

# MODEL FARM SUPPLEMENTARY PLANNING DOCUMENT

**Report By: Forward Planning Manager**

## **1 Wards Affected**

Ross-on-Wye East

## **2 Purpose**

- 2.1 To receive and agree for consultation purposes a draft supplementary planning document (SPD) comprising a development brief for land at Model Farm to ensure its sustainable development. This document is included within the Council's Local Development Scheme (January 2008) and is being produced in line with the regulations of the new planning system introduced under the Planning and Compulsory Purchase Act 2004.

## **3 Financial Implications**

- 3.1 Costs such as printing and undertaking the consultation exercise will be met from approved budgets.

## **4 Background**

- 4.1 Model Farm is Council owned land located in the Hildersley area of Ross-on-Wye, approximately one mile to the east of the town centre. The site, which totals some 15 hectares is within the settlement boundary of Ross-on-Wye and is identified in the adopted Herefordshire Unitary Development Plan under policy E3 as an allocated employment site.
- 4.2 This supplementary planning document (SPD) has been prepared by consultants on behalf of Ross Area Partnership and Herefordshire Council. It has been produced to expand upon and provide additional information and guidance in support of policies contained within the Herefordshire Unitary Development Plan and in particular particularly policy E3. It forms a development brief which expands upon the outline planning permission gained in January 2008 for the development of employment uses including B1, B2 and B8 together with the change of use an adjacent landscape buffer zone. Whilst that permission agreed a new vehicular access to be formed onto the A40(T) to the south east corner of the site, matters concerning the layout, scale, appearance and landscaping of the development were reserved for future consideration. Once adopted the SPD will become a material consideration in the determination of planning applications.
- 4.3 Whilst significant consultation has already taken place through the UDP process and more recently through the outline planning application, preparation of this document will be subject to further consultation in

accordance with the Council's Statement of Community Involvement. Comments received to this draft are to be summarised in a separate Consultation Statement and will help shape the final document. Comments will be able to be viewed on the Council's website.

- 4.2 In accordance with Government guidance, this SPD is subject to a Sustainability Appraisal. The Sustainability Appraisal tests the performance of the SPD against a series of environmental, social and economic objectives. The appraisal will review any changes proposed to the document as it progresses to completion.

## 5 Aims of the SPD

- 5.1 The principal aim of the SPD is to set out a clear vision for the development and delivery of the site to meet the needs of Ross-on-Wye. It will guide the sustainable development of Model Farm and also help prospective developers achieve a high quality development, maximising the site's contribution to the development of the local economy. In so doing the SPD will:

- Provide guidance on the existing planning policy framework which will influence the delivery of any future planning application;
- Identify the development requirements and constraints of the site;
- Provide guidance on the delivery of high quality design and landscaping principles for the site;
- Provide guidance on the delivery of access and movement to, from and within the site; and
- Ensure that the development can become fully integrated with the surrounding area.

## 6 Development Objectives

- 6.1 The principal development objective identified for the site is the creation of a pathfinder employment development, assisting in the growth of the local economy and providing diversified sources of employment away from traditional industries. The SPD confirms a preference for the development of innovative knowledge based businesses which will act as a catalyst for future employment and economic growth within the area. This will result in a diversifying away from a local economy that has been dominated by a number of large storage, distribution and general industrial uses. To achieve this will involve the delivery of a mix of employment uses including high quality commercial space, offices and an element of live/work development with supporting infrastructure.
- 6.2 In addition to the delivery of a pathfinder employment development, the SPD requires proposals to deliver a scheme which:
- Is a highly sustainable low carbon development
  - Is innovative in design

- Promotes vibrant community development
- Is affordable
- Promotes the development of a modern enterprise cluster within the area.

## **7 Development Requirements**

7.1 The SPD requires a comprehensive design approach to be taken to the site as a whole to ensure full integration of all components of the scheme, including the different business uses proposed. Consideration of the site in its entirety will enable the design and layout of the scheme to develop in a cohesive manner and create a sense of identity. Whilst the UDP through policy E3 identifies a number of development issues that need to be addressed within any development, the SPD expands upon and provides additional policy guidance under the following headings:

- Building form and layout
- Access and movement
- Archaeology
- Green buffer
- Landscaping, boundary treatments and nature conservation
- Drainage and aquifer
- Planning obligations

7.2 Further sections describe the additional information that is required to accompany a planning application i.e. design and access statement, surface water drainage scheme, ecological assessment, whilst a number of design principles are set out which any proposal are required to address.

7.3 An element of the Model Farm site has been identified as being appropriate for the delivery of a new form of economic development comprising a live/work development. The SPD describes the live/work concept and its benefits in the context of Ross-on-Wye. Growth in the live/work employment sector provides a significant opportunity for the diversification and growth of rural economies, previously dependent on agricultural and traditional economies.

## **8 SPD Process**

8.1 When agreed the draft SPD will be published for consultation purposes. Consultation will be in accordance with the procedures set out in the Council's Statement of Community Involvement Submission. A Consultation Statement will accompany the SPD. All comments received from this consultation exercise will be reported back to this Committee along with recommended changes.

## RECOMMENDATION

**THAT** the Cabinet Member (Environment and Strategic Housing) be recommended to agree the publication of the draft supplementary planning document for consultation purposes.

## Background papers

Local Development Scheme (January 2008)  
Statement of Community Involvement (March 2007)  
Herefordshire Unitary Development Plan (March 2007)