



PEMBRIDGE NEIGHBOURHOOD
DEVELOPMENT PLAN
2011 to 2031

**PUBLIC
CONSULTATION**
JULY/AUGUST 2016

**DRAFT
VISION &
OBJECTIVES**

FOR PEMBRIDGE PARISH

Pembridge Neighbourhood Development Plan
(2011 to 2031)



CONSULTATION: DRAFT VISION & OBJECTIVES

WHAT IS THE PEMBRIDGE NEIGHBOURHOOD DEVELOPMENT PLAN?

Neighbourhood Development Plans (NDPs) contain planning policies and proposals specific to each local area. These policies form the basis for decisions about where and how development should take place, including housing, employment/enterprise, open spaces, community facilities and other land uses. Within the framework set by National and County Council planning policy, a Neighbourhood Development Plan will allow the community of Pembridge greater influence over planning decisions.

WHAT IS THE PURPOSE OF THIS CONSULTATION?

We would like to get your feedback on the draft vision and emerging objectives and criteria, which are being developed by the Pembridge Neighbourhood Plan Steering Group - based on what the community have said so far (in residents' surveys in September 2014).

The draft Vision and Objectives outline possible forms of development, and set out some of the protections and criteria that may be needed to deliver growth.

Your views are important so that we can produce a Pembridge Neighbourhood Development Plan which has community support. Your continued input will also be required for the formal consultation of the final version, and finally your mandate through a referendum vote.

WHAT WE WOULD LIKE YOU TO DO:

- 1. Please read the display material (organised into themes).**
- 2. Indicate your agreement or disagreement (and any suggested amendments or ideas), by filling in a feedback form.**

Copies of the residents' surveys, on which these suggestions are mainly based, are available for you to refer to if needed.

Any queries, please speak to a member of the Steering Group.



Vision

Pembridge Neighbourhood Development Plan:

Pembridge is a vibrant rural community which wishes to flourish and retain its distinctive character comprising of historic buildings, other heritage assets and a unique environment - for the benefit of current and future generations.

1. Housing & Development

Local Context

Herefordshire Council's Core Strategy (the main planning policy document for the County) requires Pembridge Parish to accommodate 12% housing growth; so the minimum number of new homes that need to be built here between 2011 and 2031 is 55.

We have to write a plan that can deliver this as a minimum - we can't change the target percentage as HC determined this figure.

What people said in the Parish survey:

- 50% of residents in the survey said the housing growth target was about right for Pembridge. 22% said it was too much and 17% said it was not enough.
- Most residents would prefer small developments of no more than 5 houses in several different locations.
- 61% of respondents would support 'open market' homes; 37% would support 'low cost market' housing and 34% 'shared ownership'.
- Residents would prefer detached or semi-detached homes, but overall there was support for a diverse range of housing options.
- The most important factors for any new development were: the visual appearance of the developments, the protection or enhancement of existing features and the ability of the infrastructure to cope with new houses.

Proposed Objectives for Housing Development:

1. To provide a variety of housing and development opportunities to meet the needs of a wide range of potential occupants, to support our existing services and facilities and contribute positively to our vibrant and mixed community.
2. To ensure that the visual effect of all development proposals enhance the unique character of the parish and protect our landscape and historic environment.
3. To encourage exemplary design and high standards in all elements of a development proposal – to reflect and enhance our historic environment and unique local distinctiveness.
4. To ensure that all development is based upon sound sustainability principles (ecological, social and economic).

If these objectives are supported the Steering Group will begin to write specific planning policies to help deliver housing growth in line with the objectives above.

Where new development might be best suited:



Local Context

Planning guidance recommends that most new properties should ideally be located 'within or adjacent' to the existing built area of Pembridge (i.e. closest to facilities and services). There can be an allowance for 'rural windfalls' (dwellings in the wider parish); e.g. conversions of existing buildings, dwellings required for rural enterprise, and a very limited number of other types of housing.

In the survey there was no particular majority consensus about where development should be accommodated in Pembridge. Only a few potential development sites were brought forward by landowners for assessment or consideration.

Protecting our assets and maximising opportunities to enhance our Parish are important factors.

Proposed approach for defining where development occurs:

1. We will define a '*Village Settlement Boundary*' - based upon the boundary previously identified in Herefordshire Unitary Development Plan (see maps).
2. We will identify areas that should be protected from development - including the Millennium Meadow, school and Churchyard. Important views, Heritage Assets and significant natural features and landscapes will also be protected.
3. We will define '*Village Development Limits*' representing areas beyond which development cannot go - in order to protect the adjacent countryside.
4. We will specify criteria/policy against which potential development sites will be judged - to ensure any extensions to the village are sensitive and appropriate but can also provide opportunities for growth, enhancement and community benefit.
5. Larger potential development sites adjacent to the settlement boundary and within the '*Village Development Limits*' - which are acceptable in all other planning terms - will have specific policies and criteria to ensure they contribute positively to the environment, reflect local circumstances and mitigate any harm. These criteria may relate to pedestrian safety, visual appearance, housing numbers and mix, community facilities, integration, infrastructure, phasing, sustainability or other issues that are relevant to each site.

