

Hereford city is recognised as the largest business centre within the county.

The Hereford Area Plan looks to balance the required new housing growth with new employment opportunities, including the full development of Hereford Enterprise Zone.

It has been identified within the Core Strategy that the provision of an additional 10 hectares of employment land in the north of the city (Three Elms) will provide a strategic employment site. This will offer a range of employment locations in combination with those within the city, at Rotherwas, and at Moreton on Lugg several miles to the north.

An additional 5 hectares of employment land has been identified neighbouring the existing Rotherwas estate and this allocation is included within the boundary of the Hereford Enterprise Zone. In addition, policies aim to retain much of the existing employment land in the county for traditional industrial, commercial or warehouse uses and restrict alternative development.

Sustainable employment opportunities will continue to be promoted including an increased opportunity for new office development in the city centre.

We would like to know what you think about the issues around this subject including:

Possible need for more employment land to be identified.

Whether planning policies could allow more flexibility for new uses on some employment land?

Quality and diversity of employment/business buildings and sites in and around the city.



Community Facilities and Open Spaces

Hereford Area Plan

Hereford is set to grow significantly over the plan period.

It is important that this growth is balanced with community facility provision to meet the needs of an increased population.

These facilities play an important role in the development of a vibrant community by creating a sense of place, and the opportunity for people to meet and interact.

In addition, open space, sports and recreation facilities are an essential part of sustainable communities.

The preparation of the Hereford Area Plan will provide opportunities to plan for new facilities to support the growth proposed over the plan period.

This is your chance to have your say about the following:

Potential requirement of new or improved community facilities in Hereford.

The types of open space that should be provided.

Improvements that could be made to existing facilities.



New University

Hereford Area Plan

Ambitious proposals to deliver a new university within Hereford are emerging.

This will be a New Model in Technology & Engineering University, creating many new jobs, located within Hereford City Centre with laboratories and workshops at Rotherwas Enterprise Zone.

A number of individual state of the art university buildings are proposed in the city to include both teaching space and student accommodation.

The Hereford Area Plan will help to deliver this exciting project and we would like your opinions on the following issues:

Location of new university buildings and facilities.

Opportunities for innovative and highly sustainable design.

Provision of housing for students.

Encouraging students to walk and cycle around the city and between university buildings.

Opportunities for university and public to share facilities.



Picture courtesy of Architype

City Centre and Retail Development

Hereford Area Plan

Hereford is the principal shopping centre within the county and provides the main shopping centre for a catchment which goes beyond the county boundary.

The opening of The Old Market in 2014 enhanced the range and mix of shops and restaurants in the city as well as giving it a modern multiplex cinema. It has strengthened Hereford's role and reduced the amount of expenditure lost to other centres.

The Hereford Area Plan now provides a chance to consider how the city centre should further develop over the period up to 2031.

