

# LAND AT ORCHARD FARM, PERSHORE, WORCESTERSHIRE

APPEAL PURSUANT TO OUTLINE PLANNING APPLICATION  
FOR RESIDENTIAL DEVELOPMENT

## DESIGN STATEMENT OF CASE

On behalf of FORMULA LAND LTD.

Date: 17<sup>th</sup> June 2024 | Pegasus Ref: P22-2506

Appeal Reference: XXXXXXXX | LPA Ref: W/23/O2112/OUT

Author: JW

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## Document Management.

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# 1. INTRODUCTION.

## Terms of reference

- 1.1 The Pegasus Group, and specifically the Design Area of Expertise, is advising Formula Land in respect of the above site, on design matters. The application is currently lodged with Wychavon District Council, and no decision has been made on it. Accordingly, at this point in time no Reasons for Refusal (RfR) are available from the Council for review, albeit it is anticipated that deemed reasons will follow in due course.
- 1.2 Consequently, this Design Statement of Case (SoC) is based on possible issues raised by Wychavon DCs officers, in Consultation Responses.
- 1.3 It has been prepared by James Walch BSc. BA. MArch, PgDip, RIBA, ARB. James is a Chartered Member of the Royal Institute of British Architects with over 20 years professional experience. He is a Senior Director of The Pegasus Group, and Head of the Design Area of Expertise for the Birmingham and Lichfield offices. He is involved in all areas of this sector of the Company's work, with specific expertise in urban design.

## 2. POTENTIAL ISSUES.

### Introduction

- 2.1. As noted above, in the absence of a specific RfR, this SoC is based around the issues raised by Officer's Consultation Responses.
- 2.2. In no order of priority, the issues are set out below.

### Change to Character of Settlement:

- 2.3. The settlement pattern of Pershore has extended over time in a linear fashion to the north and south along its primary highway corridor of the A4104. To the south, this is characterised by residential development on rising slopes to the west of the highway.
- 2.4. The proposed development is consistent with this character, wrapping around the existing settlement, maximising connectivity and cohesion with existing development, and providing a logical evolution to Pershore.
- 2.5. The location of Tiddesley Wood forms a natural boundary to the settlement, as such this would mean the proposed development would be the new settlement edge to Pershore. As such, to ease the transition from rural to urban, the proposed development is stepped back from the highway, with a generous landscaped frontage. This will not only create a natural transition, but also an attractive gateway into Pershore.

### Density of Development:

- 2.6. The proposed average density of the development is 32dph.
- 2.7. The Draft Wychavon Design Code sets out a hierarchy of densities to reflect their location, from the most dense in Town Centres (50 dph and above), to the least dense in rural locations (below 20dph). The proposed site would fall into the "suburb" category, which states an average density guide of 25-40dph. The proposals (at 32dph) are appropriately placed in the middle of this band.
- 2.8. The proposed density is significantly lower than recent approved major applications in Wychavon:  
20/O2792/RM – 59 dwellings (density of 38dph);  
20/O0724/OUT (allowed at appeal) – 100 dwellings (density of 40dph);  
20/O0183/OUT – 100 dwellings (density of 40dph).

### Local Character & High-Quality Design:

- 2.9. To accompany the application, a full Design and Access Statement was prepared that fully sets out the justification and rationale of the proposed development for the Site. This Statement is structured according to the ten design principles of the National Design Guide with supporting evidence to demonstrate compliance. The Design & Access Statement clearly indicates that this is a high-quality scheme that has been well considered and



designed to optimise the use of this site but with a design that appropriately respects the local character and make a positive contribution to the surrounding area.

- 2.10. Wychavon does not have a Design Code. However, a consultation on a proposed Design Code, closed in February 2024. The draft Design Code is also structured around the National Design Guide, but provides Wychavon specific examples, which have been followed and used as a guide to inform the proposals.
- 2.11. To ensure the local identity is continued on this site, in addition to the Wychavon Draft Design Code, a thorough evaluation of the local context was examined. This included reviewing architecture and urban design within Pershore and the surrounding villages in Wychavon. As demonstrated in the Design & Access Statement, the proposed character areas for the development are based on either the best examples within Pershore (the High Street and historic side streets in the town centre) or the surrounding villages (for the more rural character areas).
- 2.12. To further strengthen the identity of the development, the proposals seek to retain the landscape infrastructure within the site. This includes the retention of existing hedgerows and trees, and the retention of a visual link (via a landscaped corridor) between Woodmans Cottage and Tiddesley Wood. Allowing these features of the site to positively influence the design is fundamental in creating a well-designed place.

## **Impact on Ancient Woodland:**

- 2.13. The setting of Tiddesley Wood has been considered in the development parameters for the site, which have been landscape led.
- 2.14. The design strategy for the relationship to the woodland is layered. To the woodland edge, a fenced off area will be created that will not be accessible by the public, and provide protection to the woodland. Within the remaining landscape buffer, the proposed landscape strategy proposes woodland planting and wildflower meadows closer to the existing woodland, then footpaths and play areas hugging the proposed built development edge. This comprehensive strategy ensures the most sensitive design to the woodland.

## **Topographical Disturbance:**

- 2.15. Changes to the site topography is inevitable on a sloping site – anywhere. Here, the vast majority of the development platforms lie on the shallower slopes of the site. It is only the northern and north-western development cell edges that will generate more noticeable change in topographical terms, together with part of the site frontage down to Defford Road.
- 2.16. A balance of cut and fill on site is achievable, and the more accentuated level changes are localised, and will not alter substantial tracts of the site itself. Landscape earth modelling together with planting can be used along parts of the northern edge of the development envelope to create “non-engineered” design solution and provide an additional positive dimension to the landscape design as sloping sites often can. Some detailed landscape sections have been prepared accordingly ref. Pegasus dwg, P22-2506\_EN\_0015\_C\_001.
- 2.17. In addition, to the northern parcels of development, the illustrative street structure follows the contours of the site, to assimilate the site within its context.



## **Design Matters discussed in Formal Consultation Comments:**

### **Conservation Officer:**

- 2.18. The officer response recognises the proposed design is sensitive to the nearest listed building (Woodman's cottage) and maintains longer views to the Abbey from the site (from the "viewpoint" within the proposed Pershore Common public open space).

## **Potential Planning Condition:**

- 2.19. In due course, the appellant would be happy to agree a design related planning condition to demonstrate commitment to design quality, ensuring any subsequent Reserved Matters application demonstrates the same high quality design.

# Expertly Done.

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