

Our ref: AW/DY/011a.22



24th June 2022

FAO Chloe Smart
Planning Services
Herefordshire Council
PO Box 4
Hereford
HR4 0XH

Dear Sir/Madam,

RE: PHASE 1, LAND NORTH OF VIADUCT, ADJACENT TO ORCHARD BUSINESS PARK, LEDBURY

Please find enclosed an application for the approval of reserved matters in respect of our first phase residential development proposals on Land North of Viaduct, adjacent to Orchard Business Park, Ledbury.

The application proposals are described as:

Approval of reserved matters relating to layout, scale, external appearance and landscaping (pursuant to outline planning permission appeal ref. APP/W1850/W/20/3244410 and LPA ref. 171532) for 230 dwellings with associated drainage, highway infrastructure (internal roads, footways, footpath/cycleway and spine road) and play area (Phase 1).

With reference to the Council's validation checklist, the reserved matters application comprises the following:

- This cover letter.
- Completed application form.
- Application fee in the sum of £47,699.00
- Site Location drawing WE093-PD-035
- Site Layout drawing WE093-SL-1001E
- Presentation Layout drawing WE093-PD-1020B
- Materials Layout drawing WE093-SL-1020
- External Works drawing WE093-SL-030A
- Street Scenes drawing WE093-PD-060
- Full House-Type drawing pack (open market and affordable dwellings and garages)
- Engineering Planning Layout drawing (sheet 1 of 2) WE093-EN-0100-P0
- Engineering Planning Layout drawing (sheet 2 of 2) WE093-EN-0101-P0
- Vehicle Tracking drawing WE093-EN-0110-P0
- Site Landscaping drawings WE093-LS-002 to -007 and WEXXX-LS-001D.
- Drawing Register dated June 2022
- Environmental Colour Assessment Report dated June 2022 (FPCR)
- Design and Access Statement Compliance Report dated June 2022 (Stantec (Barton Willmore))
- Energy Strategy Statement incorporating completed Climate Change Measures Compliance Checklist dated June 2022 (Briary Energy)

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- Phase 1 Biodiversity Enhancement Plan/Strategy June 2022 (Ecology Solutions)
- Biodiversity and Ecology Compliance Checklist
- Noise Impact Assessment Report June 2022 (BWB)

Planning Background

The application proposes the details of a first phase of the development of the 28 hectare 'Ledbury Viaduct' site which is allocated by Policy LB2 of the adopted Herefordshire Local Plan Core Strategy as a sustainable mixed-use urban extension to Ledbury comprising, amongst other things:

- Around 625 dwellings (market and affordable (at 40%));
- Around 3 hectares of employment land restricted to use class B1;
- Land and contributions to facilitate a restored canal to be delivered in partnership with Herefordshire and Gloucestershire Canal Trust;
- A new linear informal park to link to the existing Town Trail, Riverside Walk recreational open space and existing allotments;
- Provision of satisfactory vehicular access arrangements;
- Sustainable standards of design and construction; and
- Development of bespoke, high quality and inclusive design that contributes to the distinctiveness of this part of Ledbury and respects the setting and significance of the listed viaduct and the Malvern Hills AONB.

Outline planning permission for mixed-use development of the site comprising up to 625 dwellings, 3 ha. employment land etc. was granted by the Secretary of State on appeal on 15th March 2021 following a public inquiry; LPA ref. 171532. The planning permission is the subject of a Section 106 Agreement which contains specific provisions to facilitate delivery of elements of the policy.

Phase 1 Reserved Matters Application

This first phase reserved matters application involves the field parcel within the north-western part of the site. This phase incorporates the principal vehicular access to the site from the Bromyard Road, which will also serve the later residential phases and the employment land. The vehicular access to the site takes the form of roundabout junction on the Bromyard Road, and is expressly approved by the outline planning permission. The roundabout design is shown on an approved named drawing listed under condition 4 of the outline permission.

Also included in this application is the construction of the main spine road through the site, to the point where it will provide a connection to the proposed footpath/cycle path which will run under the railway viaduct to link to the Hereford Road.

Taking account of the masterplan framework for the site approved by the outline planning permission, the Phase 1 layout has evolved using perimeter block principles, with lower density development forming the rural, western edge overlooking the canal corridor. Detached houses form a crescent around the new roundabout junction on the Bromyard Road, which will provide an attractive frontage; the appearance being enhanced through careful choice of external materials. The layout has been refined to accommodate opportunities for views of the Grade II listed railway viaduct from within the development.

