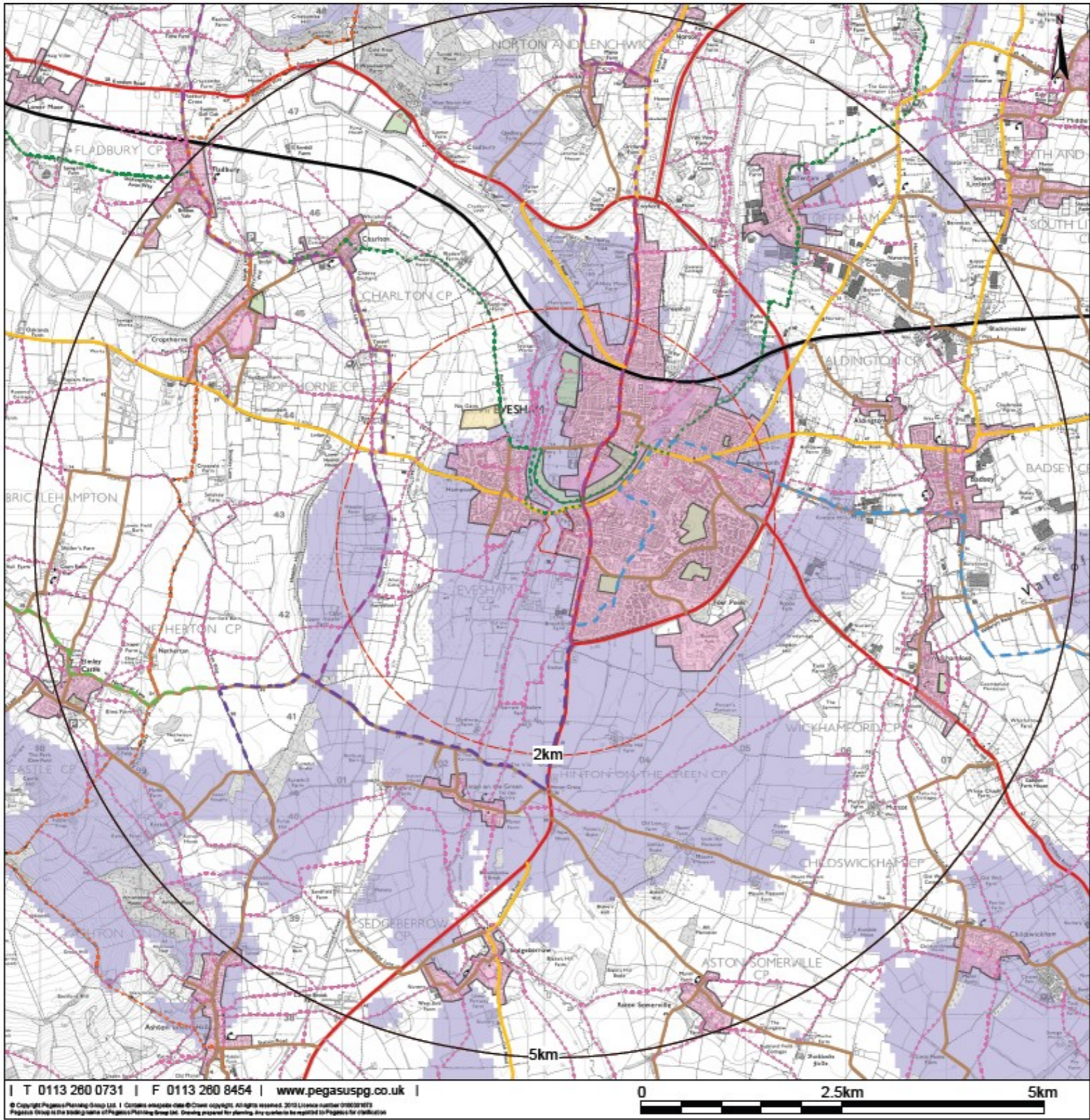
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Figure 3  
Landscape Designations

