

Shaping our Place 2026  
Local Development Framework

Preferred Option: Hereford  
Find out what's happening in your city



## Introduction

The Preferred Option: Hereford paper follows the Place Shaping Consultation (Jan 2010). It is the fourth in a series of papers that have been issued for consultation. In July and August 2010, three additional papers were published. These relate to General Core Strategy Policies, the Preferred Options for Bromyard, Ledbury & Ross-on-Wye and the Preferred Option for the Rural Areas. The policies set out within all four papers will ultimately form part of the Core Strategy.

## How can I get a copy of the Preferred Option: Hereford paper?

Online: [www.herefordshire.gov.uk/corestrategy](http://www.herefordshire.gov.uk/corestrategy)  
by phone: (01432) 260386  
by e-mail: [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk)  
in Person: at Info Centres and Libraries throughout the county

## What is included in the Preferred Option: Hereford paper?

The paper sets out the preferred options for the future growth and development of Hereford up to 2026 and is divided into three policy areas:

- City Centre
- Movement
- Urban Expansion

## **Where can I find out more?**

Over the next 6 weeks we will be holding various drop in sessions in order for the general public to speak to planners and discuss their views on the future growth of Hereford:

### **Tuesday 28th September 2010**

Westfields Community Hall between 6:00pm and 8:00pm

### **Thursday 7th October 2010**

Trinity Primary School between 6:00pm and 8:00pm

### **Monday 11th October 2010**

Town Hall, Assembly Room between 10:00am and 8:00pm

### **Tuesday 12th October 2010**

Town Hall, Assembly Room between 10:00am and 4:00pm

### **Tuesday 12th October 2010**

Munstone House. Drop in session between 6:00pm and 7:00pm and public meeting between 7:00pm and 8:00pm

### **Tuesday 19th October 2010**

Whitecross High School between 6:00pm and 8:00pm

### **Wednesday 20th October 2010**

Saxon Hall, Hoarwithy Road between 6:00pm and 8:00pm

### **Tuesday 2nd November 2010**

Whitecross High School between 6:00pm and 8:00pm

## How to comment:

Your views are important to us to help further develop a planning strategy for the county. Please answer the questionnaire accompanying the main Preferred Option: Hereford paper.

Please complete and return the questionnaire by **5 November 2010**.

If you require more information, please contact us:

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**by fax:** 01432 383031  
**on the web:** [www.herefordshire.gov.uk/corestrategy](http://www.herefordshire.gov.uk/corestrategy)

If you need help to understand this document, or would like it in another format or language, please contact the Strategic Delivery Team on 01432 383357 or send an e-mail to [ldf@herefordshire.gov.uk](mailto:ldf@herefordshire.gov.uk)

[www.herefordshire.gov.uk](http://www.herefordshire.gov.uk)

# Preferred Option: Hereford

## What are the options?

### Holmer West

Around 1,000 new homes (35% affordable) are proposed. The growth will be reliant on bus priority and new walking and cycling routes to access the city. There is also scope for Park and Ride, a new primary school and new community facilities.

### Holmer East

Land at Holmer East is proposed for employment development (5 hectares). This will balance the significant employment opportunities at Rotherwas Industrial Estate and complement those proposed to the west of the Hereford Relief Road in association with the new livestock market

### Three Elms

Around 1,000 new homes (35% affordable) are proposed. The provision of additional 10 hectares of employment land at this location will balance that at Rotherwas. A western Park & Ride and new cycle and pedestrian links are planned as part of a package of transport measures aimed at discouraging car use.

