

**B U R L E Y
F I E L D S**

**A MASTERPLAN FRAMEWORK FOR
LAND TO THE WEST OF STAFFORD**

MARCH 2015

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Barton Willmore
A. Parsons
The Blade,
Abbey Square,
Reading
Berks
RG1 3BE

T: 0118 943 0000
F: 0118 943 0001
E: info@bartonwillmore.co.uk

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BURLEY FIELDS

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Executive Summary

The Plan for Stafford Borough seeks to enable Stafford to realise its full potential as a key sub regional centre, facilitating sustainable economic growth and creating high value jobs and inward investment. As part of that strategy Stafford town is required to provide at least 7,000 additional dwellings in the period up to 2031. In order to do so, it will be necessary for urban extensions to the town to be delivered.

Burleyfields lies to the west of Stafford, close to the town centre and is identified in Policy Stafford 3 of the adopted Plan for Stafford Borough as a Strategic Development Location (SDL) for the delivery of 2,200 new homes. This masterplan framework document has been prepared to satisfy the requirement of Policy Stafford 3 for a masterplan to be submitted and agreed with the Council.

The development area has been subject to rigorous examination by an Inspector in October 2013 and found to be suitable for housing development. It can deliver approximately 2,200 dwellings, together with the necessary supporting physical, social, and community infrastructure. A wide range of house types, sizes, and tenures, including affordable housing, will meet all components of housing demand and deliver a socially inclusive community.

Community consultation was undertaken on the concept plan in July 2013 and again in January 2015.

This document sets a strategic masterplan framework to guide the development of the broad area of Stafford West in order to deliver a sustainable new community. It identifies potential constraints and opportunities, sets out a concept plan, indicates the broad location and distribution of uses including a key section of the Stafford Western Access Route, provides a green infrastructure framework and identifies development principles. These will guide the preparation of planning applications.

The new neighbourhood will be via a series of planning applications. Policy Stafford 3 enables individual planning applications to come forward within the SDL provided they do not prejudice the delivery or design of the new neighbourhood, and this masterplan seeks to ensure a consistent and coordinated approach to development.

The framework confirms that land to the west of Stafford remains available and suitable for housing development, and that such development is readily achievable.

1. Introduction

1.1 Within the UK there is an underlying structural imbalance between the supply of, and demand for, new homes. This imbalance exacerbates affordability problems. In addition, the provision of new homes is also critical as part of the supporting infrastructure required to support economic growth and recovery. If the economy of Stafford is to continue to prosper it is vital that sufficient new homes are provided. Providing sufficient new homes is also a critical environmental issue. Insufficient homes in close proximity to jobs forces people to live further from their places of work, increases car-borne commuting, leading to increased carbon emission and exacerbating climate change.

1.2 Stafford is the principal settlement within the Borough and has been identified in successive planning strategies as the key location for development owing to its range of services and infrastructure, access to employment, and access to road and rail networks.

1.3 In order to support the continued prosperity of Stafford, Taylor Wimpey UK Ltd (Taylor Wimpey), Bellway Homes (Bellway), Lord Stafford's Estate and Saint Gobain are working in partnership with Stafford Borough Council, Staffordshire County Council and other local stakeholders to deliver a new sustainable community on the western edge of Stafford. This document sets out the

vision for a new community which is socially inclusive, economically successful and environmentally responsible. This document has been prepared to satisfy the requirement of Policy Stafford 3 for a masterplan to be submitted and agreed with the Council.

1.4 The purpose of this document is to provide an overall strategic masterplan framework within which future planning applications can be prepared to deliver the housing required under Policy Stafford 3 in a coordinated way. This document provides an overall vision for the new community together with an examination of the policy context, constraints and opportunities, development principles and land uses.

1.5 Parts of the allocation already have planning permission or have been recently developed. Notably, land at Castle Street (owned by St. Modwen) secured planning permission in December 2012 for residential development, and land at the entrance to the development area off Newport Road has been developed by Greene King as a public house. These areas of land are not considered by the masterplan framework document.



