

NORTH OF STAFFORD

STRATEGIC DEVELOPMENT LOCATION

MASTERPLAN DOCUMENT

PREPARED BY PEGASUS GROUP ON BEHALF OF AKZO NOBEL UK LTD
MAXIMUS STRATEGIC LAND AND RICHBOROUGH ESTATES LTD
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“THE GOVERNMENT ATTACHES GREAT IMPORTANCE TO THE DESIGN OF THE BUILT ENVIRONMENT. GOOD DESIGN IS A KEY ASPECT OF SUSTAINABLE DEVELOPMENT, IS INDIVISIBLE FROM GOOD PLANNING, AND SHOULD CONTRIBUTE POSITIVELY TO MAKING PLACES BETTER FOR PEOPLE.”

(PARA. 56, NPPF 2012)

CONTENTS

PAGE 07

1

INTRODUCTION

PAGE 11

2

ASSESSMENT

PAGE 49

3

INVOLVEMENT

PAGE 53

4

DESIGN PRINCIPLES

PAGE 61

5

DESIGN PROPOSALS

PAGE 73

6

**DELIVERY
STRATEGY**

PAGE 89

7

SUMMARY

PAGE 93

APPENDICES

NOTE: THIS DOCUMENT IS DESIGNED TO BE VIEWED AS A3 DOUBLE SIDED



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DEVELOPING THE VISION FOR THE NORTH OF STAFFORD SDL

Overall Vision

- I. The North of Stafford Strategic Development Location (SDL) offers a unique opportunity to create one of the highest quality living environments in the Borough. Close to town centre amenities and transport links, with the open countryside on its doorstep and the potential for excellent public transport connections in the future, it already has many of the credentials for a sustainable and attractive urban extension.
- II. Strategically located in relation to industrial, business and technology parks north of Stafford, and with good access to the continually improving services and facilities in this dynamic town, the North of Stafford SDL will take advantage of these unique opportunities. It will be a distinctive development in its own right that will have a unique sense of place that builds on its inherent assets, its existing topography, ecology, footpaths and lanes, and will have a number of character areas that take their inspiration from adjoining towns and villages, and with a feel that reflects the area's historic settlement pattern.

Integration

- III. North of Stafford SDL will provide a number of key facilities that will serve the new community, and will also assist in integrating that community with the rest of Stafford. Three new local centres will operate alongside the existing facilities and employment areas, and all the centres will support community-led mixed use facilities promoting the principles of a 'Neighbourhood' approach.

- IV. To fulfil this important integration role the development will be designed to maximise accessibility to Stafford and the employment sites by foot and cycle, and will be designed to provide a number of opportunities for public transport operators to serve the development, making it attractive for long-term, viable bus routes.

Movement and Green Infrastructure

- V. The main ecological interest of the site will be retained and enhanced, making it a central part of the site's character. Marston Brook will feature as an important 'green' corridor and the stream will feature as an important 'blue' corridor. Together with other retained hedgerows and ditches, the development will provide a significant network of connected 'green' and 'blue' corridors. This provides exciting opportunities for leisure activities and pedestrian and cycle connections.
- VI. A dramatic part of the vision is to create a new gateway for Stafford. Whereas the frontage of Parkside and the Tollgate Industrial Estates are set back from the A513 (Beaconside), there is an opportunity for the North of Stafford SDL to be more self-confident, with the development frontage creating a distinctive edge and sense of place. This will include a strong building line fronted with a landscaped corridor, providing an opportunity for distinctive architecture set within an attractive frontage of open space incorporating wetlands and ecology areas. This approach can already be seen with the construction of the first phase of Marston Grange.

- VII. Creating links through and across the site will be important to create a development that relates to and is linked to the existing and future communities. A new access will be provided into the site from the A34 (Stone Road) and three new entrances provided from the A513 (Beaconside) in addition to the two entrances provided for Marston Grange; the eastern most entrance will include one of the new local centres and help to improve the environment of Tollgate Park Industrial Estate. Sandon Road to the east will supply two new access points serving the smaller development area south of Sandon Road and the main SDL development.
- VIII. The main internal access road will have a vibrant and varied 'high street' character, which changes from a tree-lined street at the western access point, then runs alongside a new Central Park, across Marston Lane and Marston Brook, alongside attenuation features, a 'Destination Park' and a new local centre that utilises the existing buildings of Newbuildings Farm, then on to a more rural village character of Sandon Lane to the east. The 'Destination Park' will be located in the centre of this strategic route and the extensive green infrastructure network, which will form the heart of the community and include a large destination play area and other uses.

- IX. Public transport will help to create a sustainable, connected and accessible neighbourhood, with extensive opportunities for public transport operators to run viable bus routes through the site. The main internal strategic route has provision for a high frequency bus route running between the A34, A513 and Sandon Lane. The highest density development will be along the bus routes, ensuring the largest number of people can access these services, and also assisting with their viability.
- X. The development will be designed to be inclusive of all users, encourage sustainable travel, and promote a modal shift in local transport choices. Commuting and leisure routes will ensure the development is supportive of cycling – connecting to the safest and best options within the Stafford area. Cars have their place in the North of Stafford SDL – but the rediscovered importance of walking, cycling and alternative transportation modes will be the priority.

Education, sport and open space

- XI. Providing for sport and leisure plays a key role in creating a happy and healthy community. The topography plays an important role in locating the pitch provision in the North of Stafford SDL. Level ground is located to the central part of the site and a proportion of the pitches would be located adjacent to the secondary school, flanked by Marston Lane and existing hedgerows forming part of the 'Destination Park' and part of the Green Infrastructure network. Pitch provision for the northern part of the site could be located on level ground adjacent to the northern edge (to provide an appropriate setting to the open countryside beyond). These large open spaces are well connected to the Green Infrastructure network, which provides further opportunities for circular walks/ cycling in close proximity to every home.
- XII. The local centre and the central pitches/'Destination Park' provide an opportunity for a vibrant mix of uses in the heart of the North of Stafford SDL. The carefully chosen location of the pitches allows for potential sharing of facilities with the secondary school. Schools and sports facilities will be located close to bus routes to improve accessibility.

A distinctive landscape character

- XIII. The topography, existing vegetation and water-features will all shape the North of Stafford SDL proposals. The SDL has higher land to the east and west and a valley through the centre running north to south. The development proposals for density and building heights make the best use of this topography with the higher densities (and the possibility for taller buildings) located on the lower level land. Densities and building heights will be modest within the eastern and western parts of the site, which, in combination with the landscape strategy, will minimise the prominence of the development in views from the surrounding landscape.
- XIV. Creating a dynamic aesthetic, the western neighbourhood will have a character that reflects its importance as part of the gateway into Stafford having a higher density urban character, whilst the eastern part of the site will have a lower density village character to reflect the adjacent open countryside and existing farmsteads beyond. The main internal route provides a changing corridor linking these two character areas. Both the western area and the eastern areas have a local centre as the focus of the area. The residential areas are grouped around these distinctive local centres providing civic spaces where residents can enjoy meeting each other.



NEWBUILDINGS FARM PADDOCK



INTRODUCTION



KEY



STRATEGIC DEVELOPMENT (SDL)

SITE LOCATION PLAN

PURPOSE OF THE STATEMENT

- 1.1 This Masterplan Document has been prepared by Pegasus Urban Design on behalf of Akzo Nobel UK Ltd, Maximus Strategic Land and Richborough Estates, the developers/landowners that control the majority of the site referred to as the 'North of Stafford Strategic Development Location' (SDL) in accordance with the requirements of Policy Stafford 2 of The Plan for Stafford Borough (PSB), adopted 19 June 2014.
- 1.2 Development of the North of Stafford SDL will consist of approximately 3,100 dwellings, at least 36 hectares of employment, education provision and local facilities. Parts of the SDL, namely land under the control of Staffordshire County Council and Taylor Wimpey, already have the benefit of planning permission and are now under construction.
- 1.3 Policy Stafford 2 does, however, require that a masterplan should be prepared by the developers involved in the development of the North of Stafford SDL and agreed by Stafford Borough Council prior to any planning applications being made in the area.
- 1.4 This Masterplan Document, therefore, addresses the need for a masterplan for the North of Stafford SDL and builds upon previous work by Akzo Nobel UK Ltd, Maximus Strategic Land and Richborough Estates Ltd, to promote the delivery of a comprehensive, sustainable, mixed use development on the land.

- 1.5 This document achieves this within the following sections:

Section 2: Assessment – considers the site and its surroundings in terms of the physical, social and planning context;

Section 3: Involvement and Evolution – outlines the stakeholder participation and consultation undertaken as well as its key findings;

Section 4: Design Principles and Sustainable Structuring – presentation of the design principles that have been derived from a combination of Government Policy, site assessment, public consultation and design evolution;

Section 5: Design Proposals – presentation of the design proposals including uses and amount proposed, access arrangements, layout of the development, scale of buildings, landscaping treatments and appearance.

Section 6: Delivery Strategy

Section 7: Summary

- 1.6 It should be noted that this Masterplan Document does not apply to those areas of the North of Stafford SDL, which have planning permission and are under construction, or are not shown for development in the PSB, however these areas have been taken into consideration in the development of the design proposals.



NEWBUILDINGS COTTAGE



NEWBUILDINGS FARM LANE

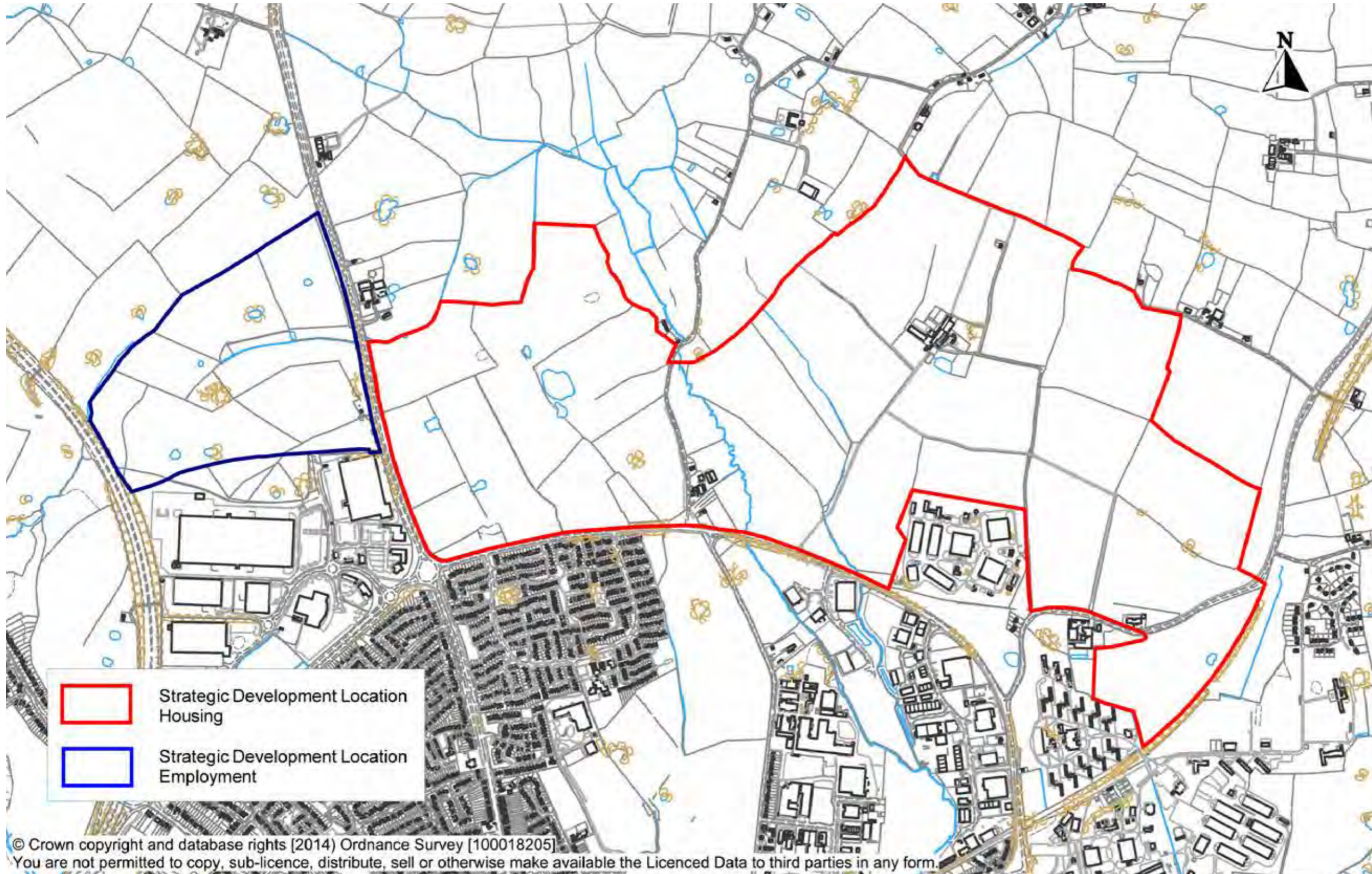


BRIDLEWAY



ASSESSMENT

2



MAP 4 DEVELOPMENT TO THE NORTH OF STAFFORD
(FROM THE PLAN FOR STAFFORD BOROUGH 2011-2031, POLICY STAFFORD 2)

2.1 This section provides a summary of the assessment of the site and its surroundings that has been undertaken.

DESIGN RELEVANT PLANNING POLICY & GUIDANCE

2.2 Development proposals will be formulated having due regard to the policies that make up the statutory Development Plan and supplementary guidance, together with relevant emerging local policies.

National Planning Policy & Guidance

2.3 Government policy in the form of the National Planning Policy Framework (NPPF) states that there is a presumption in favour of sustainable development and a core principle in support of this is:

“Always seek to secure high quality design and a good standard of amenity for all existing and future occupants of land and buildings” (para 17, point 4, NPPF 2012)

2.4 The NPPF (Section 7: Requiring good design) sets out the Government’s commitment to good design:

“The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.”

“It is important to plan positively for the achievement of high quality and inclusive design for all development, including individual buildings, public and private spaces and wider area development schemes.” (para. 56 & 57, NPPF 2012)

2.5 Section 7 also seeks to promote more sustainable development by requiring developers to address the following:

- Add to the overall quality of the area;
- Establish a strong sense of place;
- Optimise the use of land;
- Respond to the local character and history;
- Create safe and accessible environments; and
- Achieve visual attractiveness with good architecture and appropriate landscaping.

2.6 The NPPF is accompanied by the on-line web based resource ‘Planning Practice Guidance’ <http://planningguidance.planningportal.gov.uk>. This features more in depth advice on ‘Design’ and at paragraph 015 addresses the question ‘What is a well designed place?’ Well designed places will:

- be functional
- support mixed uses and tenures
- include successful public spaces
- be adaptable and resilient
- have a distinctive character
- be attractive
- encourage ease of movement.

2.7 These requirements underpin the design of the scheme and we demonstrate how within Section 7: Summary below.

2.8 Paragraph 023 of Planning Practice Guidance sets out what should be considered during the planning decision making process:

- Layout – the way in which buildings and spaces relate to each other
- Form – the shape of the buildings
- Scale – the size of the buildings
- Detailing – the important smaller elements of buildings and spaces
- Materials – what the building is made from

2.9 Section 5: Design Proposals below provides an account of the latest indicative proposal for the north of Stafford SDL.

2.10 Whilst the National Planning Policy Framework (NPPF) and the Planning Policy Guidance (March 2014) has replaced the Planning Policy Statements, the following design guidance documents are also relevant to creating good design:

- Manual for Streets 1 & 2 (DOT/DCLG 2007/2010);
- Building for Life 12 (CABE at the Design Council, Design for Homes and the Home Builders Federation, 2012); and
- Design and Access Statements – How to write, read and use them (CABE 2006)



MAP 5 STAFFORD NORTH CONCEPT DIAGRAM
 (FROM THE PLAN FOR STAFFORD BOROUGH 2011-2031, POLICY STAFFORD 2)

THE PLAN FOR STAFFORD BOROUGH COUNCIL 2011-2031 POLICY STAFFORD 2 - NORTH OF STAFFORD

Local Planning Policy & Guidance

- 2.11 The development proposals have been formulated having due regard to local design relevant policy and guidance.

The Plan for Stafford Borough 2011-2031, Adopted – 19 June 2014.

- 2.12 The PSB, sets out the local planning policy context for Stafford Borough. The PSB, identifies housing and employment requirements for the Borough as a whole within its 'Spatial Policies', which specifically identify Stafford town as the principal settlement or key sub regional centre. Policy Stafford 1 identifies three specific SDLs in Stafford, which collectively are envisaged to deliver a substantial amount of the required growth for Stafford (a total of 7,000 new market and affordable homes). These SDLs include sites to the north, east and west of Stafford, the former of which is the subject of this document.
- 2.13 The full text of Stafford Policy 2 is set out below:

POLICY STAFFORD 2 – NORTH OF STAFFORD

Within the area North of Stafford identified on the Policies Map a sustainable, well designed mixed use development will be delivered by 2031. Any application for development on a part or the whole of the area should be consistent with a master plan for the whole Strategic Development Location. The master plan for the whole site should be produced by all developers involved in the development of the site and agreed by the Council prior to applications being submitted. Any application for a component of the whole site must be accompanied by a specific master plan which shows the relationship of the application area to the wider Strategic Development Location. The design of the application should not prejudice the delivery or design of the wider Strategic Development Location. Development must deliver the following key requirements:

Housing

- i. Delivery of approximately 3,100 new homes with 30% being affordable housing in the context of Policy C2 through a mix of housing types, tenures, sizes and styles with proportions of 2, 3 and 4 bedrooomed properties in the context of Policy C1;
- ii. Provision to meet the needs of an ageing population through new extra care and specialist housing;

Employment

- iii. At least 36 hectares of new employment land with comprehensive links for a range of transport modes across the A34 to housing development areas;

Environment

- iv. A comprehensive drainage scheme will be delivered to enable development of the Strategic Development Location which will include measures to alleviate flooding downstream on the Marston Brook and Sandyford Brook;
- v. The development will provide on-site renewable or low carbon energy solutions including associated infrastructure to facilitate site-wide renewable energy solutions in the context of Policy N2;
- vi. Necessary measures to avoid and mitigate the impact of development on the Cannock Chase Special Area of Conservation including Suitable Alternative Natural Greenspace will be provided;
- vii. Existing hedgerows and tree lines to be retained and enhanced to support the provision of a network of green infrastructure including wetlands and water corridors, play areas, green corridors allowing wildlife movement and access to open space;

Transport

- viii. An access, transport and travel plan strategy for the Strategic Development Location that maximises travel and accessibility by non-car transport modes via safe, attractive and conveniently designed street, pedestrian and cycling connections within the development and to Stafford town centre, nearby existing and new employment areas. The strategy shall identify road access points to the site and between the site and the existing settlement. It shall also identify construction access arrangements that do not disrupt existing residents and improvements to transport capacity along the A34, A513 Beaconside Road and the Redhill roundabout;
- ix. There will be an interconnected network of streets serving the development producing discernible and distinctive neighbourhoods and places integrated and linked to existing areas;

Design

x. The development takes place on a 'neighbourhood' approach with the provision of a mix of uses including local retail facilities, social and physical infrastructure, a primary school, secondary education provision, a library service, health facilities and public open space;

xi. The development will be based on using sustainable construction methods in the context of Policy N2;

Infrastructure

xii. Highway capacity improvements, either through or around the perimeter of the site, or along Beaconside, will be required North of Stafford. Enhanced bus services and improved bus reliability, through bus priority, will be required along the A34 between the site and the town centre as well as real time bus passenger information, increased frequency of existing and new bus services;

xiii. Suitable Alternative Natural Greenspace (SANGS) required through on-site / off-site provision / management at Cannock Chase;

xiv. Gas infrastructure serving the employment land north of Primepoint will be re-inforced. Gas infrastructure up-grading not required for the housing development other than standard connections into the system. Part of the North of Stafford Strategic Development Location extends over a National Grid high pressure gas pipeline (FM21 Audley to Alrewas). Development within the zone of influence must address the presence of the pipeline and not affect the functioning of this installation;

xv. Flood management scheme and less than greenfield surface water run-off to Sandyford Brook and Marston Brook through open water storage solutions, maximising opportunities for multi-functional open space provision;

xvi. Electricity connections and sewage capacity improvements required to meet additional housing development;

xvii. New primary school provision required as well as a new secondary school or extensions to existing secondary schools;

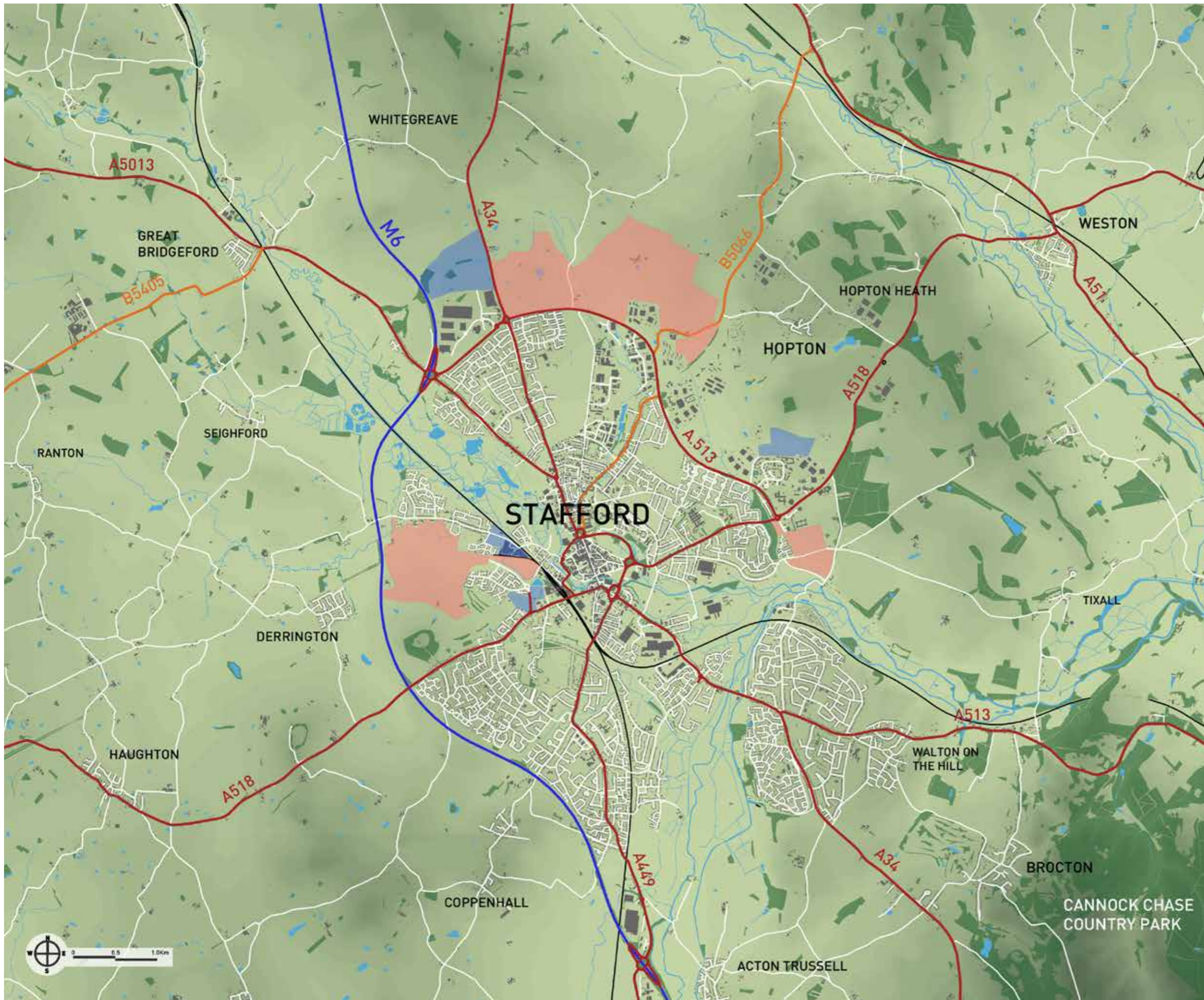
xviii. A new Destination Park including children's play areas and multi-use games areas in association with SANGs requirement if provided on-site;

xix. Standard telecommunication connections will be provided to link to the Stafford exchange enabled with Superfast Fibre Access Broadband;

xx. Primary health care provision delivered by increased capacity at existing facilities.

