



Planning Services  
Wychavon District Council  
Civic Centre  
Queen Elizabeth Drive  
Persore WR10 1PT

31<sup>st</sup> August 2017

Dear Sir/Madam

**Objection to Planning Application Ref 17/01250**  
**KFC Application**

We wish to object to this application.

The area around the Services and indeed the Valley is developing without an overall plan. The original complex at the valley was developed along the lines of existing farm buildings, brown tiled roofs and timber and brick claddings. That has now developed taking on more of an industrial site appearance with more recent structures very dominant from Twyford, Green Hill, the river meadows and off the A46. The proposal for the new KFC standard type building further detracts from the rural scene around the town and the continued ad-hoc development should not be permitted.

It is essential that a proper overall plan is made in which such a proposal can fit in without detracting from its setting in the Vale of Evesham and its prominent position above the River Avon with proper access and egress filter lanes off the A46.

Signage - It is difficult to judge without knowing full details other than the list of their standard signs. It would not be suitable if KFC banners etc were use as these would detract from the rural setting

Access by cyclists and pedestrian is mentioned. Given the potential "draw", particularly to younger people, it is essential the project should not go ahead until easy access for both groups has been installed and made available. A link between Evesham and the surrounding area is essential, at present there is no safe access or egress to the Valley, Service Area and Hotel for pedestrians or cyclists.

Traffic is a major problem with the A46, A44, The Valley, Twyford Service Area, Hotel and local traffic all accessing the roundabout serving the proposed site. At present this is a dangerous and confusing roundabout with many lane changes to negotiate, this problem will be exacerbated by the anticipated increase in traffic and necessity to gain access.

We believe this application must be refused.

Yours faithfully

John Goodwin

Hon. Secretary, Vale of Evesham Civic Society