Choosing Potential Housing Sites:

Local Context

From the survey the majority of residents would prefer small developments of up to 5 dwellings on each site, with notable opposition to developments of 11 + dwellings. However given Herefordshire Council's target of at least 55 new dwellings over the next 15 years and the lack of available development land, it may not be feasible to accommodate all the required growth on smaller schemes.



Residents expressed significant support for a range of environmental protections and the protection of natural and historic features (80% felt it was very important) and this has been a fundamental consideration throughout.

Proposed criteria for acceptable development within Village Development Limits:

1. Sites should fit sensitively into or against the village, its wider setting and surrounding landscape. Any opportunity to provide enhancement should be maximised.
2. Developments should positively contribute to the community, the existing built form, the wider area/landscape and also reflect our unique local distinctiveness.
3. Development proposals should not adversely affect historic or wildlife sites, natural features, existing facilities and amenities nor have a negative visual or ecological impact.
4. Vehicular access, pedestrian/cycle access and the capacity of the highway network should be adequate for the development proposed – or improvements should be provided by that development to ensure it is adequately connected.
5. Pedestrian and cycle movement should be a priority within each development. Adequate but discreet parking must be created – for residents and visitors. Footpaths and cycle ways should be retained, improved and created – especially where they provide connections to facilities and services.
6. New developments should not appear isolated, incongruous or detached from the current village form. Developments should be visually and psychologically connected to the existing community.
7. Development should not result in pollution or be vulnerable to pollution – in terms of noise, light, smell or other effects.
8. Appropriate services should be available or provided (such as sewerage, water supply, electricity and roads/pavements)
9. Sites should not flood or create the risk of flooding elsewhere.

Additional criteria will be developed as the Plan progresses – to facilitate growth but ensure that we protect what is special and maximise all opportunities to the best advantage

Types of Housing:

Based on what residents said in the survey our aim is to provide a range of housing across a variety of development sites, as close to the settlement boundary as possible. It is proposed that the following 'types' are supported:



- Family homes (2, 3 or 4 beds) principally detached and semi-detached houses, and possibly terraced where appropriate.
- Some Affordable/Social Housing - with a special emphasis upon 'low cost' homes that can be purchased outright or through part ownership but remain affordable in perpetuity.
- Self Build and Custom Home opportunities – Due the large number of respondents who expressed a need Self built and individually commissioned homes will be specifically encouraged and supported (where they meet all other criteria) - on both single scheme developments and larger proposals.
- Homes for the elderly or infirm, possibly including sheltered housing and/or bungalows.
- Homes for those who need to live and work in the Parish.
- There was support for 'live/work' opportunities, so the provision of Live/Work dwellings (e.g. Homes with attached workspaces such as studios, offices and workshops) will be supported where required and evidenced by need.
- The general provision of larger 5+ bedroom homes was less popular in the survey so it is suggested that applications for larger homes would need to be considered on an individual basis.

Affordable/Social Housing

A specific questionnaire was provided for those who may be eligible for Affordable Housing or a Housing Association property. Only one response was received.

In the main Parish survey 'social rent' tenures (homes provided by a Housing Association) were less popular than 'discounted market homes' and/or 'part ownership' options. Affordable Housing is normally approved and allocated with planning criteria based upon eligibility which may include for:

- those who live and/or work within the parish
- key worker housing
- people who provide support to /receive support from a close family member in the parish.

Any AH proposals in Pembridge Parish will be protected by criteria to ensure it remains available to those who are eligible (see above) and those in need of AH in the future. It's status as AH should remain in perpetuity.

Development Design Standards:

Pembridge is nationally regarded for its unique built environment (including the Black and White Village trail, the detached Bell Tower, The Market Hall, numerous listed buildings etc.) – thousands visit every year to enjoy our buildings and the special heritage setting, which is both unique and valuable.

Consequently the Steering Group feel, endorsed by the survey results, that any development proposal should aim to positively contribute to this special circumstance and aim to meet very high design standards including:

- High quality building design and landscaping (78% considered this important)
- Housing styles (vernacular or contemporary) which expressly reflect our unique local distinctiveness - through the use of local materials, scale, proportions, features and detailing (70% considered important)
- Design should incorporate sustainable design features possibly including solar orientation, low embodied energy, low energy consumption, natural materials etc. (60% considered this important)

Planning policies and design guidance will be produced to help landowners and developers reach high design standards.



2. Parish Environment, Character and Heritage



Local Context

There was strong support expressed for retaining and enhancing various natural and historic features, the relationship with the surrounding countryside and special views within and out of the Parish. The character of Pembridge Conservation Area and the unique environmental infrastructure is fundamental to the Neighbourhood Development Plan.

Policies will be proposed to cover the following environmental issues:

- Safeguarding Pembridge Conservation Area and the associated Arrow Valley.
- Ensuring the capacity of the sewage treatment works is sufficient for the level of development.
- Protection and enhancement of all Biodiversity opportunities
- Enabling and improving countryside access and access to existing services
- Protection from flooding and pollution

Proposed environmental criteria for all development proposals:

The criteria will include emphasis on protecting and enhancing our overall character, landscape features, wildlife & natural areas, important trees, woodlands, orchards, river meadows, specific views, panoramic views & vistas, local green spaces, historic buildings, archaeological sites and important groups of buildings and spaces. The settings of important features and areas would also be covered.

