

SWDP 51: Evesham Urban Extensions

Within the areas identified on the Policies Map, three sustainable, well-designed urban extensions are proposed. These sites will come forward in accordance with the requirements in A – C below.

A. SWDP 51/1 Cheltenham Road, Evesham (22.47ha)

- i. Provision of approximately 500 homes;
- ii. Protection of the Chemtura employment site;
- iii. The southern and western perimeters of the site should be sensitively designed in order to enhance the river environment whilst protecting the Special Wildlife Site (SWS);
- iv. A landscape buffer will be provided to the southern and south-westerly boundaries of the site in order to protect the setting of Evesham and views from the Cotswolds Area of Outstanding Natural Beauty (AONB).

B. SWDP51/2 South of Pershore Road, Hampton (10.54ha)

- i. Provision of approximately 400 homes;
- ii. The provision of a new pedestrian / cycle bridge across the River Avon from Hampton to the town centre;
- iii. Enhancements to Hampton Ferry infrastructure;
- iv. The provision of a new farm shop.

C. SWDP51/3 Vale Industrial Park, Evesham⁽¹⁴⁸⁾

- i. Provision of approximately 34ha of B1, B2 and B8 employment land and landscaping;
- ii. Provision of public open space to serve as both a facility for employees and a setting for the development;
- iii. No development will be permitted on the narrow stretch of land designated Flood Zone 2 and 3b unless it is justified by a site-specific flood risk assessment and subject to prior approval of the detailed design by the SWC in consultation with the Environment Agency;

148 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, and safe access and egress for all parts of the development will be incorporated.

- iv. Appropriate boundary treatments that will respect the existing landscape and provide a natural progression into the open countryside whilst sensitively protecting views into and from the site. In particular, views from Longdon Hill need to be protected and the development suitably screened and landscaped from the A46**
- v. Protection and enhancement of the adjacent Scheduled Monument in a manner to be agreed with the local planning authority and their archaeological advisers consistent with the significance of the heritage asset.**

Reasoned Justification

1. In preparation of the Plan, the evidence indicated that new growth post-2013 would need to be located predominantly outside the current development boundary. This is in order to meet Evesham's employment and housing needs through the Plan period.
2. It is therefore considered necessary to allocate two residential urban extensions (west of Cheltenham Road and south of Pershore Road, Hampton), as well as a further extension of Vale Industrial Park to the south of the A46(T).
3. The Cheltenham Road site is allocated for housing, delivering a sustainable urban extension of approximately 500 homes. As this is an important gateway entrance to Evesham it will be crucial to ensure that the southern and western perimeters of the site are sensitively designed to both protect the Special Wildlife Site and views from the AONB and enhance the river environment and the setting of Evesham.
4. The Pershore Road, Hampton site is allocated for housing, to deliver a sustainable urban extension comprising approximately 400 homes. Due to its location it will also be required to provide a new pedestrian / cycle bridge across the River Avon from Hampton to the town centre and enhancements to Hampton Ferry infrastructure to ensure that future occupiers will be able to benefit from alternative modes of transport other than the car.