Information about the site we need to take into account for Hurst Park Meadows

The site forms part of a wider allocation for residential development in the adopted South Worcester Development Plan (SWDP). The allocation is known as the ‘Pershore Urban Extension’ (Policy SWDP/1 ‘Land to the north of Pershore’).

The site also benefits from outline planning permission for the development of up to 120 homes (Planning Application Ref W13/01578/OU). The outline planning permission is subject to a Section 106 agreement requiring the provision of 40% affordable housing and financial contributions towards the improvement of education, open space, sports and community facilities and highway infrastructure.

The principle of development has already been established with the outline planning permission and the proposals being prepared will seek approval from Wychavon District Council for the matters reserved at outline stage (i.e. layout, appearance, scale and landscaping).

The detailed proposals have been prepared in accordance with the principles of the approved outline planning permission. They have also taken into account:

- The need to provide a mix of homes
- The height of existing and proposed new homes
- Proximity to neighbouring homes
- Drainage
- Ecology
- Existing trees and natural features
- Location of public open space

Things to think about

<table>
<thead>
<tr>
<th>The design of the development.</th>
<th>How the site will be drained.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Existing footpath.</td>
<td>Ecological matters.</td>
</tr>
<tr>
<td>Landscape and open space.</td>
<td>Levels and visual impact.</td>
</tr>
</tbody>
</table>
The Proposals have been subject to discussions with Officers of Wychavon District Council. Following these engagements the design has been revised to accommodate recommendations by Officers.

The design of individual dwellings will provide a range of features aimed to provide interest and character within an overall design framework.

Such features include greater design emphasis on prominent corner plots, for example fenestration to both front and side elevations.

Other enhanced design features incorporated into the overall scheme are high quality landscaping designs, the introduction of new and enhanced ecological environments and attenuation areas.
Our designs for Hurst Park Meadows off Wyre Road, Pershore

It is important that the design process takes full account of the physical features of the site, its setting and connections to its surroundings together with the character of the wider local area.

We are seeking to create an attractive development with traditionally designed homes in a beautifully landscaped setting along with maintaining an existing public right of way along the western boundary.

The development will have a linear frontage set back from Wyre Road creating an enhanced street scene which will respect existing building lines and provide open space throughout the development.

Key facts

| The proposal includes 120 new homes incorporating a broad mix of one, two, three and four bedroom homes. | A new pedestrian footpath will be created within the development along Wyre Road. |
| Vehicle and pedestrian access will be via Wyre Road, including an additional emergency access. | The development will encompass a new green or space that will include a children’s play area. |
| Existing ecology considerations have been incorporated into the design including enhancement of the watercourse. | The provision of affordable homes including bungalows in the development. |
| The proposed new homes will be detached, semi-detached or terraced to cater for first time buyers, families and local people wishing to remain in the area. | The proposal will result in payments from Taylor Wimpey that will serve the wider community through Section 106. |