

# LAND OPPORTUNITY FOR SALE

## Pam's Piece, Snowhill Road, Broadway, WR12 7AF

- Idyllic rural location in the heart of the Cotswolds with footpath links leading to Broadway High Street and the Broadway Tower
- Site Area: 1.68 hectares (4.145 acres)
- Land for sale with potential for future development (Subject to Planning)



July 2018

# FOR SALE

9 Grove Business Park  
Atherstone on Stour  
Stratford upon Avon  
CV37 8DX



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## Overview

Our client is seeking a developer partner, housebuilder or care operator to either acquire or promote the land for future redevelopment. The property extends to 1.68 hectares (4.145 acres) and is located in the Cotswold Large Village of Broadway. Broadway is a picturesque and popular tourist destination situated within Wychavon District. The site is located 0.2 miles from St Michael's and All Angels Church and the Crown and Trumpet Public House. There is a footpath that crosses the site which leads into the heart of the town centre via Kennel Lane exiting by Lloyds Bank via Footpath 589C, 0.3 miles away. The site therefore has great connectivity to the heart of the village both by foot and vehicle

## Location

Broadway is one of the most popular centres in the North Cotswolds, famed for its beautiful honey-coloured Cotswold stone and wide Chestnut lined high street filled with boutique shops, brasserie restaurants and art galleries; the village is also well-served with amenities catering for everyday requirements including a small supermarket, chemist, post office, butcher, bank and health centre. The larger cultural centres of Cheltenham (16 miles), Stratford-upon-Avon (16.5 miles), Evesham (7 miles) and Bristol (60 miles) are easily accessible and there is a mainline railway with a regular service to London/ Paddington in Moreton-in-Marsh in 1 hour 40 minutes.

## Subject Property

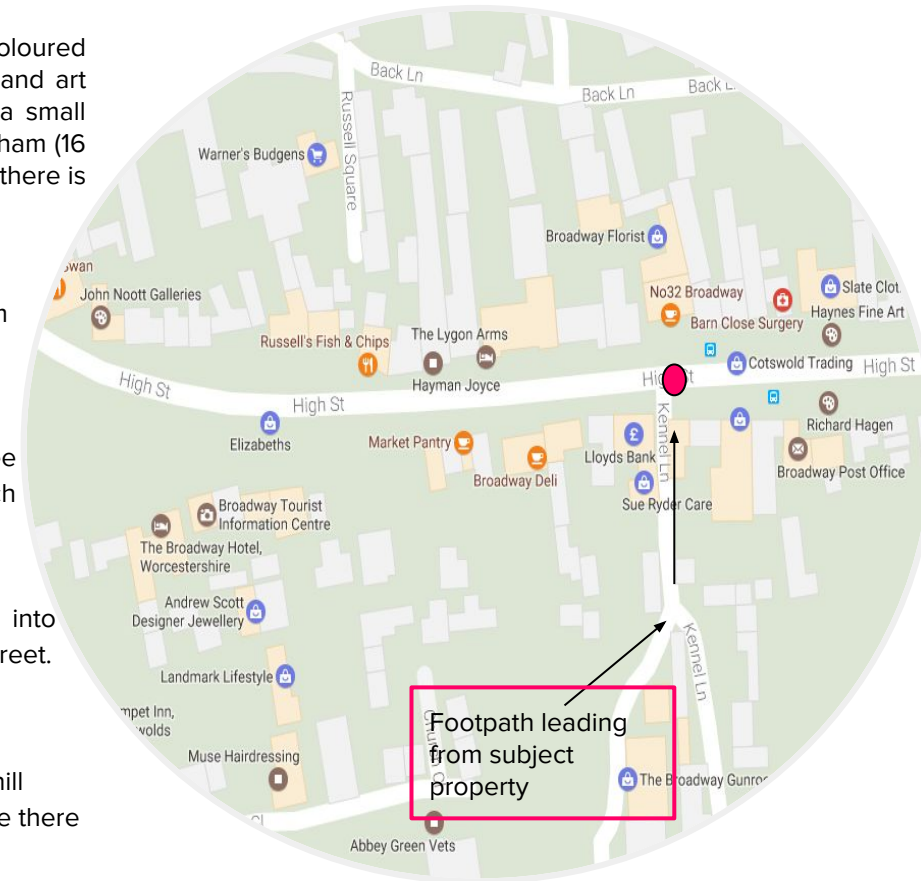
The subject property is pasture land accessed directly from Snowhill Road which is accessed directly from Church Lane adjacent to Broadway Town Green. The subject property is roughly square in shape and slopes up from Snowhill Road and then gently slopes down again toward a perimeter spring along the eastern boundary. There is a small shed to the eastern end of the site, a former animal shelter. Boundaries are principally hedgerows and mature hedges, with post and wire fencing. There is a mature sycamore tree located centrally in the northern paddock. There is a potential spring on the Eastern corner of the site which appears on the site plan.

## Highways and footpaths

The adopted Snowhill Road runs along the western boundary of the site providing direct access into Broadway town centre. A public footpath crosses the site and this links to footpaths directly to the High Street.

## Services

We understand that mains drainage, BT, electricity and water run along or to the rear of houses on Snowhill Road. There is a 11kv overhead cable running through the site on the Eastern corner. At the front of the site there is a low water pressure main in the mid point. Further information regarding services may be found in the information pack.



