

Reasoned Justification

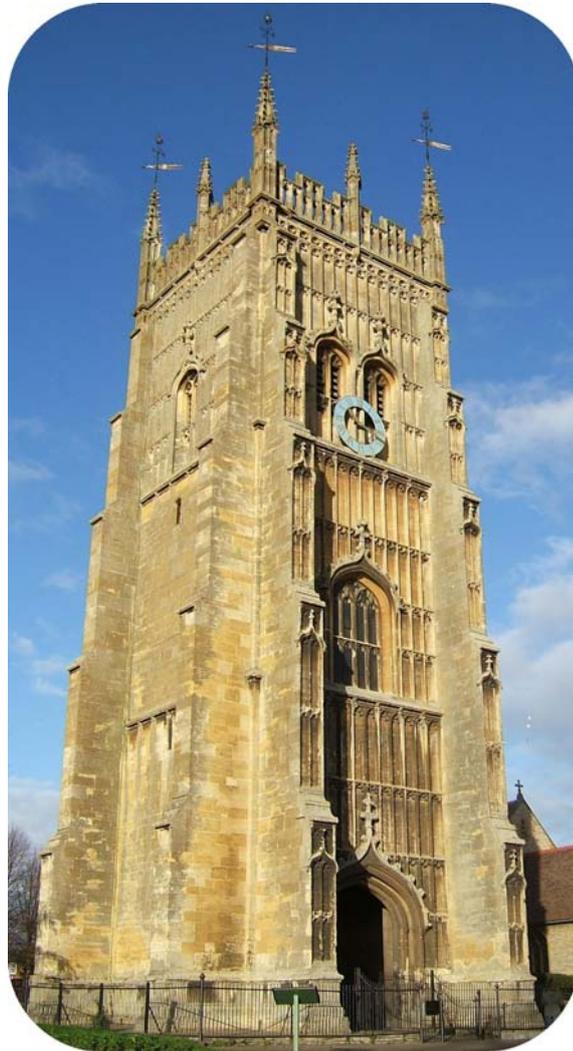
7.1 Evesham is situated within the Vale of Evesham and has an estimated population of 22,800 (2009 Mid-Term Population Estimates). As a main town it provides a wide range of services including education, health (including a hospital), leisure and retail. The majority of employment opportunities are concentrated to the south of the town at Vale Park. Retail provision is focused in the town centre with some provision to the north west (Worcester Road) and the south (Four Pools). Most (54%) of Evesham residents who travel to work do so in the town itself, which demonstrates that Evesham is a relatively self contained settlement. Approximately 30% of residents work outside of the district, with the most popular destinations being Stratford-upon-Avon, the Cotswolds, Tewkesbury and Worcester. Evesham also provides employment opportunities for approximately 4,700 people from outside the town, most of these (approx 60%) are from within Wychavon district.

7.2 Evesham is highly accessible, being located on the A46 Trunk Road. It is served by frequent buses from Cheltenham and Worcester. Having a station on the Hereford to London line it offers leisure and work opportunities to Oxford, London and the South East. The River Avon is very popular for recreational activities.

7.3 It has a historic battle site, to the north of the town, it has an extensive Conservation Area centred on the High Street. The town has recently secured a new leisure centre and football stadium. The historic town is low-lying, hence its recent vulnerability to flooding, particularly in Bengeworth, and is very prominent in the landscape particularly from the Cotswold Area of Outstanding Natural Beauty which lies to the south.

7.4 Due to it's size, Evesham has a relatively high natural increase in population and housing needs.

Bell Tower, Evesham



7.1 Evesham Urban Capacity

7.5 Evesham's identification as a main Town within the Settlement Hierarchy (Policy SWDP1) means that it is an appropriate location to accommodate a reasonable proportion of the South Worcestershire's housing growth to 2030.

7.6 In seeking to accommodate further growth there is an aspiration to build on the developments of quality that exist in the town. Further growth areas must be facilitated in such a manner as to deliver high quality design, public open space and integration into the surrounding rural area without compromising the landscape or townscape.

7.7 The Strategic Housing Land Availability Assessment identifies a number of potential housing sites within the Development Boundary as set out in SWDP 11 below. Table 3 also includes land currently allocated in the Wychavon District Local Plan.

7.8 Evidence obtained from the South Worcestershire Joint Core Strategy Issues and Options consultation in 2007 supported a focus of housing growth in the main towns and also identified the following issues that needed to be taken into account:

- Natural barriers: The Rivers Avon and Isbourne and their floodplains
- Man made barriers: A46 (T)
- Historic settlement patterns, Conservation Areas/Listed Buildings/Scheduled Ancient Monuments etc.
- Accessibility to services

Market Place, Evesham



7.9 Feedback from the South Worcestershire Joint Core Strategy Preferred Options consultation, alongside evidence from the Strategic Housing Land Availability Assessment and various open space and habitat studies, point to new growth post 2013 being predominantly located outside the current development boundary.

7.10 Locations are provided for approximately 300 homes as shown on the proposals map. With regard to future retail development, where there is evidence to show further need, this will be supported through the relevant policies within the Sustainable and Prosperous Communities section.