Developer contributions will be required to provide the strategic infrastructure needed to achieve a comprehensive sustainable development at this Strategic Development Location.





- KEY:**
- STRATEGIC DEVELOPMENT (RESIDENTIAL)
 - STRATEGIC DEVELOPMENT (EMPLOYMENT)
 - BUILT DEVELOPMENT
 - WATERCOURSES
 - MAIN ROADS
 - SECONDARY ROAD NETWORK
 - RAILWAY LINE
 - WOODLAND

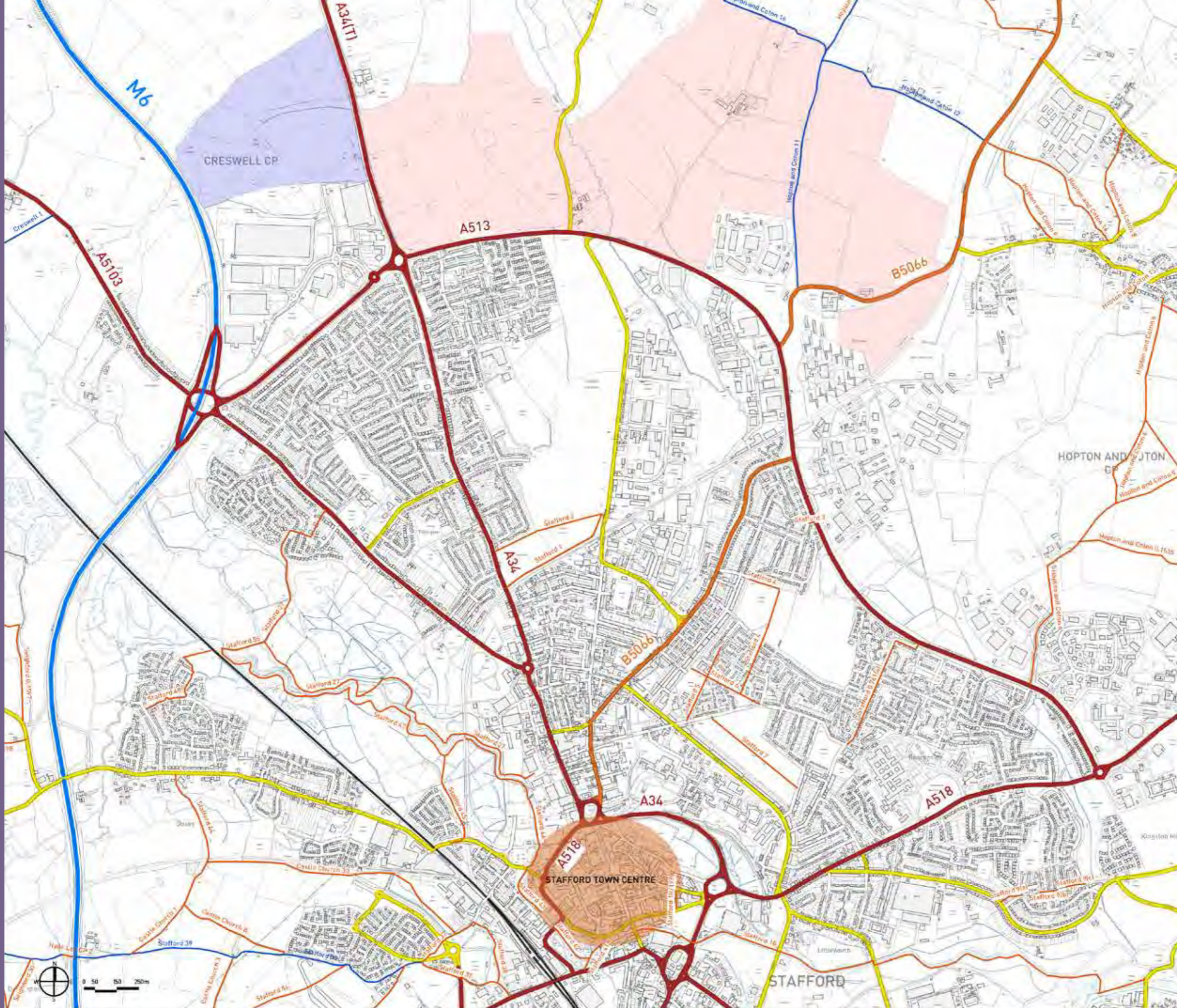
PHYSICAL CONTEXT PLAN

SITE AND SURROUNDINGS

- 2.14 The North of Stafford SDL is identified within Policy Stafford 2 of the adopted Plan for Stafford Borough as a:
- “sustainable, well designed mixed use development...delivered by 2031.”**
- 2.15 Policy Stafford 2 shows the area of the North of Stafford SDL to the west of the A34 as ‘Employment’ and the area to the east of the A34 as ‘Housing’. Redhill Business Park is a permitted employment scheme within the ‘Employment’ area (Application Nos. 12/17038/OUT, 13/18450/REM, 14/21527/REM, 15/22204/FUL and 15/22687/REM). Future employment would be located to the north of Redhill Business Park.
- 2.16 The North of Stafford SDL masterplan area extends to some 265 hectares and is located approximately 3km north of Stafford town centre. The SDL site is defined by the A513 (Beaconside) road in the south, straddles the A34 (Stone Road) in the west and straddles the B5066 (Sandon Lane) in the east. Beyond the site to the north is agricultural land, however, the north east of the site is constrained by the proposed HS2 alignment.
- 2.17 To the south west of the North of Stafford SDL, located on the junction of the A513 (Beaconside) and A34 (Stone Road), is Marston Grange, a development of 475 dwellings (409 at Outline/Reserved Matters plus a further 66 Full Application) served via two access points from Beaconside (application nos. 10/13362/OUT, 13/18533/REM, 14/20781/REM, 14/21007/FUL and 14/20559/FUL). The Parkside residential estate (which includes a small shopping area) is located across the A513, immediately to the south. Prime Point and Prologis Park employment areas are located to the west across the A34.
- 2.18 To the east of Marston Grange and Parkside is Stafford Common, which straddles the A513. Located on the northern outskirts of Stafford, Stafford Common has an area of approximately 62.53 hectares. The Common is an open grass area used usually by people walking or taking dogs for walks; but farmers can still pay to graze their cattle and horses on it. Only a few people living in the centre of Stafford Town now hold Commoners Rights. Within the North of Stafford SDL Stafford Common is in two parts running adjacent to Marston Lane.
- 2.19 Marston Lane meanders north-to-south through the central part of the North of Stafford SDL and is generally lined with hedgerows and hedge trees. It leads to the small, dispersed settlement of Marston and eventually leads to a scattering of farms and other small, dispersed settlements including Yarlet and the A34 in the west and Enson and Sandon Lane in the east.
- 2.20 Marston Brook flows through the central part of the North of Stafford SDL from Stafford Common in the north to the east of Marston Lane, then across the A513 forming a shallow valley between the industrial estates south of the A513. Tollgate Park Industrial Estate is opposite the SDL on the south side of the A513 with Tollgate Industrial Estate slightly further to the east.
- 2.21 The south eastern part of the North of Stafford SDL surrounds on three sides a Ministry of Defence (MOD) depot and West Midlands (North Sector) Army Cadet Force (ACF) site. To the south of Sandon Lane, is the MOD Stafford (Beacon Barracks) and depot, a former RAF base, and further south beyond this is the recently completed Staffordshire Technology Park, attracting Hi-tech companies, and the Stafford branch of Staffordshire University. Along Sandon Lane is a small group of dwellings, Hopton Farm, and Hopton Garage.
- 2.22 The North of Stafford SDL site comprises a number of agricultural fields formed by mature hedgerows, with hedgerow trees and scattered wooded areas, ponds and ditches. There are a few small groups of buildings associated with Newbuildings Farm and along Marston Lane including Marstongate Farm falling within the SDL.



MARSTON LANE



EXISTING MOVEMENT NETWORK PLAN

CONNECTIONS AND PUBLIC TRANSPORT

- 2.23 The North of Stafford SDL is located on the northern edge of Stafford and has good access to the town centre and railway station, approximately 3.5km from the proposed development, which provides routes both locally and nationally. The SDL also exhibits good access to the existing highway network, specifically the A513 and A34, and further afield the M6. Several local bus services currently operate along roads bounding the SDL and could serve the early phases of development. However, in the longer term new or improved frequent services will be required to connect residents to the town, employment at Redhill, local schools and amenities.
- 2.24 A Sustrans cycle route (National Route 5) is situated on Marston Lane and Beaconside, adjacent to the southern perimeter of the North of Stafford SDL, with National Route 55 to the east of the town centre. A number of other local cycle and pedestrian routes and crossings also offer opportunities to access local employment provision, services and the town centre. The missing cycle link between Marston Lane and the Redhill Roundabout is being delivered as part of the Marston Grange works and whilst benefiting this masterplan proposal, the delivery of such infrastructure sits out with the masterplan proposals.
- 2.25 The SDL's location, in accordance with national and local policy, therefore exhibits the potential to utilise the existing infrastructure, whilst also facilitating the delivery of improvements, specifically interventions to enable residents to use sustainable modes of transport.
- 2.26 The primary access points to the North of Stafford SDL will be taken from the A34 Stone Road, various points along the A513 Beaconside and the B5066 Sandon Road. These roads are capable of facilitating the site access and egress of the associated traffic and will be subject to design at

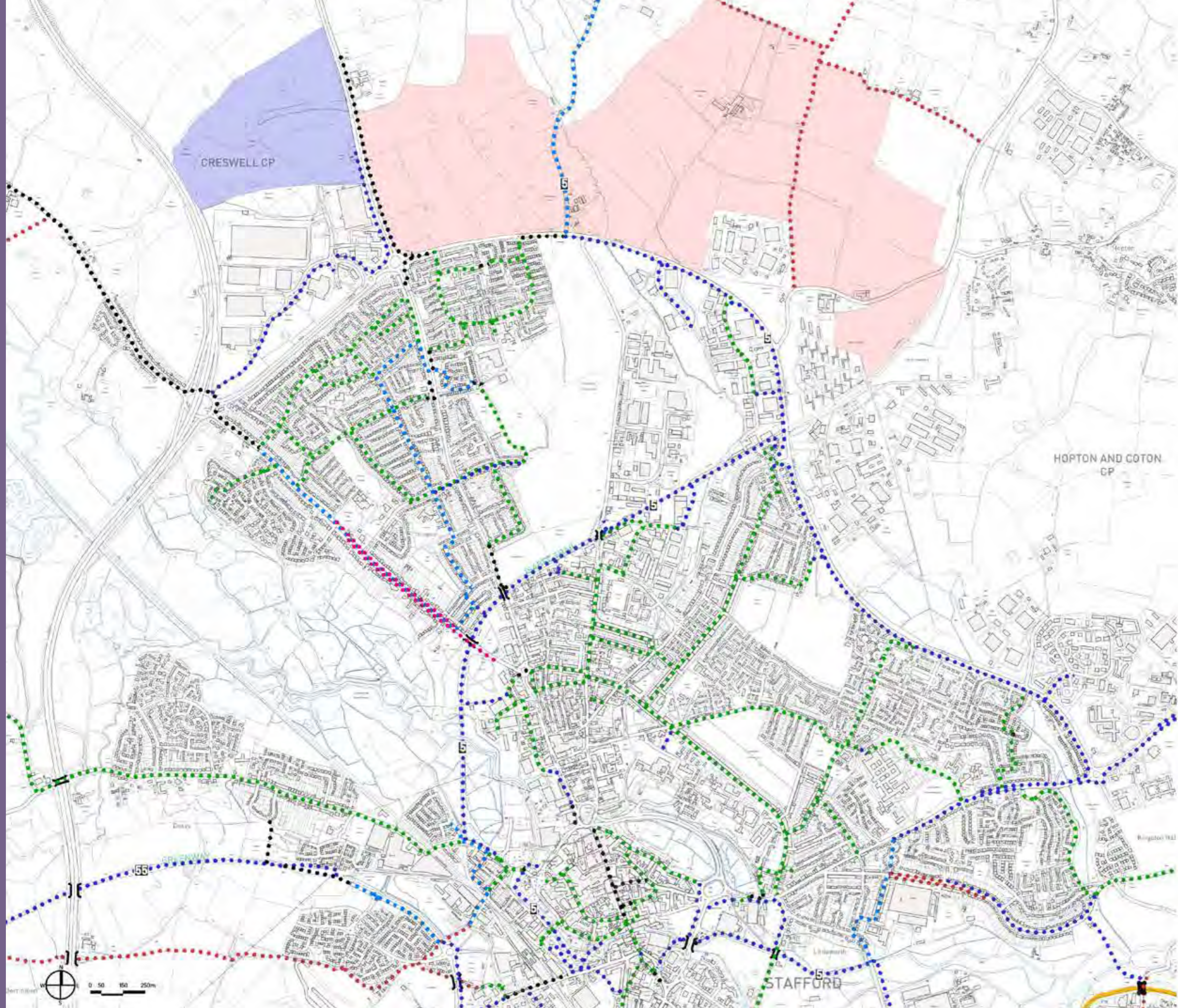
the planning application stage. The masterplan also makes provision for a main access road (linking the A34 Stone Road to the B5066 Sandon Road, through the proposed residential areas), together with junction and link improvements along Beaconside, where required. The main access road could also remove traffic from the A34 north of Redhill roundabout and along the northern section of Beaconside. New dedicated footway/cycleways will be provided to allow connectivity across the SDL and beyond, including the opportunity to create a footway/cycleway along Sandon Road, connecting to the Isabel Trail (off-road section of cycle route National Route 5) and Stafford town centre. In particular, connections to the wider network will include signal controlled crossing points on the A34 and Beaconside to connect to existing employment, retail and leisure areas.

- 2.27 The access and transport strategy will be developed to provide an integrated and strategic approach to infrastructure provision and highways improvements between all of the development parcels within the North of Stafford SDL. Travel Plans will be produced at the planning application stage to promote and incentivise the use of alternative and sustainable means of transport.
- 2.28 Local facilities will be provided that are appropriate to the scale of the housing development, and will be conveniently accessed by walking and cycling to internalise trips. High permeability within the North of Stafford SDL for such modes of transport is considered key in the design of the proposals, ensuring maximum connectivity to existing and future points of destination.
- 2.29 Pedestrian and cycle connections, together with the potential for a bus connection between the proposed development and the permitted development at Marston Grange, which is under construction in the south western part of the North of Stafford SDL, will be provided.

Public Rights of Way (PROW)

- 2.30 A bridleway exists through the centre of the North of Stafford SDL site along the lane leading to Newbuildings Farm (ref. Hopton and Coton 11). This intersects with an east-west bridleway from Kent's Barn Farm (ref. Hopton and Coton 12 & 16).
- 2.31 The east-west bridleway (ref. Hopton and Coton 12 & 16) forms part of the wider recreational route (the 'Stones Circles Challenge'), connecting to a wider network of footpaths. The plan opposite shows the location of pedestrian rights of way within the vicinity of the North of Stafford SDL.





KEY

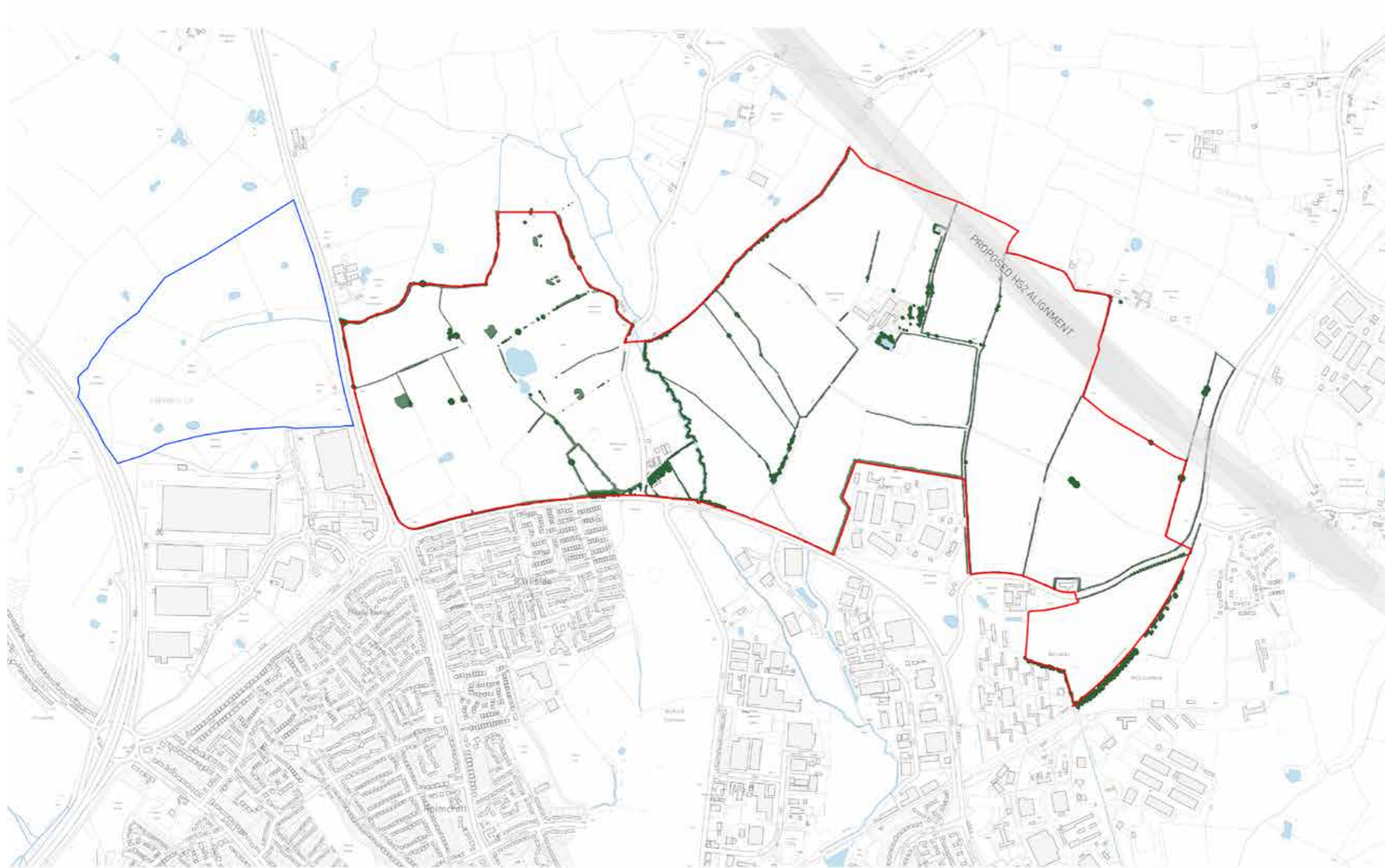
	STRATEGIC DEVELOPMENT (RESIDENTIAL)
	STRATEGIC DEVELOPMENT (EMPLOYMENT)
	SIGNED CYCLE ROUTE
	CYCLE PATH
	ADVISORY CYCLE ROUTE
	DISMOUNTED CYCLE PATH
	BRIDLEWAYS & BYWAYS
	ON-CARRIAGE CYCLE LANE
	CANAL TOWPATH
	NATIONAL CYCLE NETWORK

CYCLE AND BRIDLEWAYS PLAN



Cycling

- 2.32 National Cycle Route 5 routes along the A513 (Beaconside) and Marston Lane. This route is largely segregated and off-carriageway and also links with the Isabel Trail, an off road route following a disused railway line. The Isabel Trail provides an off-road cycle route to the railway station and town centre. The plan opposite shows the existing cycle routes within the vicinity of the North of Stafford SDL site.



