

Figure. 1: New homes sited within the area shaded red

Introduction

Welcome to this public exhibition. Thank you for taking the time to attend today. Our team wishes to use this event as an opportunity to inform local residents of our proposals on land at Pershore Road, Evesham.

BFP Developments LLP and Rooftop Housing Group are preparing a detailed planning application entirely for affordable homes.

58 new homes are proposed along with an extensive new area of public space (6.42 hectares) and vehicular access is from Hamilton Road.

Key members of the team are here today to answer any questions you have about the approach we have taken and to discuss the proposals with you.



Figure. 2: Zoomed in Illustrative Masterplan

What is Affordable Housing?

This proposal comprises entirely affordable housing, with a mix of 32 affordable homes for rent, 18 Shared Ownership and 8 Discounted Market Sales Housing. The National Planning Policy Framework (NPPF) refers to ‘Affordable Housing’ in the Glossary, which includes:

“Affordable housing: housing for sale or rent, for those whose needs are not met by the market (including housing that provides a subsidised route to home ownership and/or is for essential local workers); and which complies with one or more of the following definitions

Affordable housing for rent: meets all of the following conditions:

- (a) the rent is set in accordance with the Government’s rent policy for Social Rent or Affordable Rent, or is at least 20% below local market rents (including service charges where applicable);*
- (b) the landlord is a registered provider, except where it is included as part of a Build to Rent scheme (in which case the landlord need not be a registered provider); and*
- (c) it includes provisions to remain at an affordable price for future eligible households, or for the subsidy to be recycled for alternative affordable housing provision. For Build to Rent schemes affordable housing for rent is expected to be the normal form of affordable housing provision (and, in this context, is known as Affordable Private Rent).*

Discounted Market Sales Housing is that sold at a discount of at least 20% below local market value. Eligibility is determined with regard to local incomes and local house prices. Provisions should be in place to ensure housing remains at a discount for future eligible households.

Other affordable routes to home ownership: is housing provided for sale that provides a route to ownership for those who could not achieve home ownership through the market. It includes shared ownership...”

Rooftop Housing Group

Rooftop Housing Association is a strategic affordable housing provider for Wychavon District Council who are continuously working together to meet the housing needs of Evesham and surrounding area.

Rooftop Housing Association via Wychavon District Council commissioned a housing need survey in the summer for Evesham. 12,344 surveys were sent out and a total of 1,563 valid responses were received, representing 13% response rate. The responses showed within the next 12-36 months there will be a need for an additional 81 properties for affordable housing within Evesham, clearly showing there is a great need for additional affordable housing to meet a range of needs within the next 3 years.

The 81 properties identified is only based on 13% response rate to the survey, therefore based on Rooftop’s own experience in providing affordable housing within Evesham, we believe the actual affordable housing need is much greater.

Based on the need identified we will be providing a range of properties from 1 bed to 4 bed, but majority of the housing will be 1-2 bed homes, which will be a mix of bungalows, maisonettes and houses.

Affordable Housing Need in Evesham

Discussions with Wychavon District Council’s Housing Development Officer on 16th January 2018 confirmed there were 2,062 households registered who have a need for affordable housing.

The Housing Needs Survey confirmed that as at 25th July 2019, Home Choice Plus (the Council’s Housing Register) data shows that there are a total of 2,830 households registered for affordable housing who have a local connection to Wychavon district.

This shows an increase of 768 households registered for affordable housing in the last 18 months.

Local Planning Policy

Local Planning Policy also supports the provision of Affordable Housing.

The South Worcestershire Development Plan (adopted February 2016) includes the administrative area of Wychavon district, and sets the vision for the area for the plan period 2006 to 2030.

This site is not allocated for residential development and lies within the Hampton Significant Gap (Policy SWDP2). The proposals conflict with the Development Plan and therefore a planning balance exercise has to be taken between the benefits of the provision of affordable housing and limited development within the ‘Significant Gap’. The proposals will ensure the provision of open space for the public. It is considered the development is discretely sited away from Pershore Road.