FIGURE 1.1 THE PLAN FOR STAFFORD BOROUGH (2011-2031) STAFFORD WEST CONCEPT DIAGRAM

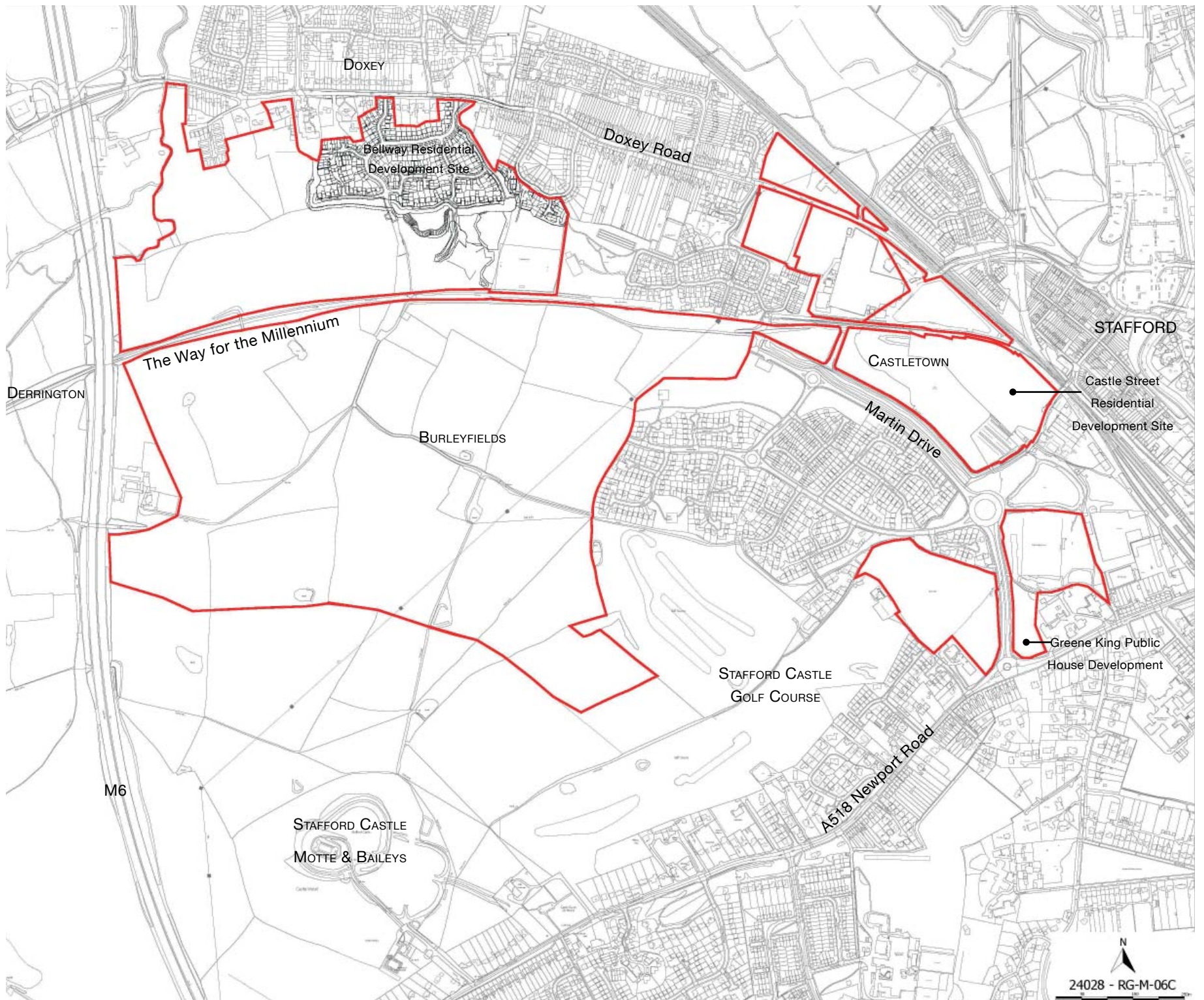


FIGURE 1.2 SITE BOUNDARY PLAN

2. Vision

The vision is to deliver a sustainable urban extension to Stafford with a strong sense of local identity, a vibrant local centre, an environment that encourages healthy lifestyles and a sensitive urban edge that respects the setting of Stafford Castle.

This new community will become a neighbourhood of Stafford, promoting sustainable modes of transport and with a strong emphasis on place making.

