

Leominster Neighbourhood Plan



Plan Period 2011-2031

January 2019

<http://www.leominstertowncouncil.gov.uk/neighbourhood-plan.aspx>

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INTRODUCTION



Leominster Town Council decided in 2012 to take advantage of the new neighbourhood planning power. This power allows town councils to set out planning policies and proposals to promote, guide and control development. A Draft Plan was published in December 2014 and went for formal consultation for the required six week period.

The Plan was further revised in October 2015, and again in January 2016, when it was submitted to Herefordshire Council for examination. Following on from the comments made, the Plan was further revised in July 2017 prior to final submission to Herefordshire Council for approval following a further public consultation with residents to update them on the revisions made.

This final plan, which has been modified in the light of submissions to the formal consultation draft pre Regulation 16, which was undertaken in August 2016 and April 2017, sets out how the Town Council thinks the town and wider area should develop in the period 2011-2031.

BACKGROUND

Neighbourhood Plans

Neighbourhood plans are a new feature of the statutory planning system in England. Introduced through the Localism Act in 2011, neighbourhood plans give local communities, through parish and town councils, the power to plan for the future of their area.

Leominster Town Council decided in 2012 that this was a power that we should use so we could make decisions on the future planning policy for the whole town council area, see Map 1, hence the Leominster Area Neighbourhood Plan, or LANP for short.

Community Engagement

Following the formation of the Leominster Area Neighbourhood Plan Steering Group (NPSG) in the summer of 2012, plans were formulated for the involvement of the people of Leominster Parish in the process. A newsletter was prepared and delivered to every home in the parish (some 5,500). The newsletter explained the process, asked questions to which residents could respond and included an invitation to the launch meeting of LANP. This meeting was held in February 2013 at Earl Mortimer College and took the form of an introductory talk by the Chair of the Steering Group and group discussions on the themes that had been identified by the NPSG: Housing, Environment, Health and Well-being, Transport, Leisure and Sport. Other smaller public meetings were held in Ivington, and at the Hop Pole Inn on the north side of Leominster.

The comments from these meetings were refined into the themes – The Built Environment, Jobs and Business, Green Spaces, Travel and Transport, Health and Leisure - with the environment and energy as overarching concepts. These themes were built into the website developed by Orphans Press which as well as providing information and a record of meetings also had a forum for discussion of the themes. VocalEyes was incorporated into the website to provide a means of rating attitudes to suggestions. The LANP website went live in the spring of 2013. The Chair visited Earl Mortimer College on two occasions to discuss the plan with students.

In August 2013 LANP took a window in the Tourist Information Centre in Corn Square showing a video (on a permanent loop) detailing the issues to be discussed in preparing a neighbourhood plan. Leaflets were handed out on market days throughout the month and members of the Steering Group engaged shoppers in conversation.



In September 2013 over 400 Leominster businesses were invited to a Business Forum at Grange Court to discuss the plan and generate ideas. The NPSG also met with the owners of the land earmarked for the Urban Expansion site south of Leominster on a number of occasions. We also engaged with the representatives of the GP surgeries seeking a move to a larger and more convenient site and of a nursing home looking to build a retirement complex within the parish.

During the first half of 2014 a draft plan was prepared which was presented in an informal consultation during August 2014. Copies of the plan were made available at the Town Council office, the Library, Grange Court, the Community Centre and the Tourist Information Office. A launch was held at Grange Court and on three following Fridays leaflets were distributed in Corn Square and people invited to view and discuss the plan with Steering Group Members at the Rankin Club.

Comments received as a result of this informal consultation were referred to in modifications to the draft plan which was presented for Formal Consultation in December 2014. Explanatory leaflets were delivered to every household in the parish and public meetings were held at Earl Mortimer College, Ivington School and the Dairy Café, Wharton. Members of the Steering Group also discussed the plan with shoppers at the Coop and Morrison's in Leominster. The plan was on view at the same locations as during the informal consultation. The plan was also available to download from the website.

The website continued to function as the main means of connecting with residents while articles in the local press informed readers of the progress being made. Throughout the preparation of LANP, the Steering Group has met in open meetings usually on the first and third Wednesdays of the month.

Submissions made as a result of both informal and formal consultations have been referred to in production of this final plan.

Map 1 – Designated Neighbourhood Planning Area



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National and Local Planning Policy



The Leominster Neighbourhood Plan must take account of national and strategic local planning policy. In developing our Plan the following documents have been crucial in setting the context for the Leominster Neighbourhood Area Plan.

National planning policy

The Leominster Area Neighbourhood Plan must take account of national planning policy. This is, primarily, contained in one document - the National Planning Policy Framework (NPPF)¹. Our plan has also been prepared by taking account of government guidance in the National Planning Practice Guidance.

This means our Neighbourhood Plan must “plan positively to promote local development” and must “support the strategic development needs” set out in the Core Strategy. Therefore, our Neighbourhood Plan has been prepared to be in “general conformity” with the strategic planning policies contained in the Herefordshire Core Strategy.

¹ The full list of national and local planning policies that have influenced the preparation of the LANP can be found in the Leominster National and Local Planning Policy Assessment that accompanies this Plan

Herefordshire County Council Core Strategy

Our plan has to take account of the strategic planning policies in the Herefordshire Core Strategy. In particular, the following policies are those that seek to maintain Leominster as the key centre in the north of Herefordshire. The “Policies and Proposals” of LANP, starting on page 24, are in general conformity with these strategic planning policies.

Note that the following are Herefordshire Council’s policies. They are not policies developed by the Neighbourhood Plan Steering Group.

Core Strategy Policy LO1 – Development in Leominster

Leominster will accommodate a minimum of 2,300 new homes throughout the plan period, (2011-2031) of which a minimum of 1,500 dwellings will be provided in a single strategic urban extension to the south-west of the town. The remaining dwellings will be provided through existing commitments, smaller scale non-strategic sites within the existing built up area; those which come forward through the Leominster Neighbourhood Development Plan, or sites judged as having development potential which are identified in the *Strategic Housing Land Availability Assessment*.

The Leominster Enterprise Park will continue to serve the employment needs of Leominster, which will include a further extension of up to 10ha to the south of the enterprise park. The release of the additional land will be phased across the plan period depending upon the availability or otherwise of land within the existing enterprise park.

In Leominster new development proposals will be encouraged where they:

- continue the development of the Leominster Enterprise Park and encourage proposals for suitable small scale employment sites within the town;
- maintain and enhance the viability and vitality of the town centre. Proposals for new retail, leisure or office development of over 400m² in gross floor space and located outside of the defined town centre will need to be supported by an impact assessment in accordance with the National Planning Policy Framework to determine whether there could be any adverse impacts on the vitality and viability of Leominster town centre;
- ensure that developments do not exacerbate air pollution levels within the designated air quality management area at Bargates;
- ensure that development does not undermine the achievement of water quality targets in accordance with Policy SD3 and SD4; and
- has demonstrated engagement and consultation with the community including the town/parish council.

Core Strategy Policy LO2 – Leominster Urban Extension

Land south west of Leominster will deliver a comprehensively planned sustainable urban extension and will be expected to deliver:

- a minimum of 1,500 new homes at an average density of up to 35 dwellings per hectare comprising a mix of market and affordable house sizes and types that meet the requirements of Policy H3, and the needs identified in the latest version of the Herefordshire Local Housing Market Assessment;
- an affordable housing target of 25% will be required as an opportunity to address the range of homes currently available in the town;
- Leominster relief road linking the Worcester Road roundabout directly to the A44, to help relieve traffic congestion within the town and improve air quality in the Bargates area;
- small scale neighbourhood retail facilities;
- potential for employment opportunities as demand arises in the form of use class B1 and live/work units;
- provision of appropriate community and youth facilities within a community hub;
- provision of a new 420 place primary school and pre-school facilities;
- appropriate provision of on-site open space, sports and recreation provision (in addition to Cockcroft Hill). This shall include fully accessible semi-natural and natural greenspace; play provision for all age groups, indoor and outdoor sports provision (some of which may be off site); allotments and new orchard planting;
- new green infrastructure walking and cycling links to the town centre, schools, the Enterprise Park and local public right of way network;
- retention of the highly sensitive landscape areas and geological features of Cockcroft Hill (which encompasses Ryelands Croft) by retaining this site as natural open space;
- sustainable standards of design and construction;
- a comprehensive sustainable urban drainage system which includes measures such as rain gardens and swales to manage ground and surface water drainage and safeguard against any increased flood risk; and
- an evaluation of the archaeological importance of the area in order to ensure appropriate protection of heritage assets and inform the detailed development proposals.

The land available for development to the south-west of Leominster will also enable the housing needs of the town to be met beyond the plan period.

The Core Strategy expresses this strategy in policies LO1 and LO2 and a Key Diagram, see Map 2.