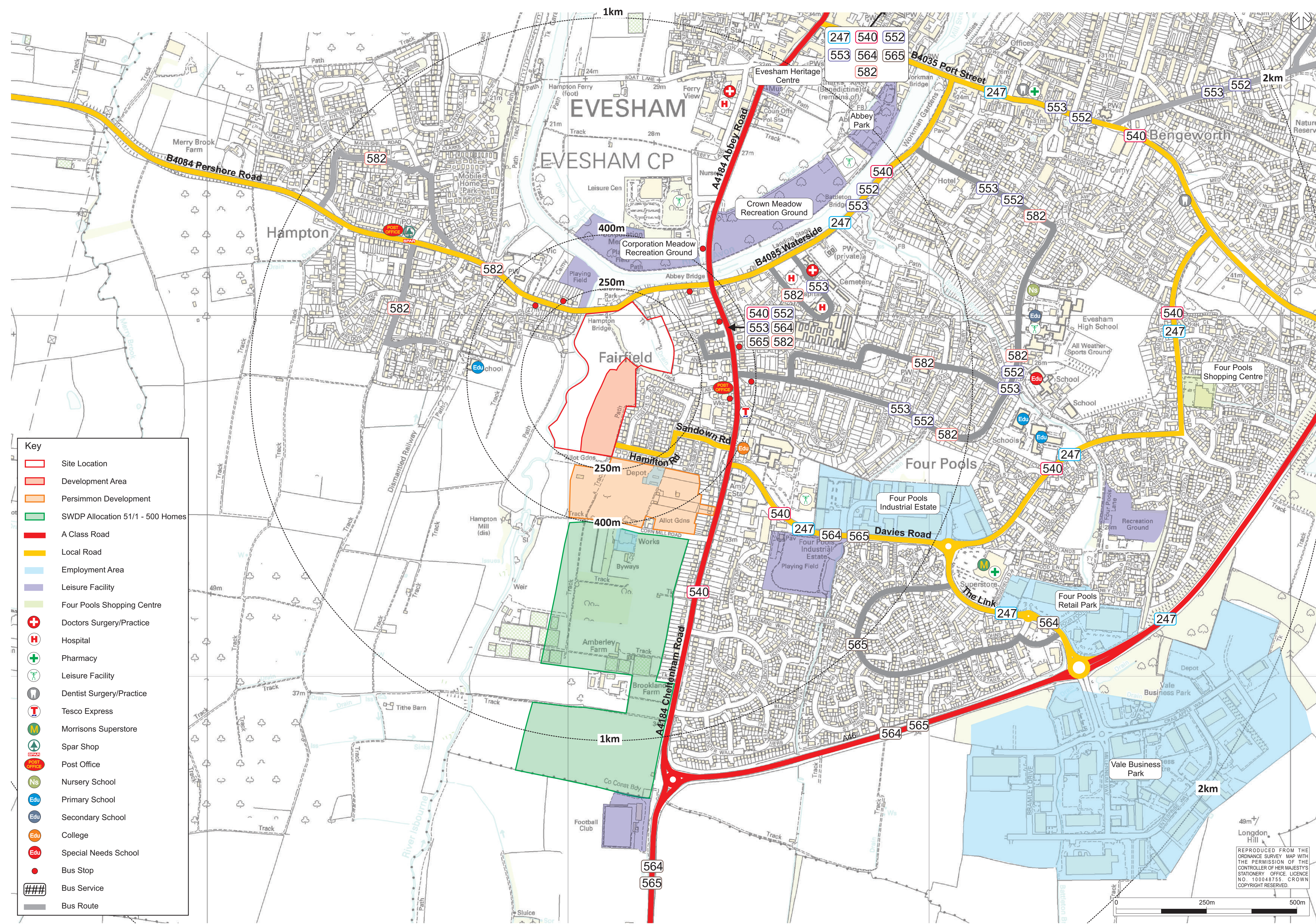


Figure. 3: Connectivity Plan

Design

Amount

The proposed site layout comprises of 58 dwellings. The proposed density allows for the provision of a range of dwellings of varying sizes and tenures which will offer choice and promote a sustainable, balanced residential community. The creation of new households will help to sustain existing facilities and services within the town.

