

LANDSCAPE & ECOLOGICAL CONTEXT

The site comprises two large, arable field compartments bounded by hedgerows, scattered blocks of woodland and hedgerow trees. The site is not publicly accessible although there is agricultural access off Dymock Road. An internal hedgerow runs east through the site and several mature trees are situated within the southern field compartment.

A Landscape Character Assessment was undertaken in 2004 for Herefordshire Council. The site falls within the Landscape Character Type: *Principal Timbered Farmlands* and Landscape Character Area: *Leadon Vale*. At a broader scale, the site falls within the *Herefordshire Lowlands* National Character Area (NCA).

The site is situated within a low, rolling lowland Character Type with irregularly shaped blocks of woodland primarily associated with farmland, and is influenced by the nearby Malvern Hills AONB.



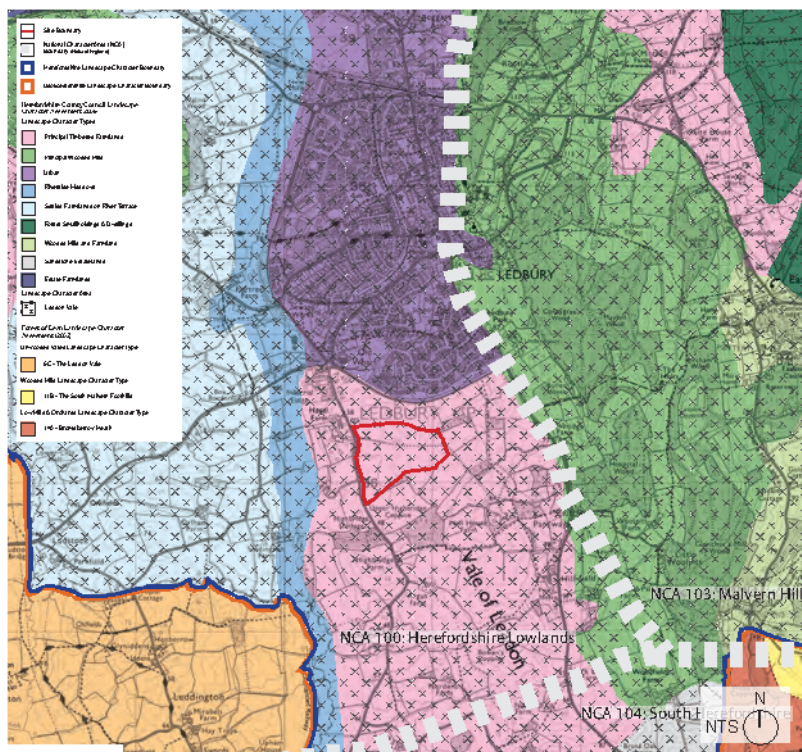
View looking east along the site access lane towards the Malvern Hills Area of Outstanding Natural Beauty



View looking south from the internal hedgerow at the centre of the site towards an adjacent block of woodland



View looking north east towards Coneygree Woods and Bradlow Knoll across the northern field compartment



Landscape Character Plan

Relevant key characteristics of LCT *Principal Timbered Farmlands* are:

- Hedgerows define field boundaries
- Ancient wooded character portrayed by the hedgerow trees and woodland
- Densely scattered hedgerow trees, predominantly of oak
- Filtered views between the hedgerow oaks
- Organic enclosure pattern
- Small scale landscapes

The overall management strategy for the LCT is **conservation, restoration and enhancement** of the existing tree cover and hedge patterns.

Relevant management guidelines in respect to development include:

- Conserve all native broad leaved woods and copses and restock with locally occurring native species
- Conserve the historic dispersed settlement pattern
- Seek opportunities to enhance tree cover along roadsides and in other non-farmed locations
- Encourage the planting of new small woods ... favouring oak as the dominant species

LAND OFF DYMCK ROAD, LEDBURY

VISUAL CONTEXT

The visual envelope of the site is restricted due to the undulating topography of the land immediately surrounding and including the site, scattered blocks of woodland and the boundary vegetation.

