

Land off Foldgate Lane Ludlow

INTRODUCTION

Thank you for attending our exhibition.

We would like to present to you our vision for land off Foldgate Lane, Ludlow. Please take your time in looking at the information provided and feel free to ask any of our representatives any questions you may have with regard to our proposal.

ABOUT RICHBOROUGH ESTATES

Richborough Estates are specialist land promoters who are committed to responsible , sustainable development throughout the UK

We work with local residents through individual and community meetings and through organised public consultation. Our goal is to respect and to improve existing communities through carefully considered development.

Founded in 2003, Richborough Estates has a modestly sized team, with a proud record of delivering a number of exciting UK-wide developments that are now successfully serving the needs of local communities.

THE SITE

The application site extends to an approximate area of 17.7 hectares and consists of agricultural land to the north and south of Foldgate Lane, approximately 1 mile south east of Ludlow Town Centre.

The site is defined by residential development to the north, the railway line to the west, the A49 to the east and Steventon Road to the south. Beyond these boundaries, the town of Ludlow extends outward to the north and west with open farmland and countryside extending out to the south and east.



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ABOUT THE SITE & ITS SURROUNDINGS

- The site is situated on the south-eastern edge of the town of Ludlow.
- The northern boundary sits adjacent to Green Acres which is the existing urban edge of Ludlow. Green Acres comprises bungalows and 2 storey houses and is of low density.
- Steventon Conservation Area is situated adjacent to the western site boundary and comprises low density, characterful residential development with a distinctive landscaped theme.
- The A49 is an arterial route which leads into Ludlow and bounds the Eastern site boundary. A recently constructed development comprising community retail and leisure uses is situated opposite the site and can be accessed via Sheet Road.
- The site has an undulating topography and a number of landscape features such as mature trees, hedgerows and watercourses. It also has an aqueduct that crosses the site to the south.
- Views to St Laurence Church in Ludlow and Listed building Foldgate Farm (not included within the application) can be seen from various areas within the site.
- Foldgate Lane bisects the site. A Public Right of Way is located within the southern area of the site and leads across the railway to Steventon Road.
- A Review of planning policy confirms the site is not located within a floodplain nor does it include any areas of known historic or archaeological sensitivity.



Site location (Circa 43.67 Ac / 17.67 Ha)	Existing trees	Telephone Line	Location of Gas Main (with assumed 8m easement) (Ref: BMW/2290/HD/350)	Views towards St Laurence's Church	Business / Industrial	Bridge
Wider landscape context	Hedgerows	Public Right of Way	Watercourses / Ponds	Listed buildings	Convenience Store	Bus stops
Contours	Ditches	Access to adjacent field & pedestrian crossing over railway	Glimpse views from neighbouring properties	Agriculture	Conservation Area	
Site high points	Overhead cables and possible easements	Route of Elan Valley Aqueduct with 24m easement (Ref: BMW/2290/HD/350)	Glimpse views from neighbouring streets	Leisure / Recreation	Existing access points	



