

Appendix 2

Objectives and Sustainability Chart

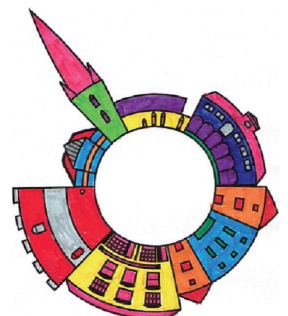
Ross-on-Wye

Neighbourhood Development Plan 2018 - 2032

Consultation Draft
November 2018



NATIONAL
LOTTERY FUNDED



APPENDIX 2: OBJECTIVES AND SUSTAINABILITY CHART

- ✓✓ This objective makes a notable contribution to the relevant criterion
- ✓ This objective makes some contribution to the relevant criterion

Objective	Environmental	Economic	Social
1. Protect and enhance all aspects of the environment			
1a: Improve all aspects of the appearance of the town as a whole.	✓✓	✓✓	✓✓
1b: Respect and enrich the town's historic, social and cultural character and features.	✓✓	✓✓	✓✓
1c: Ensure a high standard of locally distinctive design in new built developments that responds to specific local and particularly historic styles.	✓✓	✓✓	✓✓
1d: Promote well -designed and appropriately located renewable energy projects.	✓✓	✓	✓✓
1e: Protect and enhance the landscape around Ross-on-Wye, especially in designated areas, and the town's setting within it.	✓✓	✓	✓✓
1f: Protect key views into and out of the town.	✓✓		
1g: Protect and enhance ecology, wildlife and biodiversity, in particular by reference to the River Wye SAC.	✓✓	✓	✓✓
1h: Vigorously promote and encourage early pre-application community involvement by developers / applicants.	✓✓		✓✓
1i: Ensure all new developments take a positive approach to carbon reduction measures in design and construction.	✓✓	✓	
1j: Make the town centre a welcoming, safe and secure place where people (locals and visitors) are encouraged to spend time.	✓✓	✓✓	✓✓
1k: Ensure that the design of shopfronts is appropriate to local character.	✓✓	✓✓	
1l: Improve the appearance of the public realm through surfacing, lighting, 'greening' (eg. planters), the use of public art and so forth.	✓✓	✓✓	✓✓
1m: Link existing (and new) green assets into a coherent, related pattern to improve connectivity for ecological and aesthetic benefit – what is termed 'green infrastructure'.	✓✓	✓	✓✓
1n: Ensuring the use of permeable surfacing of house drives and front gardens and in employment areas and car parks.	✓✓		✓

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Objective	Environmental	Economic	Social
2. Deliver more housing, in particular to meet local needs			
2a: Deliver a locally appropriate amount of new housing over and above the 900 homes allocated.		✓	✓✓
2b: Encourage housing development on empty, derelict or underused land where this does not result in damage to local character, over-development or the loss of important biodiversity assets.	✓✓	✓	✓✓
2c: Encourage development of self-build new housing.			✓✓
2d: Design new housing to enable people to work from home.	✓	✓✓	✓✓
2e: Encourage the delivery of affordable housing by a Ross-on-Wye Community Land Trust			
2f: Encourage the development of housing, perhaps as part of mixed developments on town centre sites.	✓✓	✓	✓✓
2g: Optimise opportunities for people to live over town centre shops.	✓	✓	✓✓
2h: Encourage appropriate infill while resisting over-development in residential gardens.	✓		✓
3. Protect, enhance and diversify the local economy			
3a: Support new employment developments.		✓✓	✓✓
3b: Encourage starter units, shared serviced accommodation, managed workspace etc. for existing small or new businesses.		✓✓	✓✓
3c: Encourage employment developments that provide higher-grade jobs, especially in tourism.		✓✓	✓
3d: Retain existing employment except where inappropriately located.		✓✓	✓✓
3e: Resist proposals for out of town centre retail.	✓	✓✓	✓
3f: Support existing and welcome new independent businesses, including shops, cafes and market traders, especially where this makes a positive contribution to tourism.	✓	✓✓	✓
3g: Support the existing street market and enhance it in terms of scale and frequency.	✓	✓✓	✓✓
3h: Optimise opportunities for people to work over town centre shops.	✓	✓✓	✓
3i: Take steps to reduce the number of empty shops.	✓✓	✓✓	✓✓

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Objective	Environmental	Economic	Social
4. Ensure an accessible and well-connected town for all			
4a: Ensure that all proposals and projects work towards delivering sustainable movement and access,	✓	✓	✓✓
4b: Support, promote and develop local bus and coach services.	✓	✓	✓✓
4c: Improve walking and cycling access into, around and out of the town and to/from the surrounding countryside, including for all new developments.	✓✓	✓	✓✓
4d: Provide signage to local places of historic interest.	✓✓	✓	✓✓
4e: Provide infrastructure to support the nationally proposed shift to electric vehicles.	✓	✓	✓
4f: Improve the usability of the town centre by pedestrians, cyclists and those facing mobility challenges.		✓	✓✓
4g: Seek opportunities to improve traffic routes and circulation into and around the town centre.		✓✓	✓
4h: Rationalise the locations and arrangements of car parks that serve the town centre to enable easy and safe access for residents and visitors.	✓	✓	✓
4i: Provide safe, well-connected, convenient, well signposted vehicle routes to car parks.		✓	✓
4j: Put in place a coherent sign system in and around the centre for pedestrians, cyclists and those facing mobility challenges, also linking from the centre out to neighbourhoods and the network of public footpaths and bridleways in the wider countryside.	✓	✓	✓
4k: Encourage appropriate charging arrangements for town centre car parks.	✓	✓	✓✓
4l: Provide clearer signage and 'gateways' into and around the town from main routes, for roads, footpaths and bridleways.	✓	✓	✓
4m: Support proposals for the creation of strategic cycle and footpath links between Ross and other towns.	✓✓		✓✓

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Objective	Environmental	Economic	Social
5. Protect, enhance and diversify the town's social and cultural assets			
5a: Retain and enhance existing social/community facilities and deliver as appropriate in or from new developments.		✓	✓✓
5b: Improve broadband and mobile phone access and connectivity.		✓✓	✓✓
5c: Diversify town-based facilities and events for residents and visitors.		✓✓	✓✓
5d: Consolidate and expand information, services and facilities for visitors.		✓✓	✓✓
5e: Encourage more river-based and riverside activities that respect their landscape context.	✓	✓✓	✓
5f: Promote better and more access to, and recreational use of, the wider landscape, for walking, cycling and, where appropriate, horse riding.	✓	✓	✓✓
5g: Support further development to create a 'Health Hub'.			✓✓
5h: Encourage and support the development of additional community facilities in the town centre.			✓✓
5i: Retain small shops in town neighbourhoods.	✓	✓✓	✓✓
5j: Designate Local Green Spaces of significant community value.	✓✓		✓✓
5k: Improve existing and develop new allotment areas and play facilities, especially in or associated with major new housing developments.	✓		✓✓