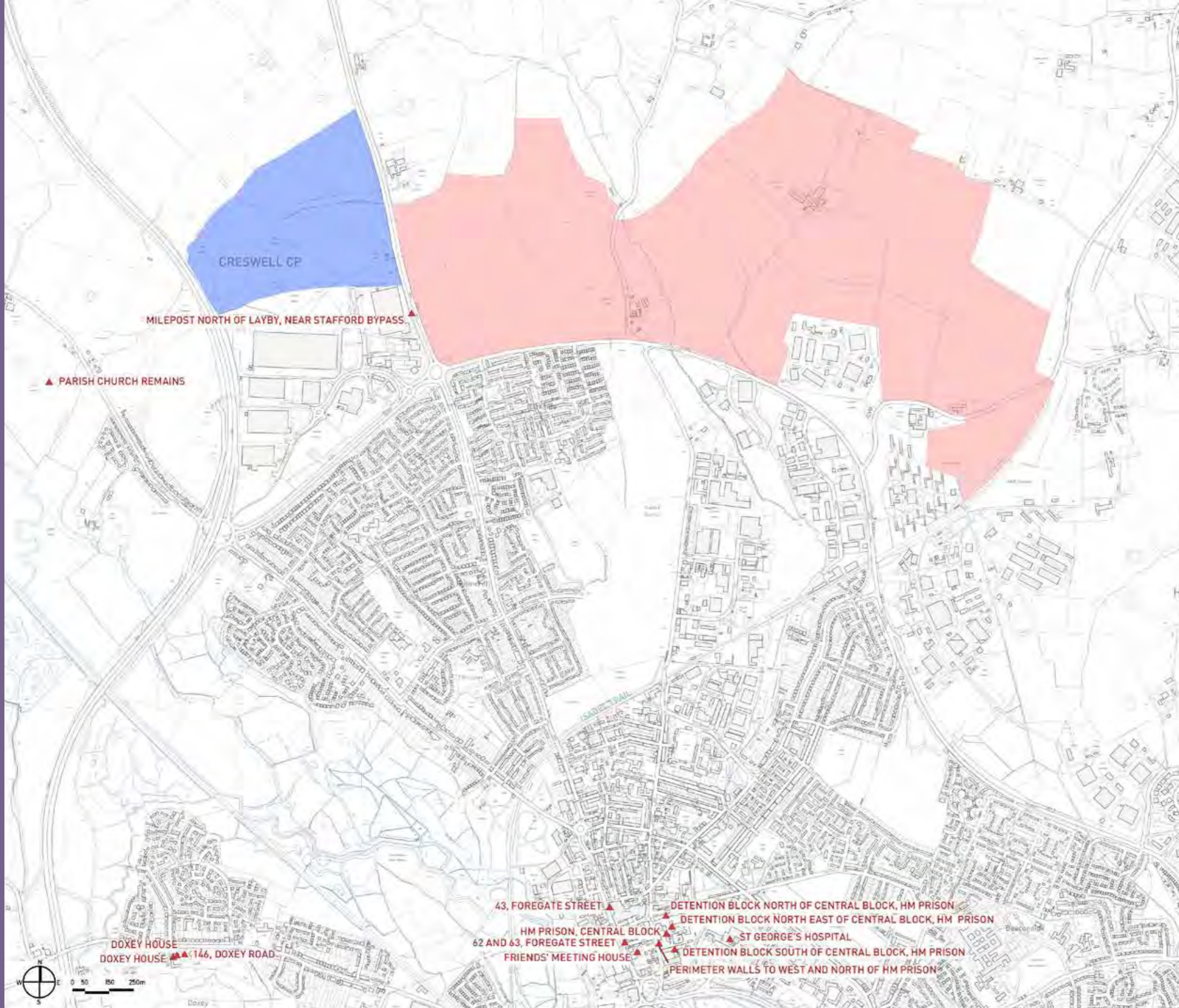
- KEY**
- STRATEGIC DEVELOPMENT (RESIDENTIAL)
 - STRATEGIC DEVELOPMENT (EMPLOYMENT)
 - EXISTING HEDGEROWS
 - EXISTING TREES

EXISTING HEDGEROWS AND TREES PLAN



LANDSCAPE CONSIDERATIONS

- 2.33 The North of Stafford SDL is located directly to the north of the urban area of Stafford town, which is characterised by major highways infrastructure, large scale industrial, commercial and military development at MOD Stafford (Beacon Barracks), along with residential development. It is surrounded by open (non-developed) land to the north and east, with the highways infrastructure associated with the A34 and M6 comprising significant features in the landscape on the SDL's western boundary. Land directly to the east, whilst currently undeveloped, also includes a number of villages including Hopton, Weston and Sandon Bank.
- 2.34 The North of Stafford SDL is not covered by any landscape (planning) designations. In terms of its character, both the SDL and its context are generally consistent with both national and local landscape character studies, displaying tree belts, arable fields, and the influence of the urban area of Stafford. The SDL also retains an 'urban edge' character, being influenced by the A513 and A34 corridors (including light spill and glare from lighting columns and vehicle headlights), and large visually prominent development, including employment and MOD Stafford (Beacon Barracks).
- 2.35 The North of Stafford SDL itself, though largely linear in plan form, extends from the M6 (north of Junction 14) at the western end of the site, across Marston Lane and Stafford Common in the middle, to MOD Stafford (Beacon Barracks) at the eastern end. The overall SDL generally comprises a number of agricultural fields formed by mature hedgerows, with hedgerow trees and scattered ponds and ditches.
- 2.36 Land across the entire North of Stafford SDL generally has rising topography to the north, such that the vast majority of it 'faces' Stafford, with its northern section retaining strong visual links with the wider landscape. The far western section (between the M6 and A34) has a high point of around 110m above ordnance datum (AOD – the vertical height above mean sea level), with the central section (between the A34 and Marston Lane) around 111 AOD at its highest point. The largest eastern section (between Marston Lane and Sandon Road) rises up eastwards from Marston Lane to a high point of around 114m AOD, just south of Kent's Barn Farm, near Sandon Road.
- 2.37 Land in the south eastern corner of the North of Stafford SDL (south of Sandon Road) is much flatter and generally enclosed, with mature landscaping along the disused railway line to the south east and around the built form, to the southwest.
- 2.38 Landscape and Visual Appraisals of the SDL have been carried out and the overall North of Stafford SDL is well contained from a landscape perspective. The SDL is contained by existing and emerging urban form of Stafford town to the south; and, where the eastern section of the SDL (between Marston Lane and Sandon Road) is concerned, the topographical ridge and localised plateau that extend along its northern boundary. In the longer term, the route of HS2 will influence the landscape and provide a definitive boundary to the north eastern edge of the SDL.
- 2.39 The central section of the North of Stafford SDL (between Marston Lane and the A34) is also strongly influenced and contained by the A34 and the existing employment development beyond. There are a number of short and (filtered) mid distance views of the SDL from the east and west, and from the Stones Circles Challenge footpath to the north. Otherwise, the majority of views are from the SDL boundaries.
- 2.40 The North of Stafford SDL retains many attributes, which provide good development potential. The topography, surrounding built form and vegetation of the SDL contain the site and there are opportunities to capitalise on the open views. The SDL has limited features of interest, however the hedgerow field network, vegetation, and key visual links will be incorporated into the proposals to help avoid and mitigate any significant impacts. The masterplan also provides an opportunity to preserve existing public rights of way and to provide new links across the SDL and to/from the surrounding area. Further information regarding the landscape strategy for the SDL, is considered later in this document.



KEY

-  STRATEGIC DEVELOPMENT (RESIDENTIAL)
-  STRATEGIC DEVELOPMENT (EMPLOYMENT)
-  LISTED BUILDING

LISTED BUILDINGS PLAN

ECOLOGY

- 2.41 The North of Stafford SDL predominantly consists of agricultural arable land and intensively managed grassland with hedgerows and watercourses along field boundaries, which overall provide limited ecological value. However, the SDL does exhibit some habitats of value, including hedgerows, which are a UKBAP priority habitat, associated mature trees, watercourses and ponds. Habitats present within and bounding the SDL provide potential suitable habitat for great crested newt, roosting bats, breeding and wintering birds, and badgers, which will need to be taken into consideration within any planning application within the SDL.
- 2.42 In principle, the ecological findings do not pose constraints to the development of the North of Stafford SDL, although consideration will be given to the SDL's detailed layout and design in order to ensure that areas and species of value are not unacceptably impacted upon, and are retained and enhanced, where feasible. The masterplan seeks to retain hedgerows, vegetation and watercourses/ ponds, where possible and desirable. The masterplan also provides potential for habitat creation, including new tree and shrub planting along with the new ponds. As the proposals progress, consideration will be given to providing additional detailed enhancements, such as installation of bird and bat boxes. The provision of such enhancements would be in accordance with local and National Planning Policy.
- 2.43 There are no statutory designated wildlife or nature conservation sites within the North of Stafford SDL boundary. However, it is acknowledged that the West Midlands Mosses SAC/Midland Meres & Mosses Phase 1 Ramsar site is located within 10km of the SDL; that the Cannock Chase Special Area of Conservation (SAC) and Pasturefields Salt Marsh

(SAC) are located within 8km of the SDL; and that the Doxey and Tillington Marshes Site of Special Scientific Interest (SSSI) is located within 1.9km of the SDL. Any potential effects on these sites will be considered in all planning applications in the SDL and where appropriate, through Habitat Regulations Assessments by the competent authority.

- 2.44 The non-statutory Stafford Common Site of Biological Importance (SBI), Astonfields Balancing Lakes SBI and the Redhill Farm Wet Woodland SBI are located within the North of Stafford SDL boundary. The Astonfields Balancing Lakes Local Nature Reserve (LNR) is also located within 1.4km of the SDL. These sites will be considered to ensure that development does not have any unacceptable adverse effects when the detailed design and layout of proposals for the SDL are progressed.

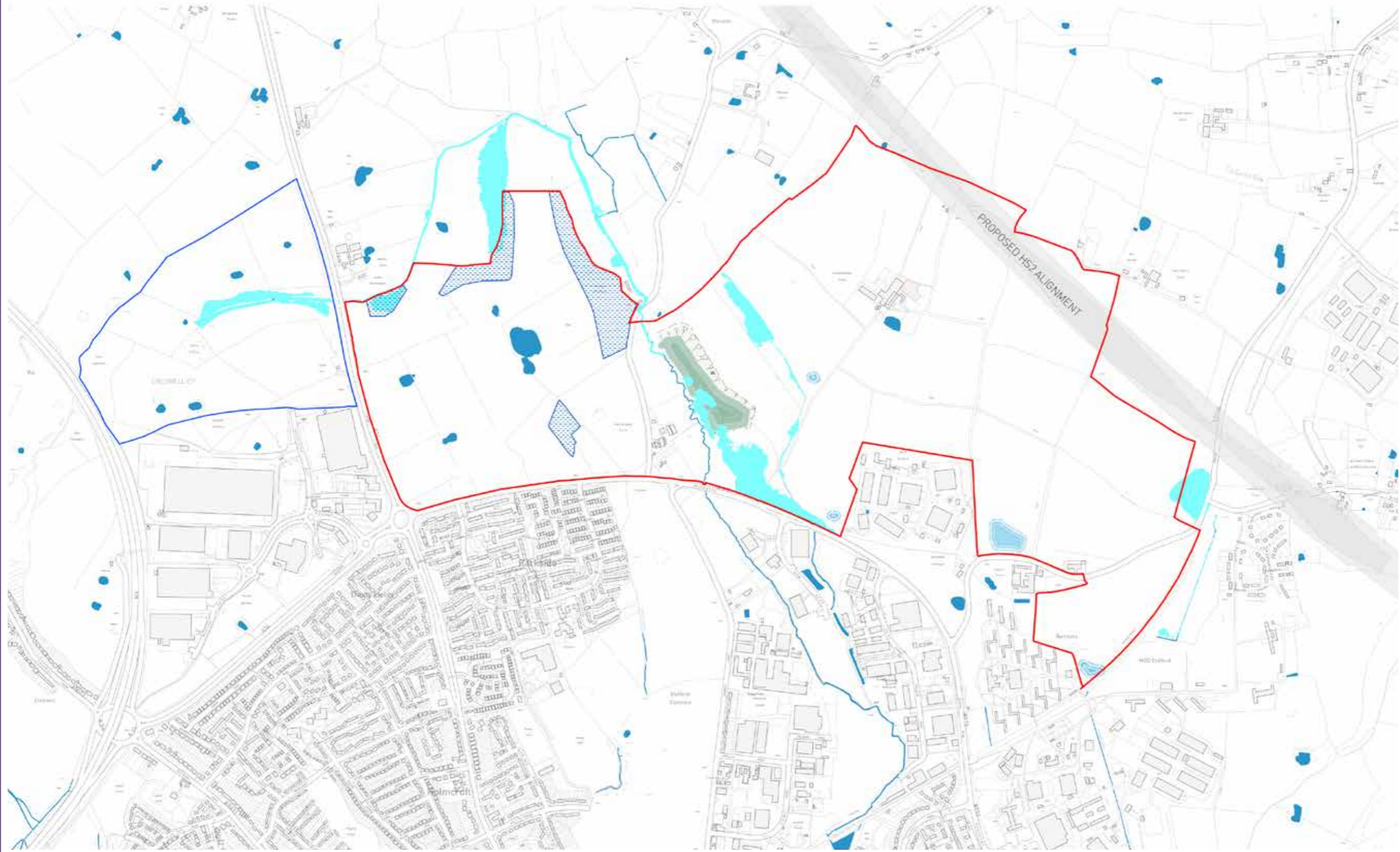
ARCHAEOLOGY AND HERITAGE

- 2.45 The nature and extent of the known and potential cultural heritage resource has been investigated within the majority of the North of Stafford SDL.
- 2.46 There are no World Heritage Sites, Scheduled Monuments, Registered Parks and Gardens, Registered Battlefields, Conservation Areas, or Listed Buildings within the North of Stafford SDL boundary.
- 2.47 No pre-medieval archaeological remains have been recorded within the areas of the North of Stafford SDL that have been investigated, although there is potential for previously unrecorded remains. There is historic evidence of areas of ridge and furrow and a post-medieval water meadow; however these features are no longer visible on site inspection. A large number of marl pits are recorded, largely surviving as broad, shallow water-filled hollows. These are common across Staffordshire and

Shropshire, and the surviving examples within the SDL are considered to be of negligible cultural heritage value.

- 2.48 Newbuildings Farm is located within the North of Stafford SDL land to the east of Marston Lane and, although unlisted, could be considered of some low cultural heritage value. The hedgerows within the SDL may also be considered of some cultural heritage interest. Proposals should be mindful of these features and ensure that field patterns are retained where possible, and development surrounding the farm is appropriately designed. The now disused Stafford and Uttoxeter Railway also runs along the eastern boundary of the SDL, from Stafford town centre to the north east and then along the Trent Valley, and survives as a substantial earth bank.





- KEY**
- STRATEGIC DEVELOPMENT (RESIDENTIAL)
 - STRATEGIC DEVELOPMENT (EMPLOYMENT)
 - EXISTING WATER COURSES AND PONDS
 - POTENTIAL ATTENUATION AREAS
 - POTENTIAL FLOOD STORAGE AREA
 - AREAS POTENTIALLY SUITABLE FOR ABOVE GROUND SUDS
 - FLOOD DATA (1 IN 100 YEAR + CLIMATE CHANGE)

DRAINAGE AND FLOOD RISK PLAN

FLOOD RISK AND DRAINAGE

- 2.49 Marston Brook is the principal watercourse serving the North of Stafford SDL. The eastern part of the SDL is drained by Kingston Brook. The Stafford Common part of the SDL is drained by Sandyford Brook, which commences on the part of Stafford Common located south of Beaconside. These three watercourses are independent tributaries of the River Sow.
- 2.50 The Environment Agency's Flood Map for Planning indicates that the entire SDL is classified as Flood Zone 1, where fluvial flood risk is not a significant issue. However, hydraulic modelling of Marston Brook, Kingston Brook, and their principal unnamed tributaries within the site by the developers has confirmed that small areas of Flood Zone 2 and Flood Zone 3 are present along watercourses within the SDL.
- 2.51 Policy Stafford 2 requires that a **“comprehensive drainage scheme will be delivered to enable development of the Strategic Development Location which will include measures to alleviate flooding downstream on the Marston Brook and Sandyford Brook”**.
- 2.52 A comprehensive SuDs scheme will be delivered by the SDL, with details provided at the Outline application stages, to ensure the potential for the SuDs scheme to be a cohesive and positive design element across the entire development.

UTILITIES

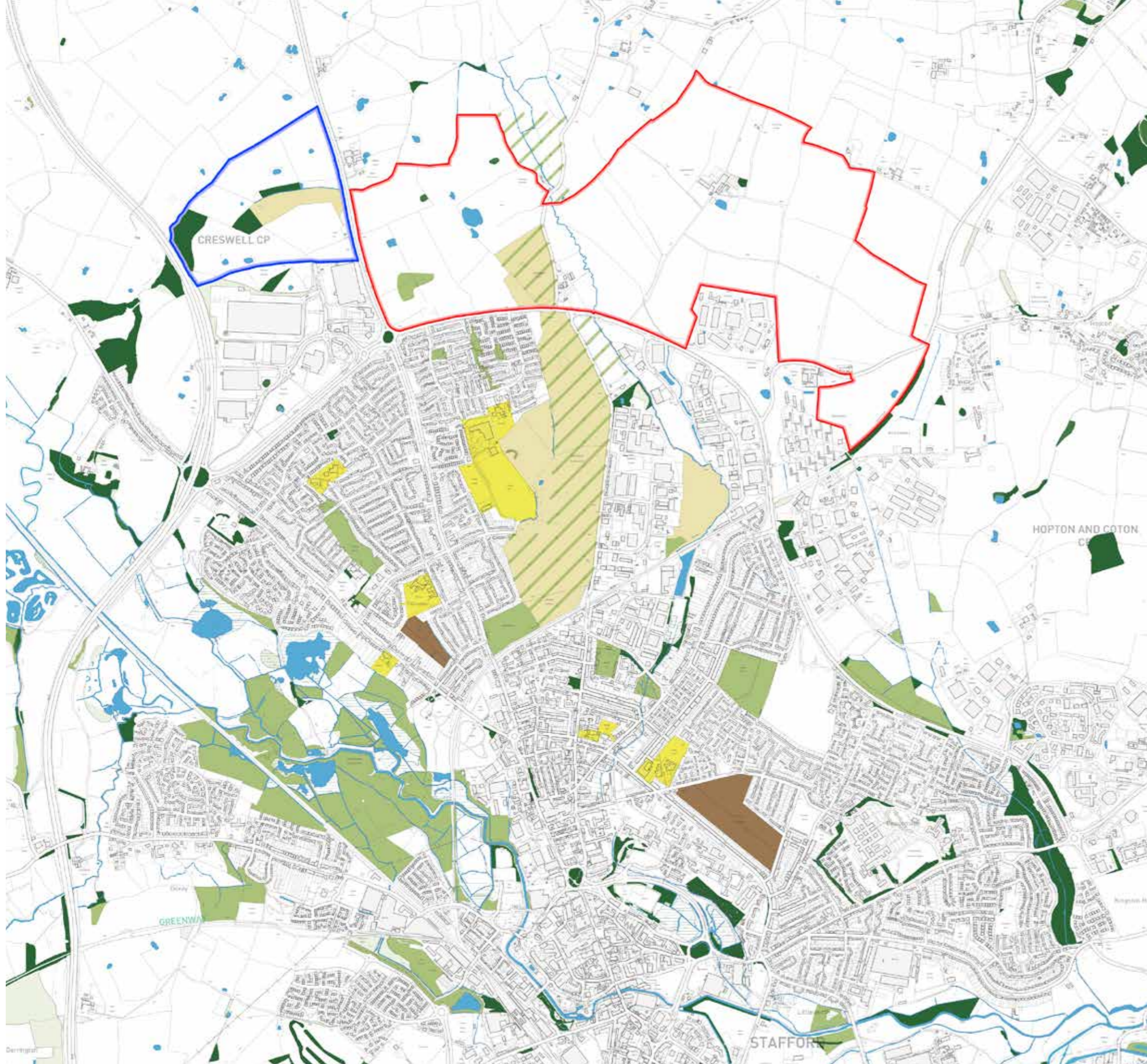
- 2.53 There are a number of gas pipelines and water pipes crossing the North of Stafford SDL. Where information is available and easement requirements known, these are shown on the constraints plan. Where the exact location of pipes and easements are not known then further work will be required at the detailed application stage. No other constraints are known at this time.

NOISE/AIR QUALITY

- 2.54 HS2 is a likely future noise constraint and though any potential mitigation is not known at this stage, sufficient technical and design information in regard to any required mitigation will be established as part of the Outline planning application stage to enable an appropriate assessment of the impacts to the overall quality and character of the development and its wider landscape setting to take place.



NEWBUILDINGS FARM POND



- KEY**
-  STRATEGIC DEVELOPMENT (RESIDENTIAL)
 -  STRATEGIC DEVELOPMENT (EMPLOYMENT)
 -  SITE OF BIOLOGICAL IMPORTANCE
 -  REGISTERED COMMON LAND
 -  OPEN GREEN SPACE
 -  WOODLAND
 -  WETLAND / MARSHY AREAS
 -  EXISTING ALLOTMENTS
 -  SCHOOLS

EXISTING PUBLIC OPEN SPACE PLAN

PUBLIC OPEN SPACE/PLAY AREAS

2.55 Within Stafford there are numerous open spaces, woodlands and allotments. Below is a short list of main open spaces within 1km of the North of Stafford SDL site.

- Woodlands Road playing fields: a broadly rectangular shaped open space accessed off Woodlands Road with car parking provision and containing informal grassed and two all weather tennis courts.
- Meakin Grove and Eccleshall Road open space: adjacent to Woodlands Road playing fields but separated by the Tillington Hall Hotel this is a broadly square shaped, grassed open space for informal recreation.
- Holmcroft Road park: again adjacent to Woodlands Road playing fields and Meakin Grove open space but separated by a hedgerow and mature hedgerow trees. This broadly rectangular shaped open space includes a play area, parking provision, Holmcroft Library and the Stafford North End Community Centre. Edge conditions include the rear gardens of dwellings facing Second Avenue, Simpson Close and Burcham Close.
- Holmcroft Youth and Community Centre and playing field: a broadly rectangular shaped open space containing informal grassed pitches, parking provision and a hard surface 5-a-side pitch. On one side of the playing fields is Sir Graham Balfour School and its associated playing fields. Along the other edges are the rear gardens of dwellings facing Old School Drive and Taplin Close.

- Stafford Common: an irregular shaped linear open grass area usually used by people walking or taking dogs for walks. Sandyford Brook runs partly along the eastern edge of the Common. There are a variety of edge conditions, including school playing fields and the rear gardens of properties adjacent to the western boundary and Common Lane along the eastern edge.
- Henry Street playing fields: an irregular shaped open space containing grassed pitches, play area, a hard surface multi use games area (MUGA) and parking provision. Enclosed on the eastern side by the MOD depot and on the remaining sides mainly by the side and rear gardens of adjacent dwellings. There is an access road to the west serving the rear of dwellings fronting Oxford Gardens.
- There are two areas of open space in Parkside providing children's play and a MUGA.

2.56 The open space, sport and recreation proposals for the North of Stafford SDL will need to accord with National and Local Plan policies such as Policy C7 and N4 of the PSB which will ensure that all new development will:

- I. Be set within a well designed and maintained attractive green setting, demonstrated through a detailed management plan where appropriate;
- II. Provide a variety of spaces to meet the needs of people and nature;
- III. Provide safe opportunities for sustainable transport;
- IV. Refer to the Staffordshire Ecological Record to ensure natural habitats and species in the locality are protected.