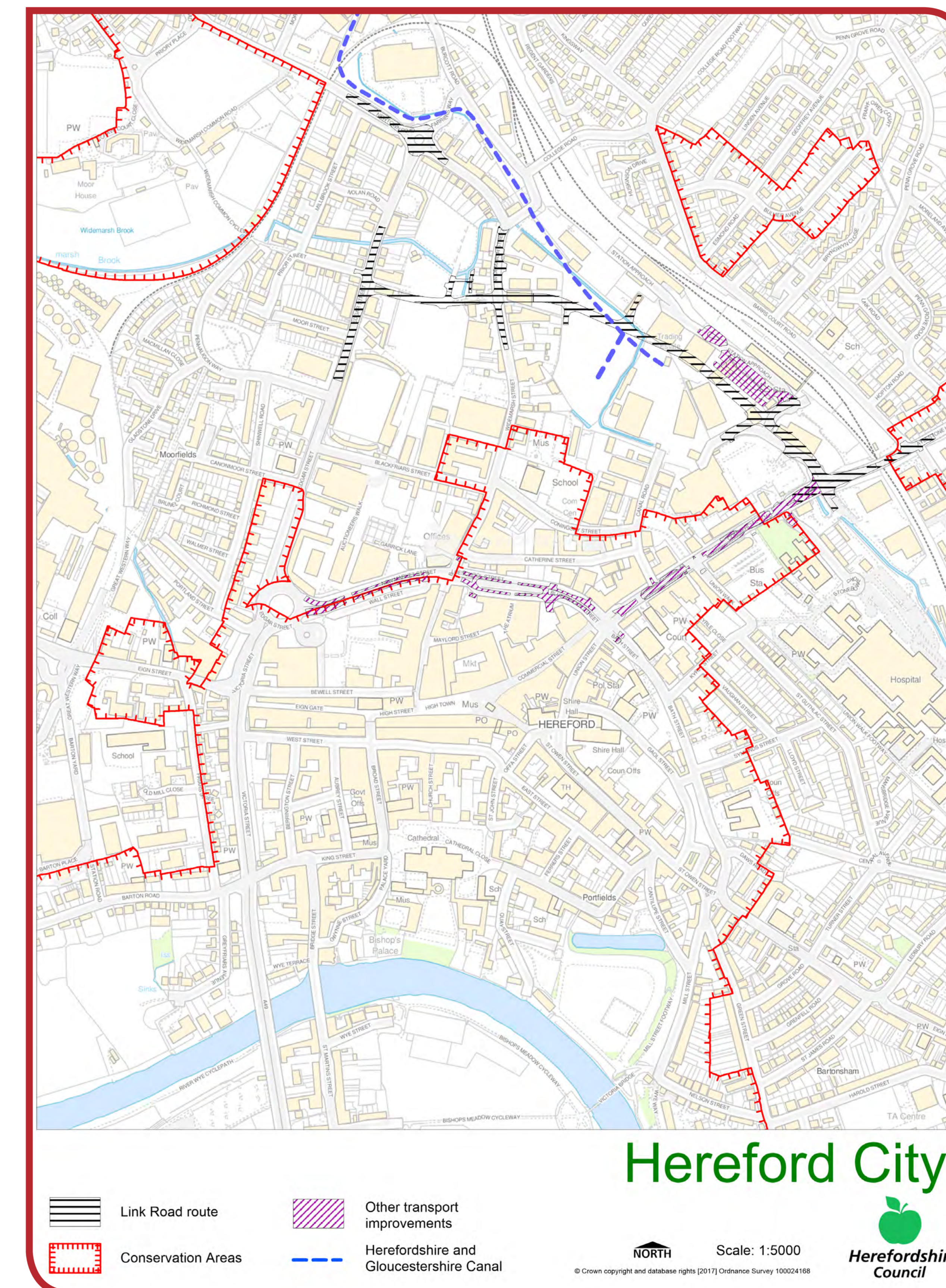
We are asking for your thoughts regarding the future of the city centre, including:

Whether there is an opportunity or need for further expansion of the city centre?

How can better use be made of upper floors of buildings in the city centre, for example, for residential use?

Would allowing other developments, for example leisure use, add to the attractiveness of the city centre?

Are there areas of the city centre which could be improved?



Leisure and Tourism

Hereford Area Plan

Hereford and its surroundings are popular and historic places to visit with a number of attractions of national interest.

Tourism is an important contributor to the county's economy and the Hereford Area Plan can help boost this further, for example by identifying sites for new facilities.

The Hereford Area Plan will look at how it can enhance Hereford's tourism and leisure facilities.

One area for further thought is how the city's river corridor can be made better use of.



We want to hear your comments on the following issues:

Leisure facilities in and around the city.

Attracting more tourists to the city.

Use of the River Wye for leisure and tourism activities whilst protecting its high ecological value.

Potential for additional hotel and/or conference facilities.



Housing

Hereford Area Plan

Hereford will grow by at least 6,500 new homes by 2031. The Core Strategy has already identified areas for about half of this growth. Of the remainder over 800 homes have been built since 2011 and just under 600 have planning permission but not yet completed.

The Hereford Area Plan will need to identify land and contain policies to ensure approximately 2000 additional homes are completed in the period up to 2031 to meet the required identified need.

In addition the preparation of the Hereford Area Plan provides an opportunity to develop policies for Hereford to ensure that the mix, type and design of new homes properly meets local needs.



We would like to hear your views on the following issues:

Promoting better use of land that has been previously developed, known as Brownfield land.

