

WYCHAVON

SWDP 46: Pershore

- A. Support will be given for the provision of a new cemetery, within or beyond the Development Boundary, if required by Pershore Town Council.
- B. Development will be restricted along the ridge of Allesborough Hill to protect views into and out of the town.
- C. Within Pershore, the sites in Table 19 below, as identified on the Policies Map, are allocated for development:

Table 19: Pershore Town Sites

Policy Reference	Site	Indicative No. of Dwellings	Site Area (ha)
	Mixed Use Allocation		
SWDP46/1	Garage, High Street (mixed use – residential and retail)	20	0.47
	Residential Allocations		
SWDP46/2	Former Health Centre, Priest Lane	13	0.18
SWDP46/3	Garage Court, St Andrew's Road	8	0.19
SWDP46/4	Garage Court, Abbots Road	13	0.25
SWDP46/5	Land adjacent Conningsby Drive	7	0.74
SWDP46/6	Land off Defford Road	21	1.22
Pershore Allocations Total (excludes urban extensions)		82	3.05

Reasoned Justification

1. Pershore is identified as an "Other Town" within the Plan's Settlement Hierarchy (SWDP 2). This means Pershore is an appropriate location to accommodate a proportion of south Worcestershire's employment and housing growth over the Plan period. In identifying the level and location of growth, particular consideration has been given to:
 - a. Topography and protecting views to and from the town and to and from Pershore Abbey;

- b. The historic settlement pattern and features within the Conservation Area;
- c. The River Avon and its functional floodplain; and
- d. The need for infrastructure improvements at Pinvin crossroads, public transport enhancements and local support for the link road between Wyre Road and the A44 bypass.

In seeking to accommodate further growth, there is an aspiration to secure high quality development and regenerate the town's brownfield sites including the garage at the High Street / King George's Way junction. In the interests of sustainable development, the re-use of Previously Developed Land is seen as a priority for this Plan. New development must be designed to a high quality and integrate into the surrounding landscape / townscape to complement protected areas of open space and Pershore's Conservation Area.