VIEW FROM THE NORTH WEST LOOKING TOWARDS THE SITE



VIEW LOOKING SOUTH ACROSS THE SITE

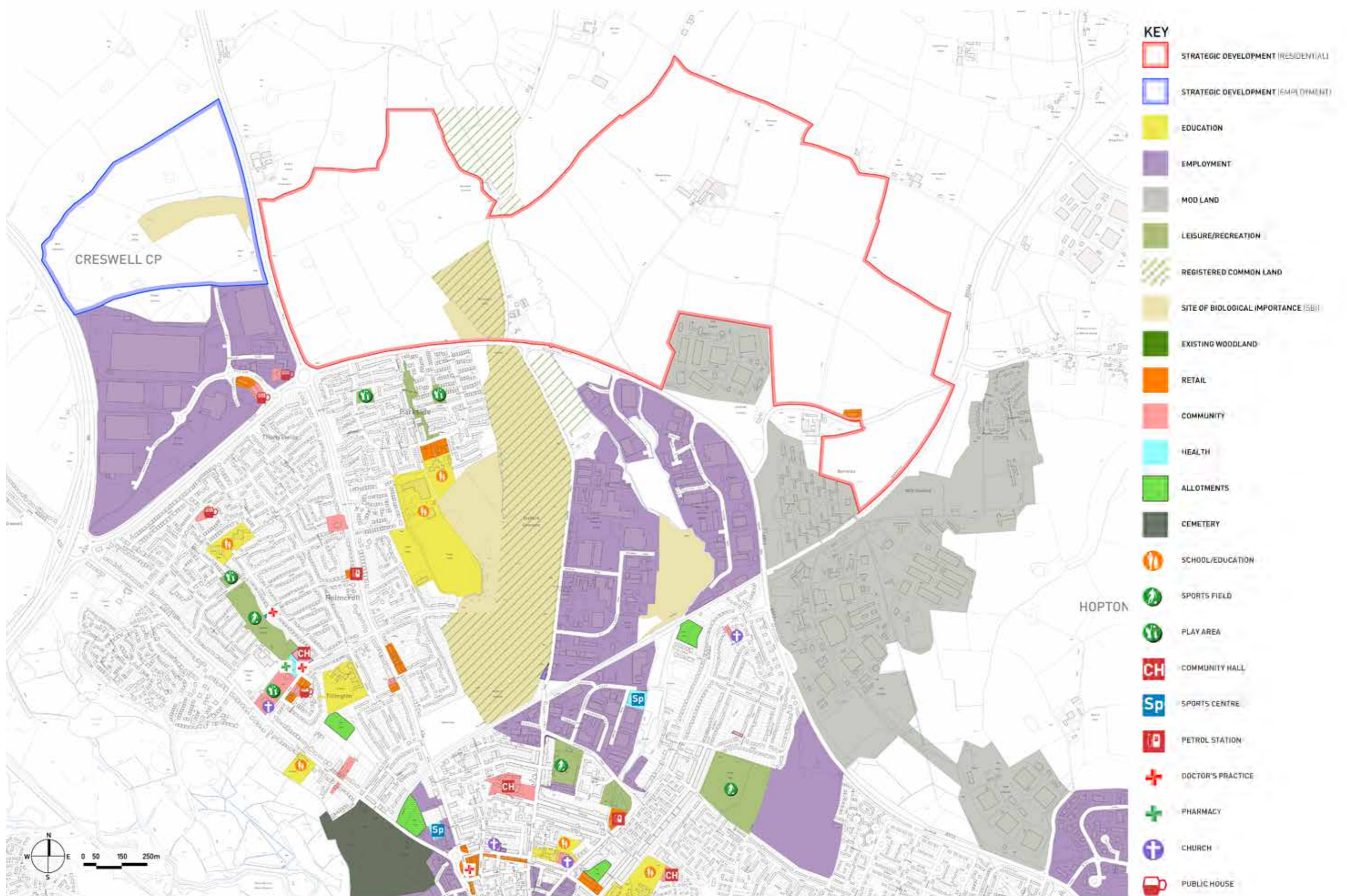
GREEN INFRASTRUCTURE STRATEGY

- 2.57 The North of Stafford SDL will make provision for Green Infrastructure to accord with the requirements of Policy Stafford 2 having regard to advice contained in Stafford Borough Council's Green Infrastructure, Green Space and Sport and Recreation Strategy, produced by Kit Campbell Associates (June 2013). This will include an appropriate location for a new 'Destination Park' comprising play areas and multi-use games areas, in accordance with part xviii of Policy Stafford 2.
- 2.58 In addition to this provision, there will be a network of smaller equipped play areas, comprising of LEAPs, LAPs, and green infrastructure throughout the development.
- 2.59 The revised standards have been applied to the North of Stafford SDL and identify the quantity of provision that the Council can reasonably require the developers to provide or fund. This will include:

Proposed dwellings	3,100
Average occupancy	2.33
Residents	7,223
Allotments (ha)	2.5
3G Artificial turf pitches (sq m)	4,335
3G Artificial turf pitches (pitches)	0.6
Local Play (sq m)	1,800
Destination Play (sq m)	1,445
Grass pitches (ha)	10.6
Multi functional greenspace (ha)	10.8
Tennis and multi-courts (sq m)	3,250
Teenagers – local (sq m)	1,445
Teenagers – destination (sq m)	720
Sports halls (sqm)	650
Swimming pools (sq m)	290
Indoor tennis courts (sq m)	290

SANG

- 2.60 It is relevant to note that in initial discussions with Stafford Borough Council, it has been confirmed that Suitable Accessible Natural Green Space ('SANGS') does not need to be provided on the North of Stafford SDL and that a financial contribution to avoid and mitigate any adverse effects on Cannock Chase SAC may instead be required.



LOCAL FACILITIES PLAN

FACILITIES AND SERVICES

- 2.61 Stafford town centre is well served by a variety of shops, banks and building societies to meet the needs of the town and surrounding area.
- 2.62 Alongside retail activities, there are a range of public houses, theatres, restaurants, cafés and other leisure facilities.
- 2.63 The primary retail frontage is along Greengate Street, this and a number of other streets have been partly/wholly pedestrianised.
- 2.64 The Guildhall Shopping Centre is located off Greengate Street and provides an extensive range of retail outlets.
- 2.65 Stafford College occupies a town centre location off Earl Street adjacent to the Guildhall Shopping Centre.
- 2.66 To the south of the North of Stafford SDL site are the Tollgate Park and Tollgate Industrial Estates, and to the west Prime Point and Prologis Park employment areas.



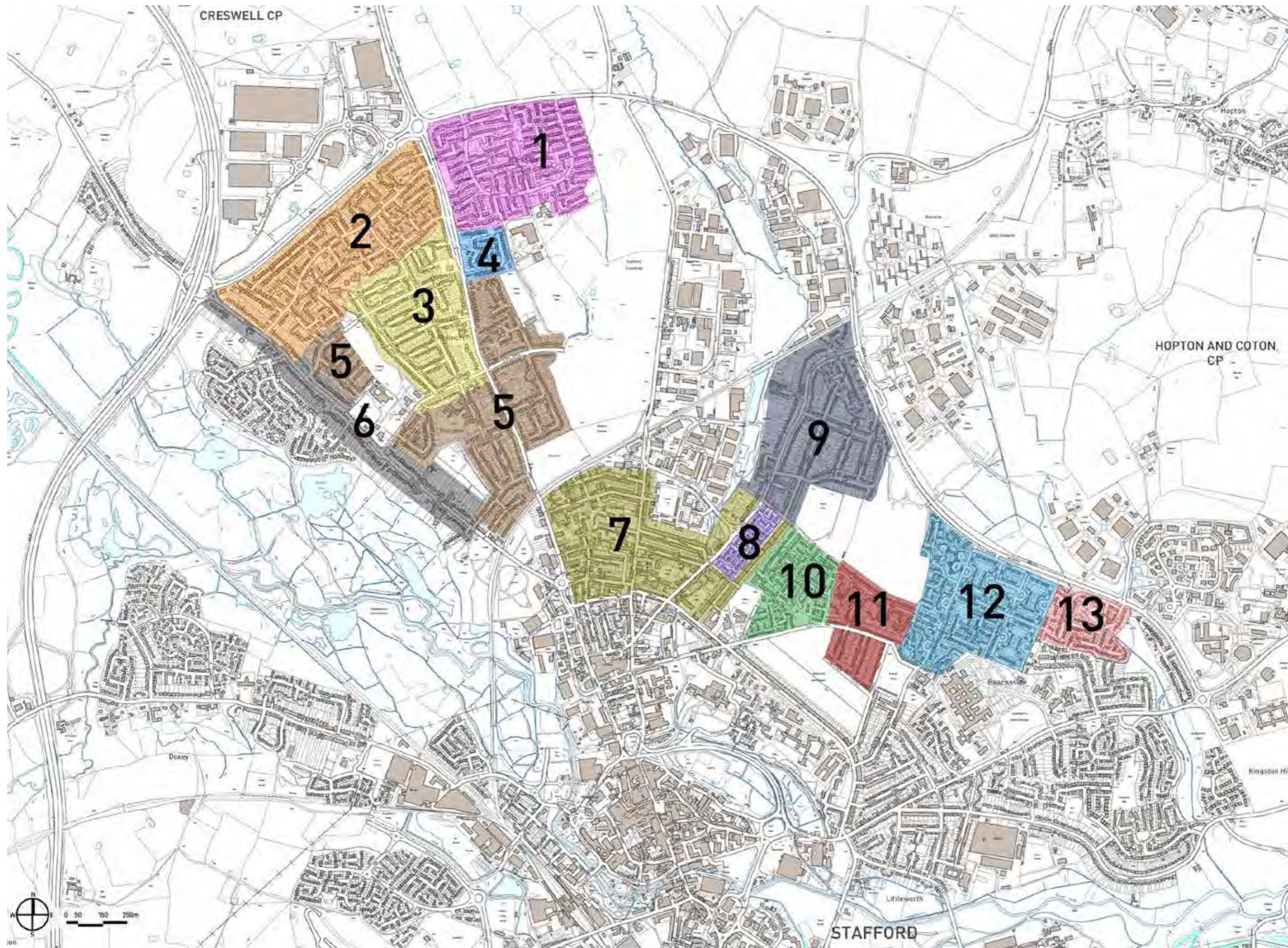
PRIME POINT BUSINESS PARK



TOLLGATE PARK INDUSTRIAL ESTATE



PRIME POINT BUSINESS PARK



CHARACTER ASSESSMENT PLAN

SURROUNDING CHARACTER DESCRIPTION

2.67 The following section looks at examples of the development pattern, street typologies, how buildings define spaces, densities, car parking, and the boundary treatments of the surrounding context.





Predominantly detached and link detached properties with attached or integral garages.

AREA 1



Predominantly detached and semi detached two storey houses and one and a half storey houses and bungalows on plot parking between dwellings in car ports. Front gardens of varying sizes mainly open plan. Materials used include red and beige brick, render and wood cladding. Roofs are mainly front or end gable in concrete tile.

AREA 2



Predominantly semi-detached properties hipped roofs, red brick red tiled roofs 3 to 5 metre front gardens, parking in drives, no garages

AREA 3



Recent development detached properties complex roof forms with front and end gables small gables above windows, multi colour brick with red brick detailing, grey tiled roofs 3 to 5 metre front gardens, on plot parking in detached or integral garages

AREA 4



1920's development of semi-detached and terraced properties with ginnels in red brick with concrete tiled roof. 5 to 6 metre front gardens, on street parking with some retro fitted on plot parking. Perimeter block layout

AREA 5



Large 1920's detached and semi-detached villas within generous plots. Predominantly red brick two storey bay window with a variety of roof forms. Attached and detached garages served by private drives. More modern infill development of lesser quality in places.

AREA 6



Predominantly Victorian and 1920's terraced houses with some more recent infill development. Slate roofs, Front gables with decorative brick banding and arch headers with stone cills. Small walled front gardens with ornate stone gate posts. Other terraces with frontage set to back edge of pavement with no front garden. On street parking.

AREA 7



Modern infill development of 2 and 3 storey town houses with integral garages and parking to the fronts of properties. Feature Juliet balconies and gables above top floor windows. Hard surfaces dominate the public realm.

AREA 8



Post war semi detached and terraces. Red brick concrete tiled roofs. Hipped roofs. 5 to 6m front gardens some converted to parking.

AREA 9



Radburn style terraced development fronting onto open spaces. Vehicular access only to rear parking courts. Red brick construction with tile hanging to front elevation. Low pitched tiled roofs with end gables. Well connected communal open spaces throughout the development separating pedestrians from vehicles.

AREA 10



Post war terraced houses . 4 or 8 unit terraces, 8 house terraces have ginnels to rear gardens. Predominantly red brick with some painted rough cast render. Some houses with pebble dashed first floor. Roofs are a mix of slate and red tile. Front gardens vary between 3 to 10 metres.

AREA 11



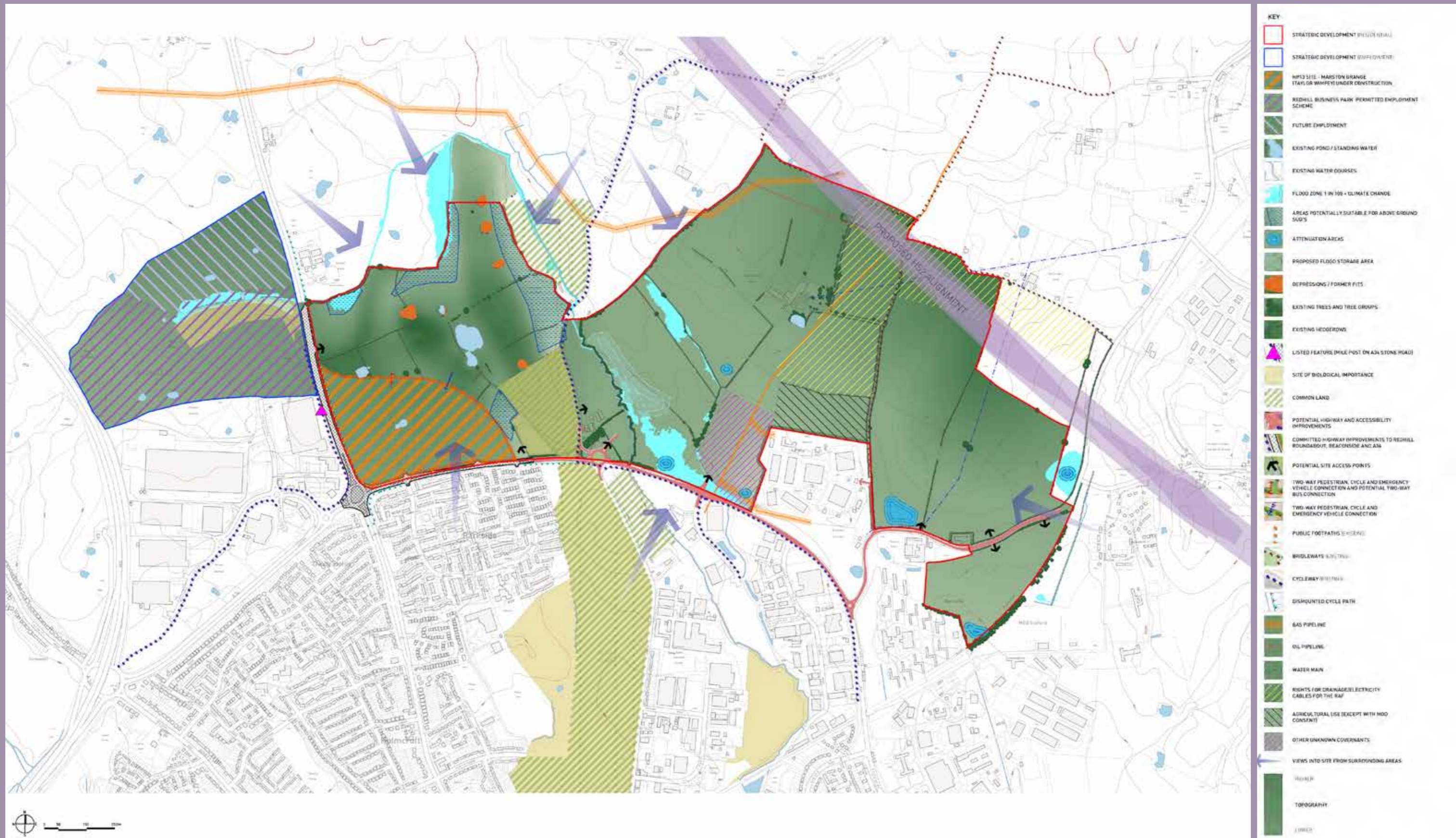
Post war local authority/MOD style housing. Red brick under concrete tiled roofs with flat canopies above front doors. Mainly semi detached with some terraces and flats. Wide streets with tree lined verges and generous open spaces. On street parking in parallel bays.

AREA 12



Predominantly detached, link detached and semi detached two storey houses on plot parking in attached garages. Front gardens of 6 metres plus mainly open plan. Materials used include multi coloured brick, render and wood cladding. A limited variety of house types varied within the street scene.

AREA 13



CONSTRAINTS AND OPPORTUNITIES PLAN

CONSTRAINTS AND OPPORTUNITIES

- 2.68 The constraints and opportunities presented by the site are utilised to inform and structure the development proposals. The main opportunities and constraints are outlined below and illustrated, where appropriate, on the Constraints and Opportunities plan shown opposite.

OPPORTUNITIES

- Opportunity for a range of house types, sizes and tenures which will help meet local need;
- Opportunity to provide family homes within a high quality landscaped setting;
- Make efficient use of land through the application of appropriate density assumptions;
- Provision of a strong landscape character, based on retention of existing trees and hedgerows, including utilising the disused railway line, and provision of additional native species within new green infrastructure provision;
- Retention and enhancement of boundary vegetation, where possible, to ensure minimal intrusion from development to the external landscape.
- Opportunity to capitalise on open views of the countryside, particularly to the north east;
- Retention and enhancement of existing footpath links across the North of Stafford SDL and additional links to surrounding areas, including the opportunity to create a foot/cycleway along Sandon Road connecting to the Isabel Trail and Stafford town centre;
- Opportunity to utilise the existing highway network, whilst facilitating the delivery of transport infrastructure improvements, services and interventions to specifically encourage future and existing residents to use sustainable transport modes;
- Provision of a suitable drainage strategy to ensure that the proposed development does not increase the risk of flooding within the wider area, and to improve the existing situation in relation to Marston and Sandyford Brook; and
- Opportunity to provide linkages with the Marston Grange (Taylor Wimpey) housing development, as well as the existing and new employment areas.

CONSTRAINTS

- Existing topography, including the embankment which marks the course of the disused railway line, and general visual amenity with the surrounding countryside;
- The Initial Preferred Route for HS2 crosses the north east corner of the North of Stafford SDL and may influence the design of latter phases of development;
- Existing ecology and habitats in and around the North of Stafford SDL, including the potential impact of development on the Cannock Chase Special Area of Conservation (SAC);
- Stafford Common Site of Biological Importance (SBI) and Redhill Farm Wet Woodland SBI;
- Existing trees and hedgerows and other landscape features within the North of Stafford SDL, especially those of ecological interest and those that have potential to act as wildlife habitats;
- Interface of proposed development with existing development, including Newbuildings Farm, Marstongate Farm, and the MOD Depot on the southern boundary; and
- Marston Brook, Sandyford Brook and surrounding areas at risk of flooding.





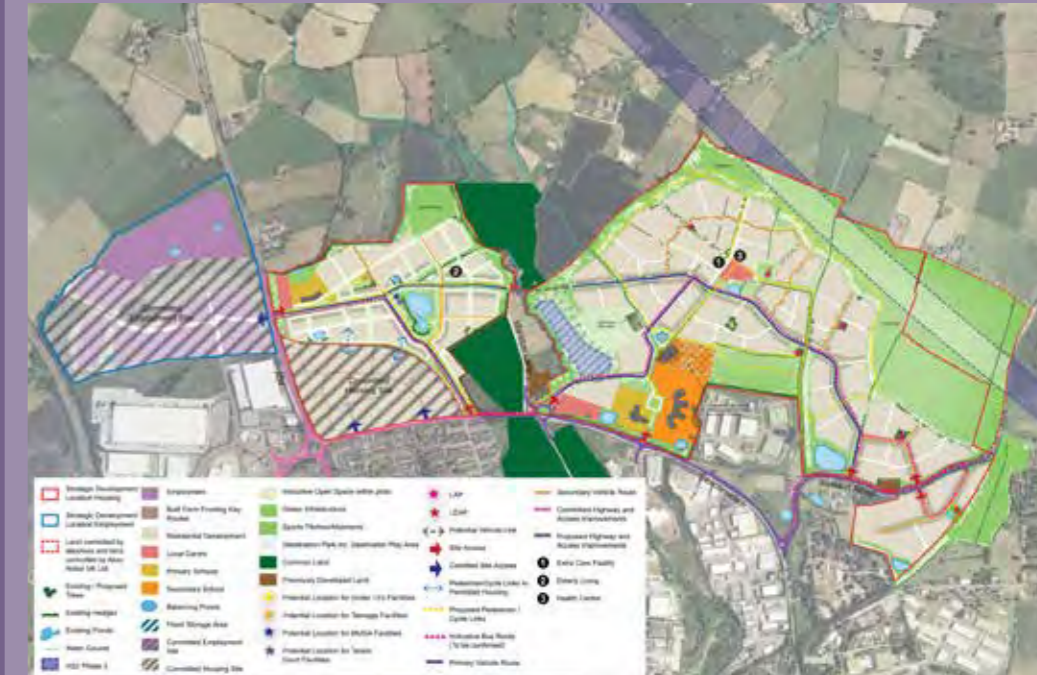
INVOLVEMENT

3

2013



2015



STAKEHOLDER PARTICIPATION: THE CONSULTATION PROCESS

- 3.1 Building on best practice, national and local policy guidance, an inclusive approach to consultation with the local community has been developed.
- 3.2 An extensive consultation exercise has been undertaken in connection with this masterplan, which sought to engage widely and inclusively with the local community. A variety of approaches have been used to ensure a range of different opportunities were provided for people to make their views known.
- 3.3 The approach to masterplan consultation has been both transparent and inclusive. The responses received as a result of the consultation process reveal a range of views from around the local area. Each of the issues raised has been considered.
- 3.4 The Addendum to the Consultation Report should be referred to for more detailed information.
- 3.5 The timetable and form of the consultation process to date includes:

2013

- 11,500 leaflets were distributed to local homes and business in the North Stafford area.
 - Emails to councillors and local groups outlining the consultation that was taking place.
 - 'Workshop' style meeting with Ward members and Parish Councillors.
 - Advertisements in local newsletters and papers.
 - School workshop with Sir Graham Balfour Parliament.
 - Public Exhibitions were held on the 11th and 12th January and the 15th and 16th February.
 - A project specific website was set up.
- 3.6 Overall there was a good level of participation in the consultation process with local residents making good use of the opportunities presented to visit the exhibition to make comments, or to respond via the FREEPOST comments form. Whilst there was a low response rate from the website, there were a high number of visitors to the site, who clearly took the opportunity to study the information.
- 3.7 A total of 322 comments were received from all sources during the consultation process up to the 2nd March 2013.

2015

- 11,500 Leaflets were distributed as previously outlining what had changed with regard to the updated masterplan.
 - Emails/letters to representatives/local groups outlining the consultation that was taking place.
 - Advertorials in local newsletters and papers.
 - A Public exhibition was held on the 2nd July.
 - The project specific website was updated and included a downloadable version of the Masterplan document.
- 3.8 Overall the consultation was inclusive and wide reaching. There was the potential for 'consultation fatigue' as the team were aware that the people of North Stafford had been consulted on regularly over the last few years. With this understanding the consultation aimed to be concise and easily accessible.
- 3.9 A total of 64 comments were received from all sources during the consultation process up to the 26th July 2015.

DESIGN EVOLUTION

- 3.10 The Masterplan has taken into account the above design principles, has been influenced by the advice of the project team, and evolved through consultation with local stakeholders as set out above. The diagrams and plans opposite represent earlier versions of the design proposals.



BRIDLEWAY



DESIGN PRINCIPLES

4

- 4.1 4.1 Based on criteria contained within paragraph 58 of the NPPF and set out below, a set of design principles have been devised in order to promote the quality of the proposed development. The NPPF criteria and our design principles in response are set out below:

Function

“will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development” (paragraph 58, point 1, NPPF 2012).

- New development provides the opportunity to establish a distinctive identity to a place which, whilst having its own character, integrates with the surrounding built form and landscape context;
- New development that is an integrated element of the wider urban settlement area by delivering a well connected and permeable urban structure that supports social cohesion between existing and new communities.
- Retention of the existing landscape features on the North of Stafford SDL;
- Provision of a Sustainable Drainage System as part of the flood mitigation proposals;
- Establish a distinctive identity through well designed spaces and built form;
- Make efficient use of land through proposing a development with an appropriate density;
- Minimise the impact of the development on the open countryside and surrounding context; and
- Protection of the existing floodplain in the vicinity of the North of Stafford SDL to ensure that the development does not increase the risk from flooding in the area.

Sense of Place

“establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit” (paragraph 58, point 2, NPPF 2012).

- Allow key design characteristics of the surrounding settlements to influence the character of this development;
- Provision of a clear hierarchy of connected spaces and places, including streets, and green spaces that are accessible by a variety of users, and whose design realises the place-making potential of the space as well as its function as a movement corridor;
- Utilise green infrastructure as a structuring and defining element of the layout to promote local distinctiveness, place-making and legibility;
- Integration of existing and proposed landscape features in order to soften the built form, particularly towards the countryside edge of the development;
- Creation of a clearly defined public realm, through the provision of principal building frontage lines and variations in enclosure of private spaces;
- Provision of a variety of accessible public open spaces and recreation areas to meet the needs of the local community, whilst encouraging social activity; and
- Provision of outward facing development to the majority of the sites edges to provide positive engagement with the surrounding landscape setting.