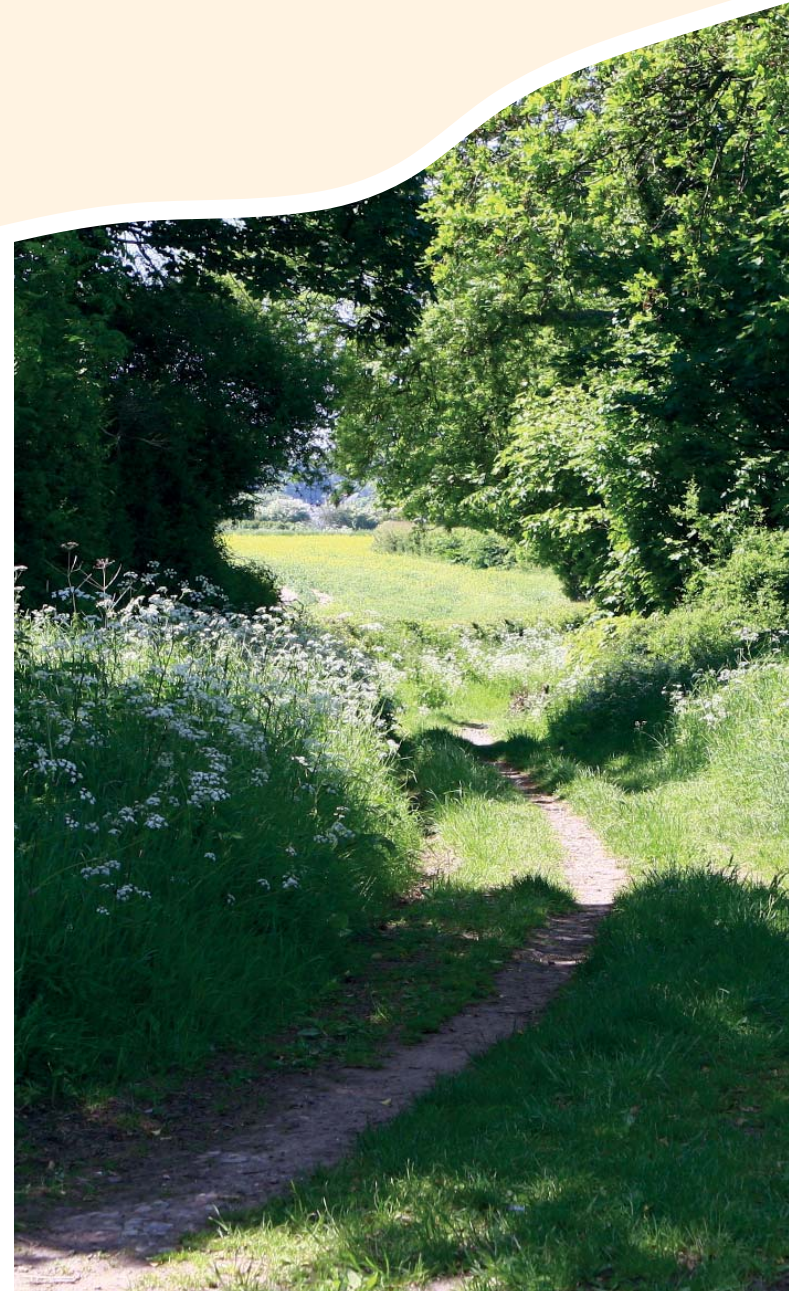
It will provide a well connected, walkable neighbourhood based upon a clear hierarchy of streets and routes, with priority for pedestrians, cyclists and public transport but also connecting to the strategic road network via the Stafford Western Access Route and Newport Road. Furthermore, the place will bring about new connections and positive relationships with the existing communities of Doxey and Castlefields, providing new community facilities and



infrastructure, including new open space, recreational facilities and multi functional green infrastructure.

At the heart of Burleyfields will be a new neighbourhood centre serving both existing and future communities, with opportunities for a mixture of uses and activities, including residential, local employment, a new primary school, local retail and social/community infrastructure. There will be a range of homes of different sizes and tenures to meet the needs of first time occupiers, an ageing population and aspirational housing.

In delivering the new community, regard will be given to the local characteristics and context of Stafford to ensure that the new place is distinctive but also rooted in the County town. A significant number of buildings on the main routes and within the hub should be robust and capable of adaptation to a range of uses over time. The environment will be at the heart of the community, including measures to enhance biodiversity, the use of sustainable urban drainage systems to manage on-site water and opportunities for low carbon/ renewable energy generation.



3. Policy Context

3.1 The National Planning Policy Framework (NPPF) sets out the Government's objectives for the planning system and its planning policies. It identifies that the purpose of planning is to help achieve sustainable development through:

- building a strong, responsive and competitive economy;
- by identifying and coordinating development requirements, including the provision of infrastructure;
- supporting strong, vibrant and healthy communities, by providing the supply of housing required to meet the needs of present and future generations;
- by creating a high quality built environment, with accessible local services that reflect the community's needs and support its health, social and cultural well-being;
- protecting and enhancing our natural, built and historic environment; and
- helping to improve biodiversity, use natural resources prudently, minimise waste and pollution, and mitigate and adapt to climate change including moving to a low carbon economy.