7.1.1 SWDP 11: Evesham Sites

SWDP 11: Evesham

Initially allocated development will be on Brownfield land within the Development Boundary. Housing growth will deliver a range of housing sizes and tenures to ensure needs are met and wider choice of homes are available to both the new and existing population of the Evesham Housing Market Area.

Opportunities will be supported for the ongoing 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.

Opportunities for the regeneration and redevelopment of sites for employment uses at Four Pools Industrial Estate will also be considered favourably.

Infill development will respect the historic form and character of the centre of Evesham, promoting high standards of design and provision of public and private open space. Existing open space will be protected enhanced and where appropriate new accessible urban greenspaces identified. No development is allocated, nor will be supported in areas of high flood risk. In addition, the historic battlefield area to the north of Greenhill will be protected.

All developments will need to contribute in full via S106 Developer Contributions or Community Infrastructure Levy towards the range of infrastructure required in order to make overall growth sustainable. This will include the following:

- Improved parking provision at Evesham Railway Station
- New public open space/ recreational facilities
- New pedestrian /cycle bridge connecting Hampton with Evesham Town Centre
- Enhanced hospital provision
- Extension to West Mercia Constabulary's Section Station and two new neighbourhood Police Posts
- Extension to Evesham High Street Regeneration Project

Within Evesham, as shown on the proposals map the following sites are allocated for residential use.

Table 13 Urban Capacity sites in Evesham

Policy Reference	Residential Allocations within the Town	Indicative Number of dwellings
SWDP11/1	Land at the bottom of Peewit Road	63
SWDP11/2	Land adjacent Offenham Road & A46	57
SWDP11/3	Land off Cheltenham Road	36
SWDP11/4	Employment site, top of Kings Road	76
SWDP11/5	Nursery at Bewdley Lane/Blind Lane	40
SWDP11/6	AbbeyGardens	23
	Evesham Urban Capacity Total	295

7.2 Evesham Urban Extensions

Reasoned Justification

7.11 In order to meet Evesham's employment and housing needs as a main town which has insufficient development capacity within the Development Boundary it is 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 Park to the south of the A46(T).

7.12 The Cheltenham Road and Pershore Road urban extensions were previously considered during the preparation of the Wychavon District Local Plan. The principal reason for not being allocated then was that the housing supply target did not warrant their inclusion.

7.2.1 SWDP 12: Cheltenham Road

SWDP 12: Evesham Urban Extensions

SWDP 12/1 Cheltenham Road

Within the area identified on the Proposals Map, a sustainable, well designed urban extension will be delivered which will include:

- Phased delivery of around 400 homes.
- Protection of the Chemtura employment site.
- Measures to improve accessibility through pedestrian and cycle links to Evesham town centre and Hampton, local employment areas, schools, sports, health and community facilities.
- Protect and enhance the Local Green Network including alongside the River Isbourne.
- Set out high quality Public Open Space including equipped playspace.
- Contribute in full to community infrastructure needs including formal sporting facilities, health facilities, schools, allotments and transport.

SWDP12/2 South of Pershore Road, Hampton

Within the area identified on the Proposals Map, a sustainable, well designed urban extension will be delivered which will include:

- Phased delivery of around 400 homes.
- The provision of new pedestrian/cycle bridge across the River Avon from Hampton to the town centre.
- Measures to improve accessibility by pedestrian and cycle to Evesham town centre, local employment areas, schools, sports, health and community facilities.
- Set out high quality Public Open Space including equipped playspace.
- Contribute in full to community infrastructure needs including formal sporting facilities, health facilities, schools, allotments and transport.

SWDP12/3 Vale Industrial Park, Evesham

Within the area identified on the Proposals Map to the east of Evesham, a sustainable, well designed extension to Vale Park will be delivered which will include:

- Phased delivery of approximately 10 hectares of B1, B2 and B8 employment land.

- Measures to improve accessibility through walking, cycling and public transport to the town centre, including a pedestrian/cycle crossing at the A46 trunk road.
- Appropriate landscaping, screening the development from the A46 and protecting views from Longdon Hill.

Evesham Town Centre



Links to the Objectives

7.13 The Preferred Option policies for Evesham supports the following objectives derived from the Sustainable Community Strategies:

- Economic Success that is Shared By All objectives 1, 2, 3 and 4;
- Stronger Communities objectives 1, 2, 4 and 5;
- Meeting the Needs of All Generations objectives 4, 5 and 6;
- A Better Environment for Today and Tomorrow objectives 3, 4 and 5;
- Improving Health and Wellbeing objectives 1, 2 and 3;
- Communities that are Safe and Feel Safe objectives 1 and 2.

Alternative Options Considered

7.14 Developing the historic battlefield site, the River Avon flood plain and to the east of the A46 (T). Given the range of environmental and physical constraints identified in paragraph 7.3 and the assessment of the Strategic Housing Land Availability Assessment that these constraints severely restrict development opportunities.

7.15 It is clear that other urban extensions of the town have insufficient planning merit. Therefore developing the historic battlefield site, the River Avon flood plain and to the east of the A46 (T) have not been supported.

7.16 Direct more growth to the villages and direct growth to a new settlement. Directing more growth to the villages is not an environmentally sustainable option given the relative lack of services and public transport viability. As with directing

growth to a new settlement this option is not supportive of the Regional Spatial Strategy, which clearly prioritises urban development. Both options were not well supported in the Issues and Options consultation.