

SWDP 47: Pershore Urban Extension

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

A. SWDP47/1 Land to the North of Pershore (37.4ha)⁽¹⁴⁰⁾

On three parcels of land to the west of Station Road, south of Wyre Road and north of the junction of Station Road and Wyre Road, the delivery of approximately 695 new homes to include capacity enhancement of the Pinvin Road junction and, if justified, a new link road between Wyre Road and the A44.

B. SWDP47/2 Land to the North-East of Pershore

On land to the north of Wyre Road, an allocation of 5ha of employment land for B1, B2 and B8 uses.

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. Pershore has a limited availability of suitable land within the defined development boundary, as demonstrated in SWDP 46 Table 19 and the SHLAA. Therefore, urban extensions to the north of the town are proposed, comprising approximately 695 dwellings at Station Road / Wyre Road and 5ha of employment land north of Wyre Road adjacent to the existing established Keytec Business Park. 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;
 - 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.
2. In directing development to the north of the town it is important that infrastructure improvements are secured. These include improvements to the Pinvin crossroads junction and other locations on the A44 (a key link between Pershore and both the M5 and A46

¹⁴⁰ 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.

Trunk Road). The provision of the Northern Link Road from the A44 / Wyre Piddle bypass roundabout to Keytec 7 Business Park has strong local support and may also be delivered⁽¹⁴¹⁾.

141 Worcestershire County Council will consider this link road scheme if a suitable business case can be justified and significant private funding is provided - LTP3 SW16.