

PRIME



Proposed Care Home: St Mary's Village, Ross-on-Wye

7 January 2025

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About Prime

01.



About Prime



Hereford Medical Centre
Completed: 2021



Hereford Care Home
Completed: 2018



Worcester Care Home
Completed: 2020



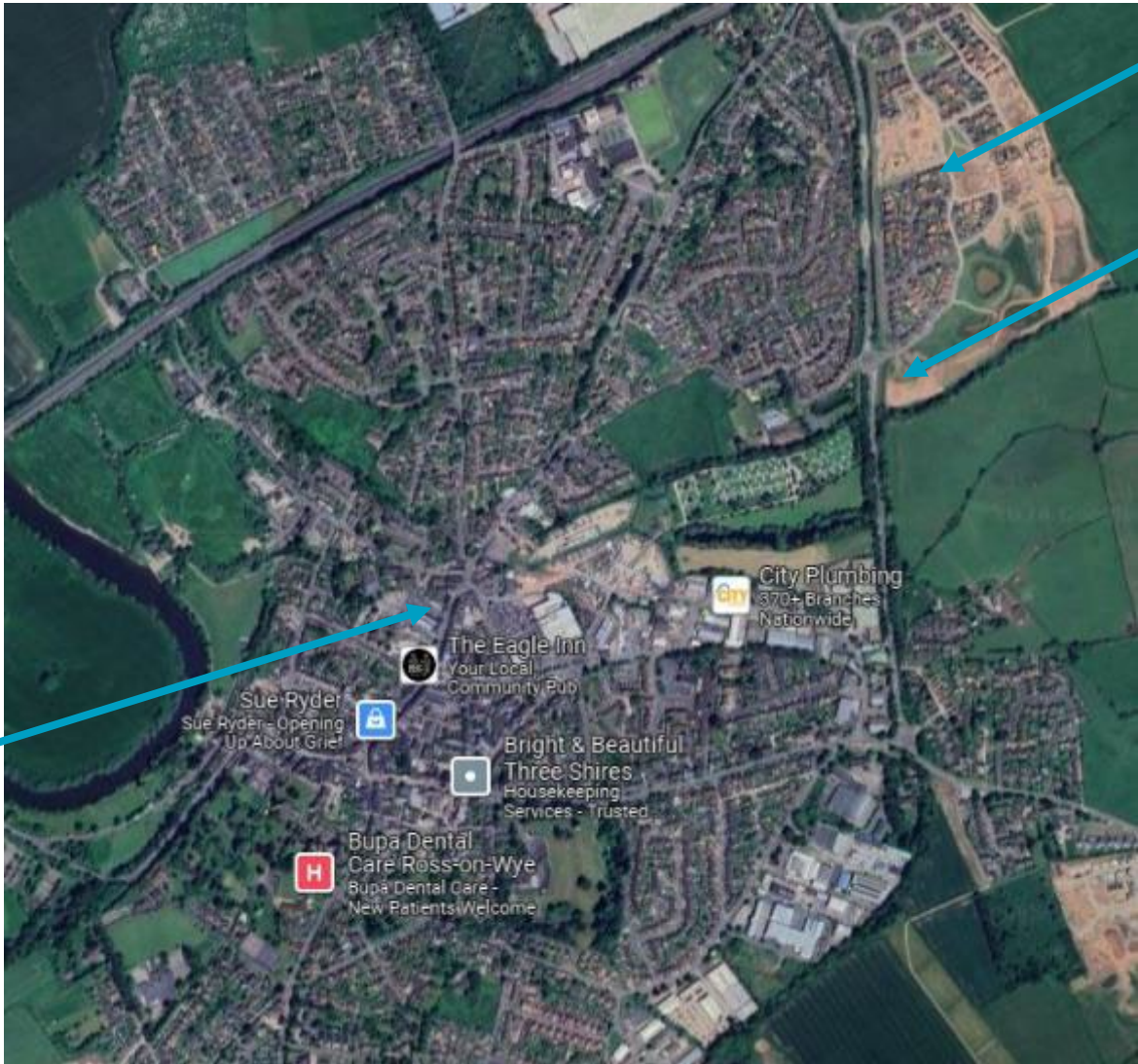
St John's Medical Centre
Completed: 2016

Site location

02.



Site location



St Mary's
Garden Village

Site

Ross-on-Wye
town centre

Ross-on-Wye care needs

03.



Ross-on-Wye care needs

A needs assessment has been carried out which identifies a shortfall in care beds in Ross-on-Wye.



Therefore, there is a significant need for a new care home, capable of caring for residents of all dependency levels (including those who require dementia care within a specialist unit), with well-specified, flexible, infection control-compliant care accommodation.