Views into the site are limited but would largely be experienced by users of Dymock Road and pedestrians from the network of public footpaths in the area. A number of agricultural properties in the vicinity of the site may experience filtered views towards the site.

Although the surrounding ridges and knolls do present some longer range views, intervening woodland and the sloping topography of the site would likely curtail unobstructed views.



Aerial photograph with site boundary and viewpoints



A View east into the site from Dymock Road along the internal hedgerow



B View north towards the site from Dymock Road, at the start of a public footpath situated near Highbridge Farm



C View south towards the site from the modern residential development off Martins Way

LAND OFF DYMCK ROAD, LEDBURY

LOCAL FACILITIES

What are the local facilities?

The site is sustainably located with good access to a range of services and amenities. The plan and key below show the range of facilities located within approximately 2km of the proposed development site, which include: supermarkets, petrol stations, a leisure centre, a primary school, convenience stores, a library, and a dentist.

Within the wider area additional facilities are available in the nearby city of Hereford. The nearest bus stops to the site are located on Hazle Close and on Dymock Road near Donnington. The town is served by a number of bus routes which operate between Hereford, Worcester and Gloucester. Ledbury railway station is located to the north of the town and connects Ledbury with Hereford, Birmingham and London.



Local shops



Supermarkets



Bank on the high street



Chemists on the high street



Estate agents



Bus stops along high street



Public house



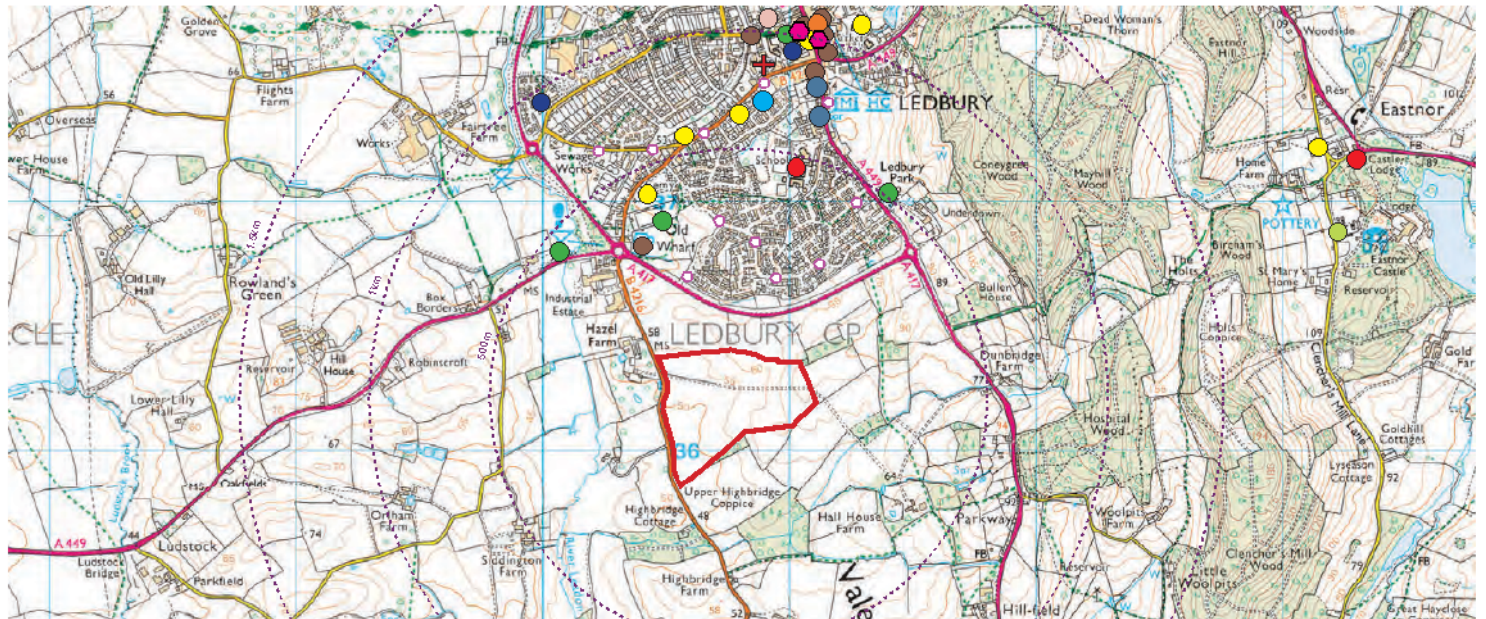
Local sports clubs



Local play facilities

LOCAL FACILITIES PLAN

- | | | | | | | |
|----------------|------------------|---------------------|--------------------------------|------------|----------|-------------------|
| Site Boundary | Dentist | Pub/Restaurant/Cafe | Supermarket/ Convenience Store | Pharmacy | Bus Stop | Sports Facilities |
| Nursery School | Place of Worship | Post Office | Community Centre | GP Surgery | Library | School |



LAND OFF DYMCK ROAD, LEDBURY

OPPORTUNITIES & CONSTRAINTS

Key Considerations

The assessment of the site and its surroundings has identified a number of features which should be protected, retained and enhanced as part of the development proposals for the site. These considerations provide the opportunities and constraints for development and have been used to inform the preparation of the Development Framework Plan.



	Public Right of Way (PROW)		Overhead Cables		Site for residential development of up to 321 dwellings (Outline planning permission P164078/RM)
	Topography		Flood Zone		Site for residential development of up to 100 dwellings (Outline planning permission P141651/Q)
	Existing Settlement		Potential Attenuation Area		Potential Access Points