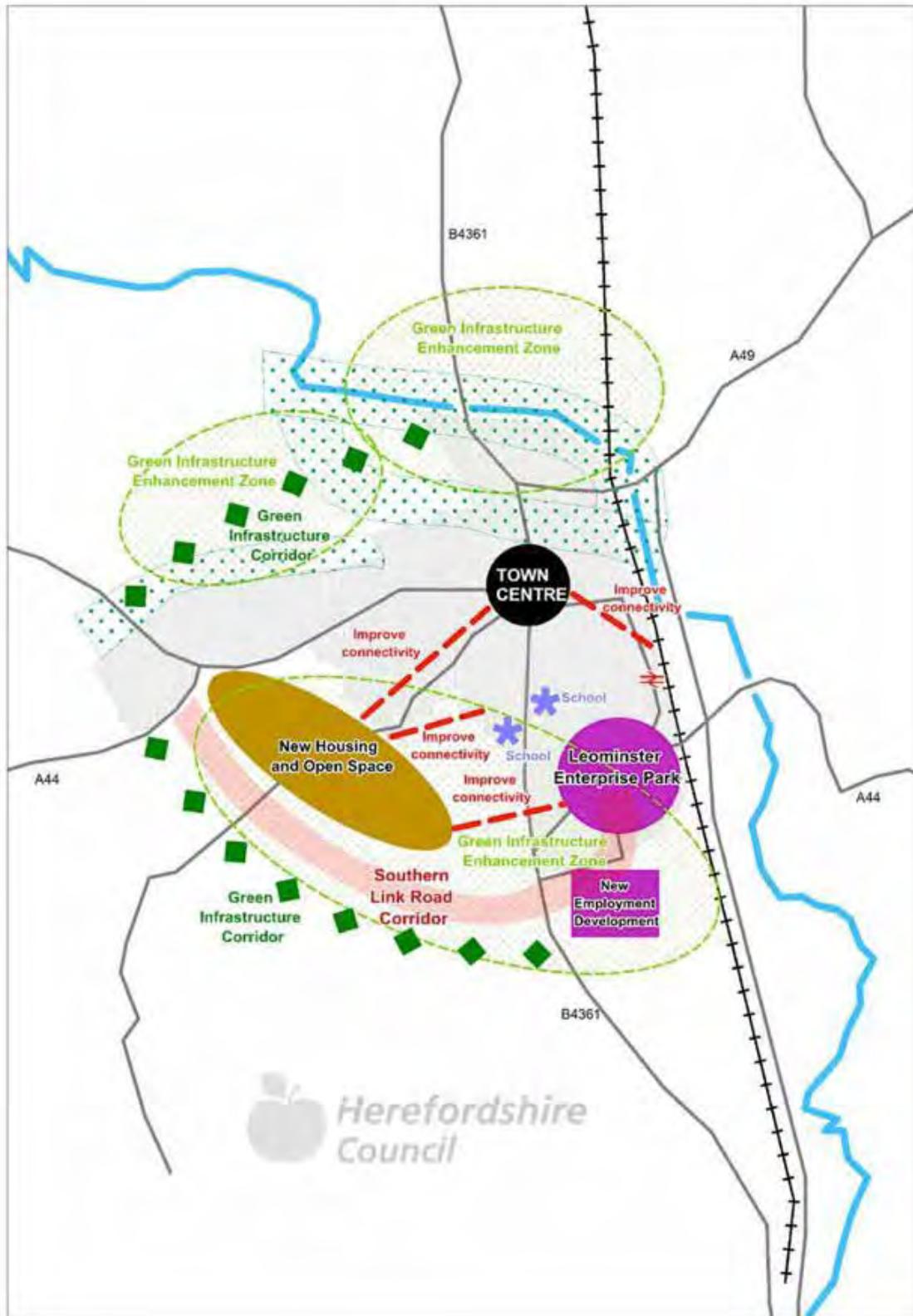
Leominster also includes a significant rural hinterland. Three settlements within this area are identified within the Core Strategy as villages where housing development will be required to meet Policy RA2 of the Herefordshire Council's adopted Core Strategy. The villages are:

- Brierley
- Ivington
- Wharton

Outside these areas housing in the countryside surrounding Leominster will be subject to meeting the criteria set out in Policy R3 of the adopted Core Strategy and limited to the following:

- Homes that meet an agricultural or forestry need or other farm diversification enterprise for a worker to live permanently at or near their place of work, or are necessary to allow a rural enterprise to be retained or grow (such homes also need to comply with policy RA4 of the Herefordshire Core Strategy);
- Replacement of existing dwelling that is comparable in size and scale sited within an existing domestic curtilage;
- Meets an agricultural, forestry or other farming need where a worker needs to be close to their place of work;
- Meets the criteria to enable rural enterprise growth;
- Would result in the sustainable re-use of a redundant or disused building(s) where it complies with Policy RA5 and leads to an enhancement;
- Is of exceptional quality and design and achieves sustainable standards of design and construction;
- Is a site that provides for the need of gypsies or other travellers in accordance with Policy HR4 of the Herefordshire Core Strategy.

Map 2 – Leominster Core Strategy Key Diagram.



Key Issues for the Leominster Area Neighbourhood Plan

This section of our plan identifies the key issues Leominster will face up to 2031.

Our Neighbourhood Plan has been prepared to tackle six key issues:

- Housing
- Health and Leisure
- Travel and Transport
- Jobs and Business
- Green spaces
- Built Environment

The Steering Group has been working and consulting on these issues since 2012.



Housing

The Core Strategy identifies a significant number of new homes for Leominster. Following the adoption of the Core Strategy a minimum of 2,500 new homes are to be provided in Leominster over the period 2011 to 2031.

By April 2017 130 homes had been completed. There were a further 645 homes with planning permission, leaving a target of land for 225 new homes to be found. The Core Strategy seeks to address this issue by identifying land to the south west of Leominster for a Sustainable Urban Extension (SUE). This will accommodate around 1,500 of these 2,500 new homes.

The rest of the town will accommodate the remaining 225 homes. Leominster town will be the priority, followed by the villages, and with very limited development in open countryside.

Everyone accepts the need for new housing, but this level of development will put significant pressure on the existing local community and services. While a smaller urban expansion would reduce this pressure, this is strategic planning policy set by Herefordshire Council. Our plan has to take account of this and, therefore, seeks that all new housing must be well designed, phased to ensure that land is not released unnecessarily, and it must meet and strive to go beyond the national standards for sustainable housing design. This will minimise impact on the environment and reduce running costs; and it must be the right type and tenure of housing in the right place.

The Herefordshire Core Strategy does contain specific facilities that will need to be provided in conjunction with all new development that will hopefully ensure that the new development identified in Leominster will not put pressure on the existing local community and services.



Health and Leisure

Under this heading our Neighbourhood Plan looks not only at the medical facilities in the area, for example the principles that should guide the location of a new health centre, but also looks at how a better planned, cleaner, greener and safer environment can contribute to the health and well-being of all those who live and work in Leominster.

Our plan also looks at possible new leisure facilities and recreation facilities.

Tourism is an important contributor to the town's economy with over 30,000 visitors a year. Our plan seeks to improve and grow this important sector of our local economy. One of the key existing weaknesses is the lack of higher quality hotel provision.

Travel and Transport

One of the key issues for Leominster town is the problem of traffic flow through the town. This causes congestion and air quality issues at Bargates². Our neighbourhood plan supports the option for addressing this issue via the construction of a new link road. The provision of a link road would help address these issues and the Plan would support the link road being built even if the urban expansion does not go ahead.

It is also important that the neighbourhood plan considers other ways of getting from A to B – walking, cycling and public transport, not just in the town of Leominster itself, but also in our more rural areas.

Leominster is a Walkers are Welcome town and our plan looks at how we can prioritise journeys on foot and cycle by improving facilities for walkers and cyclists. In doing this we will support the work under our Health and Leisure theme and improve our tourism offer.

² Currently the air quality in Bargates is well below British and European standards and is likely to incur large fines unless remedied. The only way of improving air quality is by reducing congestion on the through route which means reducing the amount of traffic, particularly heavy vehicles, using the route.

Jobs and Business

We want Leominster to remain a vibrant and dynamic town. This means that there must be jobs for all those that need one and encouragement for businesses to establish and grow. Leominster has a very varied business base with traditional industries such as agriculture sitting alongside modern internet based businesses. Tourism makes a large contribution to the town's economy.



While Southern Avenue and the Enterprise Park are the main industrial sites, and the town centre is the main retail and entertainment hub, there are businesses scattered across the town and the surrounding rural area.

Our Plan must look at how we facilitate and promote sustainable economic growth, diversification and viability for both existing and new enterprise sectors for Leominster and the surrounding district.

We need to increase employment opportunities at all levels – specifically to improve the quality and diversity of employment.

We need to ensure a ready supply of employment land is available for future uses.

We need to improve access to employment opportunities as a priority whether that be by improving footpaths, bus routes or improving broadband.

Our plan will identify and support core industry sectors established in Leominster and will look at ways to encourage businesses to locate in Leominster.

Particular sectors of the economy that our plan focuses upon are tourism, construction, antiques/destination retail, warehousing, food and drink, and the economic benefits our heritage brings.

Green spaces

There are many green spaces in the Leominster area. This includes the large rural area that surrounds the town but within the town there are parks and open spaces, rivers and streams and trees along roads.

The key issue for our Plan is how we retain the green spaces that we value, improve them, enhance their biodiversity and add new spaces.

Our Plan sets out a range of policies and proposals to do this within a Green Infrastructure framework – a network of green spaces, rivers, and streams that, interspersed between our town and villages, will connect places and people to support our Health and Leisure, Transport, and Jobs and Business themes.

Built Environment

Leominster was laid out outside of a flourishing monastic enclosure, separated by an Anglo-Saxon defensive line which still exists and makes a dramatic contrast between the urban market town and the open grassland of the Grange. The town's prosperity was based on wool but as this waned properties were adapted rather than replaced, so that the central streets and alleys of the town still retain much of their medieval character.

The surrounding watercourses and marshland which gave rise to the town's Welsh name Llanllieni (Minster among the streams) are now harder to discover.

The historic buildings may be timber framed, rendered, or in bricks made of the local clay, and are generally two or three storeys high with roofs of tile or slate, but it is probably their terraced form and the scale derived from the original burgage plots which are most distinctive.

New buildings, whether they be houses, business premises, shops, cafés, pubs, or public buildings, should in the future contribute to Leominster's distinctiveness and not dilute it by having an "it could be anywhere" appearance.

Our Plan (as used in Green Spaces), therefore, focuses on the design of new and redeveloped buildings. We also want to ensure that future development in Leominster is of the highest standard, is sustainable and enhances our town, villages and landscape.

We also need to have plans to regenerate Leominster's rich heritage and those buildings that may have fallen into disrepair and have a negative impact on the area's image.



Vision, Aims and Objectives

Vision

Leominster in 2031 will be one of the country's more sustainable towns, vibrant and bustling with a prosperous, unpolluted and healthy environment. Its population will be housed in high quality, well-designed, sustainable³ homes. The working population will have opportunities to work from home, or in businesses, or services which provide low-energy, low-pollution, and low-impact working environments.