3.2 The adopted statutory development plan comprises the Plan for Stafford Borough (June 2014). This document sets out the local planning policy context for Stafford. The Plan seeks to enable Stafford Borough to realise its full potential as a key sub regional centre, facilitating sustainable economic growth and creating high value jobs and inward investment. Policy Stafford 1 states that the town will provide at least 7,000 new market and affordable homes in the period to 2031. It identifies three Strategic Development Locations to the north, east and west of Stafford to deliver a substantial amount of that growth.

3.3 Land west of Stafford is allocated by Policy Stafford 3 as one of those urban extensions as a residential-led, mixed use new community of around 2,200 homes. For ease of reference, the full text of Policy Stafford 3 is at Appendix 1.

3.4 This document comprises the masterplan required in the policy above and seeks to provide an overall framework within which individual planning applications can come forward.

3.5 The development of the new community will assist in the achievement of national and local policy objectives by:

- providing much needed new homes in Stafford town, which will help meet demand for both market and affordable homes;

- providing new homes in a sustainable location, reducing the need for travel by private car;
- creating a socially inclusive community, which will meet all components of housing need;
- facilitating the delivery of transport infrastructure improvements and services necessary to deliver the regeneration and renaissance of the Stafford town urban area;
- providing physical, social and community, and sport and recreation infrastructure to the benefit of the residents of the area and the wider community;
- releasing land which can deliver housing in the short term to ensure that housing needs can be met now and contribute to urban regeneration.

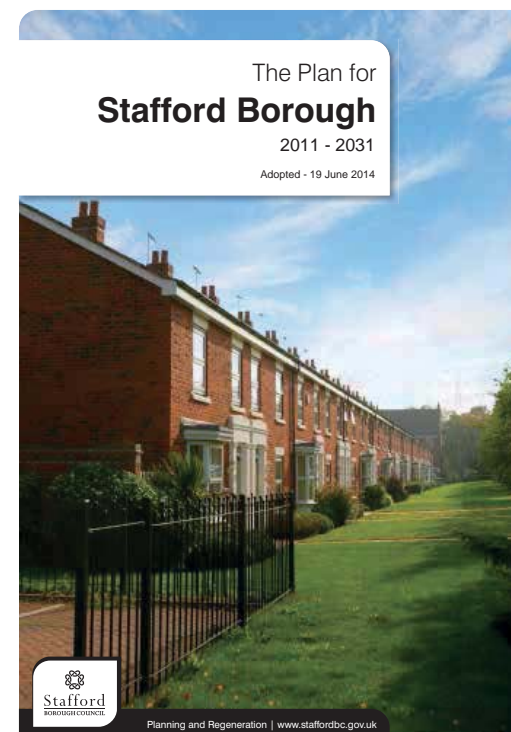


FIGURE 3.1 THE PLAN FOR STAFFORD BOROUGH



FIGURE 3.2 AERIAL CONTEXT PLAN

4. Site Opportunities and Constraints

Land within the Stafford West SDL has been subject of extensive assessment and analysis of the opportunities and constraints. These are illustrated on the Constraints and Opportunities Plan.

Ecology

4.1 The area comprises a mix of greenfield and brownfield land, both of which has existing ecology.

4.2 The largest extent of the development area consist of greenfield land comprising arable farmland, grassland, waterbodies, a ditch network, a small brook, hedgerows with associated mature/veteran trees, scrub, a relict orchard, woodland and reedbeds. The hedgerows, veteran trees, wet woodland, reedbeds and waterbodies are considered to be important habitats at a local to district context and provide a strong local context for delivering a high quality living environment with accessible natural greenspace.

4.3 These considerations do not pose an “in principle” constraint to development. However they affect the quantity, layout and timing of development. The Masterplan Framework has been drawn up to incorporate important features within the development to create a high quality living environment, and to avoid and mitigate any significant impact on these features. This can readily be achieved by adopting measures now commonplace in responsible development schemes.

4.4 As well as considering on-site habitat protection, mitigation and enhancement, planning applications will need to be subject to Habitat Regulations Assessments in relation to the potential for effects on the Cannock Chase Special Area of Conservation (SAC).

Archaeology and Heritage

4.5 The potential nature and extent of archaeological and heritage constraints, imposed on the future development of the area, have been investigated through the collation and examination of publicly accessible sources of information, from national and local repositories, in combination with a walkover surveys. A detailed study of the setting of Stafford Castle has also been undertaken in consultation with English Heritage (September 2013).

