

MASTERPLAN DESIGN

3.1 APPROVED PARAMETER PLAN

Of the 9.2 ha total site area, approximately 4.1 ha is designed for residential uses.














The development has 140 units, the net density of housing across the site is approx 34 dwellings per hectare (dph); the gross density is approx. 15 dph.w

The density of dwellings vary across the site to respond to the nature of the site and different character areas.

The quantum of development proposed is a response to com-

prehensive site analysis and testing of capacity. It is considered a development of this scale is therefore acceptable on a site of this size and does not represent an over-intensive form of development, whilst maximising the efficient use of land in accordance with the NPPF. The approved parameter plan shown below sets out the key elements of the development for which planning permission is sought.

KEY:

-  Site boundary
-  Public open space with underground attenuation zone
-  Area identified as suitable formal open space
-  Area identified as suitable informal open space
-  Woodland planting
-  Root protection areas
-  Existing trees / hedgerows
-  Category A trees to be retained
-  Extent of existing trees / hedgerows to be cut back / removed to facilitate scheme
-  Proposed LEAP (400 sqm) with 20m amenity standoff
-  No planting proposed within this zone
-  Developable land
-  Indicative cycleway crossing points



3.1 Approved Parameter Plan
(Extract from "Parameter Plan"
VISQ3003_02 Rev 5 prepared by
Turley)

MASTERPLAN DESIGN

3.2 DESIGN EVOLUTION

Taking the vision that has been set and translating it into a meaningful illustrative masterplan requires a number of steps to be undertaken taking into account a range of technical considerations.

The key spatial constraints influencing the site have already been recognised along with the design principles establishing how the masterplan should respond to these constraints.

Combining our vision with the design principles that have been set to produce a technically sound masterplan is the final step required to demonstrate the robustness of the illustrative masterplan and the suitability, viability and deliverability of the proposals.

In addition to demonstrating high quality design, the proposal also has to demonstrate compliance with a range of policies and technical considerations including national and local planning policy, highways, utilities, ecology, noise, drainage and arboriculture.

The plans adjacent offer an indication of the varying stages of the design process to show how the proposed development has evolved overtime.



3.2 Illustrative Site Layout - March 2019

3.3 Illustrative Site Layout - October 2020

3.4 Illustrative Site Layout - May 2021

MASTERPLAN DESIGN



3.5 Site Layout Plan

3.4 USE & AMOUNT OF DEVELOPMENT

The proposal comprises 140 dwellings, including 1 to 5 bedroom houses. The masterplan provides a good mix of accommodation including:

- 1 BED HOUSES: 1
- 2 BED HOUSES: 34
- 3 BED HOUSES: 62
- 4 BED HOUSES: 37
- 5 BED HOUSES: 6

3.5 DESIGN CONCEPT

As mentioned above the design concept for the masterplan is based on the principles set out in the Parameter Plan and has been further developed to fulfill the requirements of a RM application.

The development will be sensitive to the topography of the site and aims to retain and enhance the sites natural resources.

The layout can be categorised into two broad areas; the central areas of development separated by a green corridor running through the middle of the application site and the perimeter edge and open space, including the woodland and proposed meadow. This layout ensures the most efficient use of the site area. It also considers the site's unique characteristics, such as the high value established woodlands to the south of the site, as well as the existing trees and hedgerows within the site.

The layout of the development has been based around a perimeter block structure. Residential blocks and frontages respond to enclosed street hierarchies to provide a permeable and legible form of development. Deflections in the east-west street create visual interest and provide a feature towards the LEAP and retained tree towards the eastern part of the site.

All plots will have a private enclosed garden, the majority of which would be in excess of 50sqm with a limited number of plots under 50sqm. This is due to the rear access requirements in order to ensure all plots have a functional and practical private

garden which can also be utilised for the storage of waste bins and cycles.

Strategic landscaping is then provided along the perimeter of the site and also along the line of existing hedgerow. A network of open spaces link across the site, including; the area adjacent to Leadon Way; the central Village Green, incorporating a play space; and the naturalistic meadowland and extended woodland.

Defined by more fluid and spacious perimeter development, the northern edge has been predominantly pulled back from Leadon Way to allow for attractive frontage whilst also omitting noise issues.

Addressing the current and proposed green infrastructure, with a more populated central core, the development will provide a mix of dwellings in typology, scale and form to create a street scene that is sensitive and appropriate to the town of Ledbury, whilst also being visually dynamic from the street.


















A cohesive and legible network of pedestrian, cycle and vehicular routes has been designed for the site. With the priority in high quality permeability for sustainable methods of transport, the development will forge connections across the site, whilst also extending off-site to the west and north.