There will be a wide range, for all age-groups, of retail, trading and service opportunities including community facilities, leisure options and amenities available to residents, workers and visitors. The heritage of the town will be preserved, celebrated and enhanced. There will be protected green areas which are linked together to create a green network which supports biodiversity. Various travel options will co-exist including footpaths, cycleways, rail and bus routes and improved road connections with priority given to walking and cycling and improved air quality.

³ "Sustainable" and "sustainability" have various meanings. In planning circles it is taken to mean "meeting the needs of the present without compromising the ability of future generations to meet their own needs". Elsewhere, the understanding is that a behaviour or development is sustainable if it can continue indefinitely without depleting resources or producing pollution that damages the environment or reducing biodiversity. A sustainable development is one that is resilient to challenges such as climate change and economic crises. It is hoped that the policies detailed in this plan will apply all these definitions of the terms.



Aims

To achieve our Vision the Leominster Area Neighbourhood Plan has the following aims:

1 – To create a sustainable Leominster

The purpose of planning is to help achieve sustainable development. The Leominster Area Neighbourhood Plan will create a sustainable Leominster with the ultimate aim of being carbon neutral. This will be done by placing the principles of sustainable development at the heart of this Neighbourhood Plan, and at the heart of the Plan's implementation. This is the “golden thread” that runs throughout our Plan.

2 – To create a prosperous Leominster

We will create a more prosperous community by supporting sustainable economic and housing growth. High quality housing development will provide for the expected growth in population and demand for particular types of accommodation (e.g. sheltered retirement homes) based on the

housing need at that time.

3 – To create a greener Leominster

We will create a greener Leominster by retaining, enhancing and adding new Green Infrastructure.

4 – To retain Leominster's distinctive identity

We will create a Leominster that is distinctive and renowned for its high quality buildings, spaces and public realm.

5 – To create a healthy Leominster

We will create a healthy community by addressing needs and supporting the health, social and cultural well-being of those who live, work, do business in and visit Leominster.

6 – To create an accessible Leominster

We will create an accessible community by promoting sustainable transport. We will do this by giving people more choices about how they travel or whether they need to at all.

Objectives

This section of the Leominster Area Neighbourhood Plan sets out our objectives. These objectives, if achieved, will allow us to meet our Key Aims and achieve our Vision for Leominster.

1 – To create a sustainable Leominster

To create a sustainable Leominster our neighbourhood plan will seek to achieve the following:



- i. Support the strategic development needs set out in the Herefordshire Core Strategy.
- ii. Plan positively to support local development and shape and direct that development.
- iii. Build a strong, competitive economy.
- iv. Ensure the vitality of Leominster Town Centre.
- v. Support a prosperous rural economy.
- vi. Promote sustainable transport.
- vii. Require good design.
- viii. Promote a healthy community.
- ix. Meet the challenge of climate change and flooding.
- x. Conserve and enhance the natural and historic environments.
- xi. Promote utilization of renewable energy sources.

2 – To create a prosperous Leominster

To create a prosperous Leominster we will seek to achieve the following:

- i.** Encourage employment opportunities where it is appropriate in the town centre, the industrial area on Worcester Road/Southern Avenue and the Enterprise Park and also in selected areas in the strategic housing development sites (small businesses and live/work units) and elsewhere in the town in appropriate locations.
- ii.** Allow housing development, largely, on the two strategic sites of Barons' Cross and the Urban Expansion site.
- iii.** Promote sustainable growth and diversification for existing and new businesses.
- iv.** Increase and enhance employment opportunities for all.
- v.** Ensure that a deliverable supply of small-scale employment land is available for future uses.
- vi.** Improve access to employment areas.
- vii.** Identify and support core industry sectors that are established/thriving in Leominster and also those that could be encouraged to come to Leominster.
- viii.** Promote Leominster to new business - including small scale, technology, and those utilising knowledge based skills.
- ix.** Produce a high street with an attractive retail area that is locally distinctive and would improve the look of the town.

3 – To create a greener Leominster

To create a greener Leominster we will seek to achieve the following:

- i. Identify a network of protected Green Infrastructure areas.
- ii. Enhance and improve open spaces.
- iii. Ensure that new development contributes to and integrates with the existing Green Infrastructure network.
- iv. Ensure that development does not increase the risk of climate change and flooding.
- v. Encourage a net gain in biodiversity.
- vi. Protect valued landscapes and improve those in need of enhancement.
- vii. Green the town centre.
- viii. Discourage infilling of green spaces such as gardens.
- ix. Encourage the highest quality, sustainable design standards in all buildings.
- x. Encourage the use of renewable energy.



4 – To retain Leominster’s distinctive identity

To create a Leominster with a distinct identity we will seek to achieve the following:

- i. Protect valued landscapes and improve those in need of enhancement.
- ii. Retain and enhance our distinctive town centre and its buildings.
- iii. Avoid the label “could be anywhere”.
- iv. Protect heritage assets and particularly listed buildings and Conservation Areas.
- v. Improve the public areas, particularly in the town centre.
- vi. Protect important views.



5 – To create a healthy Leominster

To create a healthy Leominster we will seek to achieve the following:

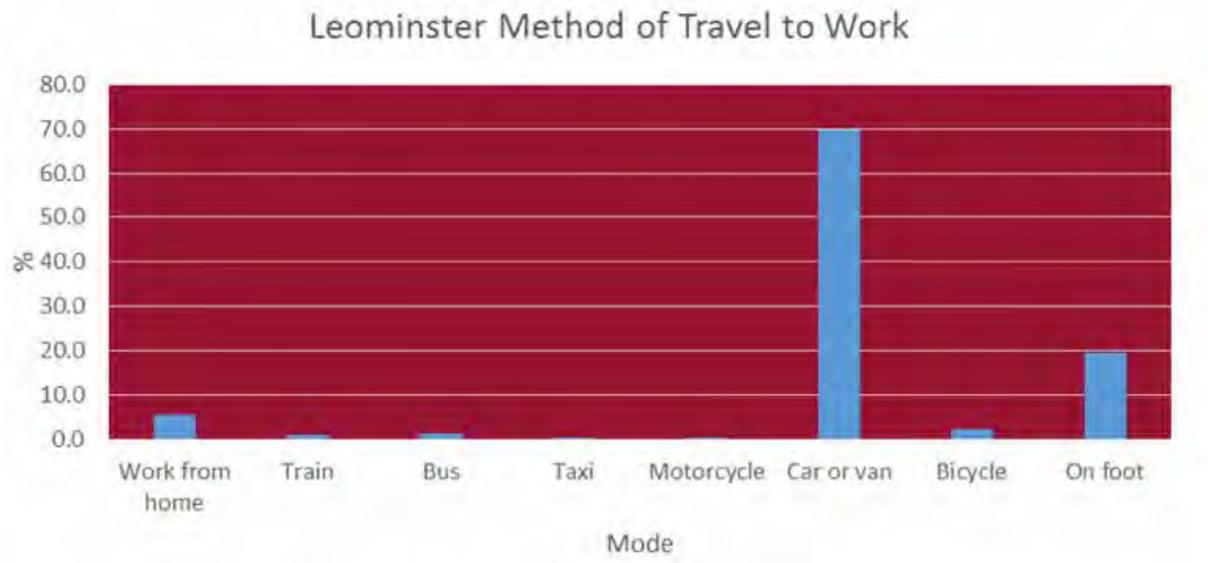
- i. Improve local health services and make them more accessible.
- ii. Protect valued community assets.
- iii. Provide safe and accessible environments.
- iv. Provide quality places and spaces that people want to use, and give opportunities for people of all backgrounds to meet.
- v. Improve the range of cultural activities on offer and promote a high quality, richly built and natural environment.
- vi. Improve facilities for indoor and outdoor leisure and recreation.
- vii. Improve opportunities for walking and cycling.
- viii. Improve air quality in the town centre, particularly at Bargates.

6 – To create an accessible Leominster

To create an accessible Leominster we will seek to achieve the following:

- i. Prioritise walking and cycling.
- ii. Reduce the overall need to travel. Increase alternatives to the private car, whilst acknowledging opportunities for such action vary from urban to rural Leominster.
- iii. Increase the proportion of journeys by walking, cycling and public transport, see Figure 1. Almost 20% of people currently walk to work but only 2.2% cycle and only 1.9% go by public transport.
- iv. A safer more accessible Leominster Town Centre.

Leominster Method of Travel Figure 1⁴



⁴ Source: 2011 Census



POLICIES AND PROPOSALS

Sustainable Leominster

The purpose of planning is to help achieve sustainable development. The Leominster Area Neighbourhood Plan will create a sustainable Leominster. This will be done by placing the principles of sustainable development at the heart of this Neighbourhood Plan, and at the heart of the Plan's implementation. This is the "golden thread" running through our Plan. The aim is that by 2031 Leominster will be one of the more sustainable market towns, with a record of creative and innovative approaches to achieving sustainable development. The policies that will support this are given below.

LANP1 – SUPPORTING THE HIGHWAY NETWORK AND SOUTHERN LINK ROAD TO SERVE THE STRATEGIC DEVELOPMENT NEEDS IN LEOMINSTER

A new road linking the A44 at Barons' Cross and the A49 south east of the town will be constructed in association with the development of the Sustainable Urban Extension (SUE). The delivery of the SUE must be phased in relation to the construction of the link road to minimise the impact of increased traffic on the main route along Bargates and through the town centre. The completion of the entire route is a priority and must be achieved as early as possible to facilitate the delivery of housing.

The following principles must be followed in the design of the road:

- i. The road should be constructed to provide cycle and pedestrian routes across it, connecting the town with the surrounding parish and, in particular, providing safe routes for access in and out of the Barons' Cross estate.
- ii. A cycle lane should follow the route of the link road but be separated from the traffic lanes.
- iii. A wide strip of open land should bound the road sufficiently to provide a green corridor. This will add to the green spaces within the surrounding urban area. It should use native trees and wild flowers.
- iv. The link road will form the southern boundary of the urban expansion strategic site.
- v. The route and design of the link road should not result in the Barons' Cross estate and the new Barons' Cross development being isolated from the town.
- vi. Low-noise surfacing should be used together with other means of noise reduction (such as banks or cuttings) where possible.
- vii. Run-off from the road should not be allowed to enter the River Arrow or other watercourses.