4.6 This work has confirmed there are no “in principle” constraints to the development of the area. It does not contain any Scheduled Ancient Monuments, Registered Battlefields or Parks or Gardens of Special Historic Interest.

4.7 There are recorded archaeological sites within the boundary of the allocated land which are, for the most part, associated with the development and maintenance of the medieval and later agricultural landscape.

4.8 Future development of the area has potential to impact on archaeological remains, both known and unknown. Further investigation will be required through the planning application process to establish the importance of any remains, and any potential impact upon them.

4.9 Potential impacts, upon the setting of Stafford Castle were the subject of a Statement of Common Ground between Stafford Borough Council, English Heritage and the developers as part of the local plan. A set of development principles were agreed and have been incorporated within this Framework as development principles to guide further development of the design and layout of the new community.

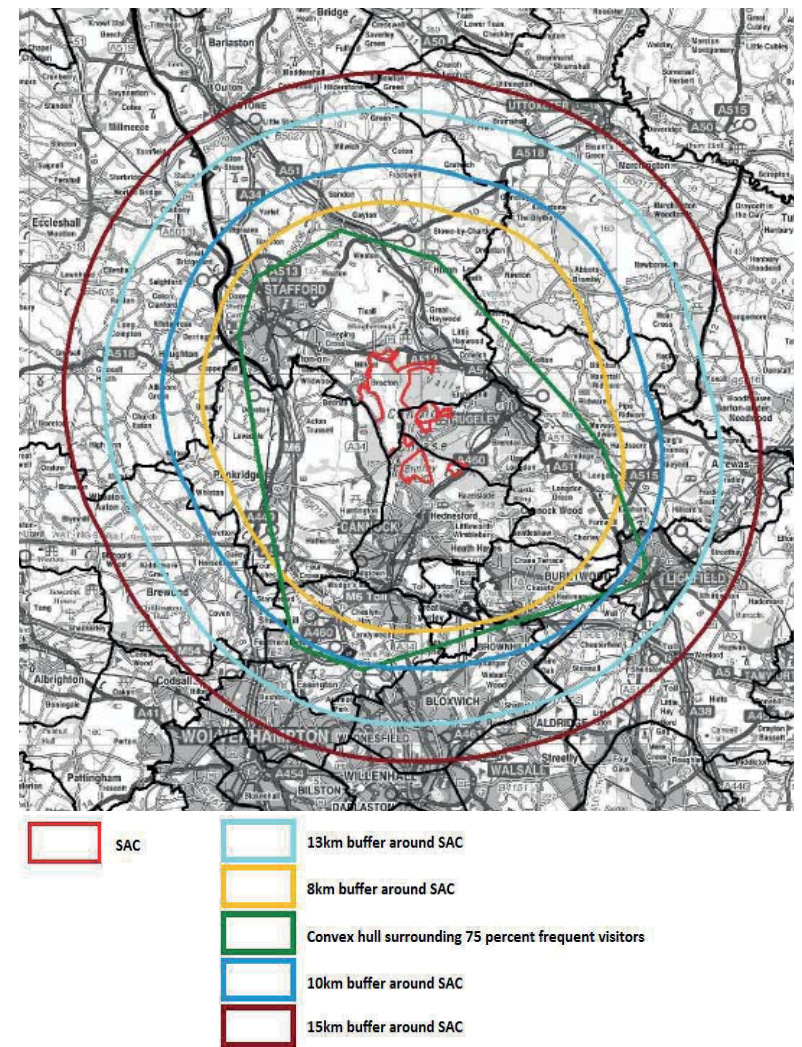
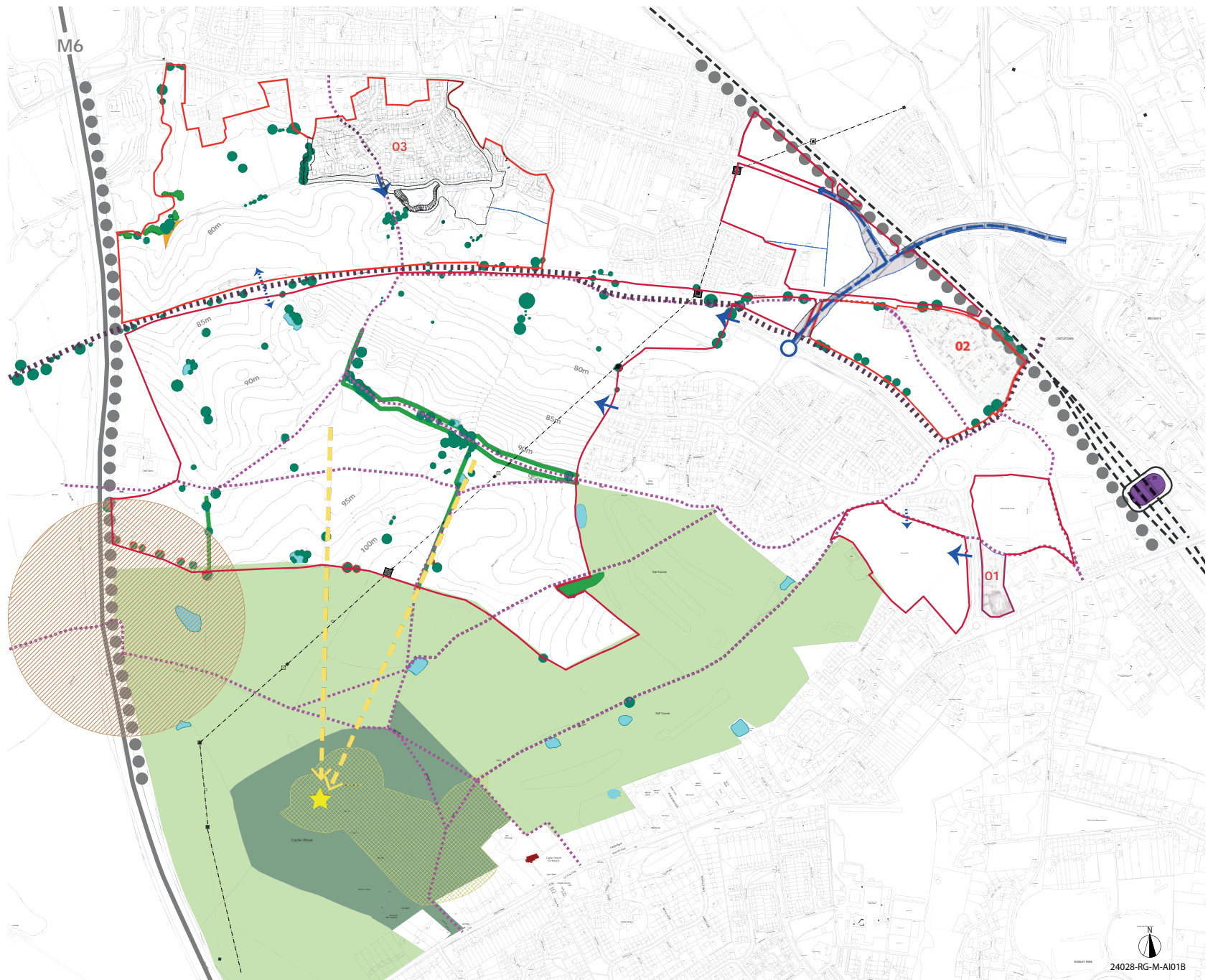