- KEY
- Site boundary
  - 5km and 2km study radius from site boundary
  - ZVI (1.6m view height, 10m high buildings)
- National Designations
- AONB
  - Scheduled Monuments
- Local Designations  
Wychavon Local Plan 2006 (WLP), to be superseded by South Worcestershire Development Plan (SWDP) - proposed submission doc Jan 2013, not yet adopted
- Conservation Areas (WLP - ENV12 / SWDP 6 & 24)
  - Strategic Gaps (WLP - SR10) / Significant Gaps (SWDP 2)
  - Protection of Open Space (WLP - COM13) / Local Green Network (SWDP 38)

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Figure 4  
Potential Visual Receptors

- KEY
- Site boundary
  - ZVI for 10m high buildings
  - 5km and 2km study radius from site boundary
  - A Roads
  - B Roads
  - Minor roads
  - Railways
  - Public Rights of Way (footpaths, bridleways and byways)
  - Settlements
  - Recreation spaces
  - Access land
  - National Cycle Network Routes
    - NCN Route 41
    - Proposed extension to NCN Route 41
    - NCN Route 442
    - Spring Blossom Trail
  - Long distance footpaths
    - Shakespeare's Avon Way
    - Wychavon Way

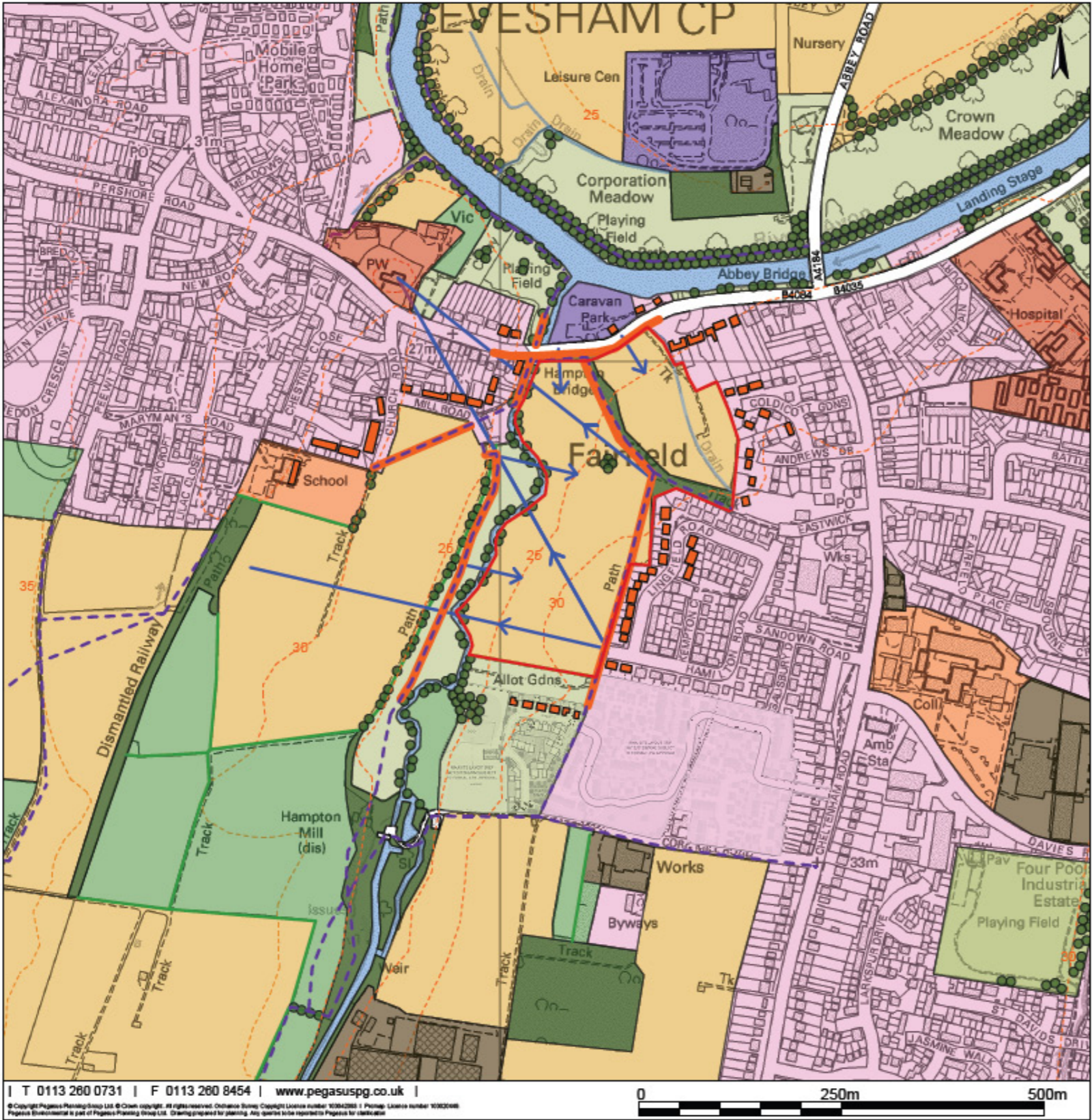
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Figure 5  
Landscape and Visual Context

