

Ledbury Neighbourhood Development Plan - Revisions

Steering Group meeting; January 2020

Employment Land

Core Strategy Policy LB1 (extract)

Ledbury will accommodate a minimum of 800 new homes balanced with **a minimum of 15 hectares of new employment land** during the plan period. The majority of new housing development will be focussed to the north of the town as set out in Policy LB2 and **the strategic location for new employment of around 12 hectares to the west of the town, south of Little Marcle Road**. Further development will take place through the implementation of existing commitments, infill development, and sites allocated through a Neighbourhood Development Plan.

Core Strategy Policy LB2 (extract)

Development proposals north of the viaduct in Ledbury will be expected to bring forward the following to achieve a sustainable mixed use urban extension of the town:

- around 3 hectares of employment land, restricted to Use Class B1;

Herefordshire Core Strategy – Extract from Ledbury Key Diagram



Employment Land

Herefordshire Core Strategy Evidence Base (Relevant Ledbury Extracts):

- **Employment Land Study**

‘Reasonable available land supply within the settlement. However, the majority of land north of the Railway Viaduct is constrained in terms of access (rated ‘poor’ because of access constraints) . If retained, further investigation should be undertaken to fully assess viability for employment use. Depending on the outcome of this work, it may be appropriate to promote a mixed use development as a means of generating sufficient values to overcome current delivery constraints. Given the constrained supply position, together with the current aspiration through the Core Strategy to provide circa 800 additional dwellings in Ledbury, consideration should be given to the provision of additional employment opportunities within / well related to Ledbury.’

- **Sustainability Appraisal**

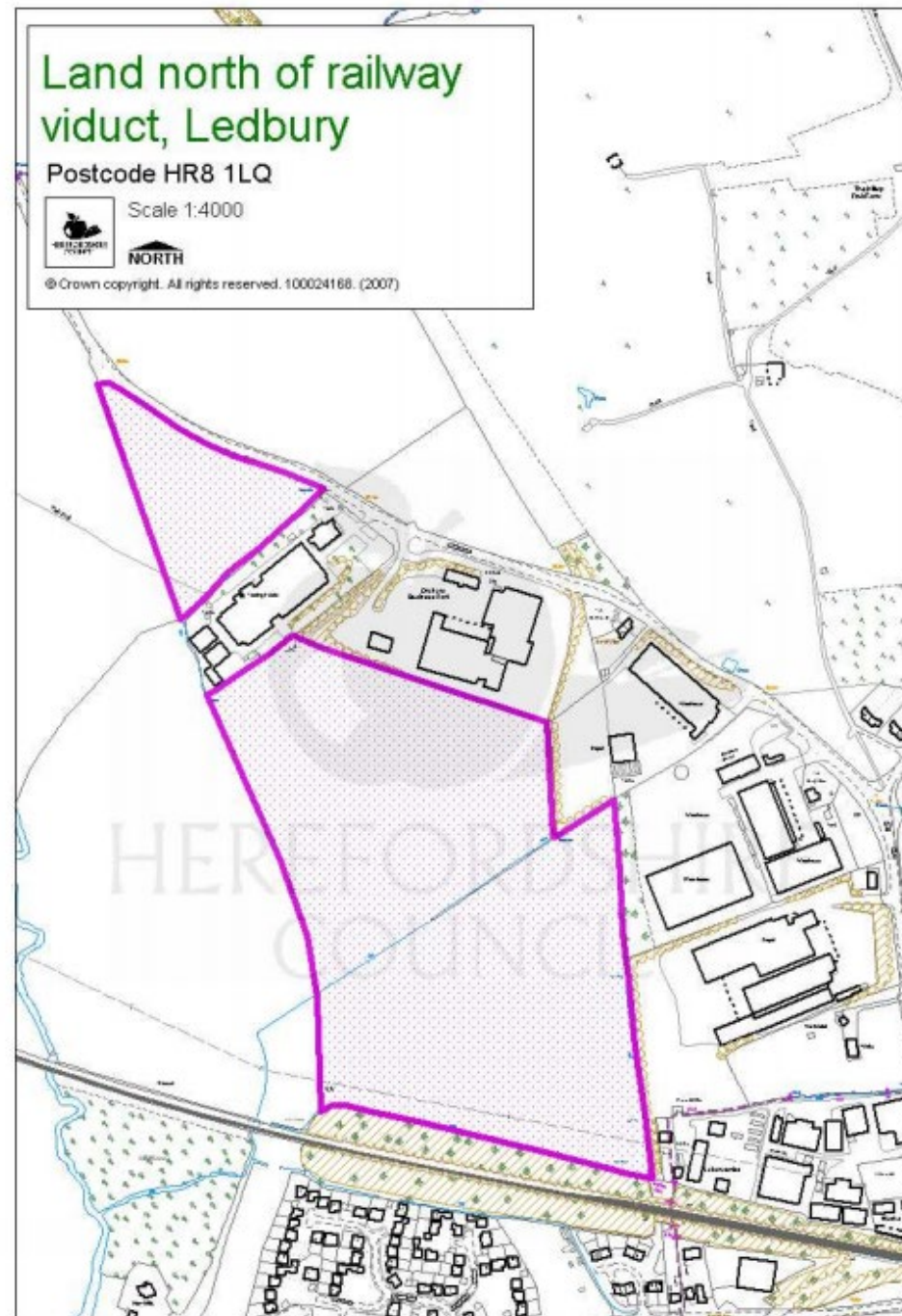
‘The areas in which development is proposed under this option are of low/medium landscape sensitivity (15); and concentrating development here avoids it being directed to other areas around the town which are of higher landscape/biodiversity value.’