Getting the right mix and balance of communities, for example flats and housing of different sizes and meeting the need for affordable housing.

Residential developments that include provision for a variety of facilities, eg local shops, cafes, health and fitness.

Ensuring that houses in multiple occupation* slot seamlessly into existing residential communities.

Supporting opportunities for self-build housing in and around the city.

Giving direction on where new development should take place.

* Housing in multiple occupancy will normally include a property occupied by more than one household and more than two unrelated people. This may include bedsits, shared houses, non-self-contained flats and some self-contained flats.

What is the Hereford Area Plan?

Herefordshire Local Plan - Core Strategy was adopted in October 2015, this sets out the overall vision, objectives and development strategy for the County.

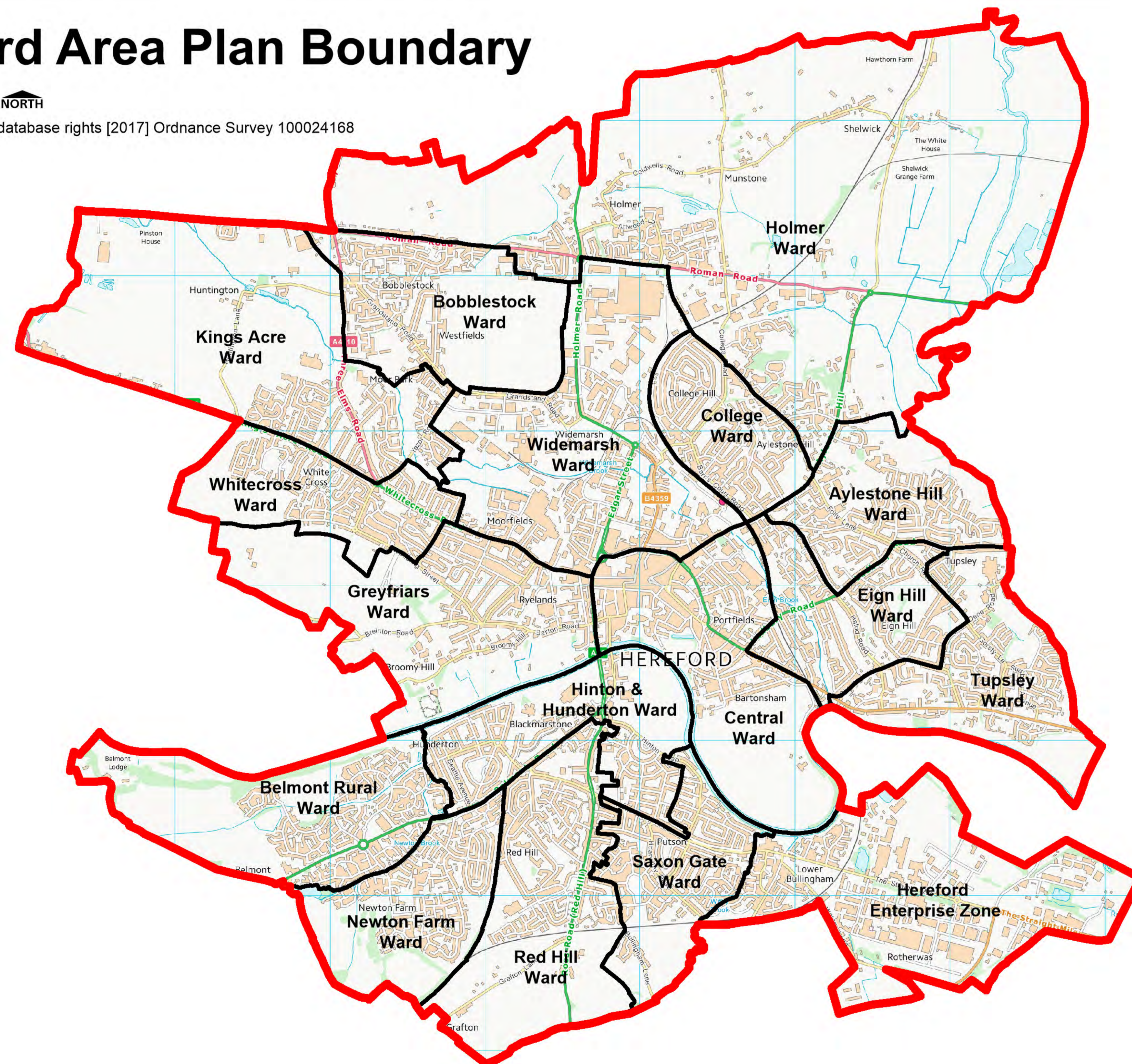
The Hereford Area Plan will contain detailed proposals to ensure the full delivery of the City specific objectives in the adopted Core Strategy. Together these documents form part of a combination of plans and packages that contribute to the vision for Hereford.