- KEY
- Site boundary
  - Residential
  - Commercial/industrial
  - Education
  - Community facility
  - Leisure
  - Amenity open space
  - Agriculture - arable
  - Agriculture - pasture
  - Tree
  - Hedge
  - Woodland
  - Watercourse/pond
  - 5m contours
  - PROW within ZVI
  - Key views
  - Key visual receptors

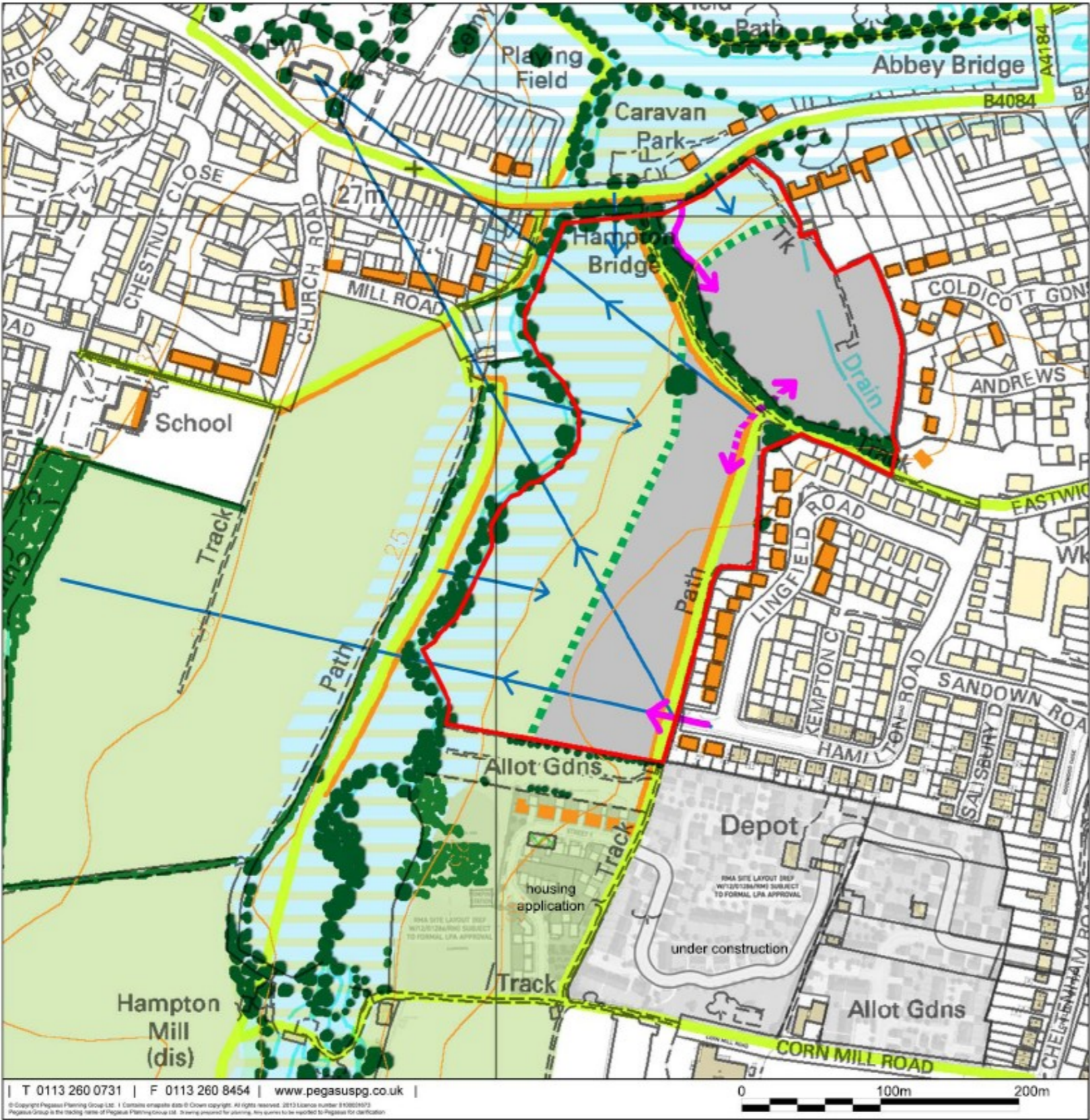
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Land Use: Opportunities & Constraints