### Whitecross

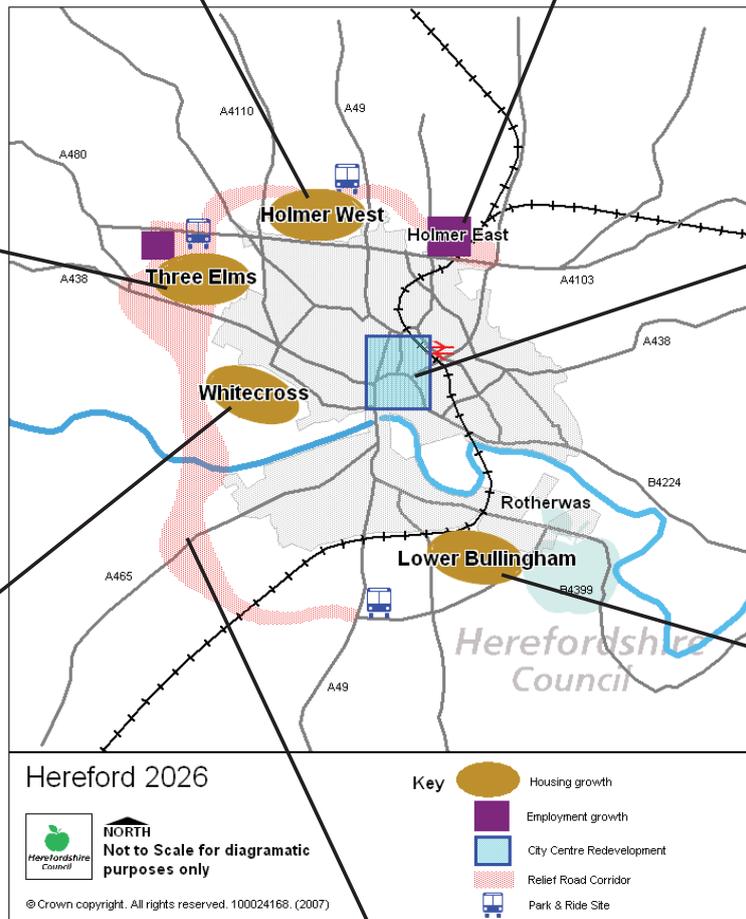
Around 1,500 new homes (35% affordable) are proposed. There is scope for extending the capacity of Whitecross High School and Specialist Sports College and also providing a new primary school. A neighbourhood community hub will provide a range of facilities from retail to health care. New cycle and pedestrian links will reduce private car use.

### City Centre

The development of Hereford city centre up to 2026 will seek to achieve the overall regeneration of the historic heart of the city and the expansion of its central area to the west and north. This will be achieved through, amongst other things, the provision of 800 homes in a new urban village, additional shops and leisure facilities. Overarching all future proposals is the need to ensure the protection and enhancement of the historic retail core and Hereford's historic heritage and character.

### Lower Bullingham

Around 1,000 new homes (35% affordable) will be provided, to be accessed via the Rotherwas Access Road. A southern Park & Ride site is proposed in the vicinity of the A49/Rotherwas Access Road roundabout to complement those proposed to the north and west of the city. The provision of a neighbourhood community hub will provide for a range of local services. Employment will continue to be focused on Rotherwas Industrial Estate.



### Western relief road

A western corridor is proposed for the Relief Road, as part of an overall transport package to address movement in and around Hereford and enable sustainable transport choices where possible. The proposed corridor is linked to growth and avoids key environmental interests to the east. The precise route of the road will be defined in the forthcoming Hereford Area Plan

### Common Themes

A network of green infrastructure is planned within all expansion areas. Linear green routes which can be used for biodiversity and conservation, together with sustainable transport routes and leisure and flood management will be incorporated into developments on the city's peripheries.

### Relief road options considered

The Council has undertaken a thorough assessment of options for the relief road corridor, to both the east and west of the city. This has highlighted the environmental interests associated with the Lugg Meadows to the east, notably a Site of Special Scientific Interest and a Special Area of Conservation, as well as other designations. The preferred choice of route to the west not only avoids these features, but is also linked to the main growth areas proposed to the north and west.

### Importance of growth

Growth in Hereford will enable some important issues to be addressed including the imbalance in housing stock, need for affordable housing, limited employment and education opportunities, restricted retail choice and traffic congestion. The Place Shaping Paper indicated that 78% of people were in favour of the growth strategy for Hereford. Limiting this growth will affect the ability to address these social and economic issues.