Access to Services & Facilities

“optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public spaces as part of developments) and support local facilities and transport networks” paragraph 58, point 3, NPPF 2012.

- Integration of the development into the existing movement network, including new public transport provision with bus stops located within easy walking distance of all the new dwellings;
- Convenient, safe and direct access for all residents to the existing and proposed local services and facilities including schools, retail, community uses and employment opportunities;
- Provision of new access points into the development forming part of a permeable network of streets, which assists in dispersing traffic (vehicular and pedestrian);
- Enhancement and extension of the existing public rights of way network as an integral part of the development, particularly facilitating access to the surrounding countryside and the existing urban areas;
- Maximisation of the opportunities for alternative modes of transport to the car, particularly walking, cycling and bus travel;
- Creation of a clear movement hierarchy providing easily recognisable routes which balances the street as a space alongside its function as a movement corridor; and
- Maximisation of the connections to Stafford town centre, via sustainable routes for pedestrians, cyclists and public transport users.

Response to Context

“will respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation” paragraph 58, point 4, NPPF 2012.

- Seek to reflect the pattern of streets and blocks found locally in the scheme’s layout;
- Integration of the development into the existing built fabric of north Stafford, particularly in relation to scale, height and massing;
- Respond to the existing North of Stafford SDL topography and wider landscape setting, including the consideration of views into and out of the SDL;
- Retention of the existing landscape features and habitats on the site, where possible and where it supports and enhances the character and place-making qualities of the development; and
- Protection of existing and proposed residential amenity through the use of principal frontage development and seeking to enclose rear gardens.

Safe and Accessible Environments

“create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion” paragraph 58, point 5, NPPF 2012.

- Creation of a clearly defined public realm through the provision of appropriate principal building frontage lines and variations in enclosure of private spaces;

- Provision of a clear hierarchy of connected spaces and places, including streets and green spaces, accessible by a variety of users whose design realises the place-making potential of the spaces as well as their function as movement corridors or open spaces;
- Control of access to private areas, particularly rear gardens and parking courts, while ensuring high levels of passive surveillance to these spaces;
- A development which allows ease of movement for all types of users and provides employment, social, community, leisure and retail activity opportunities for all;
- Consideration of the proposals in relation to the location of the buildings on the site, gradients, and the relationship between various uses and transport infrastructure, particularly for those with disabilities; and
- Road connections linking the whole SDL together from the A34 (Stone Road) in the west to the B5066 (Sandon Road) in the east.

Sustainability

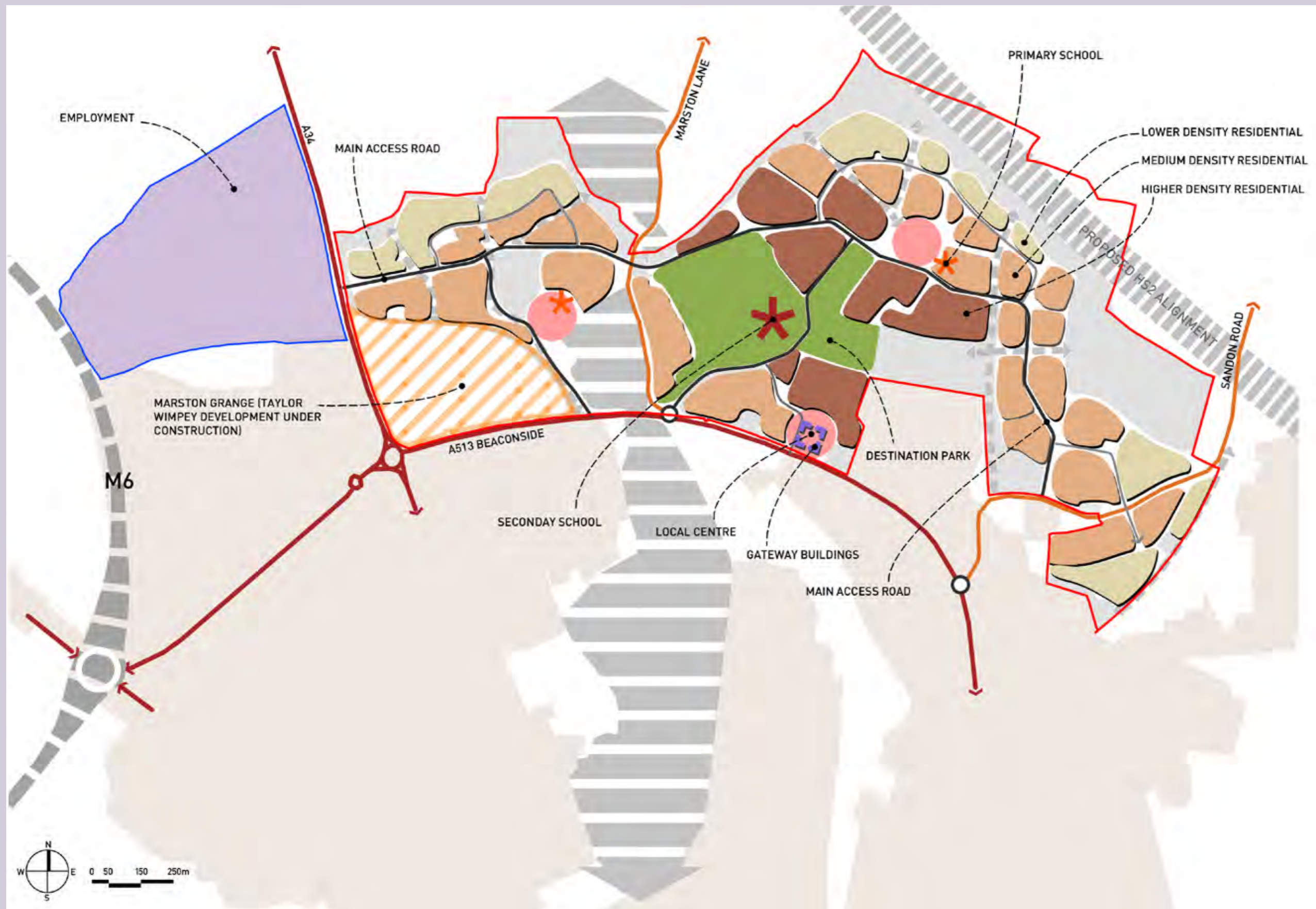
- Provision of a mix of uses which cater for the everyday needs of the new residents including work, education, leisure, recreation and retail activities whilst respecting and assisting in the development of the North of Stafford SDL;
- Provision of a range of house types, tenures and sizes in order to cater for choice and a variety of households;
- The attenuation of flood flow during heavy rainfall events;
- In-built ‘robustness’ – the ability of the development, including individual buildings, to adapt to changes such as use, lifestyle and demography over time; and

- Make efficient use of land through the laying out of development with an appropriate density.

“are Visually Attractive as a result of good architecture and appropriate landscaping” (paragraph 58, point 6, NPPF 2012).

- Seek to provide a development that responds to local character and identity to create architectural and landscape designs that are visually attractive;
- Seek to provide a coherent design across the whole site which demonstrates an appropriate balance between the design qualities of variety and uniformity;
- Seek to deliver a design of buildings, public spaces, highways and landscape that work together to present a contextually distinctive character and identity; and
- Seek to deliver architectural designs that demonstrate good qualities of composition, form and proportion that brings a natural sense of order and balance to the overall architectural expression.





DEVELOPMENT CONCEPT PLAN

Sustainable Structuring

4.2 The design principles have been used to prepare a series of structuring elements and influences that set out the broad distribution of land uses across the site helping to create a sustainable development. These respond to the assessment section and identified constraints and opportunities and are used to inform the design proposals.

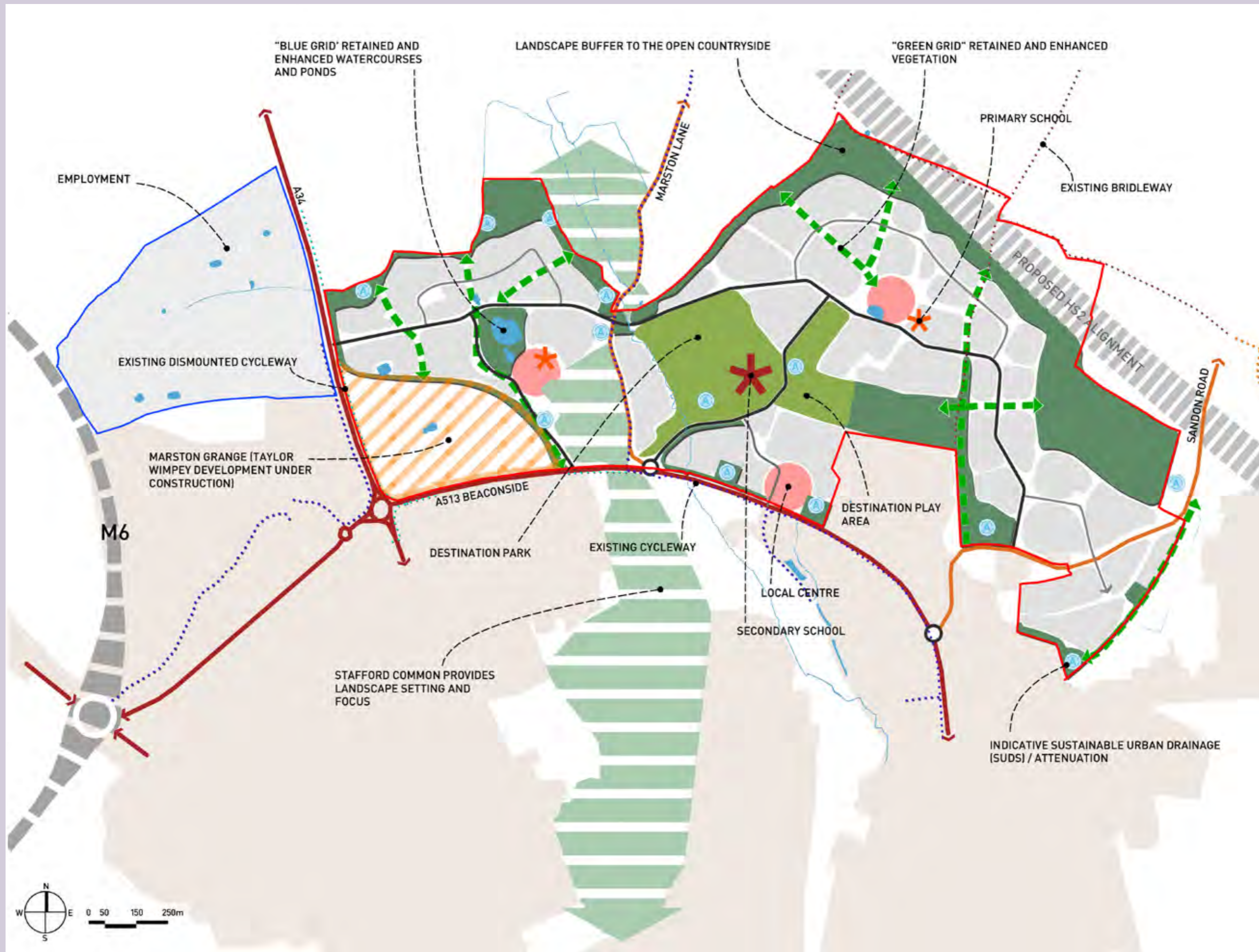
Structuring Element: Development Concept

4.3 Based on the work to date and engagement with statutory and local stakeholders, a series of Development Principles have been developed to guide overall development in the North of Stafford SDL. These principles have informed the Indicative Masterplan and will guide applications in terms of individual approaches and the types of development that is proposed. These principles have been summarised in a series of structuring elements outlined below indicating how they might influence the development proposals.

- A series of linked neighbourhoods will be created, each with recognisable delineation.
- Residential character within the neighbourhoods will vary with, in broad terms, higher densities adjacent to the main access roads and lower densities along the edges with the open countryside.
- The neighbourhoods will be formed around a central community hub providing a range of uses appropriate for the masterplan area.

- A series of events and spaces along the main access roads including feature buildings will form a civic focus for the local communities.
- The main access road forms a central east to west movement corridor fronted, on both sides for much of its length, with residential development.
- Existing rights of way across the site have been retained and integrated into a comprehensive footpath network.
- Main Access will also be provided along the A513 (Beaconside).
- A 'Destination Park' located at the heart of the SDL.





GREEN INFRASTRUCTURE PLAN

Structuring Element: Green Infrastructure

4.4 Given the North of Stafford SDL's location and setting, the need to consider a series of Green Infrastructure Principles have also been developed to guide development.

- Green Grid – creating a network of linked open spaces, mainly aligned with key movement corridors to allow long distant views through and beyond the site, and to also follow retained and enhanced vegetation, integrated with the development.
- Existing wooded areas integrated with the Green Grid. A series of linked key nodes or spaces are created within the green grid.
- Sports pitches, allotments and play areas are incorporated within the Green Grid.
- Blue Grid – creating linked SuDs, mainly following the existing watercourses, ponds and natural low points and integrated with the development.
- A landscaped edge to the development's outward facing built form to soften the visual transition between built form and surrounding landscape.
- The 'Destination Park', and other open spaces formed around the Blue Grid features and principle movement corridors.





NEWBUILDINGS FARM

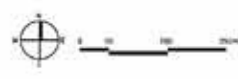
A photograph of a rural landscape. In the background, a two-story brick building with white window frames and a small white porch is visible. The building is partially obscured by a dense line of green trees. In the middle ground, there is a wooden fence and a large, well-manicured green hedge. The foreground shows a grassy area and a paved road on the left. The sky is overcast.

DESIGN PROPOSALS

5



- KEY**
- STRATEGIC DEVELOPMENT (RESIDENTIAL)
 - STRATEGIC DEVELOPMENT (EMPLOYMENT)
 - RESIDENTIAL
 - LOCAL CENTRE
 - POTENTIAL LOCATION FOR ELDERLY CARE FACILITY
 - SECONDARY SCHOOL
 - PRIMARY SCHOOL
 - HEALTH CENTRE
 - ALLOTMENTS
 - POTENTIAL FOOT/CYCLE ROUTE
 - POTENTIAL FOOTPATHS
 - MAIN ACCESS ROAD
 - SECONDARY STREETS
 - PRIMARY ACCESS
 - SECONDARY ACCESS
 - TWO-WAY PEDESTRIAN, CYCLE AND EMERGENCY VEHICLE CONNECTION AND POTENTIAL TWO-WAY BUS CONNECTION
 - TWO-WAY PEDESTRIAN, CYCLE AND EMERGENCY VEHICLE CONNECTION
 - REDHILL BUSINESS PARK PERMITTED EMPLOYMENT SCHEME
 - FUTURE EMPLOYMENT
 - HIGHWAY AND ACCESSIBILITY IMPROVEMENTS
 - COMMITTED HIGHWAY IMPROVEMENTS TO REDHILL ROUNDABOUT, READONSIDE AND A14
 - POTENTIAL DIVERSION OF MARSTON LANE SUBSEQUENT TO HIGHWAY IMPROVEMENTS
 - GREEN INFRASTRUCTURE
 - ATTENUATION AREAS
 - AREAS POTENTIALLY SUITABLE FOR ABOVE GROUND SUDS
 - DESTINATION PARK (15.2HA) DUAL USE OF SECONDARY SCHOOL PITCHES WITH SEPARATE CHANGING FACILITIES
 - DESTINATION PLAY
 - POTENTIAL GRASS PITCHES
 - POTENTIAL UNDER 13'S PLAY AREA (1NO. LOCAL EQUIPPED AREA OF PLAY)
 - POTENTIAL LOCATION FOR 1 SPORT ENGLAND TYPE 1/2/3 MULTI USE GAMES AREA PITCH
 - POTENTIAL LOCATION FOR 1 FULL SIZE TENNIS COURT
 - POTENTIAL LOCATION FOR TENNIS FACILITY
 - POTENTIAL ALLOTMENTS
- EXISTING FEATURES**
- PUBLIC FOOTPATHS (EXISTING)
 - BRIDLEWAYS (EXISTING)
 - CYCLEWAYS (EXISTING)
 - DISMOUNTED CYCLE PATH
 - TREE BELTS (EXISTING)
 - HEDGES (EXISTING)
 - POND (EXISTING)
 - EXISTING DEVELOPMENT AREAS
 - REGISTERED COMMON LAND
 - SITE OF BIOLOGICAL IMPORTANCE (SBI)
 - IP12 SITE - MARSTON GRANGE (TAYLOR WIMPEY) UNDER CONSTRUCTION



INDICATIVE MASTERPLAN

MASTERPLAN

“Designs should ensure that new and existing buildings relate well to each other, that streets are connected, and spaces complement one another. This could involve following existing building lines, creating new links between existing streets or providing new public spaces.” (NPPF Planning Practice Guidance; para. 024)

- 5.1 The accompanying Indicative Masterplan (opposite) highlights the anticipated configuration of the structuring elements outlined above. It will be subject to ongoing refinement as the masterplanning of the North of Stafford SDL progresses through the planning application stages, in order to ensure the best possible design solution for large scale development is achieved through the plan period.
- 5.2 The Indicative Masterplan has recognised the significant challenges the development of the North of Stafford SDL presents:
- Mediating between the built up area and the open countryside through the careful location of land uses and the character of the proposed built form and open space;
 - Retaining key views both in and out, between the developments and the wider urban and open countryside setting;
 - Ensuring that the proposed development responds sensitively to the existing settlement, in particular the buildings that are on or abut the development, especially at key points of linkage;
 - Protecting areas of mature woodland and hedgerows;
 - Ensuring the constraints imposed by the A513

and A34 are appropriately resolved to ensure delivery of technical and urban design quality;

- Managing the relationship between built development and the proposed main access road to ensure that this route functions as a high quality area of public realm as well as an effective principle movement corridor; and
- Providing certainty about flood attenuation and ongoing management of water bodies on the site, such as Marston Brook.

- 5.3 While the following development components have been incorporated in the Indicative Masterplan, further, more detailed design principles and parameters relating to these aspects of the development will be established at Outline planning application stage.
- A landscape framework, which embodies a green infrastructure and open space strategy. Natural features and groups of trees and hedgerows are incorporated, and the framework seamlessly integrates with the rural surrounds at the edges of the SDL. There is provision for a ‘destination park’, ‘destination play’ area and other play areas as a priority.
 - Residential areas are located and designed in response to the character of the SDL, and with the principles of walkable neighbourhoods in mind, to provide an appropriate mix of housing to suit the needs of the whole community.
 - The character of new development should reinforce the structure of the place. The density of the development, the street types and the design of the public places combine to establish local distinctiveness.
 - Two local centres are located in the central and eastern parts of the SDL and designed to act as a community hub for the residential areas, providing local retail, community, recreation and

education facilities for the residents to enable them to access local facilities without the need to travel. The centres will include well-designed public spaces capable of catering for a variety of functions, as well as enhancing the quality of the public realm experience. A third local centre is located on the A513 co-located with the entrance to Tollgate Park Industrial Estate.

- A secondary school centrally located to maximise accessibility.
 - An access and movement framework is the basis for a hierarchy of routes, which distinguishes between higher and lower order streets, and facilitates easy walking and cycling within the development and to the town centre. This includes the provision for the new main access road, which is required to enhance the local highway network to ensure growth can be accommodated; it will be of a changing urban character fronted by development and act as a key public transport corridor as well as a residential street.
 - Good physical connections to Stafford town will ensure community integration and access to new and existing facilities.
 - The indicative framework plan demonstrates an appreciation of the setting of existing buildings such as Newbuildings Farm, and other buildings of note.
- 5.4 The layout of the residential development zones will be based on providing residential development parcels which will be arranged in manageable housing clusters/home zones/neighbourhoods, oriented to overlook the Green Infrastructure and provide principle active frontage to the public realm. Occupied rooms will be oriented to overlook public spaces and smaller shared surface streets to increase safety for visitors and residents throughout the development.



- KEY**
- STRATEGIC DEVELOPMENT (RESIDENTIAL)
 - STRATEGIC DEVELOPMENT (EMPLOYMENT)
 - RESIDENTIAL
 - LOCAL CENTRE
 - POTENTIAL LOCATION FOR ELDERLY LIVING FACILITY
 - SECONDARY SCHOOL
 - PRIMARY SCHOOL
 - MAIN ACCESS ROAD
 - SECONDARY STREETS
 - DESTINATION PARK (DUAL USE OF SECONDARY SCHOOL PITCHES WITH SEPARATE CHANGING FACILITIES)
 - GREEN INFRASTRUCTURE
 - REDHILL BUSINESS PARK PERMITTED EMPLOYMENT SCHEME
 - FUTURE EMPLOYMENT
 - HP12 SITE - MARSTON GRANGE (TAYLOR WIMPEY) UNDER CONSTRUCTION



INDICATIVE LAND USE PLAN

USE & AMOUNT OF DEVELOPMENT

- 5.5 In accordance with Policy Stafford 2, the following land uses are proposed to create a highly sustainable and well-designed new neighbourhood to Stafford:
- Approximately 3,100 new homes, including affordable housing, comprising of a mix of house types, tenures and sizes to respond to the identified needs of the community;
 - Approximately 36 hectares of employment;
 - Assisted living and extra care and retirement housing to meet the needs of older people;
 - Two new primary schools, along with a new secondary school, which will act as an important community resource;
 - Three new local centres providing groups of shops, as well as other community services and facilities, including healthcare provision;
 - A Destination Park located in an accessible location in the heart of the development, as well as a range of children's play and multi-use game areas; and
 - A flood storage area that will alleviate flooding downstream.

Residential of approximately 3,100 dwellings (Class C3)

- 5.6 The development achieves an average net density of approximately 35 dwellings per hectare (dph) based on an assumed net development area. This density will allow for variation in density across the development including higher density towards the existing urban areas and lower densities towards the rural edge. Overall the density results in the efficient use of the site whilst at the same time being appropriate to the local area. This will help assimilate the development into the surrounding areas. More detailed parameters relating to the disposition of differing densities of development across the site will be established at Outline planning application stage.
- 5.7 The varying density will also allow for a range of dwelling sizes and tenures to cater for different household sizes. This range will also allow for variety within the proposed streetscape.