- KEY
- Site Boundary (approx. 8.1 ha)
  - Public Rights of Way
  - Floodplain (Zones 2-3)
  - Strategic Gap (Wychavon Local Plan)
  - Existing trees and hedges
  - Key Views
  - Key Visual Receptors
  - Proposed Development Areas  
North: c 1.58 ha, South: c 2.26 ha  
Development Area = 3.84ha
  - Indicative Proposed Vegetation (to break up and soften the built edge in views from Hampton and Pershore Road, while allowing views out from the development)
  - Proposed Access Points
  - Access route between development areas

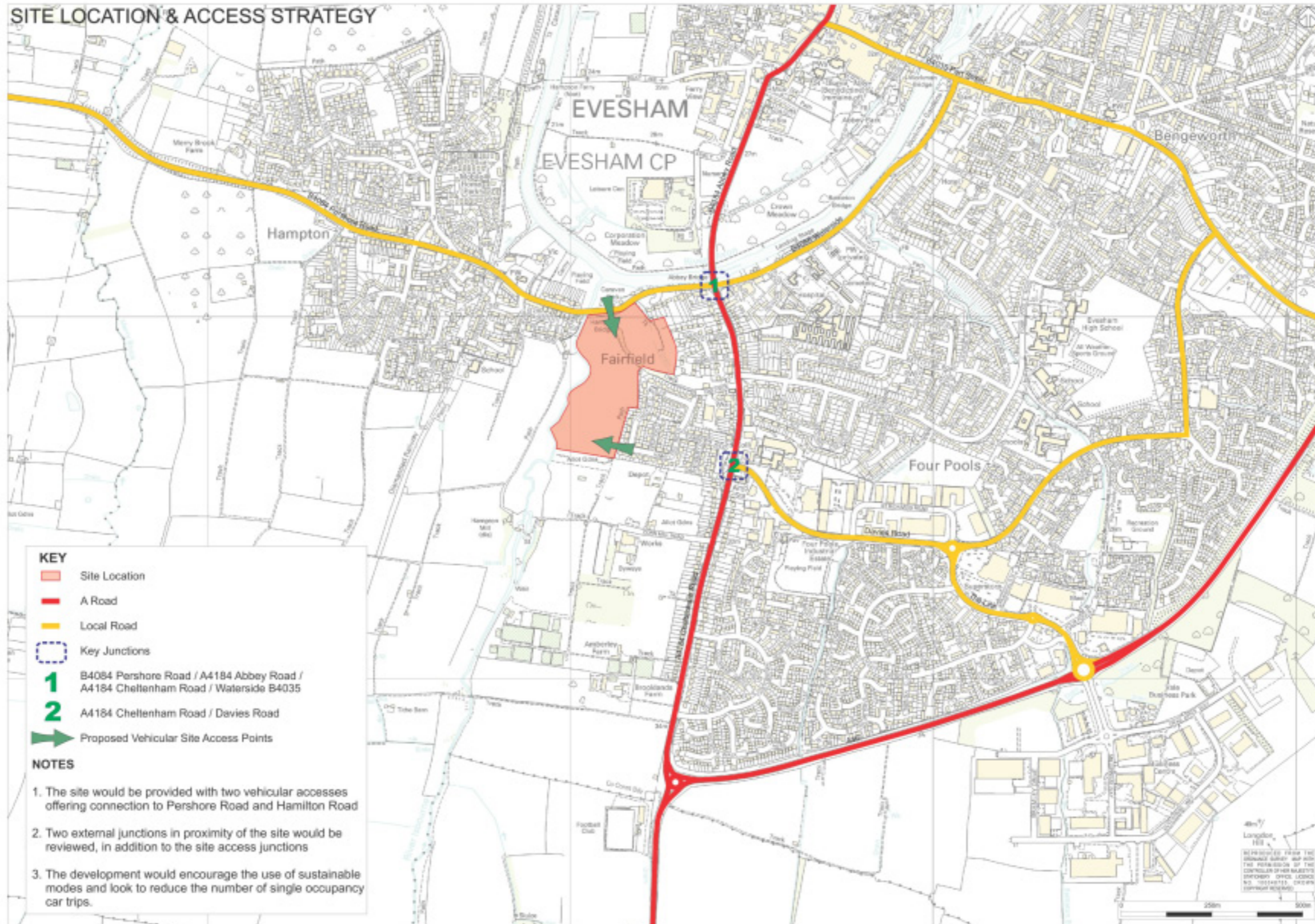
Notes:

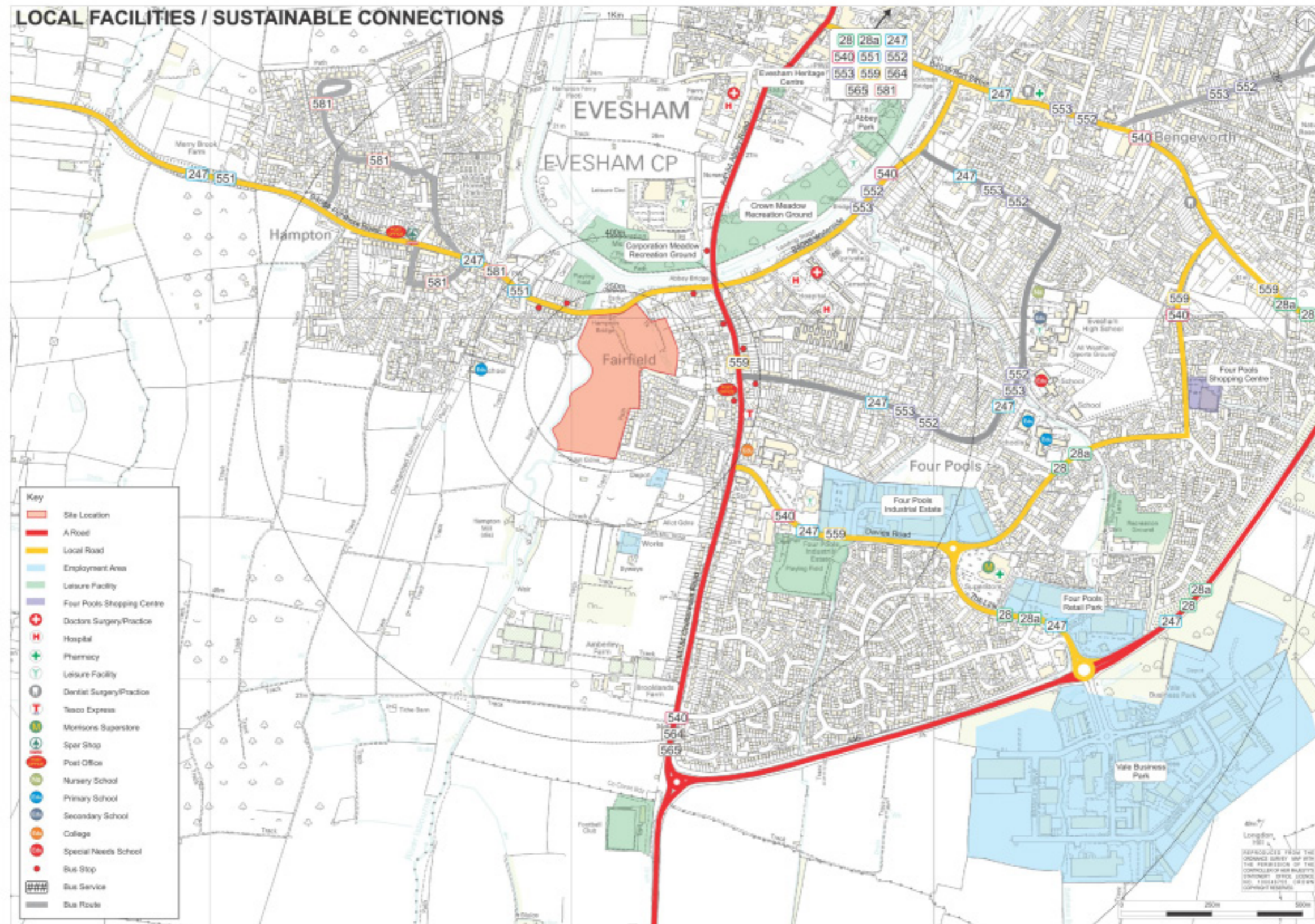
1. Assuming average 35dph across the site (some areas at 30 and some areas at 40) the site could accommodate up to 130 units.