The adjacent diagram demonstrates a number of key principles which help to demonstrate the legible and well-connected approach to the design:

- Hierarchy of street types with distinctive character and treatments.
- Focal and gateway buildings to aid wayfinding and act as visual focus points.
- Generally permeable layout balanced with some non-through routes.
- Well defined formal arrangement facing the main vehicular routes and key spaces.
- Development facing out onto key spaces

MASTERPLAN DESIGN

KEY:

-  BLOCK STRUCTURE
-  SITE BOUNDARY
-  LEADON WAY
-  PRIMARY STREET
-  SITE ACCESS
-  SECONDARY STREET
-  SHARED SURFACE
-  PROPOSED PEDESTRIAN PATHWAY
-  VILLAGE GREEN FRONTAGE
-  GATEWAY FRONTAGE
-  COUNTRY EDGE FRONTAGE
-  KEY BUILDING
-  HEDGE
-  INFORMAL OPEN SPACE
-  WOODLAND PLANTING
-  KEY GROUPING
-  LEAP



3.6 Design concept diagram showing proposal

3.6 STREET STRUCTURE

Creating a permeable and legible development has been a primary driver behind the layout and form of the proposed development. Key to this is providing an efficient and legible hierarchy of routes allowing for freedom of movement both within the development and connecting to surrounding destinations. The proposed hierarchy of routes across this development consists primarily of three streets/routes of varying design and proportions. These are as follows:

PRIMARY ROAD

The main primary road acts as the gateway route into and through the site, running predominantly from east to west. This primary route is a wide, more formal street setting defined by defensible front gardens and pedestrian footways on one or both sides of the carriageway.

SECONDARY STREETS

This street type provides a secondary level of movement around the southern part of the site, providing connections from the primary road. The width will vary from 4.8m to 5.5m blacktop carriageway with 2m footpath on both sides in the areas where there is frontage development on each side of the road. In spaces with no frontage development, the footpath is replaced by 2m green service margin.

SHARED SURFACE

This street type provides a secondary level of movement around the site, providing connections from the primary road to the northern part of the site. It makes use of shared space design and prioritises people over traffic. These routes reduce vehicle speeds and therefore encourage a larger amount of community interaction.












The width of the shared surface is 4.5m along with 2m service margin on both sides in the areas where there is frontage development on each side of the road. In areas with no frontage development, the footpath is replaced by 2m green margin.

PRIVATE DRIVES

The tertiary streets within the hierarchy are residential lanes. More informal in layout and width, these lanes have been designed to have the lowest visual impact on their surroundings, ensuring areas of hardstanding are reduced and levels of planting are maximised.

MASTERPLAN DESIGN

KEY:

-  SITE BOUNDARY
-  LEADON WAY
-  PRIMARY STREET
-  SITE ACCESS
-  SECONDARY STREET
-  SHARED SURFACE
-  PRIVATE DRIVE
-  ACCESS TO COURTYARD PARKING
-  PEDESTRIAN PATHWAY
-  INFORMAL OPEN SPACE
-  WOODLAND PLANTING



3.7 Street Hierarchy diagram

4.0

BUILT FORM



BUILT FORM

4.1 OVERALL FORM OF DEVELOPMENT

To ensure development is specific and locally responsive to Ledbury, it is essential that the appearance and forms of the proposed buildings respond to the vernacular and architectural styles of this historic town.

The scale, form and materiality of the proposed dwellings therefore will reflect the design language of the surrounding urban context, whilst being able to accommodate the modern requirements and expectations of new build sustainable properties in a suitable, realistic and viable way.

4.2 STOREY HEIGHTS & SCALE

The town centre of Ledbury is defined by relatively dense built form, with buildings ranging in height between 2 and 4 storeys, helping to define and enclose the street and public spaces. Building heights become more varied and generally decrease with distance away from the core decreasing predominantly to 2 storeys, especially in areas of the town defined by more contemporary development. The scale of the proposed development will reflect this scale.

Building heights across the site will range from between 1-2.5 storeys in height.

At key nodal points and gateway locations across the site, building heights will be permitted to increase to 2.5 storeys, although this increase in height will be limited to dwellings located within the Gateway and Village Green character areas. No buildings across the site will exceed 2.5 storeys in height.

BUILT FORM



KEY:



4.1

4.1 Storey heights diagram

4.3 HOUSING TYPES

The layout has been developed using housing typologies to meet several needs:

1. Townscape: using housing types that contribute to a strong streetscape, and high quality of public realm;
2. Meeting Affordable Housing Demand: to meet the specific requirements of Herefordshire Council for a percentage of affordable housing
3. Market Housing: to provide a range of homes that will readily meet market demand, and therefore immediately contribute to housing need in this sector.

A hierarchy of housing types are included in the masterplan:

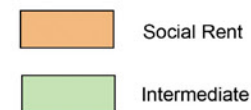
1. Smaller one to three-bedroom homes are largely narrow fronted two storey homes (some 2.5 storey), generally in a semidetached or terraced configuration.
2. Larger three to five bedroom homes are generally detached, two storey buildings. They generally include double frontage to assist in the turning of corners at important locations.

The development also provides affordable housing. These are distributed in 4 clusters within the site as identified on the submitted tenure plan. The development also comply with the requirement to provide a minimum of 5% of the social rented units to be M4 (2) accessible and adaptable properties.

BUILT FORM



KEY:



4.2 Affordable tenure plan