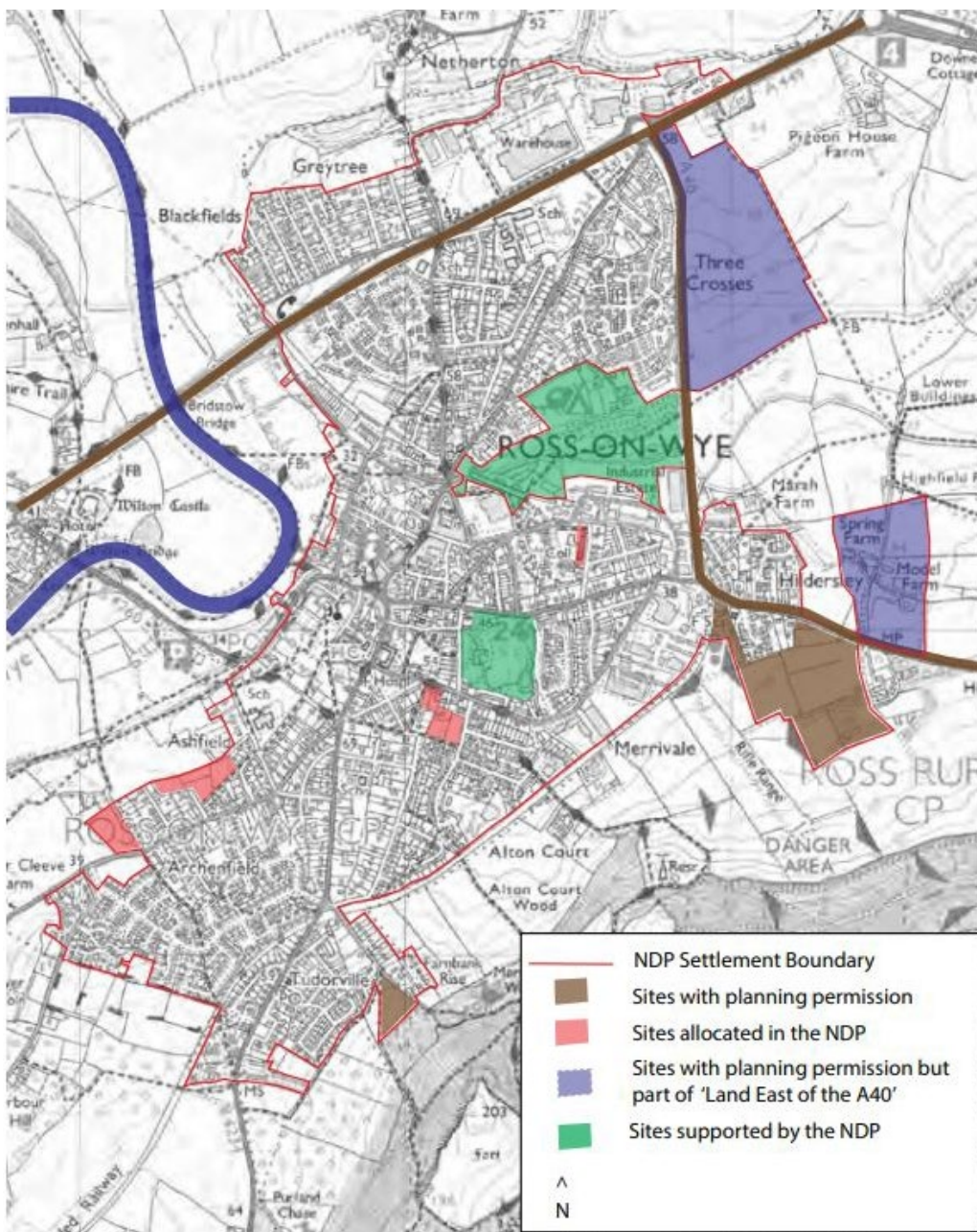
Planning overview

04.



Planning overview

- The principle of the proposed development is in line with the overall direction of the Development Plan strategy.
- The site is in the settlement boundary, defined by the Neighbourhood Plan.
- The Core Strategy identifies Ross-on-Wye as a sustainable location for growth.
- There is an identified need for the provision of a care home in this area.
- Technical matters will be addressed as part of the planning application (design, ecology, flood risk and drainage, landscape, open space, transport etc.)
- Pre-application discussions with the Council are ongoing.



Ross-on-Wye Neighbourhood Plan Settlement Boundary

Design proposals

05.





The Site

- Site context and surroundings have shaped the building's form.
- Footprint provides good frontage to west and north, maximising south-facing gardens.
- Parking area to north adjacent to pumping station.
- Spacious gardens provided for resident use.
- Views from POS to the east minimised by landscape buffer.



Proposal

- Care home has been designed to correspond with surrounding residential masterplan.
- Form is similar in terms of height, proportions and materiality.
- A combination of red brick, off-white render, grey roof tiles and blue engineering brick detailing is proposed.
- Footprint extends north to give stronger frontage to A40, providing a gateway at entrance to development.



Proposal

- Hipped roofs on east and west elevations limit mass and are in keeping with wider masterplan.
- White windows, grey fascia boards and black rainwater goods correspond with surroundings and complete the residential feel of proposal.
- Architectural detailing such as brick dentil course, window heads and canted sills further complement the surroundings.



Landscape proposal



Questions?

P R I M E

Thank you

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