View of the north of the site from Foldgate Lane



View looking north towards Foldgate Farm

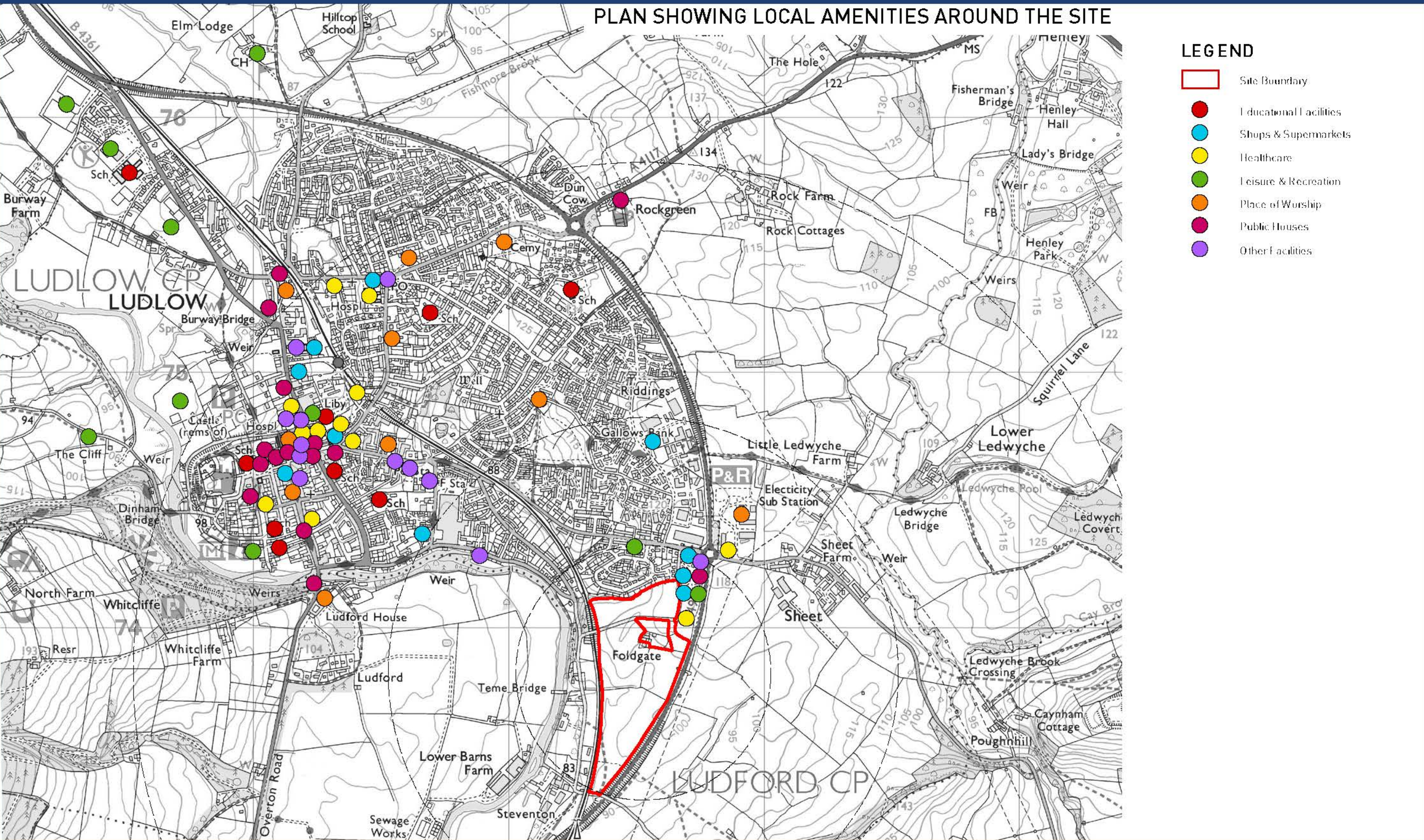
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STRATEGIC CONCEPT PLAN

Residential development on the site could help to meet the housing needs identified within Ludlow. The site is considered to be sustainable as there is an excellent range of community services and facilities within walking and cycling distance of the site. The plan below identifies the development principles that will be incorporated into the scheme.

- Residential development that could accommodate up to 150 dwellings;
- Vehicular access to be provided from the A49 due to access restrictions on Foldgate Lane;
- There are number of mature trees and hedgerows on the site which can be incorporated into the landscaping scheme;

- Any development must safeguard the existing aqueduct which crosses the south of the site;
- The proposals could accommodate new public open space for Ludlow residents which would help to safeguard views to St Laurence Church and Foldgate Farm;
- The development should include a network of pedestrian footpaths and green links connecting the site to the Sheet Road Local Centre; and
- The Public Right of Way to the south of the site will need to be retained and incorporated in to the scheme.



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WHAT ARE WE PROPOSING?

The scheme proposes:

- Provision of approximately 150no. family houses of varying sizes to create a sustainable development and respects the local character of Ludlow;
- Provision of affordable housing (15%) in accordance with Shropshire Council Policy requirements;
- A new vehicular access off the A49;
- A new vehicular crossing over Foldgate Lane that prevents traffic turning onto Foldgate Lane;
- Provision of new pedestrian footways or green links which lead to new streets and extensive landscaped public open spaces;
- Retention of the existing Public Right of Way;
- Themed landscaped public open spaces which retain existing trees, hedges and ditches;
- Soft landscaped edges which address Steventon Conservation Area;
- Provision of new attractive residential streets which draw inspiration from existing streets such as Steventon Road and Green Acres;
- Retention of views towards St Laurence Church; and
- Retention of the existing aqueduct which crosses the south of the site.