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### SUBJECT TO CONTRACT

1. Particulars; these particulars are not an offer or contract, nor part of one. You should not rely on statements by Dobson-Grey Ltd in the particulars or by word of mouth or in writing ("information") as being factually accurate about the property, its condition or its value. Neither Dobson-Grey Ltd nor any joint agent has any authority to make any representations about the property, and accordingly any information given is entirely without responsibility on the part of the agents, seller(s) or lessor(s).
2. Photos, Measurements etc.: The photographs refer to elements/parts of the property as they appeared at the time the photographs were taken. Areas, measurements and distances given are approximate only and should not be relied upon. If such details are fundamental etc: Any reference to alterations to, or use of, any part of the property does not mean that any necessary planning, building regulations or other consent has been obtained. A buyer or lessee must find out by inspection and make their own enquiries with the necessary authorities that these matters have been properly dealt with and that all information is correct.
3. VAT: VAT position relating to the property may change without notice. All prices quoted are exclusive of VAT.
4. The vendor reserves the right not to accept the highest, or any offer made. Whilst we endeavour to make our particulars accurate and reliable, if there are any points which are of particular importance to you, please contact Dobson-Grey Ltd and we will be pleased to check the information with the Seller(s)/Lessor(s), particularly if you are travelling some distance to view the property.

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## Environmental considerations

The nearest River to the site is the Badsey Brook. According to the Environment Agency Flood Map which states the site has a very low risk of flooding with a chance of flooding being of less than 0.1%. There are a couple of ponds on a neighbouring property to the north of the site which may require ecological investigation. No ecological investigations have been undertaken at this stage and this will be for the developer to undertake as part of their due diligence or planning application for the site.

## Agricultural Classification

No topographical survey or ground survey has been undertaken however according to Agricultural Land Classification data prepared by Natural England the land is classed as 'poor land'. This means that the land has severe limitations which significantly restrict the range of crops and level of yields that the land can produce. The land is mainly suited to grass with occasional arable crops. Its grade also describes the land as very drought arable land.

## Planning

The site is situated just outside the Broadway Conservation Area and in accordance with the South Worcestershire Development Plan (February 2016) the site is situated in Open Countryside in an Area of Outstanding Natural Beauty just on the outside the main settlement boundary of Broadway. Relevant Planning Policies are as follows which may be found in the information pack:

Policy SWDP 2: Development Strategy & Settlement Hierarchy

Policy SWDP 5: Green Infrastructure

Policy SWDP 6: Historic Environment

Policy SWDP 21: Design

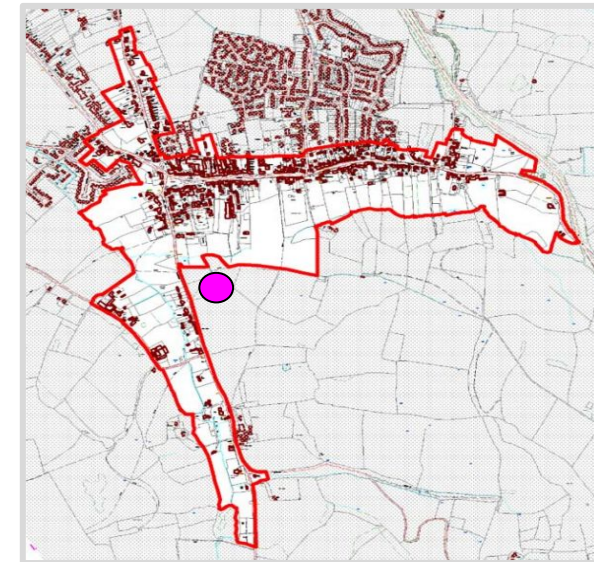
Policy SWDP 24: Management of the Historic Environment

Policy SWDP 23: The Cotswolds and Malvern Hills Areas of Outstanding Natural Beauty

Policy SWDP 29: Sustainable Drainage Systems

Neighbourhood Plan is the Broadway Plan on February 2014. The site is not currently listed on the Strategic Housing Land Availability Assessment and it will be a Greenfield windfall site that will potentially go some way to maintaining the District's 5 year housing land supply. Wychavon District Council have confirmed that any development of the site will require a formal pre-application enquiry that will require public consultation due to the sensitive nature of the site. Informal opinions from Wychavon have suggested that Retirement Village (Use Class C3) would not be suitably located on the subject site. It should be noted however the Appeal Decision Ref APP/H1840/A14/2224292 in respect of the the Land to the west of Leamington Road, Broadway.

This Appeal allowed the planning permission for 75 open market dwellings and 50 affordable housing with care units (40 apartments and 10 bungalows), a community well-being building, new vehicular access, landscaping and public open space. The Inspector considered the conflict with the development plan to be limited to the departure from the intention of the local plan Policy GD1 to contain development within prescribed limits whilst limiting the use of greenfield land but the weight of material considerations in favour of the development was sufficient for this not to be decisive against the proposal in specific local circumstances where the weight to be accorded to the policy is logically reduced in any event.



Conservation Map

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## Care Need

Further information on demographic and care home provision in Broadway may be found within the information pack. Worcestershire County Council's Extra Care Strategy 2012-2026 which supports the principle of specialist accommodation and housing with care. There is an identified requirement for 4703 units of extra care housing principally for the elderly with 1118 units required in Wychavon District Local Authority Area where the site is located.

## Guide Price

Offers are invited on either an unconditional or conditional basis to be addressed to Dobson-Grey in accordance with the tender procedures set out in the Information Pack.

## Title Information

The subject property is available freehold with vacant possession.

## VAT

We are informed that VAT does not apply to the sale.

## Information Pack

Interested parties can request the Snowhill Road Information Pack. Or follow this link [Snowhill Information Pack](#)

## Viewing

All viewings should be by prior arrangement with Dobson-Grey Ltd as sole agents. For further information contact Keri Dobson [kdobson@dobson-grey.co.uk](mailto:kdobson@dobson-grey.co.uk) on 01789 298006.



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