FIGURE 4.1 CANNOCK CHASE SAC AND ZONE OF INFLUENCE INDICATION



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Legend

- | | | | | | |
|--|---|-----------------------------------|--|--|--|
| Site Boundary | Public Right of Way | Contours | Stafford Castle | Views to Castle | Potential Secondary Site Access Locations |
| Overhead Power Cables | The Way for the Millennium Long Distance Footpath Route | Woodland | Stafford Castle Scheduled Ancient Monument | Proposed Western Access Link Road | 01 Public House (built) |
| Area reserved for Termination Tower (15 x 15m) | Important Trees on Site | Golf Course | Stafford Castle Grounds | Potential Noise Issues Associated With M6/WCML | 02 Residential Development-St. Modwen (planning permission granted) |
| Railway Line | Tree Preservation Order | Potentially "important" Hedgerows | Historic Environmental Record Entry 04156 - Old Railway Line | Culverted Watercourse | 03 Proposed Bellway Homes Residential Development |
| Stafford Train Station | Pond | Reedbed (to be retained) | | Potential Primary Site Access Locations | |

FIGURE 4.2 COMBINED OPPORTUNITIES AND CONSTRAINTS PLAN

Landscape Character

4.10 There are no nationally designated landscapes within, or in close proximity to, the development area; the Cannock Chase Area of Outstanding Natural Beauty lies around 5.5km to the south east.

