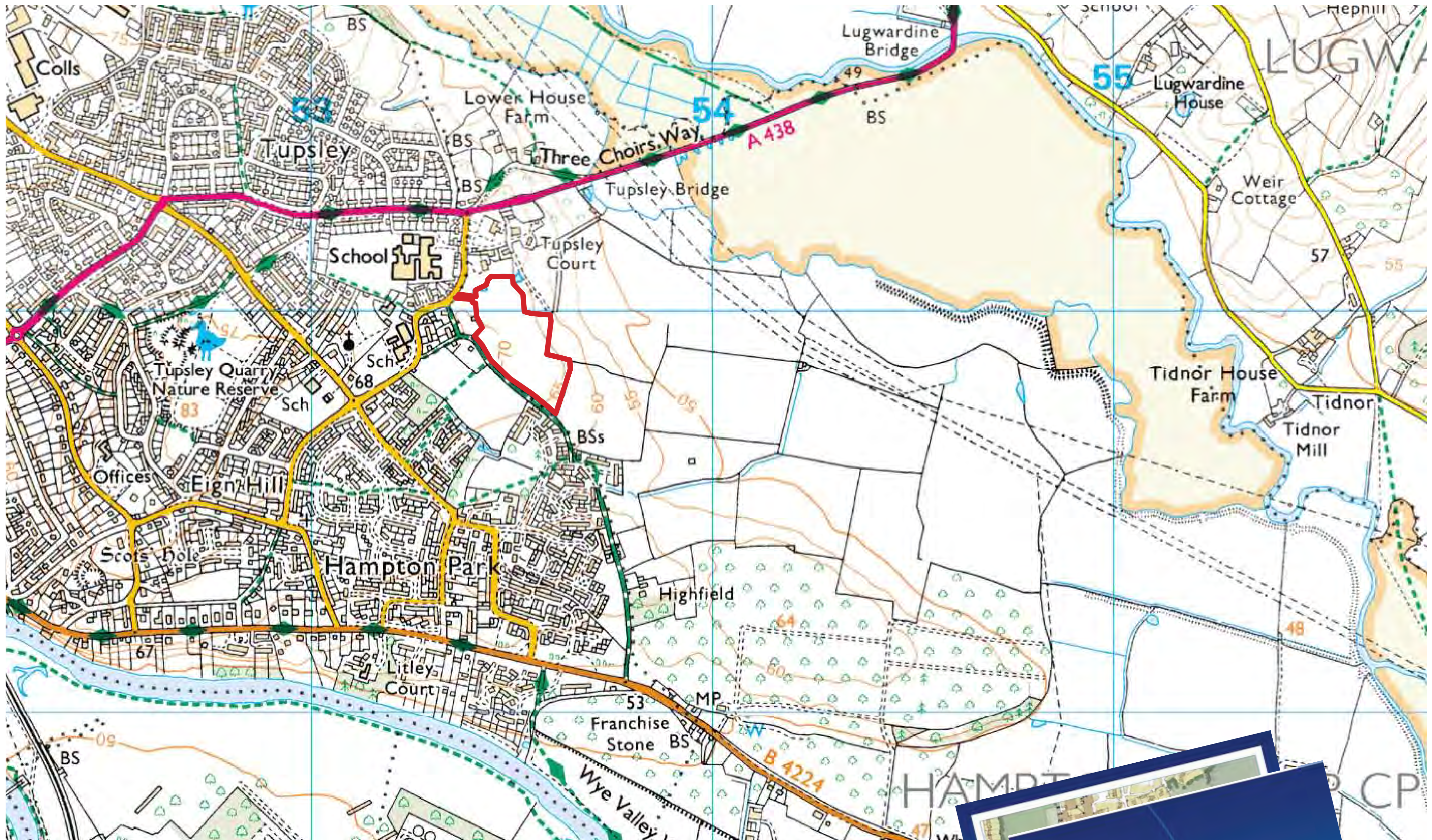


01

Hampton Dene Road, Hereford WELCOME

Welcome

Gladman Developments Ltd have successfully invested in communities throughout the UK over the past 20 years developing high quality and sustainable residential, commercial and industrial schemes. We are proposing a new residential development of up to 95 homes on land off Hampton Dene Road, Hereford.



Have your say

We wish to hear your views about the proposals including your views about the quality, mix and design of the proposed development. We will consider your views and ideas as we develop our masterplan.

This is your opportunity to comment on and influence the planning of this site. You will have a further opportunity to provide comments to Herefordshire Council during the planning application process.

Forms are available for you to leave your comments today.

Alternatively comments can be sent by post or email to Gladman Developments or alternatively on our website 'your-views.co.uk/hereford'.