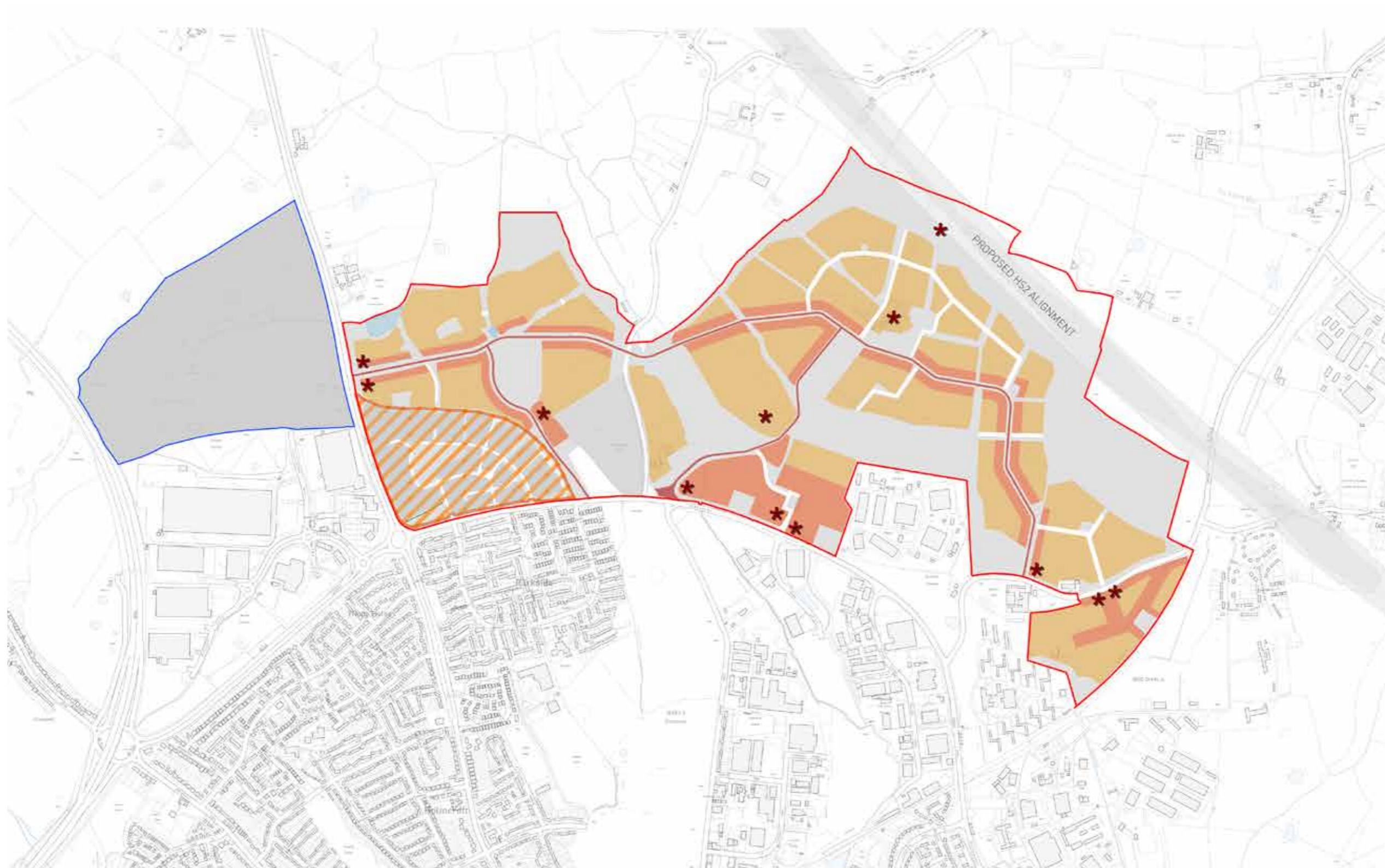
- 5.8 Affordable Housing will be distributed across the site on the basis of up to 30% of the total number of units or depending on viability as permitted by Policy C2 of the PSB. The tenure mix of the affordable housing is to be agreed with Stafford Borough Council and will include flexibility to allow disposal as low cost housing (or similar) to qualifying purchasers to reflect the Government's Starter Homes proposals.

Employment

- 5.9 In accordance with Policy Stafford 2, an area of land totalling approximately 43.45 hectares has been set aside to the west of the A34 for employment use. This includes the permitted Redhill Business Park.



VIEW FROM BEACONSIDE LOOKING NORTH



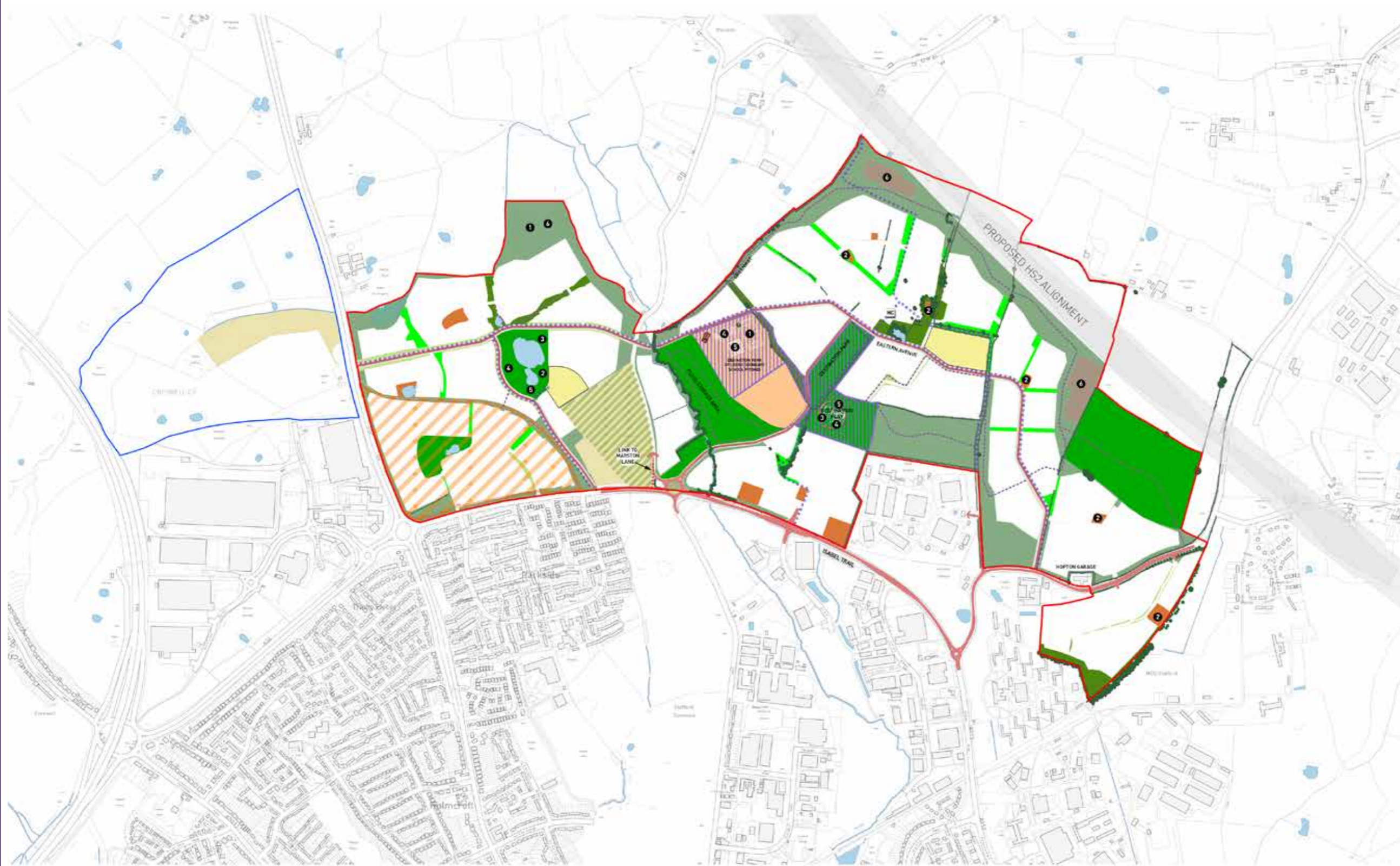
- KEY**
- STRATEGIC DEVELOPMENT FOOTPRINT
 - STRATEGIC DEVELOPMENT IMPROVEMENT
 - MAXIMUM RIDGE HEIGHT APPROX. 11.5M ABOVE PROPOSED GROUND LEVEL (PREDOMINANTLY 2 STOREY BUT WITH ALLOWANCE FOR UP TO 3 STOREYS)
 - MAXIMUM RIDGE HEIGHT APPROX. 12.5M ABOVE PROPOSED GROUND LEVEL (PREDOMINANTLY 3 STOREY BUT WITH ALLOWANCE FOR UP TO 4 STOREYS)
 - * POTENTIAL LANDMARK BUILDINGS
 - HPI3 SITE - MARSTON GRANGE (TAYLOR WIMPEY UNDER CONSTRUCTION)

INDICATIVE BUILDING HEIGHTS PLAN

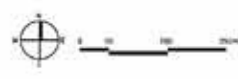


SCALE AND MASSING

- 5.10 While the following design aspects have been included within the Indicative Masterplan, further, more detailed design principles and parameters in regard to scale and massing and its disposition across the site will be established at Outline planning application stage.
- 5.11 The housing will be a mix of 2, 2 ½ and 3 storey, with buildings predominantly of 2 storey housing, in keeping with the residential developments to the south and to limit visual intrusion. The overall development will provide a diverse skyline with continuous variations in scale and massing to avoid a monotonous feel.
- 5.12 The built form (including architectural style and massing) along the Primary Access Roads will reflect their importance as movement corridors and high quality residential streets. Strong gateway features and focal points will be established around the main points of access and the junctions of the east to west and north to south main access roads.
- 5.13 The Local Centres and Primary Schools will provide a distinguishable landmark feature/gateway into the site from the A513 (Beaconside) and along the main access road, which should be read in conjunction with the possible provision of an elderly living/extra care facility and health centre.
- 5.14 Landmark or feature residential buildings and treatments could also be provided at the junction of the east to west and north to south main access roads to achieve a varied skyline and provide definition to these key nodes within the site.
- 5.15 Building heights will generally decrease towards the north and east of the site and in areas of higher topography toward the centre of the site, to limit visual intrusion.
- 5.16 The minimum floor level would be approximately 2850mm floor to floor.
- 5.17 The maximum ridge height would be approximately 10,000mm for 2 storey buildings and 12,500mm for 3 storey buildings (based on a 9 metre house depth and a 45 degree roof pitch).



- KEY**
- STRATEGIC DEVELOPMENT (RESIDENTIAL)
 - STRATEGIC DEVELOPMENT (COMMERCIAL)
 - SECONDARY SCHOOL
 - PRIMARY SCHOOL
 - CENTRAL PARK
 - RIBBON PARK
 - GREEN ROUTES AND PATHS
 - GREEN BUFFER
 - SMALL GREEN SPACES
 - ROADSIDE BUFFER
 - DESTINATION PARK (10.32HA) DUAL USE OF SECONDARY SCHOOL PITCHES WITH SEPARATE CHANGING FACILITIES
 - DESTINATION PLAY
 - 1 POTENTIAL GRASS PITCHES
 - 2 POTENTIAL UNDER 12'S PLAY AREA (1NO. LOCAL EQUIPPED AREA OF PLAY)
 - 3 POTENTIAL LOCATION FOR 1 SPORT ENGLAND TYPE 1/2/3 MULTI USE GAMES AREA PITCH
 - 4 POTENTIAL LOCATION FOR 1 FULL SIZE TENNIS COURT
 - 5 POTENTIAL LOCATION FOR TERRACE FACILITY
 - 6 POTENTIAL ALLOTMENTS
 - ALLOTMENTS
 - POTENTIAL FOOT/BICYCLE ROUTE
 - POTENTIAL TRIM TRAIL
 - ATTENUATION AREAS
 - AREAS POTENTIALLY SUITABLE FOR ABOVE GROUND SUDS
 - HPT3 SITE - MARSTON BRIDGE (TAYLOR WIMPEY) UNDER CONSTRUCTION
 - EXISTING FEATURES**
 - TREE BELTS (EXISTING)
 - HERONS (EXISTING)
 - POND (EXISTING)
 - EXISTING DEVELOPMENT AREAS
 - SITE OF BIOLOGICAL IMPORTANCE (SBI)
 - REGISTERED COMMON LAND



GREEN INFRASTRUCTURE PLAN

CHARACTER AND APPEARANCE

- 5.18 The proposed neighbourhoods will be characterised by a central 'Destination Park' in the eastern section of the masterplan, and a "Central Park" in the western section of the masterplan; both as integrated elements within a network of Green Infrastructure with development orientated to define and activate these spaces. This will be achieved by:
- The use of existing and new Green Infrastructure, in particular the 'Destination Park', as focal points.
 - The identification and reinforcement of gateway locations, including the primary schools and local centres, and at the junction of the east to west and north to south main access roads.
 - The use of green corridors within the site and as extensions to the alignment of principle vehicular and pedestrian routes to create distant views to the open countryside that will break the development into smaller clusters, create visual interest and support the creation of a strong sense of place.
 - Providing definition to key nodes through the high quality design of buildings and public realm.

Elevational design and materials

- 5.19 It is not proposed to establish parameters or guidance for elevational appearance at this stage. More developed design principles and parameters will be established at Outline planning application stage, with detailed design proposals then being provided at Detailed or Reserved Matters planning application stage. Nevertheless, the aspiration is to deliver a high quality scheme with a distinctive identity that will prove desirable to local homebuyers and reflect the importance of this site to the local area.

GREEN INFRASTRUCTURE AND LANDSCAPE STRATEGY

- 5.20 While the following design aspects have been included within the Indicative Masterplan, further, more detailed design principles and parameters relating to these elements will be established at Outline planning application stage.
- 5.21 The Green Infrastructure Strategy sets out the Green Infrastructure resources which will be provided to support the new community and describes how the requirements of Policy Stafford 2, Policy C7 and Policy N4 of the PSB might be achieved, having regard to the landscape and visual appraisal and other factors such as topography, natural features and accessibility.
- 5.22 An integrated and connected network of green infrastructure space (including ponds/marl pits) will be provided throughout the site to accord with the requirements of the PSB. It is anticipated that this will consist of the following key components, each with a different function, or indeed functions:
- 'Destination Park'** - Located in the heart of the North of Stafford SDL, the 'Destination Park' will provide a range of experiences for toddlers to teens and adults. Comprising up to 10 hectares, the park will include a 0.3 hectares destination play area comprising play areas and multi-use games areas. It would also utilise the sports pitches, including an artificial turf pitch (TP) and tennis courts that will be provided as part of the secondary school sports provision. The 'Destination Park' will act as a hub for the Green Infrastructure, providing possible linear landscape connections to the other open spaces within the SDL. The 'Destination Park' is located adjacent to a local centre maximising accessibility and concentrating activity. Adjacent to the 'Destination Park' is a flood storage area and the land north of MOD Stafford providing further amenity possible expansion.
 - Central Park** - A large Central Park will provide green infrastructure and amenities west of Marston Lane, close to the peak topography and potential landmark buildings/gateway features, to the south and west. The Central Park will be a key feature of the site and will provide the largest space in this part of the SDL for general outdoor activity. The park will retain the large pond/marl pits on the site - with aquatic / marginal planting around to improve biodiversity and will be designed to make this a central feature. Other natural landscape and ecological features, including trees and hedgerows, will be retained and enhanced within this area (where possible). The Central Park could potentially host a Local Equipped Area for Play Space, a Multi-Use Games Area, a Tennis Court and Teenage Facilities.
 - Ribbon Parks** - Ribbon Parks will potentially follow the route of existing tree and hedgerow corridors and important natural features and will extend sight lines into the countryside beyond the site from some of the key road routes as well as providing access to the green infrastructure at the perimeter of the site. Important natural features will be retained and enhanced where possible, and the Parks will act as 'green fingers' to maintain important visual links through to the surrounding landscape.

d. **Green Buffer** - An extensive Green Buffer will be provided around the north and east boundary to ensure a softer transition from built form into open countryside. The large area of Green Buffer in the northern part of the site is comparatively level and has been identified as being potentially suitable for grass pitches, or allotments. This area could also potentially host a Local Equipped Area for Play Space, a Multi-Use Games Area and Tennis Court, although these smaller elements may also be suitable on other areas of Green Infrastructure (such as the 'Destination Park' and Central Park, as stated above). On the northern and eastern boundaries, the general planting and hedgerows (mature) are to be retained and improved (where possible) with additional selective planting. On the western boundary (with Stone Road) and the southern boundary (with Beaconside) existing planting and hedgerows will be retained (where possible) as boundary to the site. Additional planting on the southern and western boundary could help mitigate traffic noise. Pedestrian routes will be provided within this area, including pedestrian and cycle connections between the site and the new development at Marston Grange to the south. Locations potentially suitable for Sustainable Urban Drainage Systems (SUDs) have been identified within the Green Infrastructure on the northern and eastern boundaries of the central part of the SDL.

- e. **Smaller Green Spaces** - Smaller pockets of Green Infrastructure are identified around existing water features and will be provided/retained throughout the site, in response to natural landscape and ecological features.
- f. **Green Routes and Paths** - Utilising existing rights of way across the site, new green routes and paths will be created to bound, link and improve access to green spaces.
- g. **Roadside Buffer Zones** - Roadside Buffer Zones will link similar areas and provide an attractive buffer between the main access roads and development plots.

- 5.23 Scattered planting of trees and shrubs will be carried out throughout the site to enhance the development and to mitigate views to and from the development. Landscaping planting should be of native species consisting of a species mix similar to that already found on the site and as far as possible should be of local provenance. Existing boundary vegetation, will be retained and enhanced, where possible, to ensure minimal intrusion from development to the external landscape. Existing areas, which are higher in biodiversity, such as trees, hedgerows and ponds will also be retained and enhanced (where possible) in order to minimise effects on the natural resource.
- 5.24 A framework landscaping scheme(s), incorporating the above principles, will be submitted to Stafford Borough Council for approval at Outline planning application stage with detailed design proposals being submitted to Stafford Borough Council for approval at reserved matters stage. The scheme (s) will have regard to the mitigation measures recommended in landscape and visual appraisal and ecological reports.
- 5.25 Flood Zones and Flood Protection Measures including flood storage areas and Sustainable Urban Drainage Systems ponds will (where appropriate) be provided within the Green Infrastructure, but (in line with advice provided by Officers at Stafford Borough Council) will not count towards Stafford Borough Council's open space standards, set out at Appendix G of the PSB.

SUSTAINABILITY

- 5.26 The presumption in favour of sustainable development is at the heart of the planning system as set out in the National Planning Policy Framework (NPPF) and Local Plans.
- 5.27 Sustainability Statements will be prepared in support of future planning applications for the proposed development.
- 5.28 At this stage the more detailed elements contributing to sustainable construction and zero carbon development measures are not all applicable to consider and will be dealt with at the more detailed planning application or reserved matters stages.
- 5.29 Government advice set out in a Written Ministerial Statement by Eric Pickles, Secretary of State for Communities and Local Government on 25 March 2015 is that Local Authorities should take into account that the future energy performance of new dwellings will be covered by the Building Regulations. Where appropriate, sustainable building construction techniques will therefore be used in line with current Building Regulations.
- 5.30 The Indicative Masterplan makes extensive use of routes and connectivity throughout the site to promote sustainable lifestyle choices. This includes:
- Locating the Local Centres and Primary Schools within 500 metres and the secondary school within 1000 metres of the majority of dwellings on the site, and with good pedestrian and cycle access;
 - Bus Routes with stops within easy access to dwellings and facilities;
 - Pedestrian routes throughout the site; and
 - Cycling routes throughout the site and connections to the surrounding area.

CRIME PREVENTION

- 5.31 The National Planning Policy Framework identifies (paragraph 58) that planning policies and decisions should aim to ensure that developments create safe and accessible environments where crime and disorder, and the fear of crime, do not undermine quality of life or community cohesion.
- 5.32 The Indicative Masterplan has been developed to create a framework of clearly defined public and private areas that relate to one another and provide some degree of overlooking, or ownership. This will enable residents to make use of the spaces without fear of crime and help to create a sense of responsibility in the area.
- 5.33 Sensitive and considered landscape design will be essential in achieving an environment that cultivates community safety and collective responsibility. Lighting will have an important role to play in these spaces and will increase the opportunity for surveillance at night. Natural surveillance of public amenity spaces, pedestrian routes and shared surface spaces in the form of doors and windows from occupied areas of dwellings will be a part of the detailed design. Key features of the Indicative Masterplan illustrating this approach are:
- Well overlooked and 'contained' public spaces.
 - Rear gardens not generally fronting main access routes.
 - All routes serve a specific function and are necessary to the masterplan.
 - Where roads serve only a smaller number of dwellings, a clearly different street pattern is to be applied to indicate the character of the space. These roads are all well overlooked.
 - Parking is generally visible from dwelling frontages, sometimes along street sides.
- 5.34 It is expected that final residential designs will take cognisance of the principles set out in Secure By Design New Homes 2014 and will comply with Approved Document Part Q.
- 5.35



VIEW LOOKING EAST FROM WITHIN THE SITE



DELIVERY STRATEGY

6



MARSTON LANE



PRIME POINT BUSINESS PARK



MARSTON GRANGE

DELIVERY STRATEGY

- 6.1 The North of Stafford SDL is currently planned to come forward over a 16 year time frame (by 2031), with the necessary infrastructure delivered in a timely fashion, to support the development and ensure that a sustainable new neighbourhood is created.
- 6.2 Each developer will submit outline applications covering all of their respective land interests. The planning application process will then determine the exact triggers for the delivery of infrastructure and these will be brought forward in phases as new housing is delivered.
- 6.3 The following sets out how it is currently envisaged that certain key requirements of Policy Stafford 2 will be delivered:

MIXED USE LOCAL CENTRES

- 6.4 As well as providing an element of employment, mixed use areas provide a good basis for building communities and allow residents convenient access to services and facilities without the need to travel long distances. The Indicative Masterplan proposes three local centres strategically located along the main access roads. One of the local centres will utilise the existing Newbuilding Farm buildings.
- 6.5 As identified in Policy Stafford 2, the local centres will act as a community hub for local activity based on a 'neighbourhood' approach, and the public and community uses will include elderly living facilities, primary health care provision, local community space, sport and faith facilities and local convenience shopping. Sufficient land has been made available to achieve a reasonable level of future proofing and opportunity.
- 6.6 Other acceptable uses include public houses (Class A4), financial and professional services (Class A2), cafes and restaurants (class A3), hot food takeaway (Class A5), small office accommodation (Class B1), residential institutions including extra care

and elderly living (Class C2), and non-residential institutions such as community rooms, health care and crèche (Class D1). Housing (Class C3), including apartments and town houses could also be included in the centres. Apartments should be located above ground floor uses, in particular shops, in order to increase the mix within the centre. A diverse mix of uses will contribute towards making this area an active and vibrant place throughout the day.

- 6.7 A Local Centre will be available for use on the North of Stafford SDL land to the east of Marston Lane when 1,000 new houses have been completed on this part of the SDL. A local centre will be available for use on the North of Stafford SDL to the east of the A34 and west of Marston Lane when 300 new houses have been completed on this part of the SDL (not including the Marston Grange development).
- 6.8 Discussions have taken place with Stafford & Surrounds Clinical Commissioning Group (CCG) regarding the North of Stafford SDL. It is understood that Primary Care is well catered for in the north of Stafford town in the short to medium term. However, this position may change, therefore dialogue will need to continue to take place to ensure healthcare needs are met and provided to the satisfaction of the Stafford & Surrounds CCG. Staffordshire County Council has not identified any proposals/ requirements for new library provision in this location.
- 6.9 It is anticipated that the local centres will complement existing town centre retail facilities (rather than competing with it) by providing community facilities within convenient walking distances of new dwellings, the 'Neighbourhood' approach. The precise mix of local centre uses will be determined at the Reserved Matters stage, will be informed by market advice and agreed with the local planning authority prior to submission.