Justification for Policy LANP1

The link road is a priority and the complete route must be in place as early as possible in the plan period, as the benefits of the link road are such that it should be built as a priority. Completion will depend on agreement as to how the road can be funded, but it is intended that the road should be completed by 2025 to facilitate the development of the SUE.

This is sustainable since it will reduce the waste of energy caused by congestion on the present route of the A44 through the town and reduce noise and the excessively high levels of recorded air pollution in the town, particularly at Bargates. It will also improve access to the principal employment areas.

It improves resilience by facilitating the transport of goods in, out and through the parish, and will reduce the loss of earnings.

There have been suggestions, and indeed outline plans, for an A49/A44 link road for many years (see LANP Appendix 1 Consultation leaflet on industrial estate road 1995) and a case made for its construction. There are many valid reasons why the road is necessary as part of a comprehensive traffic management plan for the town prior to development on the strategic sites.

For many years air quality on and close to the Bargates junction has been below legal standards (see LANP Appendix 1 Air Quality Order 2006, Bargates Air Quality Action Plan 2014). There have also been repeated references to the congestion on the route through the town (see LANP Appendix 1 Leominster Traffic Survey Report 2007; Waterman-Boreham report for Mosaic 2010). The current route includes two roundabouts, two sets of traffic lights, three right angle bends and a level crossing which all contribute to congestion.

It is likely that traffic levels will remain the same or increase in the future (roadstone carriers from the quarries just over the border beyond Kington will continue to use the route). It is clear that additional traffic using the present route through the town, whether heavy construction traffic or additional personal transport of new residents on the strategic sites, will exacerbate the problems caused by poor air quality and congestion. It is therefore imperative that an alternative route for through traffic is provided at the earliest stage in the development of the SUE but no later than 2025.

Placing the onus of fully financing the link road on the developers of the SUE will ensure that neither gets completed as the experience of the last fifty years shows. The cost of the road adds an additional pressure on the commercial viability of the development of the SUE which could discourage developers. The likelihood is that the town would be left with piecemeal development and an incomplete road at the end of the plan period.

Therefore the Town Council will work with Herefordshire Council to obtain other sources of finance for the early delivery of the road. In particular any funding

opportunities from the LEP and the Homes and Communities Agency will be pursued. Insisting on the construction of the road being a priority and completion by 2025 at the latest ensures the sustainable future of Leominster.

The Town Council will request that Herefordshire Council prepare a comprehensive traffic management study for the town in consultation with the Town Council which will consider: the feasibility of a heavy goods vehicle ban, except for access on the main through route from the west to the east of the town and the appropriate speed limit on the relief road to limit road noise.

LANP2 – LEOMINSTER SUSTAINABLE URBAN EXTENSION

In addition to the provisions included in policy LANP3, development of the Leominster Sustainable Urban Extension will be permitted subject to the criteria in Policy LO2 of the Core Strategy and the following requirements:

- a. A detailed masterplan is in place for the whole site. Individual sites should be designed in accordance with this plan. The development of the site should be phased and designed so the look and feel of the urban extension is of distinct incremental developments with a variety of layouts including squares, courtyards, lanes and terraces, rather than a uniform housing estate. Good connections to Leominster town are essential;
- b. Proposals for new homes demonstrate that they will contribute to local distinctiveness by having regard to the architectural character of Leominster. Self- build dwellings will be encouraged;
- c. A “village” centre should be created including amenities such as community hall, shops, small businesses, and a new primary school (in addition, this may be an appropriate site for the new health centre – see Policy LANP14);
- d. Within the average density of up to 35 dwellings per hectare required by policy LO2, higher densities will be permitted around the village centre and densities will decrease away from the centre;
- e. The development should include sheltered/warden monitored housing for the elderly and disabled;
- f. The development should support sustainable transport modes for the movement of goods and people. Routes through the development should give priority to pedestrian and cycle movements, create safe and secure layouts which minimise conflicts between vehicles, cyclists and pedestrians.
- g. Traffic calming should be achieved by using less intrusive methods, e.g. building placement and road design, parking, change in surfacing, bends, corners and road narrowing;
- h. Main routes through the site should be designed to allow bus routes with bus stops to serve the site and link it to Leominster and beyond;
- i. Tenures in new housing developments should be designed, sited and mixed so that different tenures are indistinguishable and not found in large single tenure groups;
- j. All homes should have access to the “village” centre and Leominster town centre using cycleways and footpaths;
- k. The latest information communication technologies should be incorporated into the site;
- l. Green corridors (including the highly sensitive landscape areas and geological features of Cockcroft Hill, to be defined in the Masterplan) for the migration of wildlife between the town centre and the periphery should be incorporated in

- the design of the urban extension and priority habitats preserved and enhanced;
- m. There should be identified spaces for allotments, orchards and recreation areas, and mature tree planting across the development.

Justification for Policy LANP2

The Leominster Southern Urban Extension has been identified in the adopted Herefordshire Core Strategy and allocates significant development land to help Herefordshire meet its housing targets.

The Leominster Area Neighbourhood Plan accepts the need to provide significant additional land in and around the current Leominster boundary to accommodate a minimum of 2,300 new dwellings up to 2031, as outlined by the Herefordshire Core Strategy. Such a level of development will require sensitive planning and implementation to ensure that the surrounding countryside is not harmed, destroyed or significantly undermined.

The development of a minimum of 1,500 dwellings on the southern side of Leominster will significantly impact on the existing settlement. It will increase the size of Leominster by approximately 26%. Therefore care must be taken when designing the SUE and it is vital that it integrates with the existing settlement and does not create divisions within the community.

The development must be constructed in a sustainable way to ensure that it does not adversely impact on the existing settlement and there must be excellent links with Leominster town centre to ensure it remains vital and viable. This is vital to maintain and build on the existing community cohesion.

LANP3 – SUPPORTING THE STRATEGIC AND SMALL SCALE HOUSING DEVELOPMENT NEEDS IN LEOMINSTER TOWN

In addition to the Sustainable Urban Extension and existing commitments, small scale developments of up to about 50 dwellings will be permitted within the Leominster settlement boundary (see map 3) or, where it can be demonstrated that additional housing is necessary to ensure that the requirement for 2300 dwellings during the Plan period is met, outside the settlement boundary, when they meet the following conditions:

- a. The design is appropriate to its context, locally distinctive and its appearance makes a positive contribution to the surrounding environment;
- b. The proposal is accompanied by a design and access statement explicitly demonstrating how the proposal has considered the local street scene, landscape, local distinctiveness and includes a justification for the positive contribution their scheme might make and demonstrates their understanding of high design standards having regard to the design in appendix 4.
- c. On estate scale development, planning for movement should follow the hierarchy of pedestrian, cycle, bus, car utilising footpaths, lanes, cycle racks/storage, bus stops, generous communal/visitor parking areas, landscaping and off street parking;
- d. There is an appropriate mix of housing types and tenures, which meets the requirements for affordable housing in Core Strategy policy and reflects the needs identified in the most up to date assessment of housing need;

- e. Proposals which include opportunities for self-build or custom homes will be supported;
- f. The design should improve biodiversity, preserve hedges and trees, use local materials, provide security and inclusivity;
- g. Small-scale and infill development proposals should not result in the loss of small green areas or gardens that make an important contribution to the character of the area.

Where there are overriding material considerations that justify departure from these criteria, then compensatory or mitigation measures will be sought as part of the development proposal to ensure priorities set out in these policies are met.

Justification for Policy LANP3

The Policy aims to provide opportunities for small scale development within the limits of built development which are sustainable, do not create an adverse impact and meet the criteria contained in the Herefordshire Core Strategy.

Small scale developments may be considered in areas adjoining the settlement boundary provided they meet the criteria in (b) above, do not have an adverse impact on the quality of life of neighbouring properties and are not sited close to industrial or commercial land.

The quality of life of existing residents will be assessed by identifying how development might have an impact to their current wellbeing, access to the surrounding environment, access to recreational, health and well being activities, overlooking, light pollution, noise pollution and air quality.

Exceptional circumstances include the unavailability of any other suitable land, the need for the additional development has been fully evidenced and the proposed development meet a need of the community that has not been recognised within either the Herefordshire Core Strategy or the Leominster Area Neighbourhood Plan.

Interest has been shown to develop self build housing and the possibility of setting up a Community Land Trust is currently being investigated. There are a number of sites both within the existing town and in the SUE that would be suitable for small self build developments and these will be encouraged. Should it not prove possible to identify suitable sites within the settlement boundary then consideration may be given to supporting a site outside the settlement boundary where an up to date assessment identifies a need that might be met through such housing development. Current planning law has also recently been updated to encourage self build.