Ledbury UDP site:

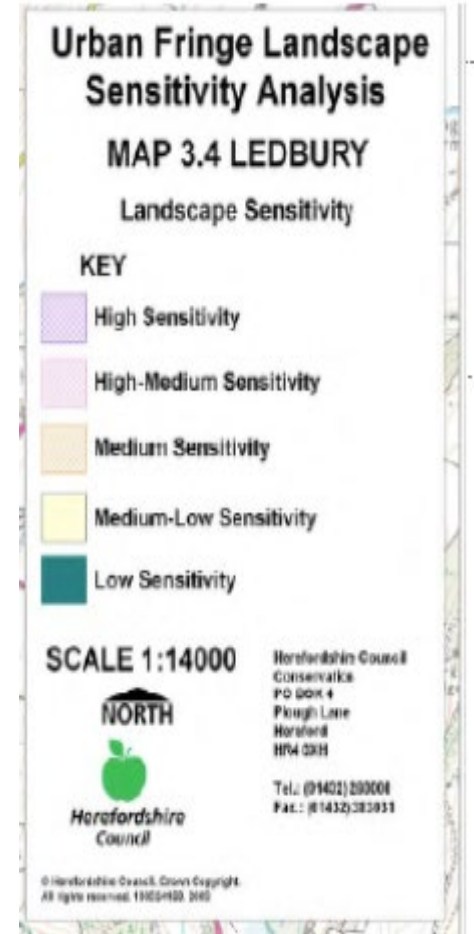
**Original UDP area – 12.2ha
(B1; B2; B8)**