	Existing Trees & Hedgerows		Views into the Site		Potential Landscape Buffer
	Grade II Listed Buildings		Mahvern Hills Area of Outstanding Natural Beauty (AONB)		Properties to front on to Dymock Road

LAND OFF DYMCK ROAD, LEDBURY

THE FRAMEWORK

Design Principles

The assessment of the site and its setting has helped to inform the preparation of a development framework for the site. A number of design principles have influenced the development proposals for the site. These principles include:

- To deliver a high quality, sustainable development which reflects the scale, layout and pattern of Ledbury and is appropriate to its setting.
- To deliver a mix of up to 470 dwellings, including affordable housing and a range of property sizes and types.
- The retention, where possible, and enhancement of the existing vegetation structure within the site.
- Scheme design to be visually attractive, respecting the context and existing built form and building styles evident within the local area.
- Development creates a robust, green development edge which provides a sensitive transition between the proposed development and the wider setting.



LAND OFF DYMOCK ROAD, LEDBURY

THANK YOU

Your comments and suggestions will be taken into account when formulating the final Planning Application submission. All comments and feedback will be provided to the Local Planning Authority as part of the Planning Application.

Once a planning application has been submitted you will also be able to make further representations to Herefordshire Council who will take these into account before making their decision on the Planning Application.

You can keep up-to-date on progress using our dedicated website which provides further information and includes an online feedback form for making comments:

www.your-views.co.uk/dymockroad

How do I comment?

You can respond by email:

Comments@your-views.co.uk
(using 'Dymock Road' as the subject line)

or by post:

Your Views 'Dymock Road'
Gladman House
Alexandria Way
Congleton
Cheshire
CW12 1LB



Gladman consider all correspondence received and our response to the issues raised will be set out in a Statement of Community Involvement (SCI). As part of a planning application, Gladman submit to the Local Planning Authority a complete copy of all correspondence received (including any details such as you name, address and email where you have provided them). This ensures all your comments are available to the Council during the consideration of an application and shows who we have consulted. As the SCI forms part of the formal application documents, the Council may publish it online, subject to their own Data Protection policies. Should the application be the subject of an appeal, the same information will be forwarded to the Planning Inspectorate. If further consultation is carried out as part of the planning process, Gladman may use your details to make you aware of this and to ask for your views, but will not use this information for any other purpose.