4.11 The development area lies adjacent and close to the residential and commercial development at the western edge of Stafford town centre and Doxey; to the west is the M6 which is elevated along this section; and, to the south lies the Stafford Castle Golf Course and its extension. These features create visible and audible domesticating and urbanising influences on the character of the development area itself, as well as on adjacent areas. The development area varies in character, but the undeveloped part has become an 'island' of largely agricultural land surrounded by development, the past and present influences of which have the combined effect of urbanising it and separating it from the wider, contiguous rural landscape to the west.

4.12 As a result of intensive farming practices there are relatively few elements of landscape fabric which are worthy of retention within the area. Features worthy of retention include the double hedgerows associated with one of the public rights of way within the development area); two wooded copses, one of which is protected by a Tree Preservation Order, as well as the scattered mature trees within the development area. The majority of these features have been integrated into the masterplan framework wherever practicable.

Public Rights of Way

4.13 Five existing footpaths and one bridleway cross the area. The rights of way run broadly north-south and east-west across the land, connecting Castletown to Derrington via three motorway underpasses, and connecting Stafford Castle, and its associated open space in the south, with Doxey in the north.

4.14 The former Stafford to Newport railway line forms part of 'The Way for the Millennium', and bisects the development area. It will have to be crossed by the additional access route to Doxey Road and potentially other minor roads, dependent on the final layout of the site. This permits use on foot and bicycle, and provides enhanced accessibility. Overall, the route is evenly

distributed, well connected, and well used by cyclists, horse riders and pedestrians. It provides easy connections to the town centre and railway station on foot and by bicycle via pedestrian/cycle routes and lightly trafficked roads. Via the Way for the Millennium it is 270 metres to the closest edge of the town centre and 450 metres to the railway station. The new community provides a real opportunity to integrate and function with the town and town centre.

4.15 Stafford Castle clearly acts as a destination for local walking. In addition Duddas Wood, lying to the west of the M6, is a 10 hectare area designated as 'open access' land under the Countryside and Rights of Way Act (CROW). This young woodland, owned by the Woodland Trust, provides opportunities for short circular walks.

4.16 The masterplan framework seeks to incorporate these rights of way into green corridors permeating through the development, contributing to the multifunctionality of the green infrastructure network. New rights of way will enhance the overall network, retaining and improving connectivity for existing users as well as new residents.

Drainage and Flood Risk

4.17 National and local policy is directed at ensuring that new development is steered to the most sustainable locations, with development located in the most appropriate areas according to the likelihood of flooding. Although Stafford is recognised to suffer from flooding from the River Sow and associated marshes, the vast majority of the development area is classified as at low risk of flooding. Some limited parts of the development area fall within flood zones 2 and 3. Further detailed assessment of areas at risk from flooding and drainage requirements will be undertaken as part of the planning application process.

4.18 As part of the development strategy, surface water will be managed through a series of features utilising Sustainable Drainage Systems (SUDS) to provide improve water quality as well as promote biodiversity and control run-off. The drainage strategy will include measures to alleviate flooding downstream on Doxey Brook and tributaries to the River Sow. Although infiltration measures, such as soakaways, are unlikely to be feasible due to the ground conditions, options to be developed will include water re-use and attenuation in ponds or swales to provide wider benefits through efficient use of resources and amenity creation.

Access and Movement

4.19 National and local policy steers development to locations which provide the opportunity to travel by non-car modes. The development area is located close to the town centre and railway station, both of which are within easy walking and cycling distance via pedestrian/cycle routes and lightly trafficked roads. At its closest point, the site is 270 metres from the edge of the town centre and 450 metres to the railway station. It lies close to significant employment within the existing town centre and Greyfriars industrial area, along with various industrial and retail premises in the Newport Road area. It also lies close to significant employment planned in the town centre in terms of new retail development and office accommodation. There are three secondary schools – King Edward VI High School, Blessed William Howard Catholic School, and Stafford Sports College in close proximity to the site. Two of which lie just south of Newport Road and are within 700 metres of the site.

4.20 There are also key bus routes from nearby Doxey Road and the A518, Newport Road, providing links to Stafford town centre, the hospital and access to the rail and coach stations. The main movement corridor through the new community will accommodate public transport, linking the new community to key destinations.

4.21 The primary vehicular access routes will be past the Castlefields development to Kingsway and Newport Road and along the Stafford Western Access Route from the existing roundabout on Martin Drive to a new roundabout on Doxey Road adjacent to the West Coast Main Line. An additional access will be provided at the western end of Doxey Road to provide connectivity with existing communities and to facilitate public transport accessibility.