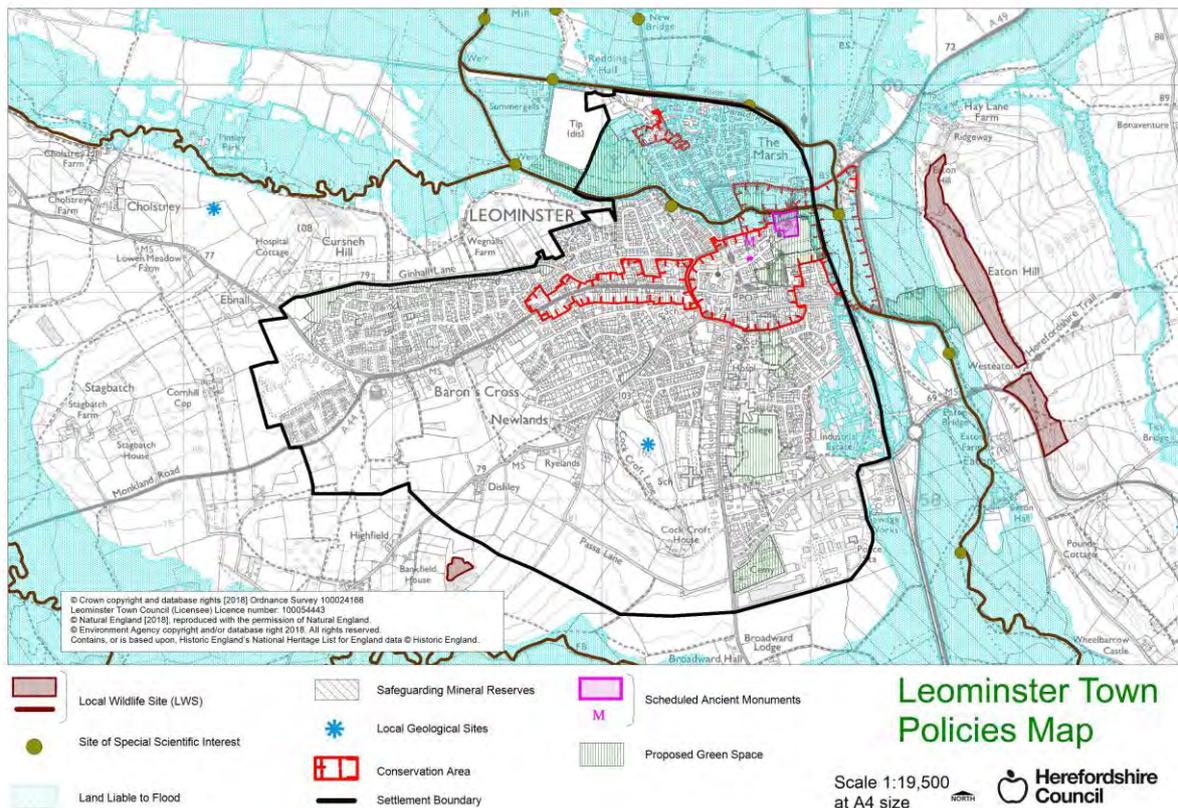
Sections of the River Wye Special Area of Conservation already have sections that exceed targets for nutrient levels. All new development proposals including the Leominster urban extension must not compromise the ability of the Nutrient Management Plan to deliver the necessary overall reductions in nutrient levels along these sections of the SAC.

Note: It is not thought necessary to specify particular sites partly because since the publication of the Herefordshire Core Strategy a number of planning applications for

sites have been approved. Also, the criteria will determine whether other sites are suitable for development.

Of the 800 dwellings required in addition to the SUE planning permission has been granted for 786; a table showing all the commitments is included in the Evidence Statement.

Map 3: Leominster Settlement boundary



Leominster Settlement Boundary Map

The Herefordshire Core Strategy indicates a preference for settlement boundaries to be defined based on where development might take place. The potential of windfall development within Leominster town, Brierley, Ivington and Wharton is difficult to assess based on the increased provision of land that has been made available for development.

The revised settlement boundary is based upon the original boundary identified in the Herefordshire Unitary Development Plan with small additions to the north of the parish to take into account recent full and outline planning applications granted and the inclusion of the SUE land to the south.

Areas of local green space have been identified under Important Open Spaces and those areas to be protected are included in Map 3.

The Leominster Settlement Boundary has been reviewed taking into account the following circumstances:

- A requirement to include the proposed Southern Urban Extension (SUE) which will accommodate a minimum of 1,500 new dwellings on a green field site;
- Acknowledgement of recent planning applications that have been granted planning permission, whether full or outline;
- Adequate land to accommodate the new southern link road;
- Previous Local Plans and Strategies which had identified Leominster as an area of growth.

LANP4 – NEW HOUSING DEVELOPMENT IN BRIERLEY, IVINGTON AND WHARTON

New housing development within Brierley, Ivington and Wharton will be permitted when the proposal:

- a. is located only within the settlement boundary as indicated on the relevant map;
- b. by way of its size, design and layout reflects the size, role and function of the settlement;
- c. pays particular regard to the character of the area and enhances that character;
- d. by way of its house sizes, types and tenures reflects the needs identified in the most up to date published assessment of housing need;
- e. makes a positive contribution to the surrounding environment and rural landscape;
- f. incorporates, where possible, features such as roosting places for bats, nest boxes, native species in plantings.

New development should not lead to isolated homes, detached from the main village in the open countryside unless it is in accordance with Herefordshire Core Strategy Policy EA2 and LANP5.



Justification for LANP4

National planning policy seeks to promote housing growth. The Herefordshire Core Strategy, in seeking to support this aim, has identified an indicative housing growth target for the villages in the rural area of the Leominster Housing Market Area of 14%.

In seeking to meet this target Brierley, Ivington and Wharton are identified as “other settlement[s]”. In these areas “proportionate” housing will be appropriate, according to Core Strategy Policy RA2.

Unlike most of the settlements identified in this way by the Core Strategy, Brierley, Ivington and Wharton have not been given a settlement specific growth target. Advice from Herefordshire Council is that:

“Given the growth proposed within Leominster Town and the character and nature of these nearby highlighted settlements, a rural proportional growth figure has not been calculated. During the production of your neighbourhood plan local circumstances and environmental factors should be used to determine the precise level of growth for these individual settlements.”

There is, therefore, no defined growth target for Brierley, Ivington and Wharton. The emerging Core Strategy (Policy RA2) also requires neighbourhood development plans to allocate land for new housing development or “otherwise demonstrate delivery”, e.g. defining settlement boundaries, to show they would meet any target.

Given the growth proposed for Leominster and the fact there is no target for Brierley, Ivington and Wharton, the approach to be taken in the LANP will be to use Policy LANP4 to manage any planning applications in the three settlements so that it can in a very small way contribute to the housing growth target across the Leominster Housing Market Area.

Prosperous Leominster

We want Leominster to be a prosperous place and for all to share in that prosperity. Policies that will support this are suggested below.

LANP5 – NEW BUSINESS DEVELOPMENT

The following new business development will be encouraged:

- a. In the Worcester Road, Southern Avenue area business development as well as on the Enterprise Park;
- b. Live/work units and small businesses on existing employment sites, within residential areas in Leominster and in the outlying villages.
- c. To provide new ancillary space for sorting and storage of recyclable materials to help enable greater recycling in Leominster;
- d. Improvements to business premises, which require planning permission, that fully utilise low-carbon materials, low energy use, use of renewable energy sources, and inclusion of green areas with planting of trees and shrubs, where practicable;
- e. Proposals which help to expand and improve Leominster's tourism offer (see LANP20) such as hotels and other accommodation, improved cycle tracks, footpaths and bridleways, sensitive regeneration of historic buildings, and expansion/relocation of the Museum;
- f. Diversified agricultural businesses.



All of the above will be assessed against the following criteria:

- i) has a renewable energy statement prepared to show that all opportunities to generate energy were considered and actioned;
- ii) is of a scale and design appropriate to the area
- iii) has safe access with adequate off-street parking;
- iv) incorporates measures, where appropriate, to ensure that no light, air, noise or water pollution or other adverse effects on the environment will result from the development;

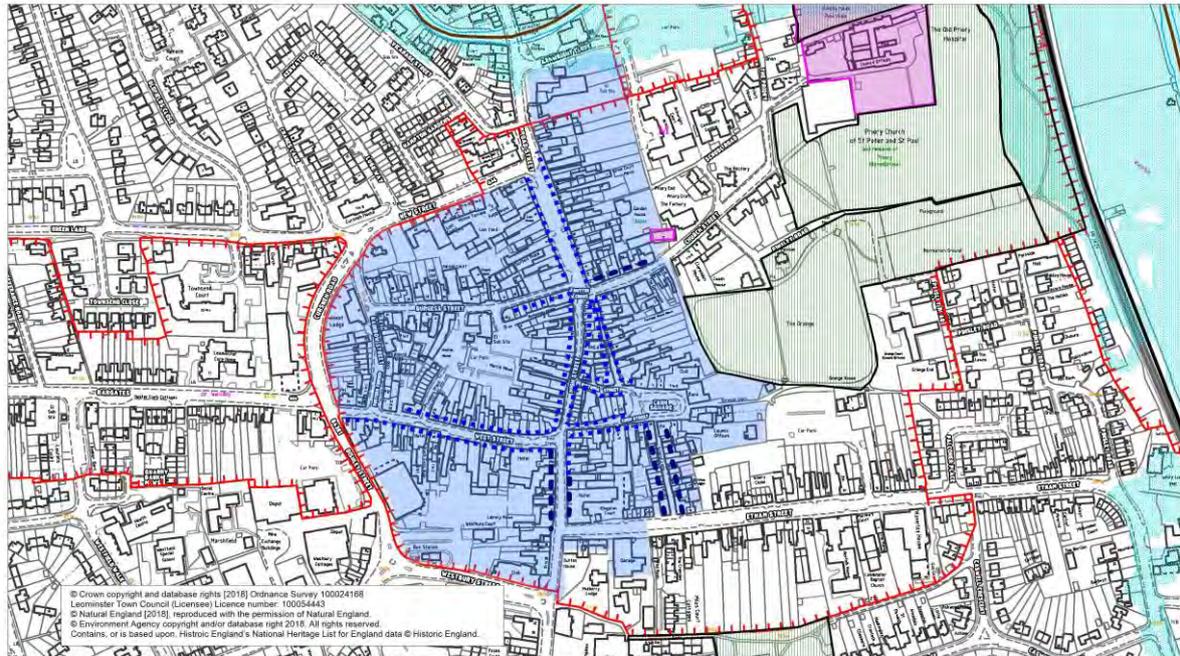
- v) Does not have a detrimental impact on the residential amenity of neighbours.