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Appendix E

Consultation Responses

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Alasdair Thorne

From: John Duncan [REDACTED]
Sent: 03 November 2017 14:09
To: YourViews
Subject: "Dymock Road "

Dear Sirs,

I like many others are deeply saddened for the proposed residential development on the land off Dymock Road Ledbury . I understand the governments objective to have built more homes in the UK , I also acknowledge and appreciate receiving your communication which sets out your proposed development.

However ,as a resident of Ledbury for 10 years, my wife and I are very conscious of the increase in both traffic and people compared to when we moved into Ledbury in 2006 .

Therefor our concerns about your development,will be the further increase in traffic and in general the road infrastructure around the centre of Ledbury ,in particularly at the main traffic lights access into Ledbury from Worcester Road , it is already a bottleneck especially at certain times of the day . From 7.30 to 10 am and from 3.30 to 7.30pm weekdays . And through the weekends especially bank holidays with events on locally and at The Three Counties Show Ground Malvern . This one way traffic light system cannot be altered in any way due to the property adjacent to this junction .

Another area that gives great concerns is the area near to The John Maysfield School often congested due to the lack of parking and volume of school children during school terms .With school coaches and parents dropping children off and collecting times Your development will undoubtedly generate even more congestion.

Your Q and A section in your leaflet does not cover either of these areas. Nor are your comments relating to ,Will our services be able to cope . Let me advice if your not already aware .THE SCHOOLS , DOCTORS SURGERIES, FINANCIAL SERVICES ,AND CARE HOMES , CANNOT COPE NOW IT WILL ONLY BE FAR WORSE WITH ADDITIONAL HOMES /FAMILIES. Unfortunately out line permission has in principle been granted , please , please do give great deal of thought to the serious problems that I have tried to high light . I look forward to your response in due course .

Mr John Duncan .

Sent from my iPad

Alasdair Thorne

From: Brian Hudson [REDACTED]
Sent: 06 November 2017 15:58
To: YourViews
Subject: Dymock Road

I noted your invitation in the recent Ledbury Reporter to comment on the additional proposed housing development in Ledbury off the Dymock Road.

We wish to object to any such proposal in the strongest possible way.

Existing developments already represent significant over-development of the town, and this proposal will take things ever further down an unacceptable route.

Taken together, all the existing proposals will virtually double the size of the town in a very short space of time. The infrastructure will not be able to cope with this, but the charm of Ledbury lies in its size, and these plans will totally alter the character of what is a delightful small market town.

We therefore strongly oppose this planned development.

Yours sincerely

Brian and Cheryl Hudson
5 Progress Close
Ledbury

Alasdair Thorne

From: Chris W Johnson [REDACTED]
Sent: 06 November 2017 17:13
To: YourViews
Subject: Dymock Road Ledbury

Dear Sirs,

Dymock Road, Ledbury

Please can you let me know the closing date for comments on your current public consultation exercise for the above named Ledbury development proposal. I wish to inform our members of the consultation so they may make their own comments and it would be helpful if I can tell them the deadline. I may have missed it, but I can't see any indication of this date on your web pages.

Yours faithfully,

Chris Johnson

Chairman

Ledbury & District Civic Society

IMPORTANT NOTICE and DISCLAIMER

The information in this email, including any attachments, is intended for the addressee. If you are not the intended recipient then please notify the sender and note the contents must not be disclosed to anyone else, no copies can be taken and all existing copies must be destroyed.

The sender, Christopher Johnson, on behalf of The Ledbury and District Society Trust Ltd, will not be liable for any error in transmission. You should carry out your own virus checks before opening any attachments.