2. Open land alongside the tributary would be rural parkland, freely accessible for the enjoyment of the public. Urbanising elements (such as play equipment) would be located within the development areas or to the north of the eastern field.

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## WHAT HAPPENS NEXT

The outline planning application that is to be submitted will establish the main principles of development. A detailed application will be submitted following a grant of outline planning permission. The detailed application will provide all the information on the details of house types, site layout and landscaping proposals. It is anticipated that the housing on the site will provide a mix of good quality homes including an appropriate proportion of affordable homes. The intention is to submit the planning application shortly. Once submitted, Wychavon District Council will announce receipt of the application. Details will be publically available via the Council's website.

The planning process is expected to last 13 weeks from the point of submission.

The planning application will be accompanied by the following documents and technical reports:

- Design and Access Statement
- Planning Statement
- Landscape and Visual Analysis
- Transport Assessment
- Travel Plan
- Statement of Community Involvement
- Flood Risk Assessment
- Tree Survey
- Archaeology Assessment
- Ecology Assessment

There will be a legal agreement entered into with Wychavon District Council (called a Section 106 Agreement) which may secure the delivery of, amongst other things, affordable housing, public open space/play facilities, a contribution towards education and health facilities, and highway improvements as may be necessary and justified by the Local Planning Authority.

We welcome your views on the proposal and would ask you to complete and return a comments form if you wish to express an opinion on the proposals at this stage. All comments received will be compiled and submitted to Wychavon District Council in a Statement of Community Involvement. The purpose of the Statement of Community Involvement is to outline how the Applicant has undertaken consultation with the local community and to comment upon the views that have been expressed for and against the scheme.

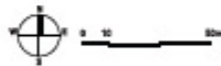
**Thank you for taking the time to attend this public exhibition and should you have any queries please do not hesitate to speak with a representative on hand to answer your questions**



- KEY**
- SITE LOCATION
  - EXISTING TREES (SUBJECT TO TREE SURVEY)
  - INDICATIVE PROPOSED TREE PLANTING
  - LANDSCAPE TREATMENT DENOTING KEY SPACE WITHIN DEVELOPMENT
  - INDICATIVE BUILT FORM
  - EXISTING FOOTPATHS
  - PROPOSED INDICATIVE FOOTPATHS
  - POTENTIAL ACCESS TO SITE
  - PROPOSED INDICATIVE ATTENUATION BASIN & SWALE

ACCOMMODATION			
DWELLING TYPE	DWELLING NUMBERS (Open Market)	DWELLING NUMBERS (Affordable)	DWELLING NUMBERS (Overall)
1 bed	0	4	4
2 bed	13	15	28
3 bed	28	12	40
4 bed	42	2	44
5 bed	4	0	3
TOTAL	87	33	120
DEVELOPABLE AREA (HA)	4		
SITE AREA (HA)	8		

**Notes**  
Accommodation subject to testing layout & agreement over affordable housing contribution.



PERSHORE ROAD, EVESHAM - INDICATIVE LAYOUT



| T 01285 641717 | F 01285 642348 | www.pegasuspg.co.uk | Team: MCC/JA | Date: 7TH FEBRUARY 2013 | Scale: 1:1250 @ A1 / 1:2500 @ A3 | drwg: YOR.2043\_07-1 | Client: BFP Developments Ltd |