The development will offer a variety of dwelling types and sizes. The layout proposes the following indicative housing mix:

- 11no. 1-bed homes
- 29no. 2-bed homes
- 16no. 3-bed homes
- 2no. 4-bed homes

House Types	Plots
Affordable Rent	
5no. 1 Bed Bungalows	1; 2; 3; 4; 40
6no. 1 Bed Maisonettes	51; 52; 54; 55; 56; 57
4no. 2 Bed Bungalows	33; 34; 38; 39
9no. 2 Bed House	8; 20; 35; 36; 43; 44; 50; 53; 58
8no. 3 Bed House	9; 19; 21; 31; 32; 37; 45; 46
Shared Ownership	
13no. 2 Bed House	11; 12; 13; 14; 15; 16; 17; 18; 22; 23; 47; 48; 49
5no. 3 Bed House	26; 27; 28; 29; 30
Discounted Market Sales	
3no. 2 Bed House	7; 41; 42
3no. 3 Bed House	10; 24; 25
2no. 4 Bed House	5; 6

Density

The proposed development of 58 dwellings, will equate to an average density of approximately 35 - 40 dwellings per net developable hectare.

Movement and Access

The proposed site layout shows the disposition of land uses and the proposed structure for movement within the development. A well-connected movement network, accessible by all users, is proposed to ensure that all areas of the development are easy to navigate, safe and secure. The movement hierarchy is hinged upon a new central primary route which leads into the development via a new single point of vehicular access off Hamilton Road.

The composition and function of each street type and its place within the hierarchy will vary such that streets will be defined by layout and buildings and landscape will dominate rather than roads or cars. This will be realised by:

- Building pattern;
- Use of setbacks;
- Building typologies; and
- Hard and soft landscape (including street furniture).

Changes in surfaces, varying road widths and limitations in forward visibility will help constrain average vehicle speeds through the development to 20 mph or lower. This will provide a safe environment for pedestrians and cyclists.

Car parking

The proposed site layout indicates provision for parking in line with the guidance contained within Manual for Streets and the standards prescribed in the South Worcestershire Design Guide Supplementary Planning Document and Overarching Design Principles.

Parking has been provided at a minimum of 2no. allocated spaces per dwelling and sized to achieve a minimum of 2.4 x 4.8 metres. The layout also makes provision for visitors and these spaces will be carefully assimilated into streets as parallel parking bays.

Drainage

Flood Risk

The Environment Agency’s flood map shows that the area proposed for the affordable homes does not lie within the floodplains associated with either the River Isbourne or the River Avon, therefore the risk of flooding to the development area is less than a 1 in 1000 year chance.

The risk of flooding from other sources, such as surface water and groundwater, is considered low.

Surface Water Drainage

The proposals will follow best practice regarding site drainage to ensure that any surface water runoff from the development is managed by attenuation and controlled discharge to the River Isbourne, which will ensure flood risk is not increased elsewhere.

Sustainable Drainage Systems, likely to include attenuation basins and swales, will be used to control surface water flows from the site. All surface water drainage options will take account of local ground conditions and ground levels and be located outside the fluvial floodplain.



Figure. 4: Map showing flood zones and the extent of development

The site is located on the east side of a localised valley separating the edge of Evesham and the village of Hampton, and forms part of the low-lying landscape in the Vale of Evesham around the River Avon. The landform slopes gently down toward the Rivers Isbourne and Avon. A historic belt of mature woodland, known as Conker Alley, crosses the northern part of the site; this belt and an adjacent historic cluster of oaks form key features of the site. Other trees at the boundaries - along Pershore Road, at the river’s edge and at the southern edge of the site – create a strong green framework which tends to screen views from the north, west and south.