Hereford Area Plan Boundary

Not to scale



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The preparation of the Hereford Area Plan provides an opportunity to shape the planning framework that will help deliver and manage these projects and ensure they meet the needs and aspirations of local communities, whilst also protecting and enhancing what's best about the existing built and natural environment.

At this early stage we want to hear your ideas about the best way these changes can be delivered.

You can complete the questionnaire here today or find all the information online at www.herefordshire.gov.uk/herfordconsultation
Please contact 01432 383357 for any further enquiries.

Hereford will benefit from some exciting changes over the next 20 years. These changes will include:

Urban regeneration.

New university and expansion of our existing further education provision.

New jobs particularly through the development of the Enterprise Zone.

New homes to help meet the needs of all sections of the community.

Provision of key infrastructure, including a bypass for the City.

Better linkages throughout the city for travelling with less environmental impact.

Natural environment and green infrastructure

Hereford Area Plan

The quality of the City's environment determines its attractiveness as a place to live, work and visit.

Policies in the Hereford Area Plan will protect and enhance the environment and identify opportunities for overall improvement.

There are many important protected natural assets including the River Wye, an internationally designated Special Area of Conservation. Numerous other assets are protected by national and local designations for their biodiversity value.

There is a good green infrastructure network i.e a network made up of open spaces, footpaths, parks and gardens. Opportunity to extend and improve it will be explored, particularly as part of new developments.

Achievement of water quality targets for the River Wye will also remain a priority.

Sustainable Urban Drainage Systems will be required to minimise river and surface water flooding.

Proposals to encourage more walking and cycling help to address local air pollution issues.

Issues which you may wish to comment on include:

What opportunities are there to improve and extend the green infrastructure network in the plan area?

How can better use be made of the natural assets of Hereford, such as the River Wye, whilst continuing to protect them?

How we can help address air quality issues through the Hereford Area Plan?

How can we promote sustainable urban design?

What other issues around the natural environment should the Hereford Area Plan address?



Heritage and the built environment

Hereford Area Plan

As with the natural elements of the environment, Hereford's wealth of heritage, such as its historic buildings, streetscapes and archaeological remains, are recognised as valuable assets for both residents and visitors for the city.

It will be vital to protect and conserve key heritage assets such as conservation areas, whilst exploring the opportunities that exist for enhancement of such assets. It is important that the design and style of any new development makes a positive contribution to the character of its surrounding area. The opportunity to set out how the extent of new or existing conservation areas are reviewed could be set out in policy within the plan.