The Ledbury and District Society Trust Ltd (also known as Ledbury and District Civic Society) Burgage Hall, Church Lane, Ledbury, Herefordshire HR8 1DW. Company No: 1340233 Registered Charity No:

507391 <http://www.ledburycivicsociety.org>

The Society's Objectives are: to stimulate public interest; promote high standards of planning and architecture; and secure the preservation, protection and improvement of features of historic, natural and public interest in Ledbury and the surrounding district

From: R G RICH [REDACTED]
Sent: 07 November 2017 15:19
To: YourViews; test@pearsontreehouse.co.uk
Subject: Comments - Dymock Road

Dymock Road

Form Name: Dymockroad
Date of Submission: Tue, 07 Nov 2017 15:19:29 +0000
Your server: www.your-views.co.uk
URL of page containing form: <http://www.your-views.co.uk/dymockroad/>

Looking at the plans, do you have any comments that will help us shape our masterplan?: Construction of new schools outside of the current town to cater for the increased pupils these developments would bring. This would eliminate the need to drive to the existing schools and clogging up the towns roads and reducing the accident potential.

Would you like to suggest any changes to improve the proposals?: Assuming proposal goes ahead, and the lack of car parking in the town. One needs to encourage walking and with the town bypass between the development and the town. A footbridge over the road is essential to prevent accidents and allow children to cross safely. Without any development the amount of traffic using this road increases yearly and will not be long before its a continuous stream of impatient vehicles

Are there any other comments you would like us to consider?: Ledbury infrastructure currently is struggling to cope with the current level of housing. The town has insufficient car parks and the surrounding roads are clogged with parked cars. No room at junior school and no room to expand, pupils already have to go to village schools-more car movements! John Masefield school already has horrendous traffic problems, without more cars from current proposals taking more pupils to school! Currently Doctors surgeries and Dentists are full. So even with substantial financial input from developers within the boundaries of Ledbury it is impossible to address these problems. Additional housing will lead to more car movements on the highways and lead to out of town shopping due to lack of town stores and parking --so would yield no benefit to Ledbury!

Prefix:: Mr

Your name: R G RICH

Your email: [REDACTED]

Address: 9 Ferndown Ledbury

Postcode: HR8 2XH

Alasdair Thorne

From: Gary Williams [REDACTED]
Sent: 11 November 2017 11:50
To: YourViews
Subject: Dymock Road

Dear Sirs,

Thank you for giving me this opportunity to comment on your proposed development in Ledbury.

I would like you to forget the idea as I do not wish to see another swathe of countryside swept aside for yet another unnecessary housing development. I do not accept that there is a need for this development. Neither do I accept the trite reassurances about its impact on the local infrastructure and services.

Where are the people who are going to live in these new houses supposed to work? There are precious few employment opportunities in Ledbury so most of those who choose to live on your site will inevitably commute to jobs elsewhere. And the majority of them will do so by private car thereby adding to pollution and congestion and denigration of the local environment.

Do you really want to destroy green field site simply to create another commuter ghetto?! Please do the people of Ledbury a favour and knock these plans on the head. Instead, why not go and build some houses in places where there are job opportunities close at hand? Surely that makes more sense?

Thank you for your time.

Yours faithfully

Gary Williams
18 Elgar Close
Ledbury
HR8 2DF

Sent from my iPhone

Alasdair Thorne

From: Colin Leonard Morris [REDACTED]
Sent: 12 November 2017 10:26
To: YourViews
Subject: "Dymock Road"

Sent from my iPad. Concerning the proposed further development in Ledbury . I'm not in anyway apposed to it ,but before anymore development starts should we not get support for the return of the service infrastructure that has been taken away in the past few years (Fire station , Police station . Ambulance station) Please show us your concern before we lose anymore ? Yours sincerely. . Colin Morris.