Two public footpaths cross the site, one (footpath 554 B) through Conker Alley linking Pershore Road to Eastwick, and another (559 B) which traverses along the grassland edge behind Lingfield Road, becoming a bridleway (558 B) within the southern part of the site.

In the wider context, the landscape character for the site has been identified as Landscape Character Type (LCT) ‘Village Farmland with Orchards’*, described as a ‘distinctive planned lowland agricultural landscape with a notably dominant orchard land use’. Recommendations for the LCT include:

- Conserve and restore traditional orchards, with emphasis placed on fruit type and varieties associated with different localities;
- Conserve and enhance tree cover along watercourses;
- Conserve and restore hedgerow structure; and
- Encourage opportunities for tree planting in and around villages.

In consideration of views, visibility within the local landscape is variable, but in general is limited to north and from the south, by the existing tree belts, riverside and roadside vegetation and by the undulations of topography. There are direct views from the east at the residential edge. Some intermittent middle distance views from the west are possible, from the edge of Hampton across the river Isbourne, but these are seen with the exposed residential edge of Evesham in the context of the view.

Taking the existing landscape elements, identified Landscape Character, and visual amenity under consideration, a landscape strategy is developed. By this approach the landscape proposals will help integrate the new development and parkland into the existing landscape and will act as a robust green gap between Evesham and Hampton.

*Worcestershire Landscape Character Assessment, Worcestershire County Council, 2011.



Figure 5: Character Zone Strategy

Character Zones

The design approach for the open space takes cues from the qualities of the site and from the character of its immediate and wider neighbours. To the north-east of ‘Conker Alley’, a semi-formal park links to the edge of Evesham and its parkland-like spaces along the river Avon. To the west, the sheltered meadow is further enclosed, with the historic oak cluster as a key feature. On the slopes to the river, an open grassland and scattered large growing trees retains longer views, recalls the character of Eastwick Park, and offers recreational walking routes.



Figure 6: Vegetation Strategy

Vegetation Strategy

A green framework of tree and hedgerow planting is proposed, to act as a buffer to new housing, to contribute to the landscape along Pershore Road, and to create new and distinctive parkland spaces for existing and new residents. Existing trees and vegetation are retained, further planted, and subject to improved management, for the long-term health and benefit of the woodland and riverside habitats. Creation of new community orchards are considered, to restore part of the historic use of the site and to assimilate with the local and historic landscape character.



Figure 7. Landscape Strategy



Figure. 8: Site Layout Plan



Figure. 9: Proposed 1-Bed Bungalow



Figure. 10: Proposed 1-Bed Maisonette



Figure. 11: Proposed 2-Bed House

Materials

Building materials will vary in different areas of the site, however will be complementary to engender an overall development theme. The proposal is for a relatively simple palette of traditional materials, the application of which will vary according to each area of the site.

Building Styles

A range of building styles should be used to maintain variety and help create a diverse streetscape, however it is important to note that landscape will also form an essential component of each area of the site, influencing the relationships between buildings and spaces created within streets.



Fig. 12: Proposed Street Scene



Figure. 13: Proposed Street Scene



Figure. 14: Proposed Street Scene

What Happens Next?

We welcome your comments on these proposals 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 (WDC) in a Statement of Community Involvement.

It is proposed to submit a detailed planning application to WDC and this will be accompanied by a full range of supporting documents and technical reports. When submitted WDC will announce receipt of the application, and make the details publically available via the Council's website. Following submission to WDC there will then be a determination period. During this period comments can be made formally to the local planning authority on the application.

Any comments you may have can be submitted via our website at <http://www.framptons-planning.com/projectsandconsultations>.

Thank you for visiting this exhibition and for any feedback you would like to give.

If you require further details or wish to keep in contact with the progress of this proposal please email enquiries@framptons-planning.com



Fig. 15: New homes sited within the local context