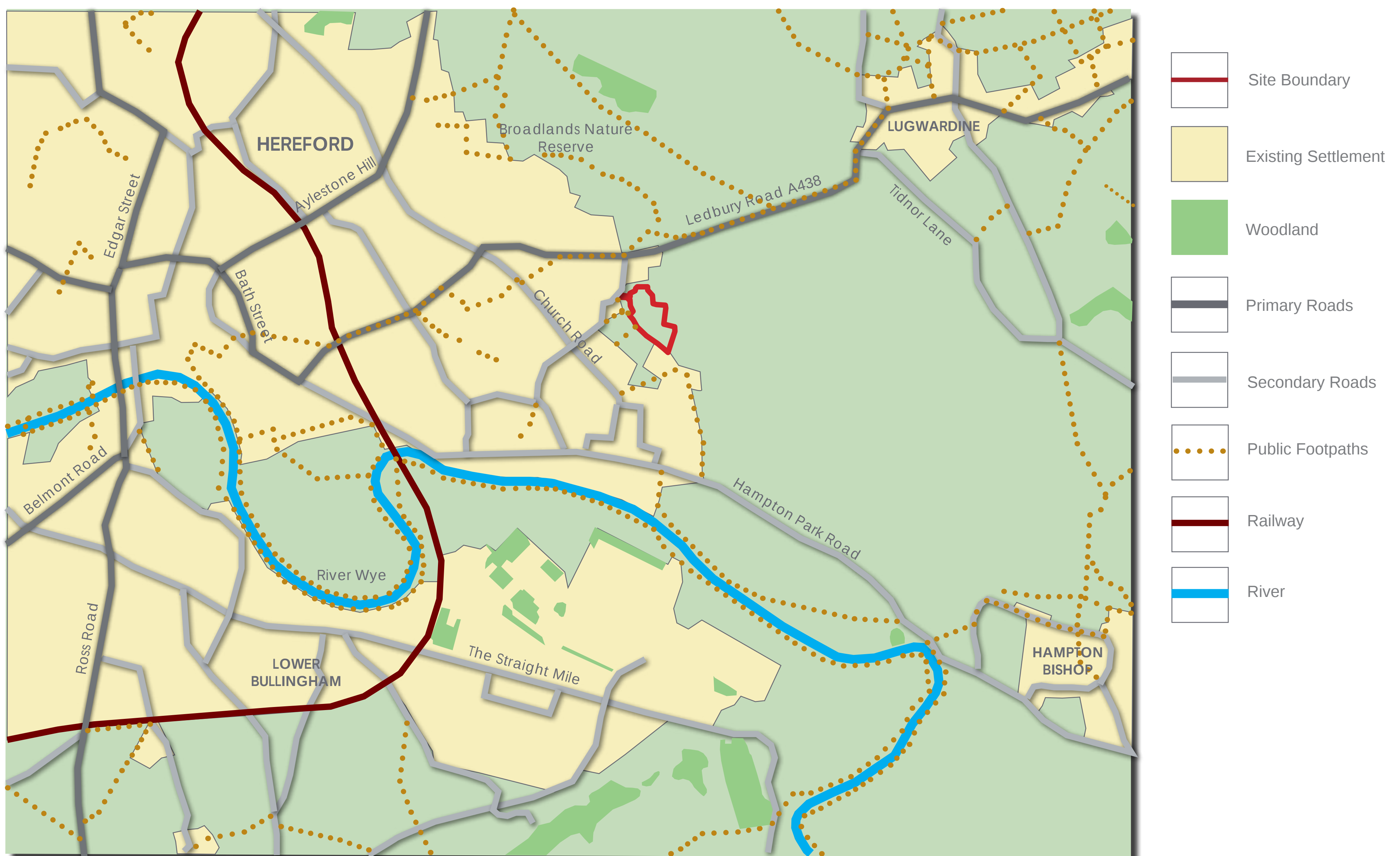


HOUSING NEED

Housing Need

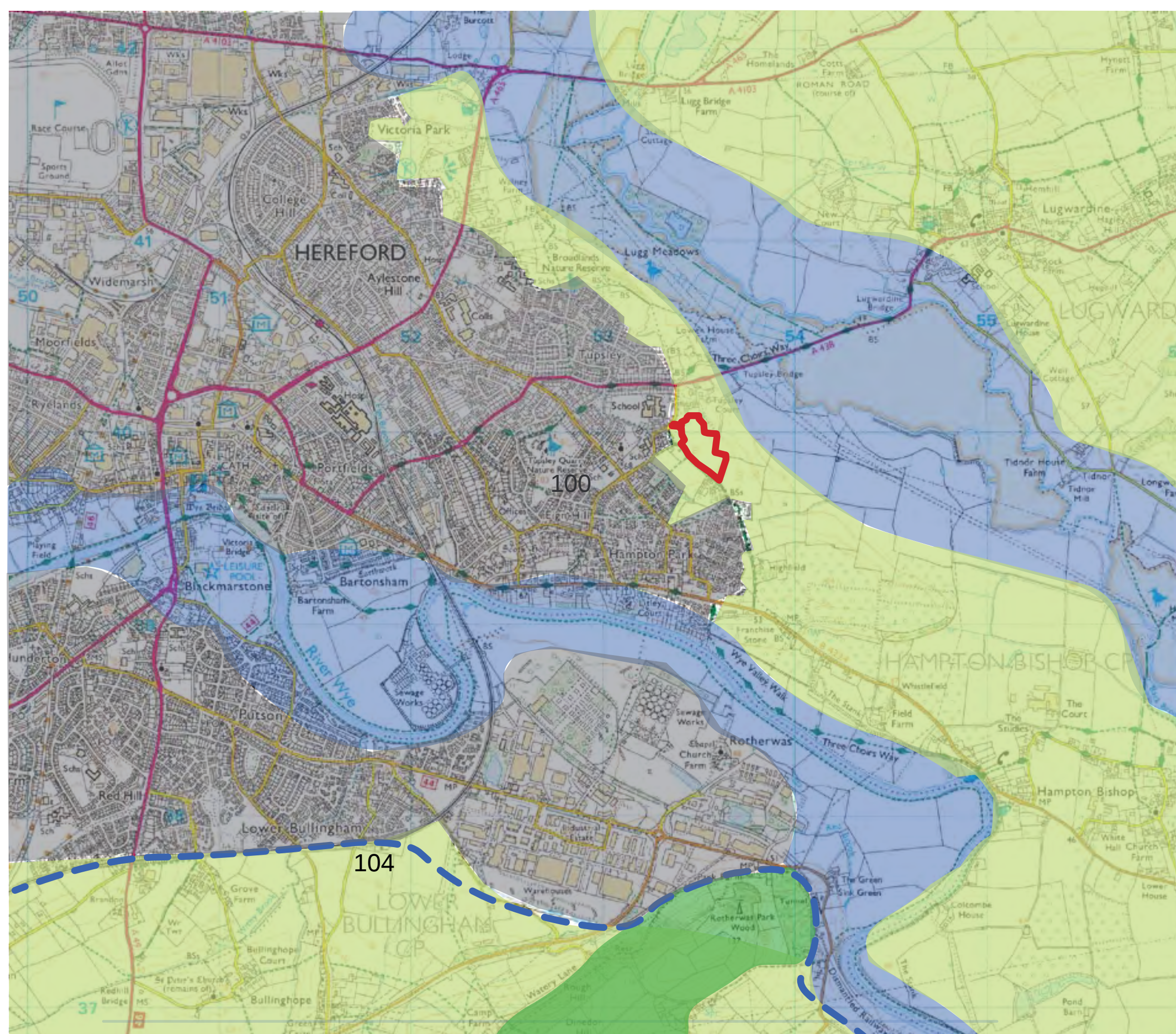
Every Council is required by the Government to boost significantly the supply of housing and make planning decisions in the light of a presumption in favour of sustainable development.

Herefordshire Council must provide new housing in order to meet the housing needs for the area and currently have shortage of land for housing.



Why is the site suitable for development?

Hereford is the principal City within Herefordshire with its range of services and facilities and a growing population has a key role to play in accommodating future growth. This site offers a good location for the sustainable growth of the City because the new housing can be accommodated on the site with minimal impact on the local landscape. It is highly accessible and will integrate well with the existing community.

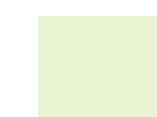


 Site Boundary

 Hereford Urban Area

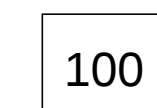
Hereford Landscape Character Assessment 2004

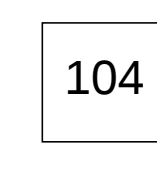
 Principal Wooded Hills Character Area

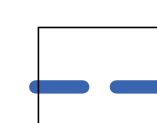
 Principle Settled Farmlands Character Area

 Riverside Meadows Character Area

National England National Character Areas

 Herefordshire Lowlands Character Area

 South Herefordshire and Over Severn Character Area

 National Character Area Boundary

The Herefordshire Landscape Character Assessment (2004) identifies the landscape in which the site lies as the Principled Settled Farmlands character area. The key characteristics of this character area include mixed farming land use and hedgerows used for old field boundaries.



The Hereford Rapid Townscape Assessment (2010) identifies the townscape character area that lies close to the site as the Tupsley-Hampden Park character area. The area is characterised by intensive residential development between the post war period and late twentieth century. Some architectural evidence of the areas 18th century agricultural history still survives.

CONSTRAINTS & OPPORTUNITIES

What are the constraints and opportunities?



- | | |
|--|--|
| 1 Contours | 5 Consider views to the east and south west |
| 2 Existing footpath | 6 Existing vegetation |
| 3 Main road | 7 Existing ponds |
| 4 Views from adjacent existing properties | 8 Proposed balancing ponds |

VISUAL CONTEXT

Visual Analysis

The site is not covered by any nationally significant landscape designations. Generally views towards the site from the north, south and west are screened by intervening topography, built development and dense vegetation along Holywell Gutter Lane and Hampton Dene Road which forms the western boundary of the site. Close range views are therefore limited to views from properties and public footpaths, which lie directly adjacent to the site.

The land to the east of the site descends towards the River Lugg, which forms a broad valley separating Hereford from the nearby settlements of Lugwardine and Hagley. There are longer distance views from footpaths on higher ground to the east of the site but local topography and vegetation restricts the visibility of the site from these locations.



