

# Concept Masterplan



## Vision

Our vision is to create a sustainable mixed use urban extension to Ledbury.

## Key Design Principles:

### Land Uses

- » A mixed use development of up to 625 new homes, including affordable houses, employment land and a potential primary school.

### A Distinctive Place

- » The scheme is designed to create a beautiful setting for the viaduct;
- » A permeable and legible structure of development blocks which are designed to follow the contours of the site;
- » The arrangement of dwellings aids the creation of links, visual and physical, to the Viaduct on the southern site boundary, green space and the attractive landscape to the west of the site;

## Movement and Connectivity

- » New vehicular access arrangements off Bromyard Road, the B4214;
- » A hierarchy of streets which includes a main vehicle route through the site;
- » A series of key nodes located on the primary route act as focal spaces and are overlooked by high quality frontages;
- » New walking and cycling links from the site lead under the viaduct directly to the town trail riverside walk, the railway station and the town centre to create linkages to nearby development and existing community facilities;

## Green Infrastructure

- » Land is set aside for the Herefordshire and Gloucestershire canal which will run along the western site boundary and will be well overlooked by quality housing;
- » A new linear informal park along the canal edge links to the existing town trail, riverside walk, recreational open space and existing allotments;
- » New tree planting aids the creation of an attractive green character for streets and spaces;
- » A proposed sustainable urban drainage system in the west and southwest of the site.