**Core Strategy area – 3 ha
(B1)**

**Planning application area –
2.9 ha**



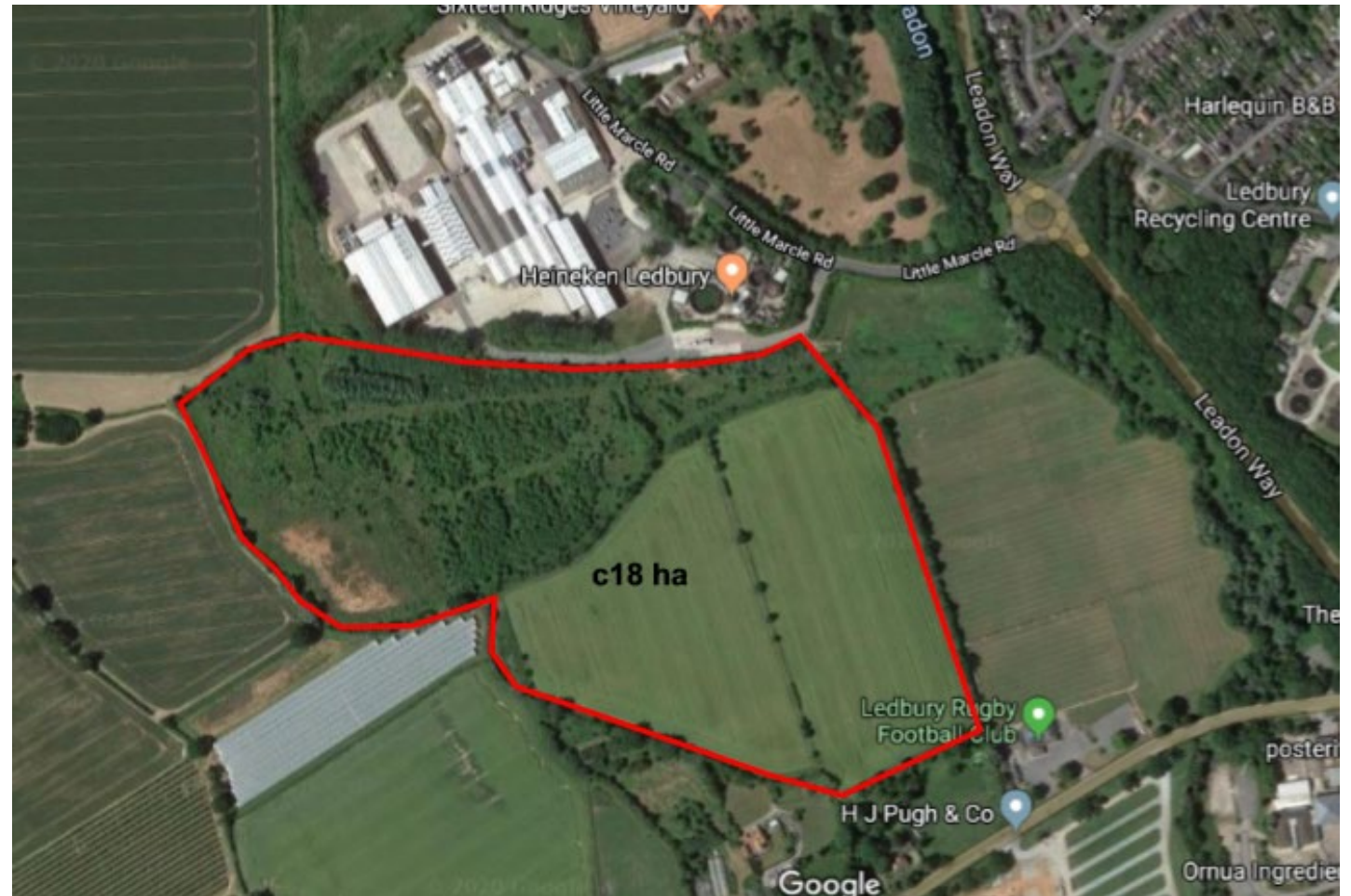
Ledbury: Core Strategy Area



Ledbury: Local Industrial Strategy

‘Opportunity Towns’

‘LEDBURY has 9,600 residents and strengths in manufacturing, due to its major Heineken facility. Key projects include producing a neighbourhood development plan and building a sustainable urban expansion with 625 new homes.’ (MLEP Strategic Economic Plan)



Ledbury: Core Strategy Area

Is it Deliverable?

- Is the land 'available'
- Employment land market/delivery vehicle or mechanism

'Where actions are locally led, these will be drawn from local budgets which exist for those purposes; where actions are shared between the Marches and Government, they will be funded from existing local and departmental budgets, with funding allocated for those specific purposes.' (MLEP Local Industrial Strategy)

'In my opinion there is a significant risk that the current under provision of employment land within and around Ledbury will continue should this application, and its 2.9 ha employment land allocation, not be approved. This may impact on the ability of Ledbury to meet the employment requirements of its local population.'
(HC Economic Development Manager)

Effect on Sustainable Development?

- Link between housing and employment growth

Other Core Strategy Requirements

- allow for suitable small scale employment sites including live work opportunities within or adjoining the town;
- maintain and enhance the vitality and viability of the existing town centre. Proposals for new retail, leisure or office development of over 400m² in gross floor space and located outside the town centre will need to be supported by an impact assessment to determine whether there could be any adverse impacts on the town centre;
- Is there a need to identify areas where regeneration might be encouraged that might accommodate either/both of these?
- Define Town Centre?

Housing

- **Current NDP Policies** – housing needs in terms of type (e.g. affordable, starter, general); housing density; housing for the elderly (variety listed); housing for young people including supported housing; self build.
- **Strategic Requirement for Housing Land** – total 800 by 2031 of which 625 on the strategic site; local target of 175 considerably exceeded - windfall provision and other sites with pp – 521+ dwellings (as at adoption); bespoke, high quality and inclusive design, including accommodation that will meet the needs of older persons within the north viaduct site
- **Any Additional or Specific Local Needs** – e.g. Quantified need for Affordable Housing; Young People; Adaptable for Additional Needs; Older People Housing; Changing Needs; Residential Institutions (Use Class C2).
- **Developer Interest** – site identification ('Call for Sites?'); evidence of significant interest given pps although what is the market demand and how might this affect delivery of the strategic site?