We have also developed a list of features, spaces, buildings and views which are important to our Parish. Further suggestions are welcome.

3. Supporting Business and Rural Enterprise

Local Context

There is strong evidence that residents wish to support, establish or expand businesses within the Parish. A majority of survey respondents thought there should opportunities to enable more rural enterprises in general. Tourism, agriculturally based businesses including food and drink, local services and creative industries were all supported. However, there was less support for more 'industrial' enterprise such as warehousing or construction services. Infrastructure to support enterprise, such as improved broadband, better transport links and purpose built premises were all supported



Proposed objectives for local business development:

To encourage and sustain the parish's new and existing businesses, especially the thriving self-employed sector, and to encourage small-scale business development as and where appropriate. Additionally, to ensure a suitable environment for Pembridge's larger businesses to flourish without compromising other Parish qualities.

The types of criteria we would like to include:

1. A presumption in favour of supporting business and enterprise in Pembridge Parish, in all its manifestations, through a "soft touch", "common-sense" approach.
2. Investment to provide efficient infrastructure to enable business to operate to modern standards.
3. A positive approach to the application of planning and conservation requirements for conversions of buildings to business or enterprise use.
4. All development must be achievable within the capacity of the existing local infrastructure at the time of proposal and must not have any anti-social impact or detrimental impact upon our setting or special character.
5. Proposals should be accompanied by a Traffic Assessment and Traffic Movement Plan showing that there will be no negative impact upon the village, Heritage Assets, or the general amenity of the parish.

4. Traffic and Transport



Local Context

77% of respondents to the residents' survey considered there was a problem with traffic in the Parish. A wide range of solutions and suggestions were put forward. The Parish Council have recently established a 'Traffic Forum' to discuss and investigate many of these.

Proposed objectives for Traffic & Transport:

1. Address community concerns about the speed, type and amount of traffic through the village
2. Ensure that traffic generated by new development can be accommodated successfully and safely
3. Promote measures to make the roads safer for motorists, and especially pedestrians and cyclists.

In addition, we propose specific policies are included in the Plan such as:

- Development proposals will be supported if they have a positive impact on traffic amount and movement, if they enhance or improve highways & pavements, and if they do not directly increase the number of HGV movements through Pembridge.
- Proposals that increase HGV movements through the village will be resisted unless acceptable mitigation is proposed.
- Criteria will be set to ensure all new development (housing and enterprise) is designed to meet or exceed appropriate standards - including for car parking, safeguarding pedestrians and cyclists, minimising the visual effects of roads/cars and is safe in highway terms.
- The location of the 30mph speed limit signs may need to be reconsidered and development proposals on the village periphery should consider this as a priority.
- A proposal for a bypass (or an appropriate alternative) that removes heavy goods vehicles from the village will be supported

5. Community Facilities, Amenities and Services

Local Context

Pembridge has an excellent range of services and community facilities: the village hall, primary school, pre-school, church, public car park, public toilets, public houses, restaurants, tea rooms, beauty salon, hairdressers and shops. These are all highly valued and will be protected. A range of other services and facilities are also available within reasonable reach in Hereford, Kington and Leominster. New facilities and community services would be welcomed and supported. The residents' survey revealed that there are not enough facilities for young people.

There was strong support (93%) for protecting and enhancing existing recreation facilities, green spaces, play areas and other activities.

Proposed objectives for community facilities:

1. Maintain and encourage new and existing community facilities and amenities for the benefit and enjoyment of all parishioners.
2. Ensure the physical facilities, amenities and services are adequate and are developed and expanded to meet the needs and future growth of the parish. Protect, enhance and, provide and protect appropriate facilities for existing and potential activities (including through the use of the Community Infrastructure Levy).
3. Ensure the public services (in particular roads, water, sewage system, the bus service and broadband) are adequate and are developed in advance of future needs.
4. Give a high priority to the retention and support of businesses that provide important community services such public houses, shops and catering establishments. Improve communication & connectivity to parishioners to promote greater community involvement.
5. Protect public and local green spaces within the parish.
6. Seek improved access to services and facilities, particularly health and social care provision.

Since the survey a group has been formed to advance proposals for a new/expanded play area and additional young people facilities together with an outdoor gym and community shelter on the Millennium Meadow. This proposal will be specifically supported in the Neighbourhood Development Plan.

In addition it is felt that new development may necessitate specific enhancements at The Village Hall – proposals that seek to address this issue will be supported if they also meet all other criteria and policy in the Plan.



Please let us know if you have any suggestions about new or improved community facilities or infrastructure that might be funded through the Community Infrastructure Levy (CIL - from 2016/2017 most new housing development will be obligated to pay CIL monies to HC. All parishes with a Neighbourhood Development Plan will be entitled to 25% of the CIL generated by their area).

Please complete the comments sheet and leave with a steering group member

**Thank you for all comments
The steering group will now use these to improve the draft plan**