LANP6 – DEVELOPMENT IN LEOMINSTER TOWN CENTRE

Within Leominster Town Centre, see map 4, development for retail, office, commercial, cultural and tourism uses will be encouraged subject to Core Strategy Policies E5 and E6 and the following criteria:

- a. Retail developments will normally be located in or adjacent to the main primary and secondary town centre retail area (see Map 4 and Appendix 2) in order to ensure the vitality and viability of Leominster town centre;
- b. There is sympathetic re-use and improvement of existing premises;
- c. Where new shop frontages are proposed they are in keeping with existing traditional shop frontages, or reintroduce such frontages;
- d. Existing doorways giving access to upper floors from the street should be retained if possible;
- e. The re-use of upper floors for residential use will be encouraged;
- f. Distinctive and detailed features of buildings should be retained and enhanced where possible;
- g. Proposals must include secure areas for rubbish (wheelie bins) and bicycles;
- h. New developments in the town centre should endeavour to retain the original boundaries of the burgage plots and, where possible, retain existing historic stone walls and earth banks;
- i. Business premises should have appropriate signage - illuminated signs and lighting should be kept to a minimum and, when used, make a positive contribution to the street scene;
- j. Security grilles should be well designed and seek to maintain a varied and interesting frontage, whilst at the same time providing appropriate security;
- k. Appropriate surfacing which reflects the historical context of the town centre should be used within the public realm. Surfaces should be permeable and tarmac should be avoided if possible especially in areas where tarmac is not the prevalent material.

Map 4 – Leominster Town Centre and primary and secondary shop frontages



-  Local Wildlife Site (LWS)
-  Scheduled Ancient Monuments
-  Central Shopping & Commercial Area
-  Land Liable to Flood
-  Settlement Boundary
-  Primary Shopping Frontage
-  Proposed Green Space
-  Conservation Area
-  Secondary Shopping Frontage

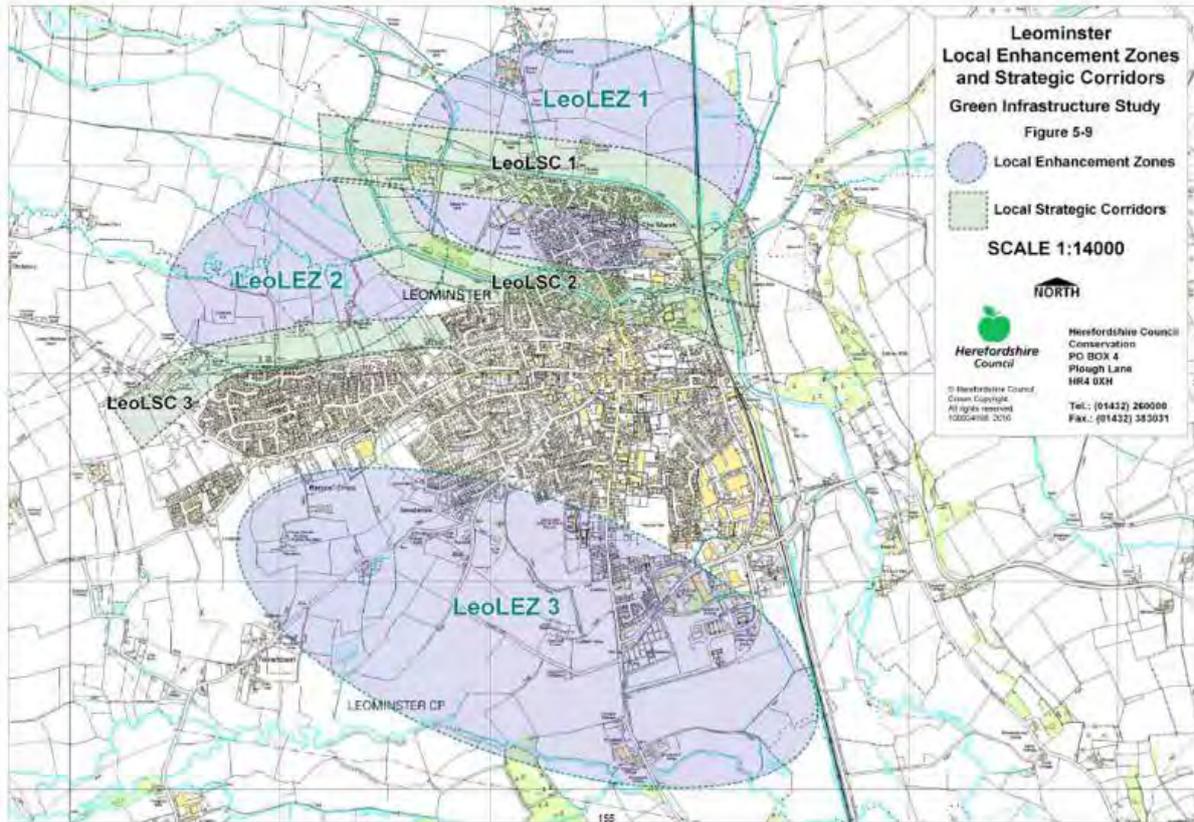
Leominster Town Centre Policies Map

Scale 1:3,500
 at A4 size  

Greener Leominster

By 2031 Leominster will be greener. Policies to achieve this are listed below.

Map 5 – Green Infrastructure⁵



⁵ Green Infrastructure Strategy Herefordshire, 2010

LANP7 – GREEN INFRASTRUCTURE

Proposals for new development will be required to have regard to the proposals of the Herefordshire Green Infrastructure Strategy shown on Map 5 and, where appropriate to incorporate or contribute to the following improvements to green infrastructure:

- A.** Improved access to the Lugg, Kenwater and Arrow;
- B.** Creation of broad Green Infrastructure Corridors within the Sustainable Urban Extension;
- C.** Links that encourage walking to the Enterprise Park;
- D.** Links from the town centre to the surrounding Green Infrastructure network in the rural parts of the parish;
- E.** Features to reduce habitat fragmentation and create inter-connecting green corridors and waterways;
- F.** Maintenance and enhancement of green corridors to open countryside and create new ones;
- G.** New tree planting along roads and streets;
- H.** New allotments and community gardens; and,
- I.** Enhancement, expansion or creation of priority habitats, including existing hedgerows, orchards and woodlands.



LANP8 – AMENITY OPEN SPACES

The spaces identified on Maps 6, 7 and 8 and listed below are designated as Local Green Spaces. Development in these areas will only be permitted in exceptional circumstances unless it is compatible with the function performed by them:

- A.** The Grange
- B.** The Priory precinct
- C.** Cricket pitch (off Mill Street)
- D.** Playing fields (off Bridge Street)
- E.** Cemetery, Hereford Road
- F.** Ginhall Green
- G.** School playing fields and adjoining allotments and wild area
- H.** Skate Board Park ground and Sydonia Park
- I.** Millennium Green and riverside walk
- J.** Easters Wood
- K.** Small green space between Broad Street Car Park and River Kenwater

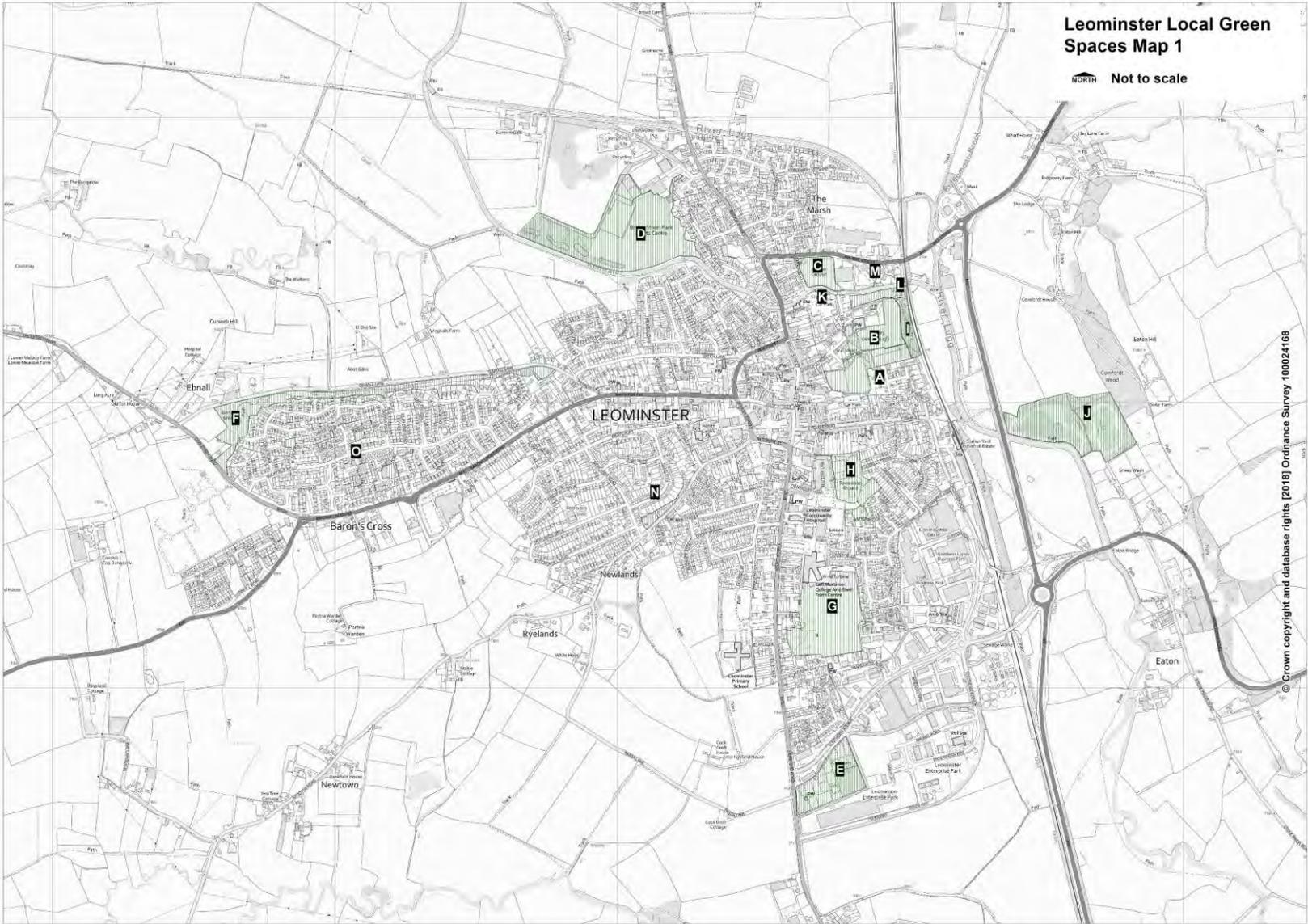


- L. Picnic Area behind the Priory and Breathing Space garden
- M. Booth Memorial Garden
- N. Small park on Ryelands Road
- O. Areas of open spaces throughout Buckfields

Development on smaller areas of amenity space will only be permitted when the space fails to perform at least one of the following functions (list existing bullet points) or the space can be demonstrated to be surplus to requirements or will be replaced by equivalent or better provision.

