

## **Proposed consultation response - Place Shaping: Ross-on-Wye**

- 1) Do you agree with the policy approach set out for ROSS1: Strategic development for Ross-on-Wye?

**In Part**

- 2) Please provide your comments on the approach taken for the above policy, or tell us about any other issues or ideas you feel that we should consider.

**Ross-on-Wye town council supports the development of the Model Farm Enterprise park proposed in policy ROSS1. The proposal for allocation of a strategic urban extension to the east of the town is not supported for the following reasons:**

- **It is disproportionate to the size of the existing town**
- **It is disproportionate to the allocation in comparison to other market towns**
- **The location is disconnected from the existing town**

- 3) Do you agree with the policy approach set out for ROSS2: Land to the East of Ross-on-Wye?

**In Part**

- 4) Please provide your comments on the approach taken for the above policy, or tell us about any other issues or ideas you feel that we should consider.

**The strategic site accommodating a minimum of 1000 houses is an isolated location and represents an unsustainable development of the town.**

**The percentage of affordable housing is appropriate, although it is noted that the percentage in other market towns is much lower and this should be increased to offer parity.**

**A community building with the “potential” for use as a healthcare facility is not substantial enough. Healthcare facilities within the town are at capacity and delivery of additional services should be outlined in the policy. This should include additional Primary Care services including access to dental treatment as current provision in the town is significantly lacking.**

**Secondary school places are almost at capacity – reliance on section 106 funding is not sufficient for this policy; it should be outlined explicitly and shown where and how these additional required places will be provided.**

**Any development should contain small scale retail development to avoid trip generation towards the town centre.**

**A link to the town should be made via green and blue links – along the Rudhall brook directly connecting to the town centre to enable and encourage pedestrian/cycle links – segregated cycle ways should be preferred over shared paths.**

**There is a risk that development of this site will contribute to further flooding in the area.**

**The location of a road on the eastern boundary appears to enable future development eastwards and encourages trips by car - this should be resisted.**

- 5) Are there any other large sites for housing or employment development that should be included within or around Ross-on-Wye?

**Yes**

- 6) Please name each site for Ross-on-Wye, provide a description of their location, and explain briefly why they should be included

**Broadmeadows / Tanyard site**

**This site is listed as an opportunity site in the Ross Neighbourhood development plan. Ross-on-Wye Town council would like to see this site included in the strategic allocation. The feasibility of decontamination is proffered to be a less costly development than a new road on the eastern boundary of the site proposed in policy ROSS2.**

**This site is a brown field site close to the town centre and it offers a more sustainable, better-connected location.**

- 7) Are there any other Ross-on-Wye specific issues that should be included in policies?

**Yes**

- 8) If there are, please can you set out each one separately below and briefly explain why it should be included for Ross-on-Wye.

**Bus services within the town should be provided within any new developments**

**Bus services to other locations (Ledbury / Hereford / Gloucester) should be available and more frequent to enable rail connections.**

**Boundaries for new developments are often closed-board fencing. Development within or adjacent to the AONB should use softer, greener, more natural options.**

**The development of St Mary's Garden village is isolated from the town centre, this should not be repeated. Any further development of Ross-on-Wye should appear organic in nature and not merely be an urban extension targeted at commuters.**