AFFORDABLE HOUSING

- 6.10 Subject to viability 30% affordable housing will be provided, comprising a mix of housing types, tenures and sizes in accordance with PSB Policy C1. Provision will also be made for lifetime homes and other accommodation for the elderly and vulnerable. This will assist the Council in meeting the need of an aging population in the Borough in accordance with PSB Policy C3.

EDUCATION**Primary School Provision**

- 6.11 Two primary schools will be provided to serve the development needs of the North Stafford SDL. This will include the following:
- One 1 FE primary school circa 1.1 ha in size located on land to the east of the A34 and west of Marston Lane (estimated construction cost £4,250,000¹); and
 - One 2FE primary school circa 2 ha in size on land located east of Marston Lane and west of Sandon Lane (estimated construction cost £6,460,000²).
- 6.12 Early phases of development will be accommodated through utilising any existing capacity or provision of temporary accommodation at existing schools until such time as appropriate school provision is available within the SDL, which could include a shared primary and secondary school facility in the short term. Developers will work in partnership with the Local Education Authority (LEA) to agree appropriate timings and triggers for new primary school provision.
- 6.13 Where development will generate a demand for additional school places, and existing capacity has been satisfied, then developers will be expected to provide contributions (including in-kind, financial, or a combination of both) to meet the costs which relate to the pupils arising from the development. Where a new school is not provided as part of a particular phase of development, a proportionate contribution towards the build and land costs will need to be required.
- 6.14 The LEA anticipates that a 1 FE primary school will need to be available for use on the occupation of the 250th dwelling on the SDL land (excluding Marston Grange development).

Secondary School Provision

- 6.15 Secondary school capacity is forecast to disappear by 2020. The LEA anticipate that a new secondary school inclusive of some leisure facilities will need to be available for use by 2020 to address forecast existing population growth of Stafford town. Land will be made available for a 5 FE Secondary School, to meet the needs of the North and West of Stafford SDLs.
- 6.16 Maximus will be submitting a single outline planning application in relation to all its land interests. A new secondary school is proposed by the County Council on Maximus land east of Marston Lane, and the land for this new school will be transferred to the County Council following receipt of planning permission for the Maximus lands. This will allow the County to commence construction of the school in order for places to be available when required.
- 6.17 Based on available evidence³ it is estimated that the construction cost of the new secondary school will be £20 million, in addition to land costs. Through Section 106 Agreements necessary to support the granting of planning permission on their respective sites, each developer is to make a contribution towards the cost of the secondary school by apportioning the construction and land cost by the number of dwellings proposed that the school will serve.
- 6.18 The District Valuer Service will be engaged to agree the value of land for new school provision (primary or secondary) where a development does not make on-site provision.

Footnotes

1. Figure provided by Staffordshire County Council on 4th May 2016
2. Plan for Stafford Borough; Spatial Plan for Education (August 2013) - SKM Colin Buchanan
3. Plan for Stafford Borough; Spatial Plan for Education (August 2013) - SKM Colin Buchanan

FLOOD MANAGEMENT

- 6.19 Flood sensitive development (notably dwellings, local centres and schools) will not be located where there is a significant risk of flooding from any source. Areas of Flood Zone 2 and 3 remaining along principal watercourses mainly will be incorporated into the Green Infrastructure. Flood management proposals for the North of Stafford SDL include on-site flood storage areas (FSAs) to control flood flows in existing watercourses and keeping rainwater discharges from new development at or below greenfield run off rates. These measures together will satisfy the policy requirement to alleviate flooding downstream.
- 6.20 The principal FSA is shown on the Masterplan located alongside Marston Brook to the east of Marston Lane. This FSA will be designed to the satisfaction of the Environment Agency and could be functioning by 2020-2024. Subject to further detailed feasibility work, there are a number of other potential FSA locations within the SDL, in particular between the A34 and Marston Lane.

COMPREHENSIVE DRAINAGE SCHEME

- 6.21 Development surface water drainage systems will complement the function of the FSAs. They will comply with national and local standards for hydraulic performance and water quality. Geotechnical data points to infiltration based surface water disposal generally not being feasible, so the Masterplan shows a number of above ground detention basins as key components of the new drainage system. In some parts of the development additional storage will be supplied in the form of underground tanks and oversized pipes. Opportunities to incorporate Sustainable Drainage Systems (SuDs) as part of the North of Stafford SDL's Green Infrastructure will be pursued. The SDL drainage scheme will be implementable on a phased basis. Details of the SDL drainage scheme for each component part of the SDL will be established at the planning application stage. However the design of any application should not prejudice the delivery of the wider SDL based on the approach outlined above.

PUBLIC OPEN SPACE AND GREEN INFRASTRUCTURE

- 6.22 With regard to open space, sport and recreation provision, a 'Destination Park' of a maximum of 10 ha is expected to serve the approximately 3,100 proposed dwellings. Part of the SDL (Marston Grange) has however come forward as a standalone site meeting its own on-site POS requirements. Nonetheless provision will be made available for a centralised Destination Park on land east of Marston Lane. Part of this area will be brought into use on the occupation of the 1,000th dwelling (on the North of Stafford SDL land to the east of Marston Lane), with the remaining Destination Park delivered as part of latter phases of development.
- 6.23 A new Destination Play area of a maximum 3,000 sq m in size will form part of the 'Destination Park'. Contributions for the laying out of the area will be sought as necessary, taking into account the extent of other onsite provision.
- 6.24 Sports pitches, including an artificial turf pitch (TP) and tennis courts will be provided as part of the secondary school sports provision and these facilities will contribute towards the 'Destination Park' requirement, available from 2020 onwards.
- 6.25 A range of accessible open space to cater for all ages, including sports pitches, children's play areas, allotments, new footpaths, cycleways and large areas of natural open space and Green Infrastructure will be provided across the North of Stafford SDL. Details of on-site public open space provision will be established through the planning application process as each development parcel comes forward.

OTHER INFRASTRUCTURE

- 6.26 Specific triggers for the timing of the delivery of infrastructure will be established through the planning application process and infrastructure will be phased with the delivery of new homes and businesses. Statutory undertakers and universal service providers, in conjunction with landowners/ developers, Stafford Borough Council and Staffordshire County Council will be responsible for delivering adequate infrastructure to serve the development.

ACCESS, TRANSPORT AND TRAVEL PLAN STRATEGY

- 6.27 New junctions onto the A34 Stone Road, the A513 Beaconside, and the B5066 Sandon Road will enable the North of Stafford SDL to be brought forward in response to local and development generated demand in a phased manner.
- 6.28 Land will be safeguarded to provide a link through the North of Stafford SDL between the A34 Stone Road in the west and the B5066 Sandon Road in the east. The link will be provided in stages and landowners/developers will gift the intervening land to Staffordshire County Council to enable the connection to be completed. All proposed network designs will honour this commitment, ensuring that the through route is legible and 20 metres wide to facilitate construction and 13 metres wide to accommodate the appropriate capacity demands derived by Staffordshire County Council.
- 6.29 A summary of the proposed site access and off-site highway improvement works are attached at Appendix 1. This includes an indicative schedule of proposed junction works, including triggers, estimated costs and the mechanisms (e.g. Section 106 or Section 278) for securing the necessary works. The final design of off-site and on-site highway improvements, as well as phasing, and costs will be considered / assessed at the application stage; however to demonstrate commitment to these works through this masterplan document the proposals are summarised below.

Off Site Highway Improvement Works

- 6.30 The works described hereto are to be delivered via a Section 106 agreement to facilitate Staffordshire County Councils intervention as network manager to improve network capacity and fulfil their duties under the Road Traffic Act 1991. Through Section 106 Agreements necessary to support the granting of planning permission on their respective sites, each developer is to make a contribution towards the cost of the highways improvement works by apportioning the construction by the number of dwellings proposed that the highways will serve. The required improvements are as follows:
- Sandon Road South / Corporation Street / Albert Terrace Junction – localised queuing improvement works;
 - Sandon Road / Astonfields Road / Sandalwood Junction – Minor localised entry width widening;
 - Beaconside / Dyson Way Junction – Improvement by way of link widening on approach arms;
 - Beaconside / A518 Weston Road / Hydrant Way - Entry width improvements required on the;
 - Hydrant Way arm – trigger point for Section 106 payment = to be linked with other local developments as the SDL traffic generation.



FULL SIZE ACCESS PLANS
IN THE APPENDICES

Site Access Proposals and Delivery

- 6.31 In addition to the above off-site highway works there will also be a requirement to upgrade the highway network to accommodate the North of Stafford SDL development site access proposals.

Phase 1

- An access onto the A34 Stone Road, integrated with the now completed Redhill Business Park junction works will be delivered during Phase 1 of the development on the North of Stafford SDL land between the A34 Stone Road and Marston Lane (the Akzo Nobel UK Limited site).
- Minor width improvements to Marston Lane will be delivered during Phase 1 of the development on the North of Stafford SDL land between Marston Lane and Marston Brook (the Richborough Estates site). These works will be superseded in Phase 3 of the development on the North of Stafford SDL land between Marston Brook and the eastern side of the SDL (the Maximus Strategic Land site) (when the roundabout is built), see below.
- An upgrade of the Beaconside / Sandon Road North junction to a roundabout will be delivered during Phase 1 of the Maximus Strategic Land site (south of Sandon Road).
- Early access to the Secondary School site via an upgraded junction with Paton Drive.

Phase 2

- The Sandon Road priority arrangement will be changed to accommodate a new access route and an eastern connection road during Phase 2 of the Maximus Strategic Land site.

Phase 3

- Delivery of the second access into the Akzo Nobel UK Limited site from the A513 to integrate with the signal junctions installed by the Marston Grange development by Taylor Wimpey will be provided during Phase 3 of the Akzo Nobel UK Limited site. This will complete the access works for the Akzo Nobel UK Limited site and provide a connection to the proposed Primary School and Local Centre.
- A route connection through the Akzo Nobel UK Limited site to link the A34 to the A513 will be delivered during Phase 3 of the Akzo Nobel UK Limited site. This will deliver demand relief to the Redhill roundabout.
- A new 5-arm roundabout junction at the Common Lane / Marston Lane / A513 junction will be installed during Phase 3 of the development on the Maximus Strategic Land Site. The installation of these works will supersede the works to Marston Lane delivered during Phase 1 and provide an improved access to the Richborough Estates site, together with a connection to the Maximus Strategic Land site and the proposed Secondary School.
- The aforementioned 5-arm roundabout access arrangement into the Maximus Strategic Land site will be supported by a signalised access arrangement integrated with the Tollgate Drive signal junction on the A513.

Phase 4

- Completion of the through route from the A34 toward Marston Lane is anticipated to be provided during Phase 4 of the Akzo Nobel UK Limited site. The final link connection will be reserved for delivery at the time when all land parcels are assembled. This remaining land will be gifted to Staffordshire County Council to complete the link.

- 6.32 It should be noted that there is a possible requirement to upgrade the Redhill Roundabout junction in accordance with planning permission 10/13362/OUT, which is currently being delivered through the Marston Grange development by Taylor Wimpey. The improvements to the Redhill Roundabout sit as a floating phase, triggered by the completion of the 270th unit, as agreed between Staffordshire County Council and Taylor Wimpey for the Marston Grange development. At the time of the masterplan preparation it is unknown which development will trigger the requirement for the Redhill roundabout improvements, but it could come during Phase 1 or Phase 2 of the North of Stafford SDL sites.



- KEY**
-  PRIMARY ACCESS
 -  SECONDARY ACCESS
 -  MAIN ACCESS ROAD
 -  SECONDARY STREETS
 -  HIGHWAY AND ACCESSIBILITY IMPROVEMENTS
 -  COMMITTED HIGHWAY IMPROVEMENTS TO REDHILL ROUNDABOUT, BEACONSIDE AND A34
 -  POTENTIAL DIVERSION OF MARSTON LANE SUBSEQUENT TO HIGHWAY IMPROVEMENTS
 -  POTENTIAL FOOT/CYCLE ROUTE
 -  POTENTIAL FOOTPATHS
 -  TWO-WAY PEDESTRIAN, CYCLE AND EMERGENCY VEHICLE CONNECTION AND POTENTIAL TWO-WAY BUS CONNECTION
 -  TWO-WAY PEDESTRIAN, CYCLE AND EMERGENCY VEHICLE CONNECTION
 -  PUBLIC FOOTPATHS (EXISTING)
 -  WIDLEWAYS (EXISTING)
 -  CYCLEWAY (EXISTING)
 -  DISMOUNTED CYCLE PATH



INDICATIVE MOVEMENT AND ACCESS PLAN

Footpaths and Cycleways

- 6.33 Pedestrian routes will be provided to link areas of Green Infrastructure on the site and minimise direct contact with major traffic flow. Pedestrian routes will be provided in the green buffer around the periphery of the site.
- 6.34 Furthermore, two pedestrian and cycle connections, together with the potential for a bus connection, between the North of Stafford SDL and the new development at Marston Grange will be provided. The development will tie into the existing rights of way across and around the site and the pedestrian and cycle network improvements, which are proposed as part of the Marston Grange development.
- 6.35 The scheme will provide for the introduction of a new traffic-free section of NCN Route 5 along Marston Lane as part of the Richborough Estates site development within the SDL. It will, eventually, provide a traffic-free link between Beaconside and the new A34 Stone Road to B5066 Sandon Road link road.
- 6.36 Connections to the wider network will include signal controlled crossing points on the A34 and Beaconside to connect to existing employment, retail and leisure areas.
- 6.37 Work will continue with SBC and Staffordshire County Council to determine the optimum highway strategy and provide appropriate pedestrian and cycle routes.

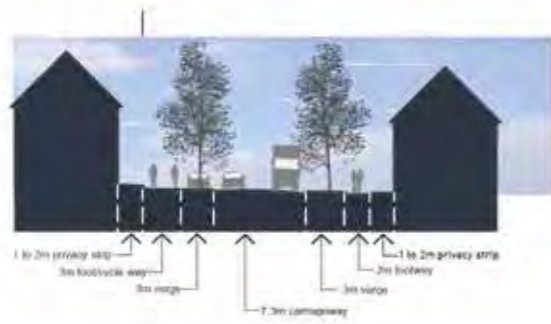
Public Transport

- 6.38 The master plan provides for flexibility in the routing of bus services to serve the North of Stafford SDL from the B5066 Sandon Road, or A34 Stone Road corridors. The establishment of the link roads through the central and eastern sections of the North of Stafford SDL will provide a route through, benefiting the local community within the Beaconside corridor and the SDL as a whole.
- 6.39 Where feasible working with the relevant service providers, it is proposed to provide additional service connections into the residential areas, via the proposed bus gate from the consented residential scheme at Marston Grange. Discussions with the Passenger Transport commissioners at Staffordshire County Council will be held to establish the method by which services can be extended. In addition, bus passenger infrastructure will be provided in accordance with Staffordshire County Council quality bus corridor standards within the SDL. Such infrastructure will be provided so that all residents are within 350 - 400 metres of their nearest bus stop.

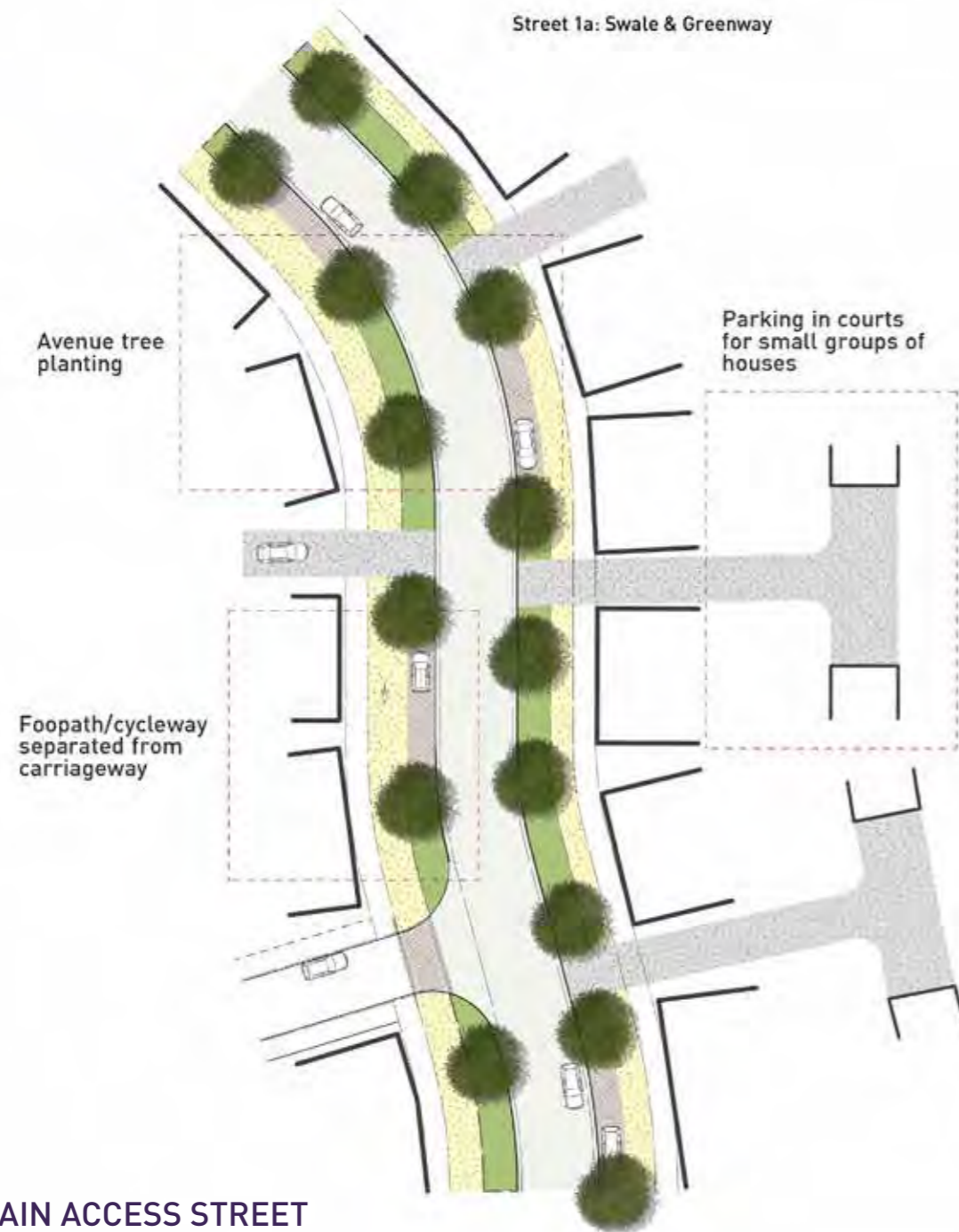
Car Parking

- 6.40 Car parking will be provided in accordance with local design guidance, with particular regard to the provision of two off-street parking spaces per residential unit, to ensure that the public realm is not dominated by overspill on-street parking. Non-residential uses will have regard to parking standards as defined within Policy T2 and Appendix B of the PSB.

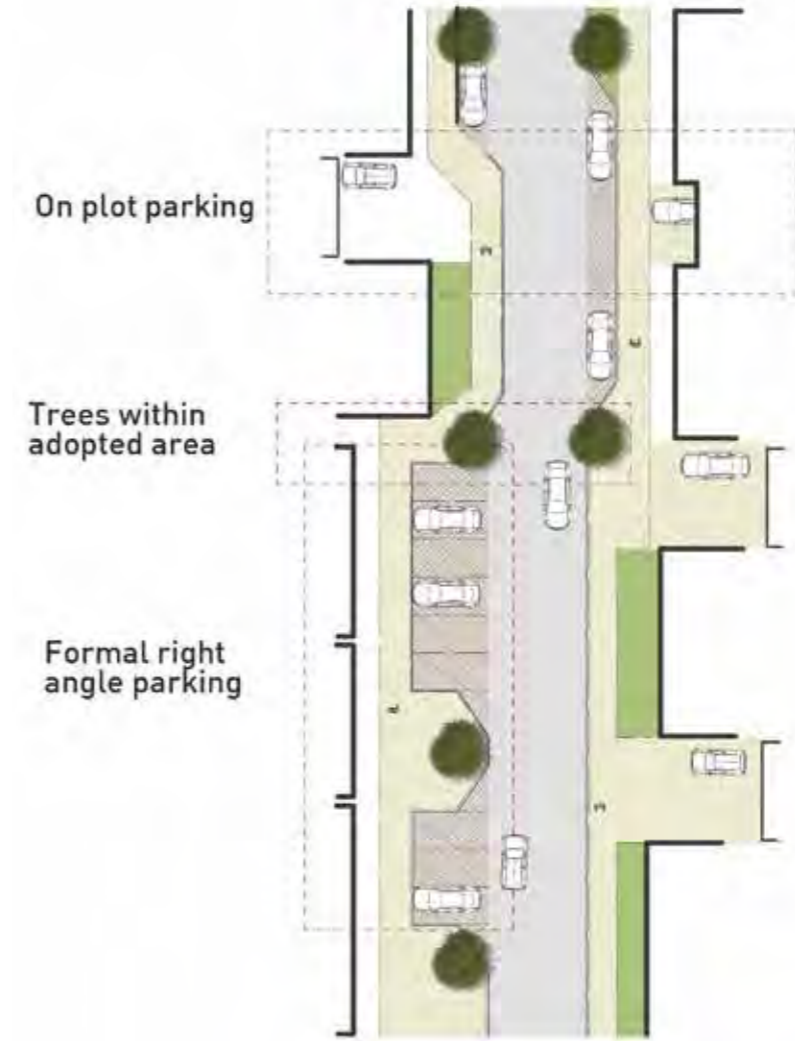
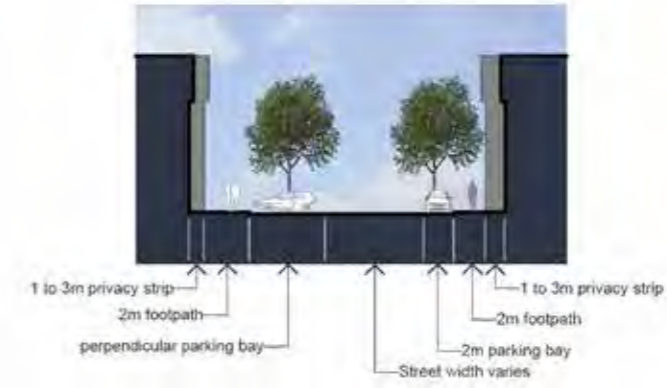
INDICATIVE STREET TYPOLOGIES