- It has local significance, for its beauty;
- It is of historic significance;
- It is of value for recreation (including as a playing field);
- It is significant for its tranquillity;
- It is significant for the richness of its wildlife.

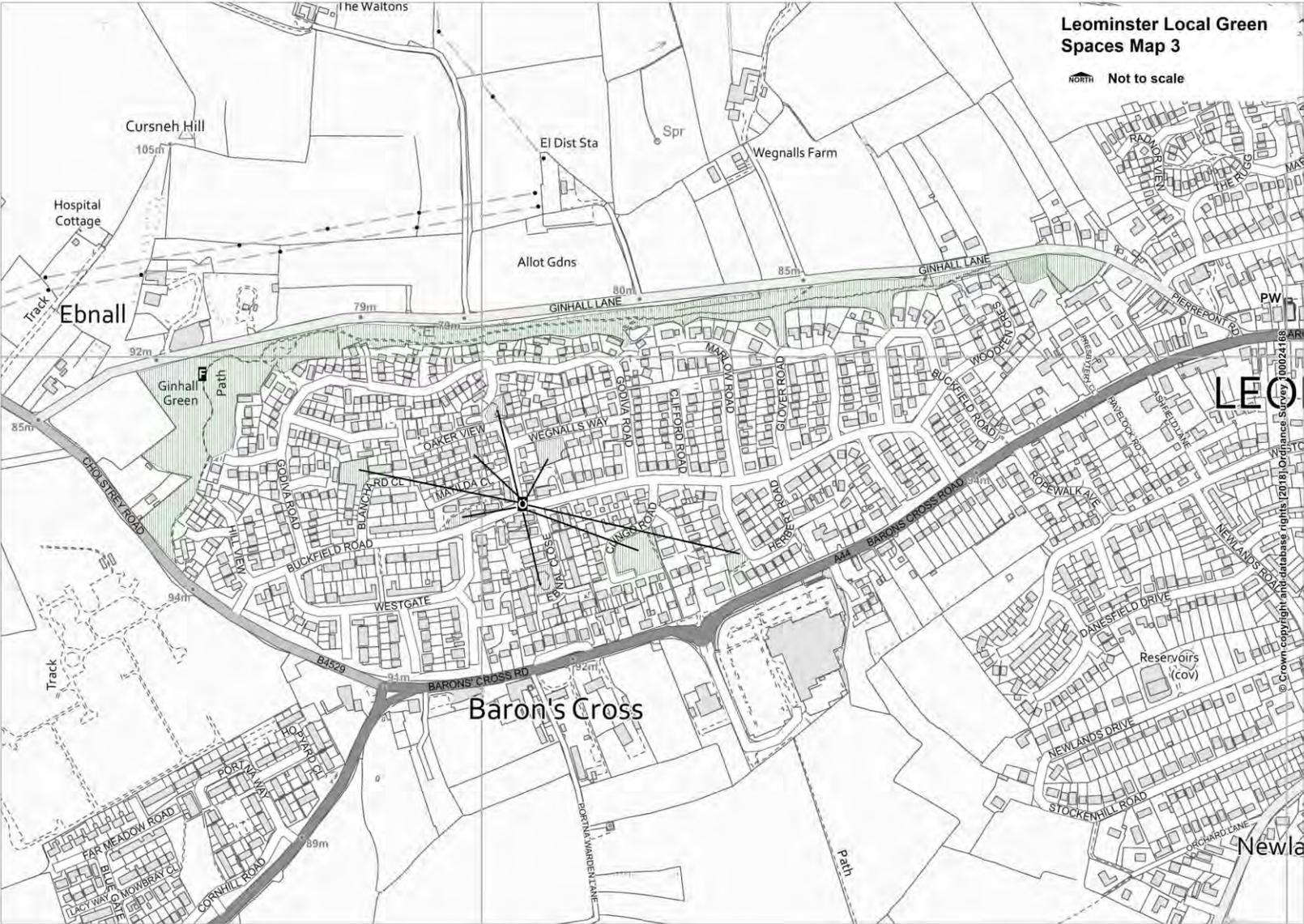
Map 6: Leominster Local Green Spaces 1



Map 7: Leominster Local Green Spaces 2



Map 8: Leominster Local Green Spaces 3



LANP9 – GREENING THE TOWN CENTRE

Proposals that would lead to the greening of Leominster town centre will be encouraged, including:

- a. Tree planting;
- b. Creation of new, or enhancement of, existing wildlife habitats;
- c. Proposals that protect or increase biodiversity;
- d. New and improved access to rivers and streams;
- f. Greener cycleways and footpaths;
- g. Protection of the Wellingtonia trees that form the distinctive skyline of the town.

Healthy Leominster

By 2031 we want the Leominster Area community to be a healthy one: not just in terms of health and well-being, but also in terms of how people of different ages and communities can meet and how they get along; and in terms of the rich and diverse culture that is available to stimulate them, help them relax and develop as part of the community. Our policies to achieve this are set out below.

LANP10 – PROMOTING A HEALTHY COMMUNITY

All major development proposals will be assessed for the contribution they make to making Leominster a healthier community. This assessment will include the following:

- a. Suitable measures to ensure the safety of residents, workers and visitors and other users;
- b. Opportunities for social interaction;
- c. Improvement of tourism, recreation and leisure facilities in the town;
- d. Opportunities to provide Community gardens and green spaces;
- e. Priority for the needs of pedestrians and cyclists; and
- f. Impact on access to informal amenity areas of adjoining occupiers.

Applications which respond positively to realistic opportunities to contribute positively to these aims will be supported.



With the proposed development target of a further 2,300 new homes during the Plan period it is likely that a new Health Centre will be required to meet the needs and demands of a Leominster population that is likely to increase by around 40%. This increase is based on an existing population of 11,700 increasing by a further 4,600 based on an average of two people occupying each of the 2,300 properties.

LANP11 – PROVISION FOR A NEW HEALTH CENTRE

A proposal for a new Health Centre to meet the demands of the growing population of Leominster will be supported provided that it:

- a. is capable, together with existing facilities, of meeting the need for health services of the planned new development and
- b. is suitably located to provide access to users by public transport, cyclists and pedestrians as well as cars and
- c. includes sufficient car parking for both staff and patients.

LANP12 – COMMUNITY FACILITIES AND SERVICES

Community facilities and services, such as community centres, buildings, health centres, and halls, will be protected for community uses. Redevelopment for non-community uses will only be permitted where there is no longer a proven need for the existing use or alternative provision is available elsewhere in the town.

A list of community assets is given in Appendix 3.

Distinctive Leominster

The policies and proposals in this chapter seek to retain Leominster's distinctive identity and ensure all new development makes a positive contribution to this.



LANP13 – LANDSCAPES

Development proposals will be expected to protect and enhance the character of the local landscape. In particular, proposals should:

- a. Protect and enhance the low lying river corridors to the north, east and south of the town of the Lugg, Kenwater and Arrow;
- b. Retain the remaining orchards;
- c. Protect and enhance Listed Buildings and those of local importance, including ~~and~~ areas that have traditional “black and white” timber buildings;
- d. Retain mature trees, hedgerows and other vegetation;
- e. Protect existing features such as field boundaries, drains and ditches; and
- f. Seek to retain a strong distinction between the town's urban core and the surrounding rural area of the parish.



LANP14 – PROTECTING AND ENHANCING THE CHARACTER OF LEOMINSTER TOWN CENTRE

Development proposals in Leominster town centre will be permitted if they meet the following criteria, where they are applicable:

- a. They respect the character and appearance of the town centre;
 - b. They do not have a negative impact on the heritage of the town;
 - c. They propose a suitable town centre use and improve, or bring back into use, vacant or under-used buildings;
 - d. They improve the streetscape and make a positive contribution to the character of the area; and
 - e. They include trees and suitable areas of planting, when appropriate.
- Where proposals conflict with one or more of these criteria, permission will only be granted where the public benefits of the proposal clearly outweigh any harm.

LANP15 – NEW BUILDING IN LEOMINSTER

Developers will be expected to justify their design according to the points listed in this and other policies and having regard to the design guide in Appendix 4.

To make Leominster a sustainable and distinctive town, development will be encouraged to include the following:



- a.** Design that is appropriate to the local context and setting, taking into account:
 - streetscape,
 - building heights and lines,
 - scale and mass,
 - density,
 - plot sizes, especially burgage plots,
 - layout,
 - means of enclosure - walls, fences and hedges,
 - measures to reduce crime and increase personal safety;
- b.** Design that creates high quality buildings that respond to local character and styles, taking into account:
 - characteristic architectural design,
 - building materials,
 - form, colour and detailing,
 - scope for innovation,
 - scale and proportion,
 - retain and where possible incorporate existing site features contributing to the quality of the local environment;
- c.** Design that provides variety in the size, type and design of houses, including external and internal flexibility to allow adaptation to changing lifestyles and meets specific needs;
- d.** Design that results in low carbon emissions and running costs and increases sustainability, taking into account:
 - orientation of the building to maximise solar gain,
 - opportunities to enhance biodiversity,
 - sustainable drainage,
 - retaining important open spaces;
- e.** Design that is sensitive to neighbours and the local area, taking into account:
 - impact on the privacy and amenity of neighbours,
 - provision of off road parking appropriate to the character and needs of the area,
 - provision of safe vehicular and pedestrian access,
 - connections to schools, public transport and the town centre,
 - avoidance of areas with known noise and air pollution;
- f.** High levels of connectivity and appropriate community spaces;

There have been a number of changes in the rural landscape over the past few years. New agricultural practices have led to a change from small traditional agricultural buildings, which tended to blend readily into the rural landscape, to larger buildings which are now often industrial in appearance. There are important issues to be considered regarding the siting, design and materials of modern agricultural buildings and their impact on the rural landscape.