Aerial photograph with site boundary and viewpoint locations



1 PHOTO VIEWPOINT 1: View north-east from Public Right of Way through playing fields

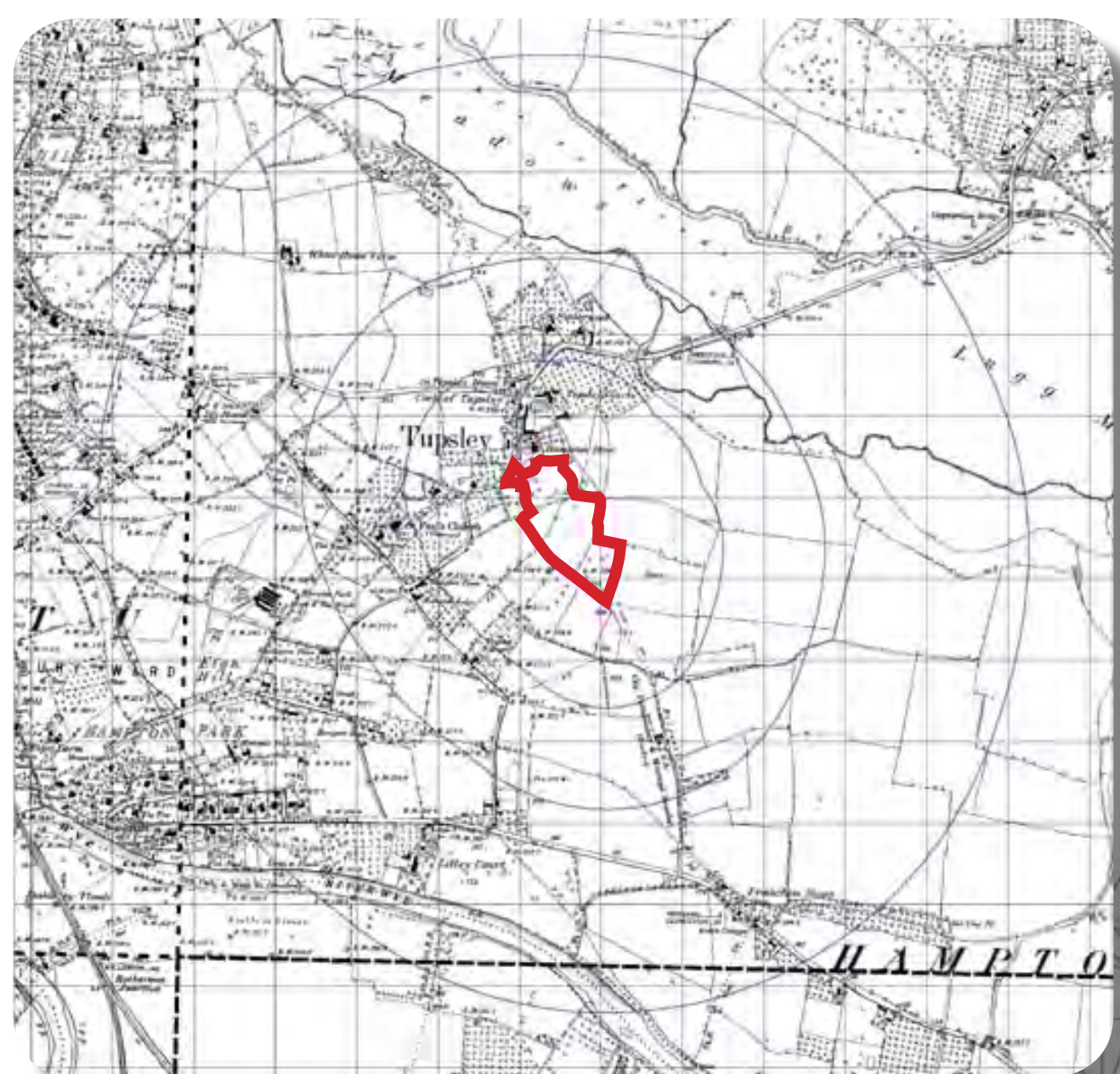


2 PHOTO VIEWPOINT 2: View west from public right of way