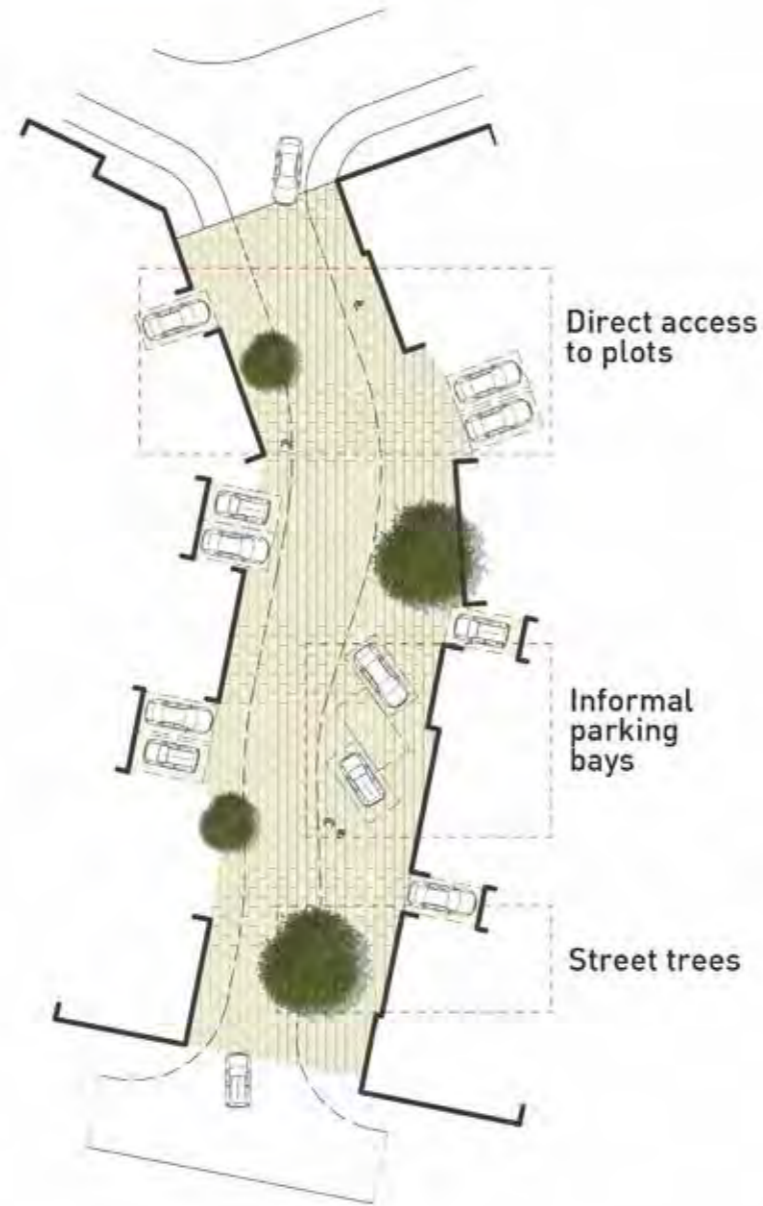
Street 1a: Swale & Greenway



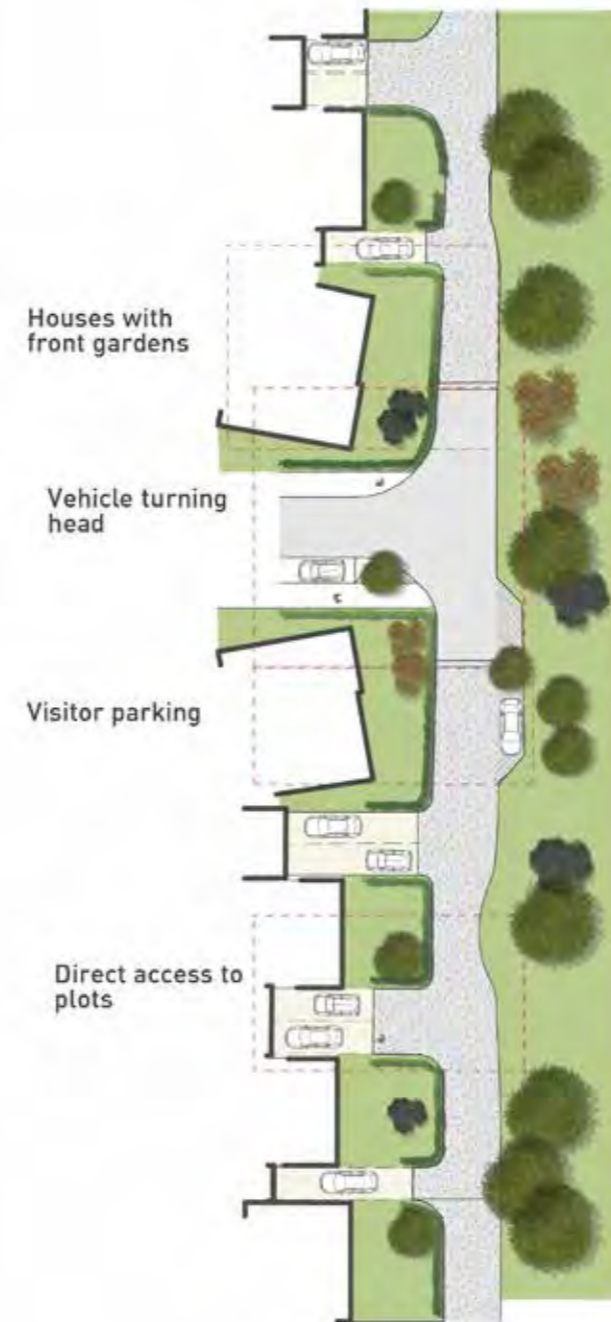
MAIN ACCESS STREET



SECONDARY STREET



SHARED SURFACE STREET



PRIVATE DRIVE



S.106 – PLANNING OBLIGATIONS

- 6.41 Planning obligations under Section 106 of the Town and Country Planning Act 1990 (as amended), can be attached to a planning permission to make acceptable development which would otherwise be unacceptable in planning terms.
- 6.42 Planning Obligations are used for three purposes:
- Prescribe the nature of development;
 - Compensate for loss or damage created by a development;
 - Mitigate a development's impact.
- 6.43 Any planning obligation must satisfy the tests set out at Regulation 122 of the Community Infrastructure Regulations (2010) (CIL Regs).
- 6.44 As of April 2015, the CIL Regulations, and in particular Regulation 123, restrict the use of pooled contributions towards items that may be funded via the levy. In addition, if five or more obligations for a "project" or "type" of infrastructure have been entered into since 6 April 2010, then any subsequent obligation(s) for the same project or type of infrastructure are prevented from being a reason to grant planning permission.
- 6.45 There remain a number of ways planning obligations can lawfully contribute towards the delivery of an infrastructure project, even where 5 or more obligations have been entered into and for it to remain enforceable. This could include for example, sub-dividing large infrastructure items (such as the secondary school) into various phases, each with its own funding pot, enabling a number of developments to contribute towards infrastructure items. Alternatively, a single Section 106 Agreement could be agreed by all developers at the time of the determination of their respective planning applications which would set in place mechanisms for the delivery of the major infrastructure items.



- KEY**
- STRATEGIC DEVELOPMENT (RESIDENTIAL)
 - STRATEGIC DEVELOPMENT (EMPLOYMENT)
 - PHASE 1
 - PHASE 2
 - PHASE 3
 - PHASE 4
 - PHASE 5
 - PHASE 6
 - PHASE 7
 - SECONDARY SCHOOL TO BE DELIVERED BY 2022



INDICATIVE PHASING PLAN

PHASING

- 6.46 The Proposed Development will be built on a phased basis. Details of phasing will be confirmed at the detailed design stage and will be led by market conditions. However, the following assumptions have been made at this stage.
- 6.47 It is assumed that the Proposed Development will be phased as illustrated on the Indicative Phasing Plan.
- 6.48 As shown on the Indicative Phasing Plan it is likely that the central part of the North of Stafford SDL will be built out generally from west to east, the A34 (Stone Road) to (Marston Lane), over five main phases commencing with phase 1 and culminating with phase 5. It is likely that two phases will be under construction at the same time during the construction period. It is assumed that the local centre and the Primary School will be constructed during phase 3.
- 6.49 It is anticipated that construction will commence in 2017, with the first operational year of phase 1 in 2018 and the final completion year of phase 5 by 2033. Depending on market conditions it is assumed that the build out rate will be between 20 and 60 dwellings per year.
- 6.50 As shown on the Indicative Phasing Plan it is likely that the eastern area will be built out generally from the east to west, Sandon Lane to Marston Lane, over seven main phases commencing with phase 1 and culminating with phase 7. It is likely that two phases will be under construction at the same time during the construction period with an additional option for access from the A513 (Beaconside). It is assumed that the local centre on Beaconside will be constructed during phase 3 and the second local centre and Primary School will be constructed during Phases 5 and 6. With possible access from Marston Lane or Beaconside, the Secondary School can be constructed within an early phase.
- 6.51 It is anticipated that construction of the eastern part of the SDL will commence in 2018, with the first operational year of phase 1 in 2019 and similar build out rate to the central part.



An aerial photograph of a residential development, showing a winding road, numerous houses with gabled roofs, and scattered trees. The image is overlaid with a semi-transparent purple filter.

SUMMARY

7



INDICATIVE MASTERPLAN

Developing the vision for the North of Stafford SDL

7.1 The North of Stafford SDL offers a unique opportunity to create one of the highest quality living environments in the Borough. Close to town centre amenities and transport links, with the open countryside on its doorstep and the potential for excellent public transport connections in the future, it already has many of the credentials for a sustainable and attractive urban extension.

“Achieving good design is about creating places, buildings, or spaces that work well for everyone, look good, last well, and will adapt to the needs of future generations.

Good design responds in a practical and creative way to both the function and identity of a place. It puts land, water, drainage, energy, community, economic, infrastructure and other such resources to the best possible use – over the long as well as the short term” (NPPF Planning Practice Guidance; para.001).

7.2 The objective for the North of Stafford SDL is to create a new high quality sustainable neighbourhood to the north of Stafford. It will create a place to live that is appealing, with a distinctive identity that has been derived from an assessment and understanding of the characteristics of the site and its wider setting.

7.3 With a range of different sizes and types of homes, as well as integrated facilities (including a secondary school and two primary schools), green corridors, informal and formal green spaces and amenities, three local centres and an employment area this will be a fledgling neighbourhood with a varied social mix. The development will be well connected and easily navigated on foot, cycle and other sustainable modes of transport. It will provide integrated transport infrastructure that provides for its own development proposals whilst also providing an opportunity for highway capacity improvements, or future connections to enable other developments to be delivered.

7.4 The level of quality will be controlled through the principles set out in this Masterplan Document. These will be described within a design and access statement which will be submitted to accompany planning applications.

7.5 This Masterplan Document has undertaken a thorough analysis of the various aspects of the site and the context, given full consideration to design-relevant policy and guidance, engaged with local stakeholders and the public at the earliest stage, and has presented a comprehensive account of the proposals in terms of the criteria identified in those policy and guidance documents, in particular Policy Stafford 2.



APPENDICES

APPENDICES

	Junction	Modelling Outcome (2033)	Trigger	Drawing No.	S278	S106	
Junctions within Capacity							
1	Beaconside/ Paton Drive	Operating within Capacity	None				
2	Beaconside/ Tollgate Drive	Operating within Capacity	None				
3	Beaconside/ Sandon Road S	Operating within Capacity	None				
4	Beaconside/ MOD Access	Operating within Capacity	None				
5	A34/ Holmcroft Road	Operating within Capacity	None				
6	A34/ Eccleshall Road/ Grey Friars/ Rowley Street	Operating within Capacity	None				
Junctions over capacity							
7	Sandon Road S/ Browning Street/ Gaol Road						
Junctions requiring upgrades							
8	Sandon Road S/ Corporation Street/ Albert Terrace	Operating over capacity. Localised queuing improvements required.	1,000 units	11021-15-7		Y	
9	Sandon Road/ Astonfields Road/ Sandalwood	Minor entry capacity issues. Resolve through localised widening and review of lane widths	1,000 units	11021-15-06		Y	
10	Beaconside/ Sandon Road N	Upgrade to roundabout - operating within Capacity	Roundabout to be delivered as result of Sandon Road	11021-16		Y	
10a	Link Sandon Rd N to Sandon Road S	Operating within capacity, in model but need to review	1,000 units	11021-15-10		Y	
11	Beaconside/ Dyson Way	Consideration of link widening on approach and potential junction improvement.	500 units	11021-15-08		Y	
12	Beaconside/ A518 Weston Road/ Hydrant Way	Entry capacity issues on Hydrant Way. Consider widening of approach.	Issue arising from traffic growth on Hydrant Way and not worsened by development. Potential contribution. Timing linked to other development	11021-15-08		Y	
New Junctions							
13	A34/ Redhill Business Park/ AP1		AN Development	014-01/GA-01	Y		
14	Beaconside/ AP2		Existing 2033 model suggests no work required (under review pending sight of AN access proposals). Works currently being undertaken by TW.	014-01/GA-02	Y		
15	Redhill Roundabout				Y		
16	Beaconside/ Common Road/ AP3/ AP4	New junction operating within capacity	Development on western side of Maximus site including Secondary school.	11021-15-03	Y		
17	Paton Drive		Secondary School or Phase 3 of Maximus Land	11021-15-04	Y		
18	Marston Lane	Richborough Land					
19	Marston Lane Link Road	Land for the link will be safeguarded to connect AN and Maximus sites					Y
Public Transport							
	Service upgrades / funding		Assume pump priming required for first 10 years			Y	
	Bus Priority Measures on A34						Y



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● Revision History		● Date
A	desc	date a
B	desc	date b
C	desc	date c
D	desc	date d
E	desc	date e
F	desc	date f
G	desc	date g
H	desc	date h
I	desc	date i
J	desc	date j

10 King Street Newcastle-under-Lyme Staffordshire ST15 1EL 01782 627029 www.cameron-rose.co.uk	 CAMERON ROSE <small>LANDSCAPE ARCHITECTS</small>
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client: Akzo Nobel UK Ltd

project: North of Stafford SDL

drawing title: A34 Stone Road Site Access Combined with the Redhill Business Park Access

scale(s): 1/500	date: 04/07/16	drawn by: JUM	checked: CAB
drawing number: 014-01/GA-01		status: Information	
xrefs:		rev:	

DATE PRINTED:



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20METRE WIDE LAND
CORRIDOR TO FACILITATE A
13METRE WIDE HIGHWAY
CONNECTION

REFER TO JMP DRAWING
MID3915 - BEACONSIDE S278
PHASE 2 FOR AGREED
AMENDMENTS TO BEACONSIDE

● Revision History ● Date

Rev	desc	date
A	desc	date a
B	desc	date b
C	desc	date c
D	desc	date d
E	desc	date e
F	desc	date f
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J	desc	date j

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client: Akzo Nobel UK Ltd

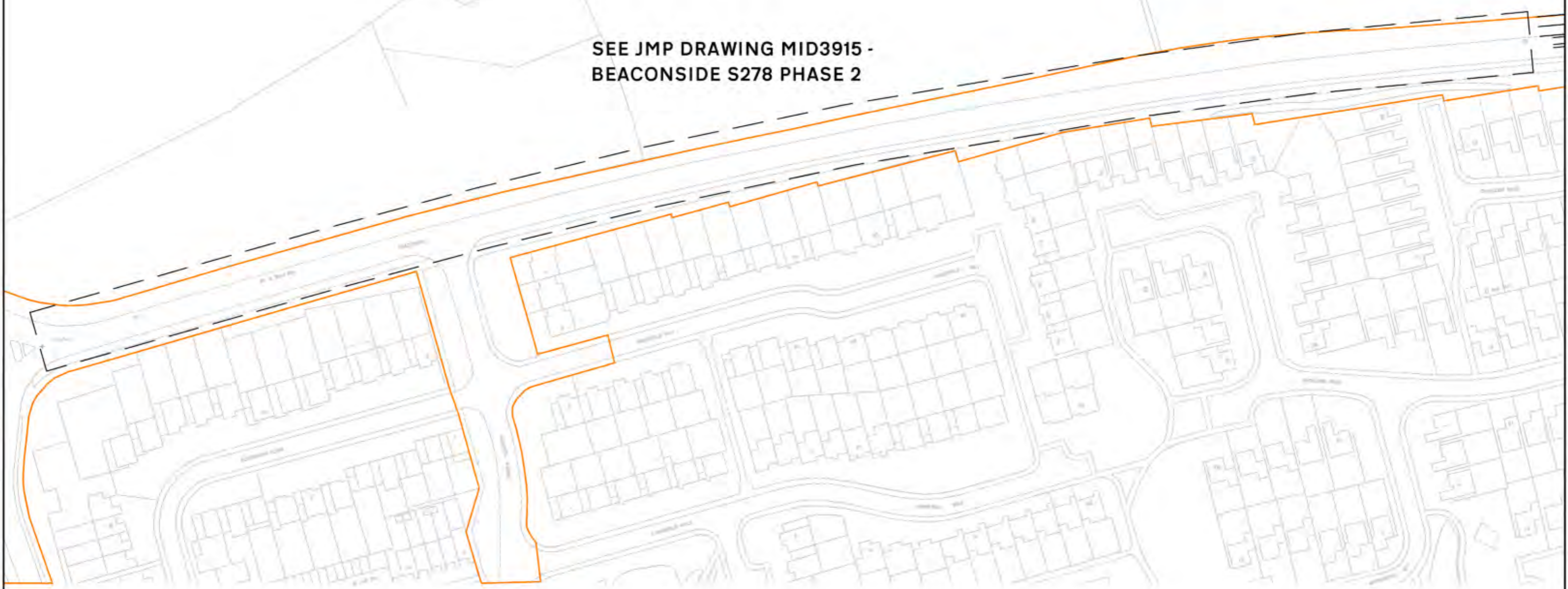
project: North of Stafford SDL

drawing title: A513 Beaconside Site Access and Associated Improvements to Beaconside

scale(s): 1/500	date: 04/07/16	drawn by: IJM	checked: CAB
drawing number: 014 01/GA-02	status: Information		
xrefs:	rev:		

DATE PRINTED

SEE JMP DRAWING MID3915 -
BEACONSIDE S278 PHASE 2



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JOB TITLE		Land at Beaconside		CLIENT		Maximus	
DRAWING TITLE							
Beaconside S278 Phase 2 Scheme							
SCALE	DRAWN BY	DATE	DRAWING No	REVISION			
1/12500A3	BP	May16	11021-15-2				



DETAILS AS PER
CAMERON ROSE DWG
014-01/GA-02

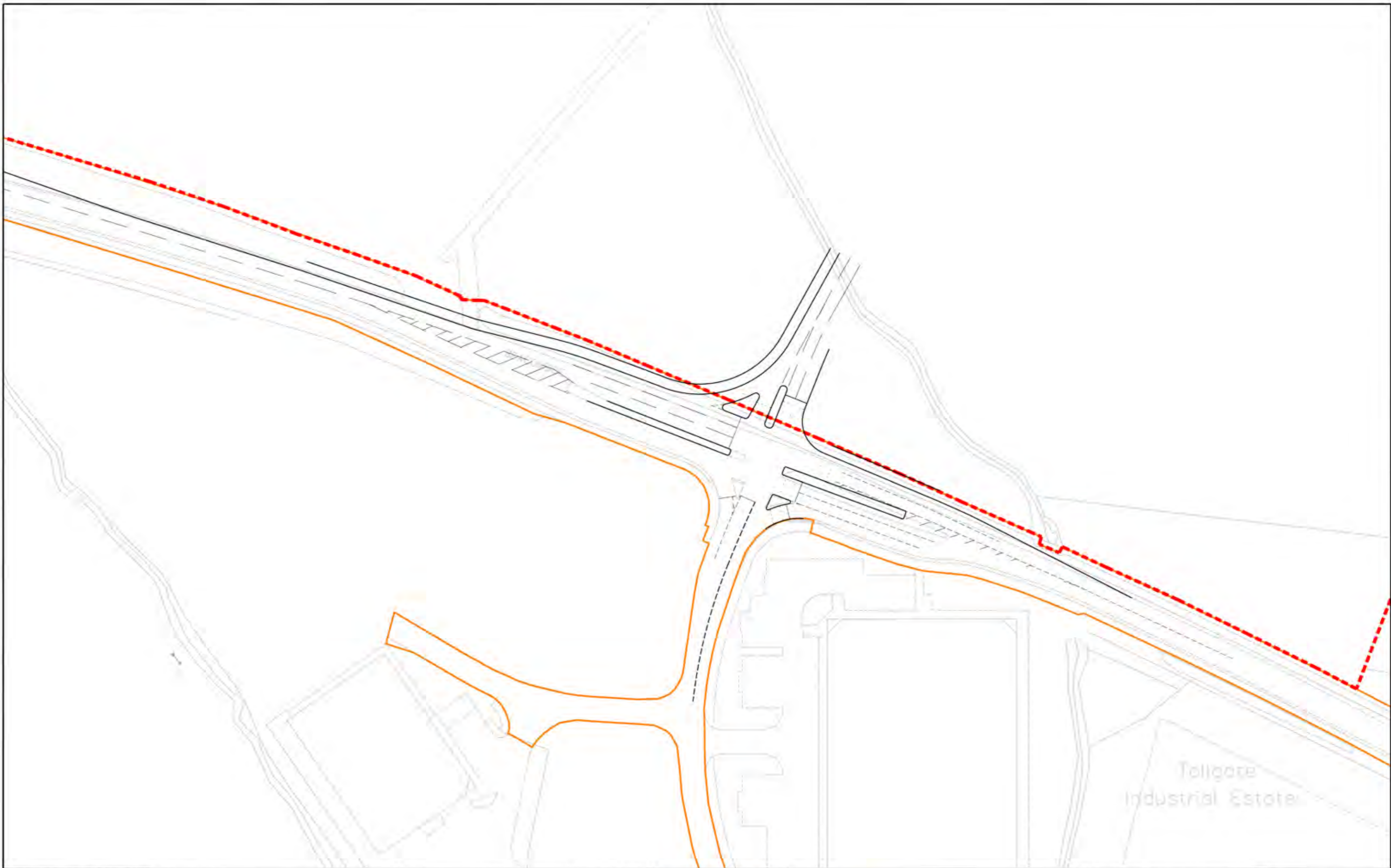
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JOB TITLE	Land at Beaconside	CLIENT	Maximus
DRAWING TITLE	Beaconside / Common Road		
SCALE	1/12500A3	DRAWN BY	BP
DATE	May16	DRAWING No	11021-15-3
REVISION			



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JOB TITLE Land at Beaconside		CLIENT Maximus	
DRAWING TITLE			
SCALE 1/10000A3	DRAWN BY BP	DATE May16	DRAWING No 11021-15-4
			REVISION



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ISSUE TITLE	Land South of Sandon Road, Stafford	CLIENT	Maximus
DRAWING TITLE	Sandon Road Access Strategy		
SCALE	1:1000	DRAWN BY	RM
DATE	AUG14	DRAWING NO.	11021-16
REVISION			



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JOB TITLE		Land at Beaconside		CLIENT		Maximus	
DRAWING TITLE							
Sandon Road – Astonfields Road Signal Improvements							
SCALE	DRAWN BY	DATE	DRAWING No	REVISION			
1/10000A3	BP	May16	11021-15-6				



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JOB TITLE Land at Beaconside		CLIENT Maximus	
DRAWING TITLE Sandon Road – Albert Terrace – Corporation Street Signals Improvements			
SCALE 1/500@A3	DRAWN BY BP	DATE May16	DRAWING No. 11021-15-7
		REVISION	



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REV	DESCRIPTION	DRAWN	INITIALS	DATE	DRAWING STATUS	CHECKED BY	DATE



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JOB TITLE		Land at Beaconside		CLIENT		Maximus	
DRAWING TITLE							
A513 - Weston Road Roundabout Improvements							
SCALE	DRAWN BY	DATE	DRAWING NO.	REVISION			
1/2000@A3	BP	May16	11021-15-8				



**ADDITIONAL LANE
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JOB TITLE		Land at Beaconside		CLIENT	Maximus
DRAWING TITLE					
A513 - Station Road					
SCALE	DRAWN BY	DATE	DRAWING No	REVISION	
1/2000@A3	BP	May16	11021-15-10		

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