

SWDP 50: Evesham

- A. Proposals will be supported that facilitate the on-going regeneration of Port Street and the High Street, with a focus on enhancing the historic character of these areas and retaining retail uses at ground floor level.**
- B. Proposals that support the regeneration and redevelopment of sites for employment uses at Four Pools Industrial Estate will also be considered favourably.**
- C. The historic site of the Battle of Evesham – the Battle Well Field, to the north of Greenhill and its wider setting – will be protected from inappropriate development.**
- D. Within Evesham, the sites in Table 21 below, as identified on the Policies Map, are allocated for development:**

Table 21: Sites in Evesham

Policy Reference	Residential Allocations	Indicative No. of Dwellings	Site Area (ha)
SWDP50/2 (146)	Employment site, top of Kings Road	100	3.8
SWDP50/3	Nursery at Bewdley Lane / Blind Lane	59	2.46
SWDP50/4	Land off Davies Road (former leisure centre)	36	1.21
SWDP50/5	Land at Offenham Road East	15	1.88
SWDP50/6	Land behind Lichfield Avenue	20	1.44
SWDP50/7 ⁽¹⁴⁷⁾	Land off Abbey Road	200	19.78
SWDP50/8	Land at Aldington Lodge	70	3.44
	Evesham Allocations Total (excludes urban extensions)	550	

SWDP50/7 – Land off Abbey Road, Evesham

- E. Within the area identified on the Policies Map, a sustainable, well-designed development will be delivered which will include:**

146 There will be no built development in the parts of the site liable to flooding, as defined in the Strategic Flood Risk Assessment and / or a site specific Flood Risk Assessment.

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- i. Provision of approximately 200 dwellings;**
- ii. The provision of a community orchard reflecting the town’s heritage adjacent to or with a clear visual connection to Abbey Road – no residential development will be permitted abutting the site boundary with Abbey Road;**
- iii. The southern and western perimeters of the site should be sensitively designed in order to maintain vistas from within the site to the river with appropriate landscaping;**
- iv. Built development will be set back from Boat Lane to the north and south in order to provide an adequate buffer to protect existing views and the setting of heritage assets;**
- v. Low rise development along the western edge of the site;**
- vi. Abbot Chyryton’s Wall, a Scheduled Monument that forms part of the site, will be protected consistent with Policies SWDP 6 and SWDP 24, and enhanced, and the significance of other heritage assets including Evesham Abbey and Evesham Conservation Area will be protected, in a manner to be agreed with the local planning authority and their archaeological advisers consistent with the significance of the heritage asset;**
- vii. Vehicular access will only be permitted off Abbey Road, to ensure impact on the existing road network is mitigated;**
- viii. Extension to the riverside meadows linking Corporation Meadows round to Boat Lane to improve connectivity.**

Reasoned Justification

Evesham Urban Capacity

1. Evesham is identified as a “Main Town” within the Plan’s Settlement Hierarchy (SWDP 2), which means that it is an appropriate location to accommodate a proportion of south Worcestershire's employment and housing growth over the Plan period.
2. There is limited land available within the town centre to accommodate Evesham’s employment and housing needs through the Plan period and those sites that are available have been identified above.
3. In seeking to accommodate Evesham’s needs, the aspiration is to build on the legacy of quality development that already exists in the town. Development must be facilitated

in a manner that delivers high quality design, public open space and full integration into the surrounding rural area without compromising the landscape or townscape.

4. Evidence obtained from the South Worcestershire Joint Core Strategy Issues and Options consultation in 2007 supported a concentration of housing growth in the main towns and also identified the following constraints that needed to be taken into account:
 - a. Natural barriers: the Rivers Avon and Isbourne and their floodplains.
 - b. Man-made barriers: A46(T).
 - c. Historic settlement patterns, conservation areas, listed buildings and scheduled ancient monuments etc.
 - d. Accessibility to services.
5. With regard to future retail development, where evidence demonstrates further need, this will be supported through the relevant policies within the SWDP.
6. The Abbey Lane site is allocated for housing, delivering a sustainable urban extension of approximately 250 homes. Given that the site is extant protected open space and prominent in the landscape, a lower density is considered appropriate for this scheme. The site will be required to provide an orchard that reflects the cultural heritage of the town and to preclude built development from the area adjacent to Abbey Road to maintain its open character. Also, given that this is an important gateway to the town centre, it is important that the site is sensitively designed to protect and enhance its special qualities.