Housing

(Herefordshire Local Housing Market Assessment 2012 – in black)

(Figures in red are for the viaduct site [refused planning permission on access grounds but hopefully this can be sorted] and the site south of Leadon Way under construction. There have been other smaller permissions which have not been accounted for and hence these figures simply suggest trends in market demand and ability to meet assessed needs)

House Type by Size	Market Housing Proportion Required	Affordable Housing Proportion Required
1 Bedroom	18 (19)	85 (62)
2. Bedrooms	124 (89)	120 (192)
3 Bedrooms	227 (227)	99 (112)
4+ Bedrooms	411 (236)	16 (9)
Total	480	320

Services and Facilities

Infrastructure Delivery Plan – Ledbury Specifics

- **Additional 1FE capacity (210 places) to augment existing primary school (IDP) – no longer required in view of current primary school expansion.**
- **A new linear informal park to link to the existing town trail, riverside walk and recreational open space and existing allotments (IDP)**
- **Land and contributions to facilitate a restored canal; associated with major housing and regeneration projects in Hereford & Ledbury (IDP)**
- **Ledbury urban expansion : -
On site open/recreation space
Off site open/recreation space (IDP)**
- **Provision for sport. The IDP does not identify anything specific. However, there are references in various documents to a County based Outdoor Sports Investment Steering Group and to Ledbury Sports Federation with the following being identified as needs (2016):**

Sports and Recreation

Football: New Facilities (4.45ha of land is required to provide pitches to meet both existing provision and deficiencies and to develop a sustainable football hub for Ledbury to accommodate both senior (Ledbury Town FC) and junior football (Ledbury Swifts FC):

- **To provide a new dedicated site with security of tenure for the Ledbury Swifts (to free up land at the Rugby Club where the club currently play) to provide facilities that meet both existing needs and deficiencies based on future growth requirement for junior football**
- **To provide facilities that meet deficiencies for both junior and senior training needs**
- **To provide ground for the relocation of Ledbury Town FC (to be funded through the redevelopment of the existing site).**

Rugby: New facilities:

- **additional senior pitch required to meet existing and future deficiencies. The club has recently lost the use of land adjacent to the site (on a short term lease) which had 2 x senior rugby pitches. The Club now hire facilities out of county at Hartpury College. Not only is this unsustainable but constrains the clubs growth plan. At peak times this is further compounded by the use of the facilities by Ledbury Swifts FC.**

Local Community Services

- **Specific reference to facilities for the local surgery/GP practice and dental practice (Current NDP)**
- **Special accommodation for elderly people such as sheltered housing, extra care housing (Current NDP)**
- **Housing and sports facilities for people with disabilities (Current NDP)**
- **General reference to neighbourhood community hubs serving each strategic expansion area (IDP)**

Design Guide - Elements

- **Architectural Design**
- **Landscape**
- **Sustainability**
- **Consultation**
- **Design for Life**

Proposed approach:

1. **Identify which elements might be covered by policies within the new NDP.**
2. **Review those that are left to determine:**
 - **The need to cover them in guidance.**
 - **Whether more detail required to enhance the policy within a guidance document.**
 - **New considerations.**
 - **Whether there is guidance available in other documents that might be referred to as an alternative**

Core Strategy Design Requirements

- **reflect and enhance the characteristic built historic elements of Ledbury, such as its stone, brick and timber-framed buildings, medieval plan form, conservation areas and setting overlooking the Leadon Valley;**
- **protect and enhance its green infrastructure, including connections to the public right of way network and biodiversity, particularly the Malvern Hills Area of Outstanding Natural Beauty to the east and the Leadon valley to the west;**
- **protect and enhance the setting of the town from eastern and western viewpoints; and, where this is not possible, incorporate appropriate mitigation measures; and**
- **have demonstrated engagement and consultation with the community including the town council.**

Design Guide – Example, Hereford Design Guide (contents)

Introduction

Purpose And Context

How To Use This Guide

Context for Change

Evolution and Urban Character

CITY WIDE DESIGN GUIDANCE

Part A Design and Development

Part B Views and Building Heights

Part C Public Realm and Landscape

Part D Movement

FRAMEWORK - Site and Area Guidance

City Centre Framework

Aubrey Street Quarter

St Peters Square Area

Widemarsh to Station

Bus station and Tesco

https://www.herefordshire.gov.uk/download/downloads/id/16850/draft_hereford_design_guide.pdf