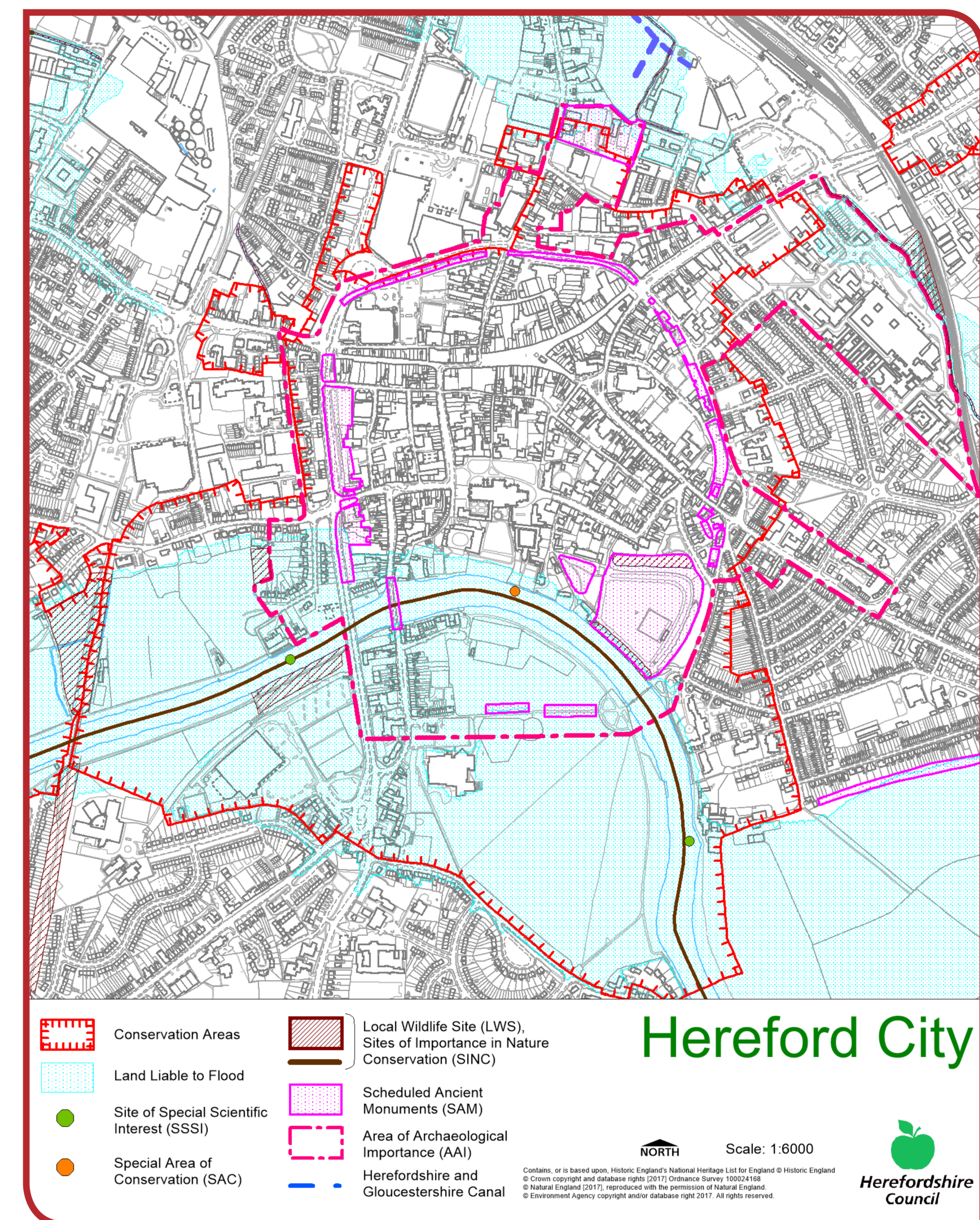
Development of well-designed energy efficient homes is important in addressing climate change. Providing housing that is constructed to a high sustainability standard not only ensures energy and water usage is kept to a minimum but also reduces running costs for the occupiers.

We would welcome your views on issues such as:

How high quality sustainable design of new development can be achieved?

Utilising the historic assets in order to help the local economy without causing damage.

Whether any new conservation areas should be designated or if there should be changes to the existing ones within the city?



Movement

Hereford Area Plan

Hereford lies within a strategically important regional transport corridor.

Hereford provides access to local and long distance rail and road services, is central to the county's road network as the A49 travels through the city.

As a result the city suffers from congestion which affects not only local journeys but the wider strategic long distance network.

The Core Strategy sets out to strengthen Hereford's role as a focus for the county. City centre expansion and regeneration along with the provision of a balanced package of transport measures including a bypass will help to achieve this.

An initial consultation for the Hereford Transport Package, which will include a range of walking and cycling improvements and the consideration of the Hereford Bypass is being undertaken alongside the Hereford Area Plan consultation to jointly deliver a better transport network for the city.



In considering the Hereford Area Plan you may wish to focus on matters such as:

Is there a need for improved car parking within the city, for example a further multi-storey car park?

How do you think we should increase walking and cycling?

How can access to the railway station be improved?

Can you suggest better ways to manage freight transportation throughout the city?

Are there any other opportunities for the policies of the Hereford Area Plan to improve traffic management in the city?