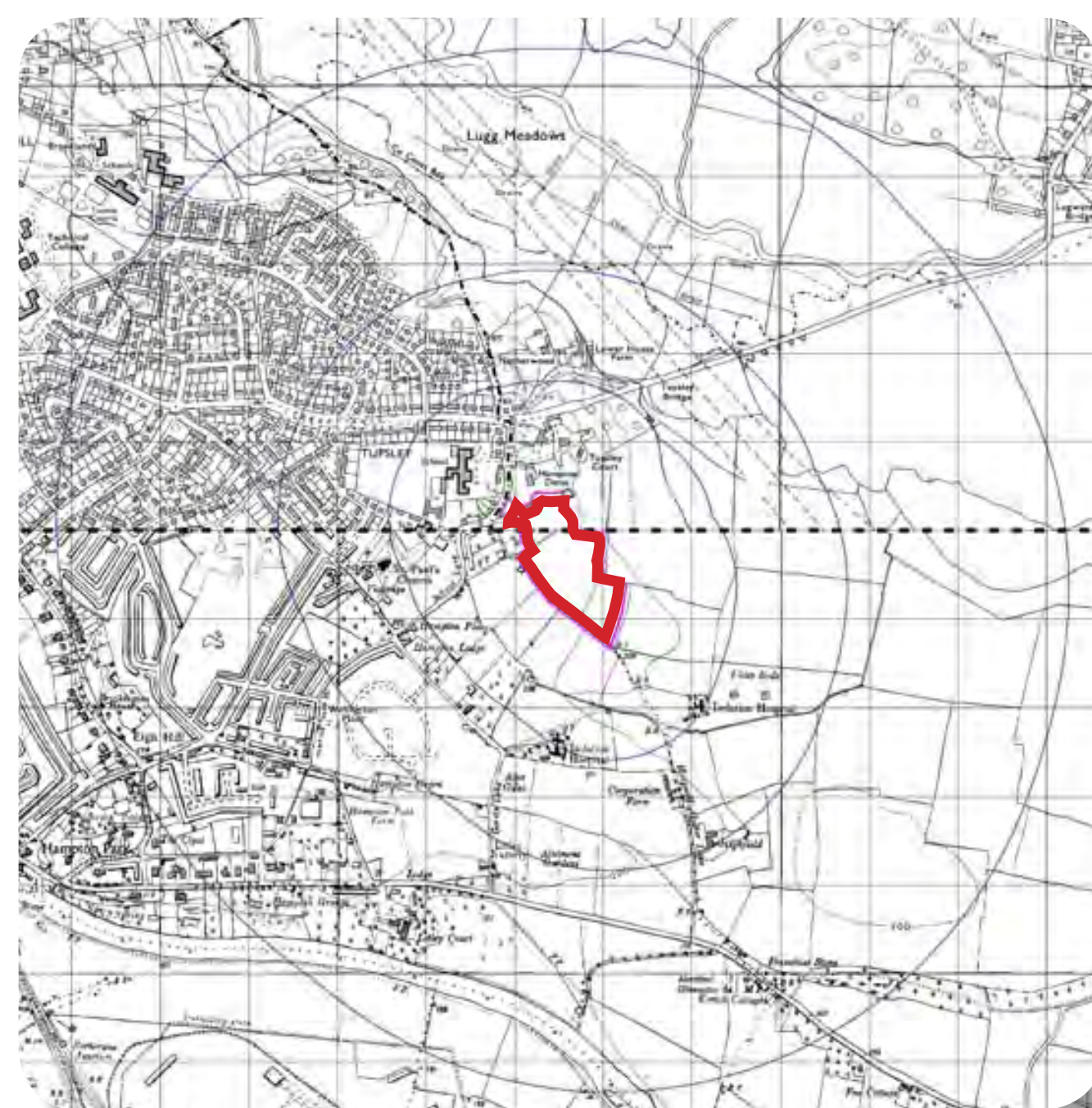


3 PHOTO VIEWPOINT 3: View west from public right of way on ridge

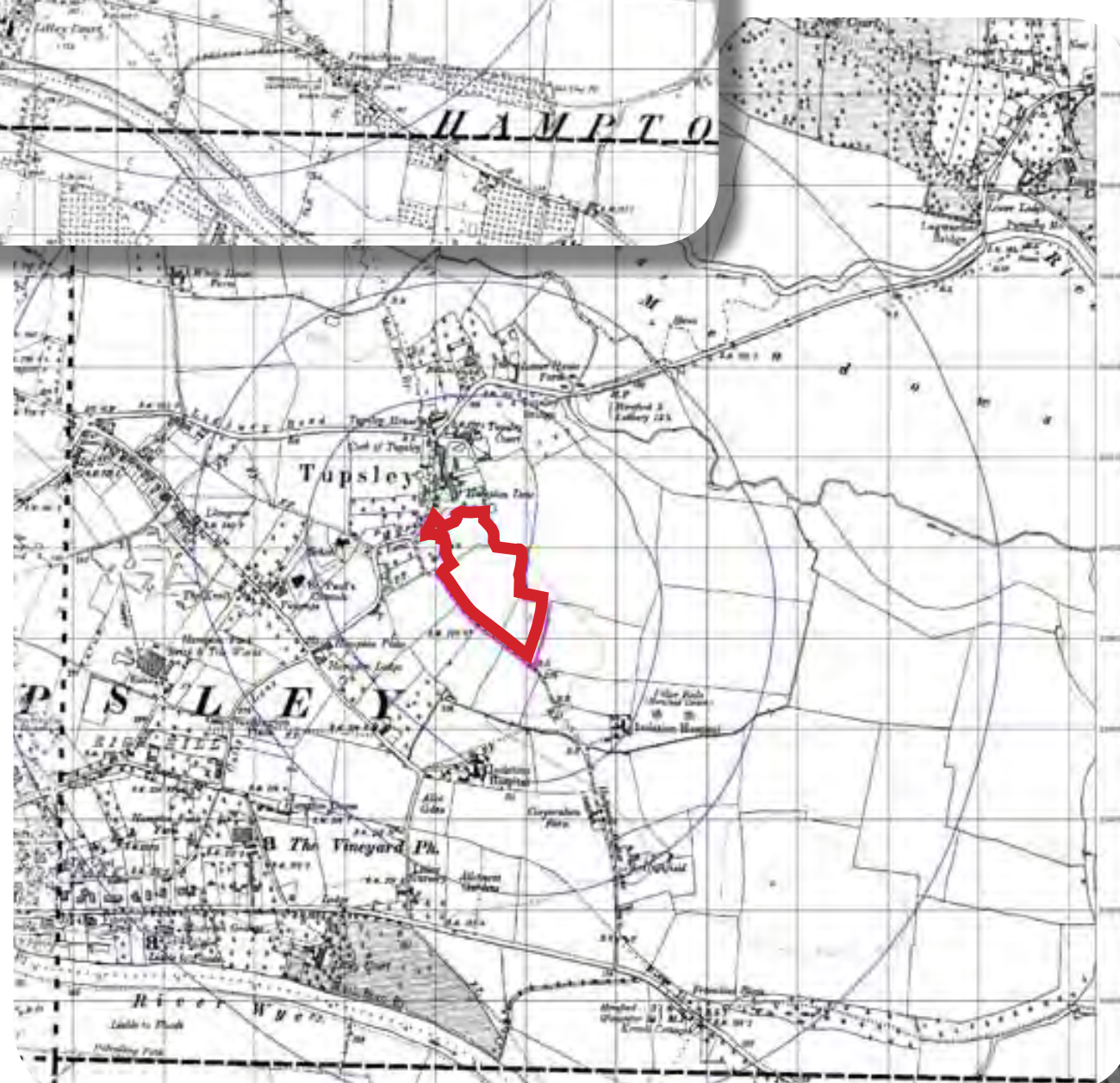
Historic Maps



c1886



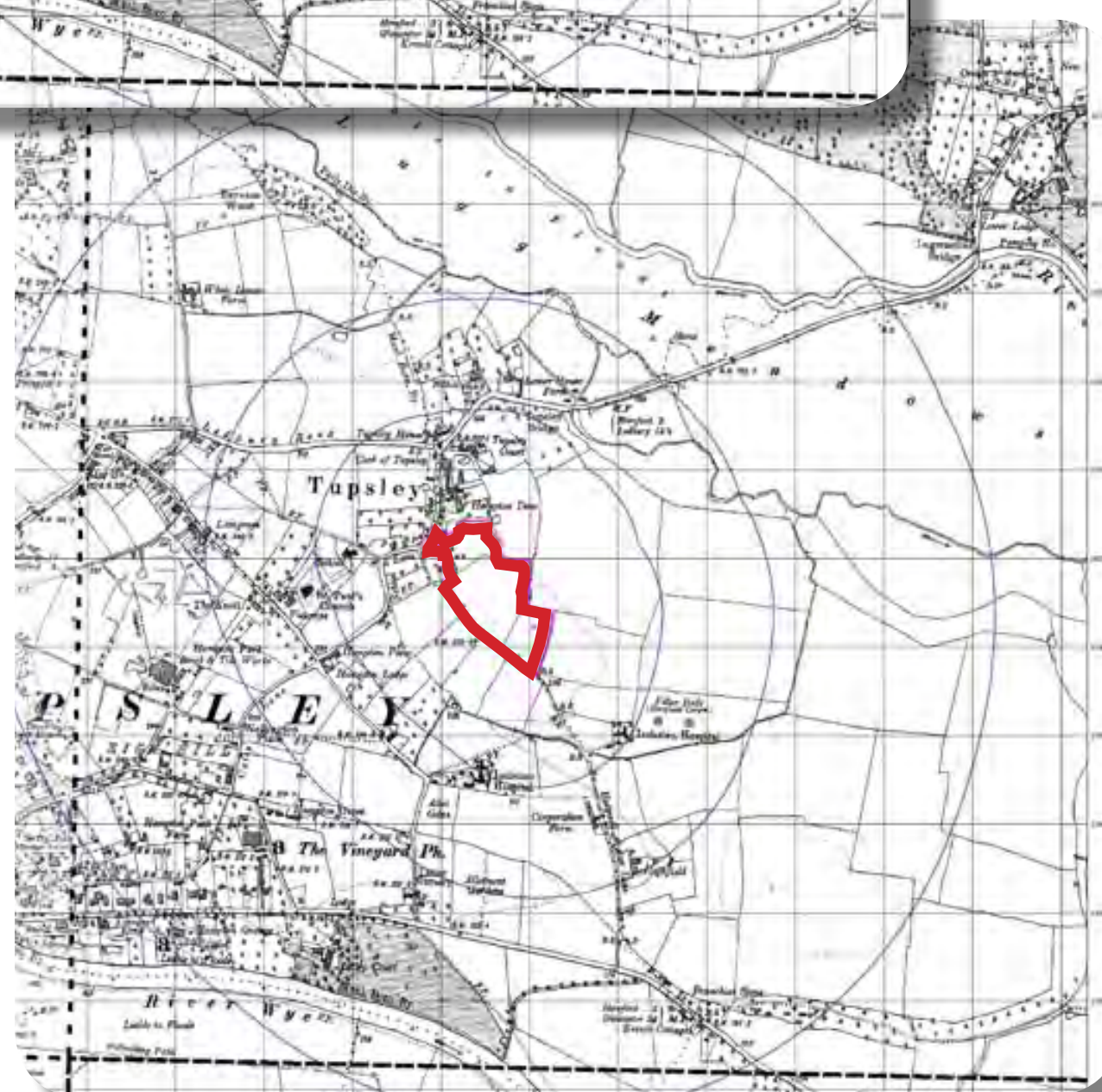
c1970



c1930



c1985



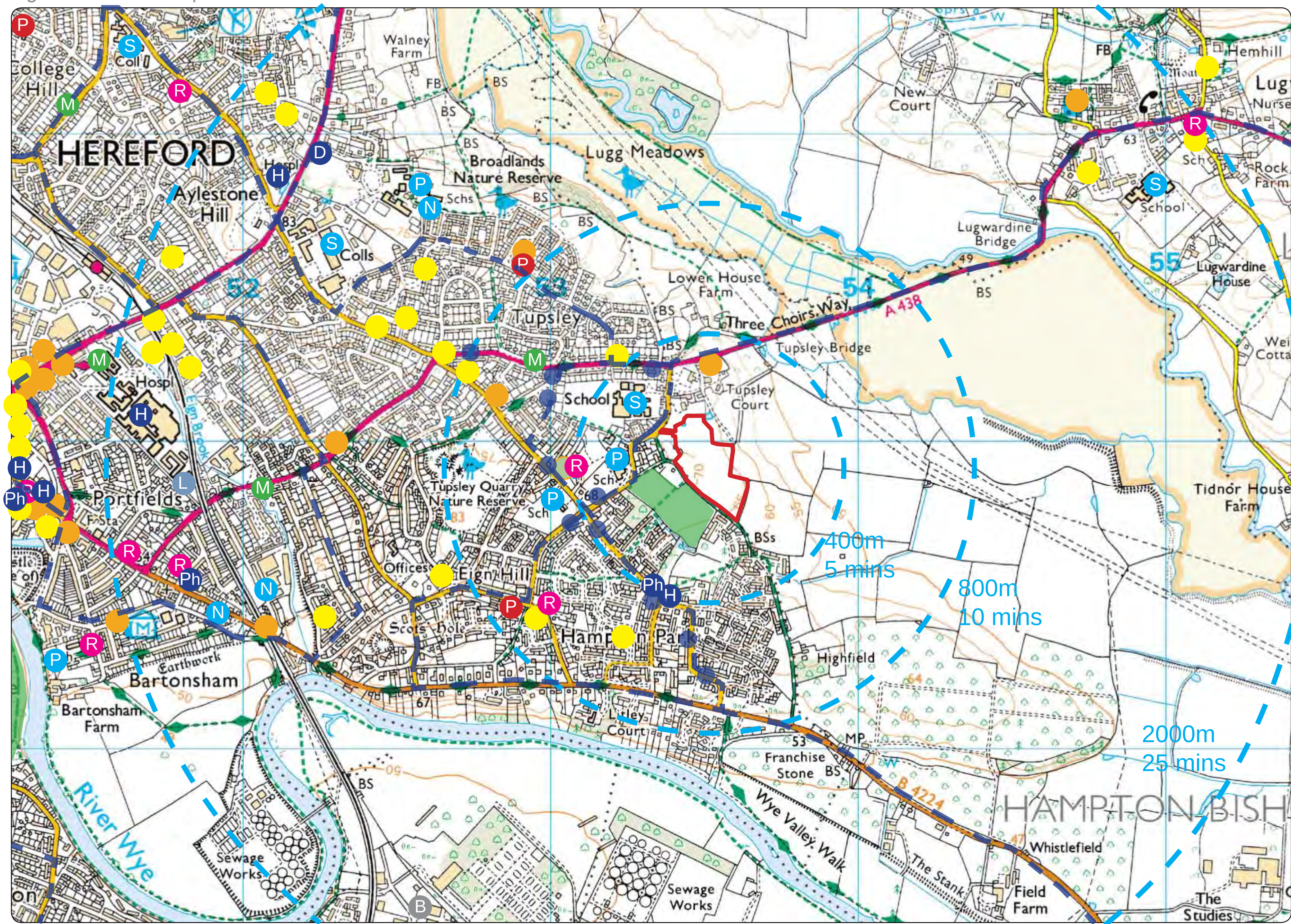
c1964



c2012

What are the local facilities?

The site is sustainably located with easy access to existing community amenities and the public transport network. Amenities include a primary school, high school, doctor's surgery and local shops. Multiple bus services connect into the city as well as further afield including Leominster, Cardiff, Ross-on-Wye, Whitchurch, Worcester and Bishops Cleeve. There are hourly services, with increased frequency during peak times. Bus stops are located within walking distance of Hampton Dene Road.