From: Mary Winfield [REDACTED]
Sent: 14 November 2017 16:20
To: YourViews; test@pearsontreehouse.co.uk
Subject: Comments - Dymock Road

Dymock Road

Form Name: Dymockroad
Date of Submission: Tue, 14 Nov 2017 16:20:18 +0000
Your server: www.your-views.co.uk
URL of page containing form: <http://www.your-views.co.uk/dymockroad/>

Looking at the plans, do you have any comments that will help us shape our masterplan?: One big question: can the infrastructure cope. I was heavily involved in the production of the first town plan for Ledbury and even then, the services were at full stretch. The massive increase in housing scheduled will entail provision of school places (at present, Ledbury children are bussed to the village schools in the catchment area), and doctors, dentists etc lists are full.

Prefix:: Mrs
Your name: Mary Winfield
Your email: [REDACTED]
Address: The Conigree, Worcester Road, Ledbury
Postcode: HR8 1JA

From: Ben Jackson <[REDACTED]>
Sent: 15 November 2017 15:44
To: YourViews; test@pearsontreehouse.co.uk
Subject: Comments - Dymock Road

Dymock Road

Form Name: Dymockroad
Date of Submission: Wed, 15 Nov 2017 15:43:32 +0000
Your server: www.your-views.co.uk
URL of page containing form: <http://www.your-views.co.uk/dymockroad>

Looking at the plans, do you have any comments that will help us shape our masterplan?: It's a disgraceful over-development of a small market town which will have difficulty coping with the existing approved plans. Parking, education, retail, health facilities will not be able to take an almost doubling of the population. Coupled with this is the fact that these houses including this development are on the outskirts and people will drive into town to access local services, causing further congestion.

Would you like to suggest any changes to improve the proposals?: Simple. Don't do it. Concentrate on areas which need a 15-20% increase of housing over the next few years, not 100%.

Are there any other comments you would like us to consider?: Look on the internet. If Gladman continue to exploit fractured local politics and take advantage of the absence of a neighbourhood plan, both of which apply to Ledbury, they will become even more the [REDACTED] they are described as on the internet.

Rest assured, local residents were caught napping over the previous, thinking they would never be approved. The same will not happen again.

Prefix:: Mr

Your name: Ben Jackson

Your email: [REDACTED]

Address: Hazle Farmhouse

Dymock Road

Ledbury

Postcode: HR8 2HT

From: Philip and Christina Jackson [REDACTED]
Sent: 15 November 2017 11:55
To: YourViews; test@pearsontreehouse.co.uk
Subject: Comments - Dymock Road

Dymock Road

Form Name: Dymockroad
Date of Submission: Wed, 15 Nov 2017 11:55:07 +0000
Your server: www.your-views.co.uk
URL of page containing form: <http://www.your-views.co.uk/dymockroad>

Looking at the plans, do you have any comments that will help us shape our masterplan?: For a development of 470 houses the play area is very small. It is unavoidable that access onto the busy main roads, and Dymock Road is not a dual carriageway, will cause congestion.

Would you like to suggest any changes to improve the proposals?: With these number of houses there should be provision for a local shop and community hall with access to medical facilities. As there are "potential links" for a pathway with the development already given outline planning permission perhaps this could be a joint venture with that developer.

Are there any other comments you would like us to consider?: We are not against some housing development but it needs to be considered and measured to avoid negative impact on the already overstretched services of Ledbury and the surrounding area. This development would bring the number of suggested new houses in this specific area to around 1,000. Despite "believing" that the development will "support existing services and facilities" there is no concrete facility for improving/building/extending services of schools, doctors, local hospital or dentists, all of which are already under pressure, apart from "potential contributions". Yes, the nearest pubs may benefit and it may be (and we note that you are always in favour of using conditional verbs) that shops "are likely" to see some increase in trade. We are not such fools as to ignore the use of words like "could lead to", "indications that", "could be taken" and "we believe" in order to make this proposal more palatable to local business people and those involved in granting permission for this development (some of whom fall into both categories). We "believe" that "it is likely" that the development "could lead to" a diminution in the quality of life for Ledbury residents, especially those in need of medical and educational support

Prefix:: Mr & Mrs

Your name: Philip and Christina Jackson

Your email: [REDACTED]

Address: 32 Bramley Close, Ledbury

Postcode: HR8 2XP