An essential part of the local economy in and around Leominster is still agricultural and it makes a very positive contribution to Leominster. The Plan seeks to encourage the continued growth of agriculture in the area but is mindful that larger scale developments could have an adverse impact on the landscape.

LANP16 – AGRICULTURAL DEVELOPMENT

New buildings or works for agriculture, horticultural or forestry purposes which require planning permission will normally be supported provided the following criteria are fulfilled:

- the proposal is appropriate in terms of scale, location and nature;
- where the proposal includes the erection of new buildings that there are no suitable existing redundant buildings on the holding which can be used. Applicants will be required to show that renovation, alteration or redevelopment opportunities do not exist;
- the development is not visually intrusive in the local landscape and does not have an adverse impact on the natural or manmade heritage;
- where possible the proposal is sited adjacent to existing farm buildings and use is made of topography and existing landscaping to screen the buildings. New buildings located away from existing farm groupings are unlikely to be acceptable;
- the design of the building and the materials used are sympathetic to the locality and blend with adjacent buildings;
- additional landscaping is provided as necessary;
- the proposal will not result in an unacceptable loss in the amenity of residential units outside the holding including potential problems arising from noise, smell and pollution; and
- the development would not have a severe effect on the free flow of traffic or highway safety that cannot be effectively mitigated;
- Conditions may be applied to the grant of permission requiring:
 - use only for agricultural purposes; and
 - adequate siting and landscaping and where necessary the use of specified materials and finishes.

LANP17 – INTENSIVE LIVESTOCK UNIT POLICY

In order to mitigate on the adverse impact on the landscape associated with the development of intensive livestock units, the following policy should be adhered to.

Proposals for Intensive Livestock Units and associated structures and facilities for the storage and disposal of waste will be permitted provided that the siting, design and methods of operation proposed:

- Serve to protect the amenity of residential properties or other buildings normally occupied by people, or in the case of extensions can demonstrate a positive improvement in conditions;
- Make adequate provision for the management and disposal of waste materials, liquids and litter which will not lead to pollution, particularly of surface and ground waters;
- Serve to minimise landscape impact and incorporate suitable landscaping proposals;
- Do not have a severe effect on the free flow of traffic or highway safety that cannot be effectively mitigated

Intensive livestock unit proposals will be considered both in terms of their individual impact and having regard to the cumulative effect of other existing and proposed units within the locality.

Proposals for residential or other protected buildings within 400m of established intensive livestock units will be subject to special consideration.

Proposals that result in significant adverse environmental impacts that cannot be properly mitigated will not be permitted.

LANP18 - TOURISM

Leominster currently lacks sufficient quality hotel accommodation while being a focus for visits to the surrounding area. Tourism related developments should be sensitively located and will be expected to enhance and improve the environment and its biodiversity.

The parish will be developed as a primary tourist destination by encouraging the following developments:

- a. A permanent location for the Tourist Information Centre in the town centre;
- b. More Bed & Breakfast and short-stay accommodation in the town centre, villages and on farms;
- c. Proposals for a hotel and conference centre, either on the main routes through the parish (A49, A44) or within the settlement boundary, and improvements to existing hotels.
- d. Proposals that enhance the visitor facilities and enhance the visitor experience;
- e. Proposals that enhance the Priory's potential for attracting visitors;
- f. Proposals to relocate the Museum within the town centre and to upgrade this facility as a first-rate tourist attraction;
- g. Conversion of existing buildings in the town and new buildings to support tourist related development; and
- h. Re-use and improvement of key historic properties that currently have a particularly negative impact on the quality of the town centre environment.

Accessible Leominster

Leominster Parish is a mix of market town and more isolated rural villages and hamlets. How accessible we can make different places, by means other than private car, e.g. by walking, cycling or public transport, is limited by this physical geography. Nevertheless, our Plan, whilst recognising these limitations, seeks to ensure that opportunities to make Leominster's town and villages more accessible are taken wherever possible. Policies to achieve this are suggested below.



Policy LANP1 referred to an aspiration for a comprehensive Traffic Management Plan. The Town Council will seek to ensure that this plan explores the measures listed at a. to e. in the last section of this policy and more specifically:

- designating Broad Street, High Street, west Street, Victoria Street and Corn Street as pedestrian priority zones, and
- designating Corn Square as a motorised traffic free zone (except for disabled drivers and collections/ deliveries).

LANP19 – COMMUNITY & HIGHWAY INFRASTRUCTURE

- a. Where appropriate, development proposals should include measures aimed at reducing the need to travel.
- b. Development proposals should prioritise the needs of pedestrians and then cyclists over the needs of other transport users.
- c. All proposals that are part of the Sustainable Urban Extension (SUE) should prioritise and include measures to maximise walking and cycling within the SUE and between the SUE, neighbouring residential areas and Leominster Town Centre. The SUE should also include suitable public transport measures and be accompanied by a travel plan.

Proposals to create new and improved walking, cycling and public transport routes will be encouraged. This includes the following:

- Movement to and from Barons' Cross;
- Approaches to and from Leominster Railway Station;
- Additional cycle racks to be installed around the town centre.

Proposals to improve movement around Leominster town centre will be permitted. Proposals that will be particularly supported are those that:

- a. Prioritise pedestrians in the town centre

- b.** Provide additional car parking at the railway station in line with the adopted Local Transport Plan
- c.** Improve footpath and cycle routes linking the railway station to the town centre and the bus station (to be explored in the Travel Plan);
- d.** Provide better quality pavements (perhaps paid by Community Infrastructure Levy funds);
- e.** Improve street furniture (including seating) to improve appearance, ease of movement and to provide a better visitor experience.



APPENDICES:

APPENDIX ONE

Evidence in support of a A49/A44 Link Road.

Item 1:

LEOMINSTER INDUSTRIAL ESTATE ACCESS ROAD AND ITS EXTENSION TO FORM AN EAST-WEST LINK

Item 2:

THE COUNTY OF HEREFORDSHIRE DISTRICT COUNCIL

ENVIRONMENT ACT 1996, PART IV, SECTION 83

THE BARGATES (LEOMINSTER) AIR QUALITY MANAGEMENT AREA (NITROGEN
DIOXIDE) ORDER 2006

ORDER DESIGNATING AN AIR QUALITY MANAGEMENT AREA

Item 3:



Bargates Air Quality Action Plan

2014

Item 4:

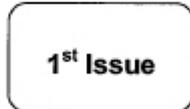
LEOMINSTER

TRAFFIC SURVEY REPORT

MT/NWK/SC/558/HO

November 2007

Item 5:



FORECASTING REPORT

for

**LAND SOUTH OF
LEOMINSTER**

on behalf of

MOSAIC ESTATES

APPENDIX TWO

Primary and Secondary Shopping Frontages

The primary shopping frontages shown on Map 3 are as follows:

1-7 Buttercross Arcade

2-38 High Street

1-43 High Street

2-40 West Street

1-51 West Street

2-24 Drapers Lane

1-27 Drapers Lane

1-13 Corn Street

1-3 Victoria Street

2-16 Corn Street

1-23 Broad Street

2-34 Broad Street

4-22 School Lane

1-19 School Lane

The secondary shopping frontages on Map 3 are:

1-15 Church Street

4-14 South Street

1-17 South Street

15 and 17 Etnam Street

APPENDIX THREE

Community Assets

- The Grange open space
- Sydonia open space
- Bridge Street Recreation Ground
- Community Centre
- Grange Court
- The Priory
- Cinema/Bingo Hall
- Leisure/Sports centres
- The Grape Vaults Public House
- The Barons Cross Inn
- The Bell Inn
- The White Lion
- The Chequers Inn
- The Royal Oak
- The Talbot

APPENDIX FOUR

Design Guide for new housing in Leominster

Developers are encouraged to appoint a lead designer, preferably an architect, and to work and liaise with the Town Council on design and design detail, at each key stage in the design process before any submissions to the local planning authority. The design process should have regard to the following design principles:

- Development should build upon local identity by capturing the spirit of local architecture.
- Buildings should be considered as visual and tactile compositions of form detail and material with attention to detail. Generic commercial solutions are not encouraged.
- Attention should be paid to the silhouette produced by roof forms and chimneys.
- Design should have regard to:
 - The balance of vertical and horizontal emphases in the building composition, roof span and pitch;
 - The distribution and proportion of windows within the overall “grid” of the elevation;
 - The relationship of the upper floor windows to the eaves.
- The following features will be encouraged to reinforce local distinctiveness:
 - Progressive changes in material as horizontal ‘strata’. The texture of materials and the repetition/tessellation of small elements of construction (bricks, tiles, slates, window panes);
 - Characteristic weatherings such as hoods and pentice boards;
 - The use of garden walls to root the building within the site and connect with other buildings;
 - Building Materials. Timber, stone, render and brick are acceptable though brick should be used sparingly and would be better used in groupings of houses in terraces and groupings that sit within a traditional village context. When used it should be of a mellow and aged appearance and not of a uniform shade;
 - Innovative building techniques and materials will be encouraged, such as factory built units when this does not detract from the external appearance of houses;
 - Roofs can be of thatch, slate or tile with mitred hips or roof tiles;
 - Chimneys should be of brick, stone or render. Most houses should have chimney stacks;
 - Windows - their size and shape, relation of void to solid, their sub division including their pane size and proportion related to glazing bars are critical to the appearance of the building.



**Prepared for Leominster Town Council by the
Leominster Area Neighbourhood Plan (LANP) Steering
Group.**

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