The Phase 1 proposals have been the subject of two pre-application meetings with Herefordshire Council officers, and the design, layout, highways and landscape feedback received from the Council has been taken on board in the detailed scheme.

In that context, enclosed with this application is a design compliance report prepared by Stantec (formerly Barton Willmore) which demonstrates the appropriateness of our design approach utilising simplified building styles, with reference to the design and layout principles established through the masterplan and Design and Access Statement.

To further support our architectural design approach, we have commissioned consultants FPCR to undertake an Environmental Colour Assessment to help the process of identifying appropriate external materials colours for the site. In line with this assessment a limited range of red facing bricks (stock and wire-cut) are proposed as facing materials for the buildings, with render elements in combination with brick to be used on some units. Roof tile colours have similarly been chosen with reference to the colour palette in the assessment, with grey tiles and reconstructed slate along with red and brown chosen for the scheme.

The Environmental Colour Assessment report forms part of this reserved matters application.

In response to comments received from officers on highway matters, the spine road carriageway width has been widened to 6.7m to ensure that it is suitable for commercial vehicles accessing the proposed employment land within the site.

Proposed Open Market Housing Mix

Condition 6 of the outline planning permission sets out an open market mix requirement for each phase of development on the site. The open market mix in the Phase 1 layout compared to the planning condition requirement is set out below:

<u>Proposed OM Mix</u>	<u>Planning Condition 6</u>
34 x 2 bed 24.5%	25 - 35%
60 x 3 bed 43%	30 - 45%
30 x 4 bed (small)* 21.5%	20 - 37.5%
15 x 4+ bed (large)** 11%	0 - 7.5%

* 4 bed small = 150sqm GIA or less (1,615sqft or less GIA)

** 4+ bed large = more than 150sqm GIA (more than 1,615sqft GIA)

The proposed open market mix for Phase 1 is broadly in accordance with the requirement in the planning condition, although the percentage of large 4 bed dwellings is higher. In this regard it should be noted that the layout includes 7 no. four bed houses which are only fractionally over the '4 bed small' size (by 8 sq.ft), and are therefore counted in the '4+ bed large' size. The wording of the planning condition does provide an opportunity to seek to agree minor deviations ('...unless otherwise agreed by the local planning authority'), although in practice an exceedance of 8 sq.ft is arguably negligible. In any event, this will not prejudice compliance with the open market mix requirements in respect of the site as a whole.

The mix of two bed dwellings includes a number of two bed plus study units to increase the variety of dwelling types being offered on the site, providing smaller homes that can accommodate homeworking.

Affordable Housing Mix

The Phase 1 proposals comprise 230 dwellings, of which 91 (40%) are affordable housing units. The Section 106 Agreement includes a prescribed affordable housing tenure mix for the development at Appendix D. The affordable housing mix in Phase 1 accords with the S106 Agreement and is as follows:

Social Rent (35 no.)

6 x 1 bed flats
6 x 2 bed flats
2 x 1 bed bungalows
2 x 2 bed bungalows
11 x 2 bed houses

6 x 3 bed houses

2 x 4 bed houses

Affordable Rent (6 no.)

4 x 2 bed houses

2 x 3 bed houses

Intermediate (Shared Ownership) (50 no.)

6 x 2 bed flats
33 x 2 bed houses
10 x 3 bed houses
1 x 4 bed house

The affordable housing units are located in clusters within the development.

Footpath/Cycle Links

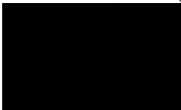
A separate reserved matters application for the footpath/cycle path links to Hereford Road and Ballard Close will be submitted alongside this Phase 1 application.

We hope that this application can be checked and validated expeditiously following which we would like to arrange a further meeting with the planning case officer.

In the meantime should there be any queries on the application submission documents please do not hesitate to contact the writer.

Yours faithfully

BLOOR HOMES (WESTERN) LTD



ANDREW WINSTONE
PLANNING MANAGER

Enc.

The Bloor Homes logo, featuring the company name in a white serif font above a stylized white wave graphic, all contained within a dark blue rectangular background.