

# Land at the Viaduct, Ledbury



**Bloor Homes welcome you to this exhibition which shows our proposed mixed use scheme on land primarily North of the Viaduct, Ledbury.**

At present no planning application has been submitted and the plans on show today illustrate a development proposal in which you are invited to feedback upon. The application will be made in outline form with all matters reserved for future consideration except for access.

We hope you find this exhibition informative and if you have any questions about what we are proposing please do not hesitate to ask one of our representatives here today. We would also welcome you to leave comments on the forms provided.

## What is proposed?

The site has been allocated through policy LB2 as part of the Herefordshire Core Strategy, adopted on 16th October 2015, as an area for a sustainable mixed use urban extension of the town. Shops, schools, medical facilities and places of work, recreation and worship are all within walking distance of the site in a south easterly direction and there is good access to the town centre of Ledbury.

The development proposal is for around 625 dwellings which includes provision of affordable housing, around three hectares of B1 employment land, land and contributions to facilitate the restoration of a canal through the site (in partnership with the Herefordshire and Gloucestershire Canal Trust), landscaping and other associated works.

The vision is for a development that seeks to integrate with the existing area and countryside through high quality design and suitable landscaping.

The scheme has thus far been prepared on research and assessment of the following issues;

- Heritage
- Drainage and Flood Risk
- Ecology
- Highways and Accessibility
- Landscape and Visual Impact
- Local Vernacular
- Noise and Air Quality

## Who are Bloor Homes?

Bloor Homes is a family house builder, established in 1962 and founded by John Bloor who also owns Triumph Motorcycles. Bloor Homes is one of the UK's largest privately owned house building companies, completing around 2,000 homes each year on small and large sites.