	Application Boundary		Library		Pharmacy		Local Bus Route
	Walking Distance from Site		Post Office		Supermarkets		Sports & Recreation
	Primary School		Religious Centre		Pubs, Cafes and Restaurants		Community Facility
	Secondary School		Medical Centre		Local Shops		Business Park
	Nursery		Dental Practice		Local Bus Stop (within a close proximity to the site)		

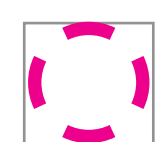
THE FRAMEWORK



Site Boundary:
4.74Ha



Main Vehicular Route



Proposed Site Access



Proposed Green Infrastructure:
1.7Ha



Retained Trees



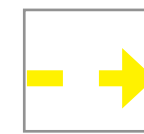
Proposed Residential Plots
Total Residential Area: 3Ha



Proposed Play Area - 0.04Ha



Existing Public Footpaths



Proposed Public Footpaths

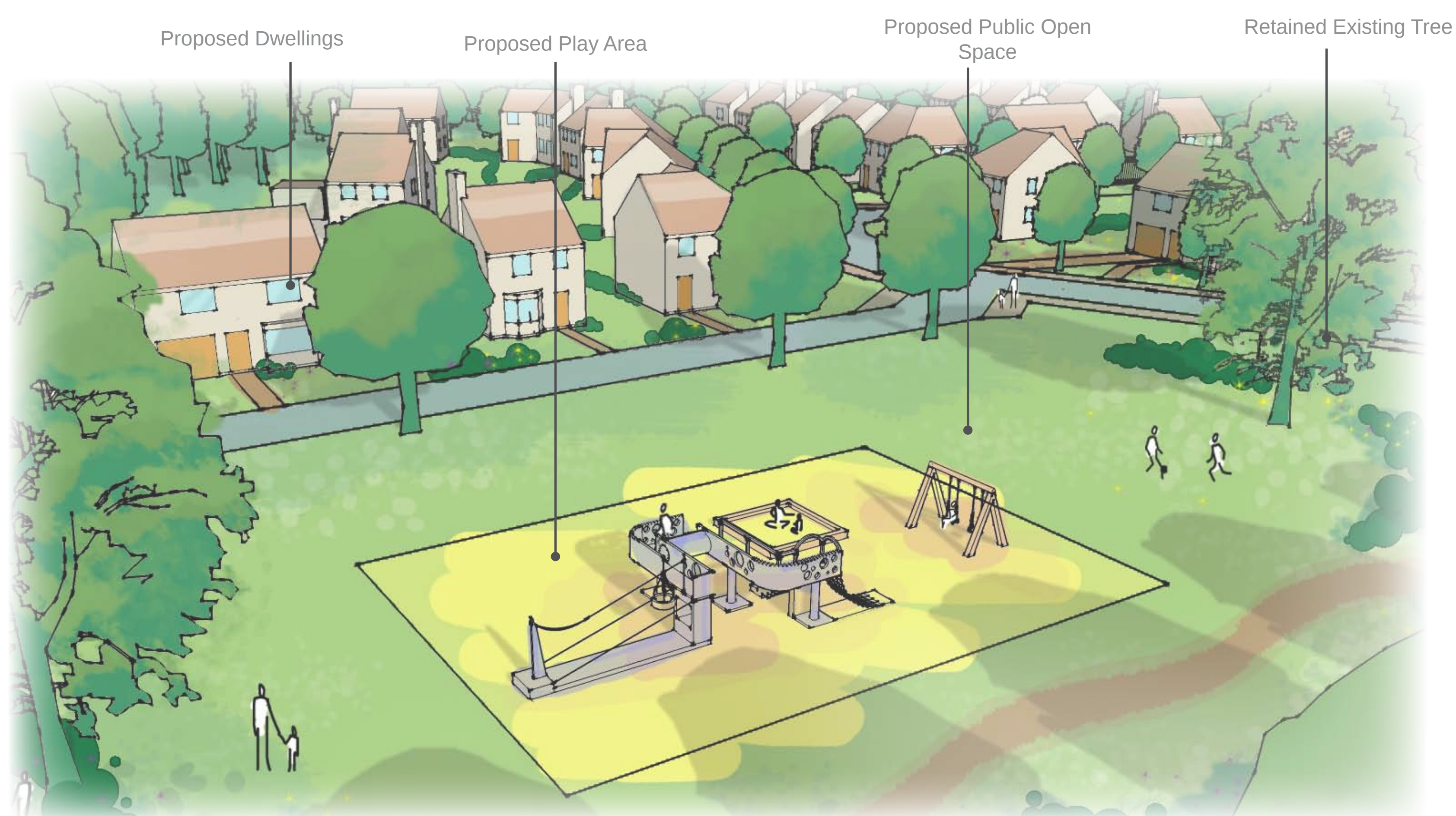
ILLUSTRATIVE PERSPECTIVES

Aerial perspective



ILLUSTRATIVE PERSPECTIVES

Aerial perspective of Public Open Space



Aerial perspective of Main Street



Thank you for taking time to visit this exhibition.

Please complete a feedback form. Alternatively comments can be sent via the website, email or posted to the address below.

Website

www.your-views.co.uk/hereford

Email

comments@your-views.co.uk

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