4.22 The two primary access points to the development will be via A518 Newport Road and Doxey Road, the latter via construction of Section C of the Stafford Western Access Route (SWAR). This arrangement will provide good connectivity to the Strategic Highway Network and allow traffic to avoid congested town centre routes. Kingsway and Martin Drive will function as a higher order distributor road. An access route will be formed to the west onto Doxey Road, which will link into Martin Drive allowing public transport penetration into the new housing and the existing Castlefields estate.

4.23 New dedicated footway/cycleway facilities will be provided to ensure excellent connectivity to the local pedestrian and cycle network.

4.24 The design of routes will be guided by the principles in 'Manual for Streets'.

4.25 The transport and movement strategy will be developed to provide an integrated and strategic approach to transport infrastructure provision and highways improvements between all the development parcels. Travel Plans will be developed to promote and incentivise the use of alternative and sustainable means of transport. Through the design of the new neighbourhood maximum opportunity will be taken to enhance connections to key destinations both within and outside the new community including the new local centre, the countryside, the town centre and railway station by non-car modes.

4.26 The strategy is to provide sustainable transport choices and enable access to work and amenities through modes other than the car, with an aim to prioritise pedestrian and cycle movement, and the use of public transport services.

4.27 The development will be accessed by the section of the Stafford Western Access Route that runs through the site, connecting the A518 Newport Road via Martin Drive to Doxey Road. The development will facilitate the provision of this section, along with the provision of a range of sustainable transport measures to key destinations, utilising existing links such as the Way for the Millennium and providing new links.

Noise

4.28 The area lies close to both the M6 and West Coast Mainline (WCML). Both have the potential to affect the design and layout of the new community. The development strategy will seek to design out the issue of noise through locating new development in appropriate locations. Further detailed modelling will be required to inform planning applications and the overall mitigation strategy.

5. Development Concepts and Principles

Based on work to date and engagement with statutory and local stakeholders, a series of Development Principles have been developed to guide overall development of the Strategic Development Location. These principles have informed the Masterplan Framework and will guide planning applications in

terms of individual approaches and the types of development that is proposed. These principles stem from the earlier sections regarding the opportunities and constraints that have been identified and how they might influence the development proposals.

- 1. The layout of development, its density, form, massing and height will vary in response to the visual sensitivity, topography, landform and existing character of different parts of the development area allowing a balance between built and 'green areas' with a more permeable and lower density of development in the southern part of the development area nearest to Stafford Castle.**
- 2. Development of the southern portion of the development area, on the plateau above the ridgeline/false crest, will be of a lower density. There will be a careful assimilation of development here to ensure a gradual transition from the built form to a more open scene within proximity of the scheduled monument.**
- 3. A strategic landscape plan will be prepared to guide development and associated infrastructure, roads and pathways to ensure the informal integration within the existing network of fields, green corridors and strategic landscaping, with additional planting supplementing existing landscape features, hedgerows and trees. Street trees will be expected to break the appearance of roofscapes and provide a high quality street scene.**
- 4. Landscaping will be integrated with the adjacent golf course and where possible this standard golf course planting will be reviewed and adapted to help secure a more coherent and comprehensive design.**
- 5. Opportunities will be taken to retain and enhance the public right of way network to maintain connections to the Castle, town and adjacent settlements. The historic significance of the southern footpath route (processional route) should be acknowledged in conjunction with the closer and prominent views of the Castle from within the south eastern corner of the development area.**
- 6. The importance of long distance views to and from Stafford Castle and from the M6 should be recognised. From within the development area, vistas and glimpses of the Castle may be of equal importance. Key views to and from Stafford Castle should be retained and supplemented where appropriate. Development in the south east corner should ensure views are maintained from the Castle toward St Mary's Church.**
- 7. Intrusive highway infrastructure, junctions, roads and on street car parking should be avoided on the more sensitive upper slopes of the development area.**
- 8. An effective road hierarchy will provide a safe and convenient internal road layout, appropriate links to the existing highway, walking and cycle network, and provision of a frequent bus service.**
- 9. Street lighting should be designed to minimise light pollution and sky glow.**
- 10. Electricity pylons crossing the development area should be removed where possible.**
- 11. As part of the development proposals a conservation management plan for the Castle should be prepared and, where appropriate, fund improvements including the management of the surrounding woodland. At key viewpoints and open spaces interpretive material/boards may be introduced to develop an appreciation of the cultural association of the Castle and the wider historic landscape.**
- 12. Development will need to respond sensitively to existing adjoining land uses, particularly existing residential areas which abut new built development.**

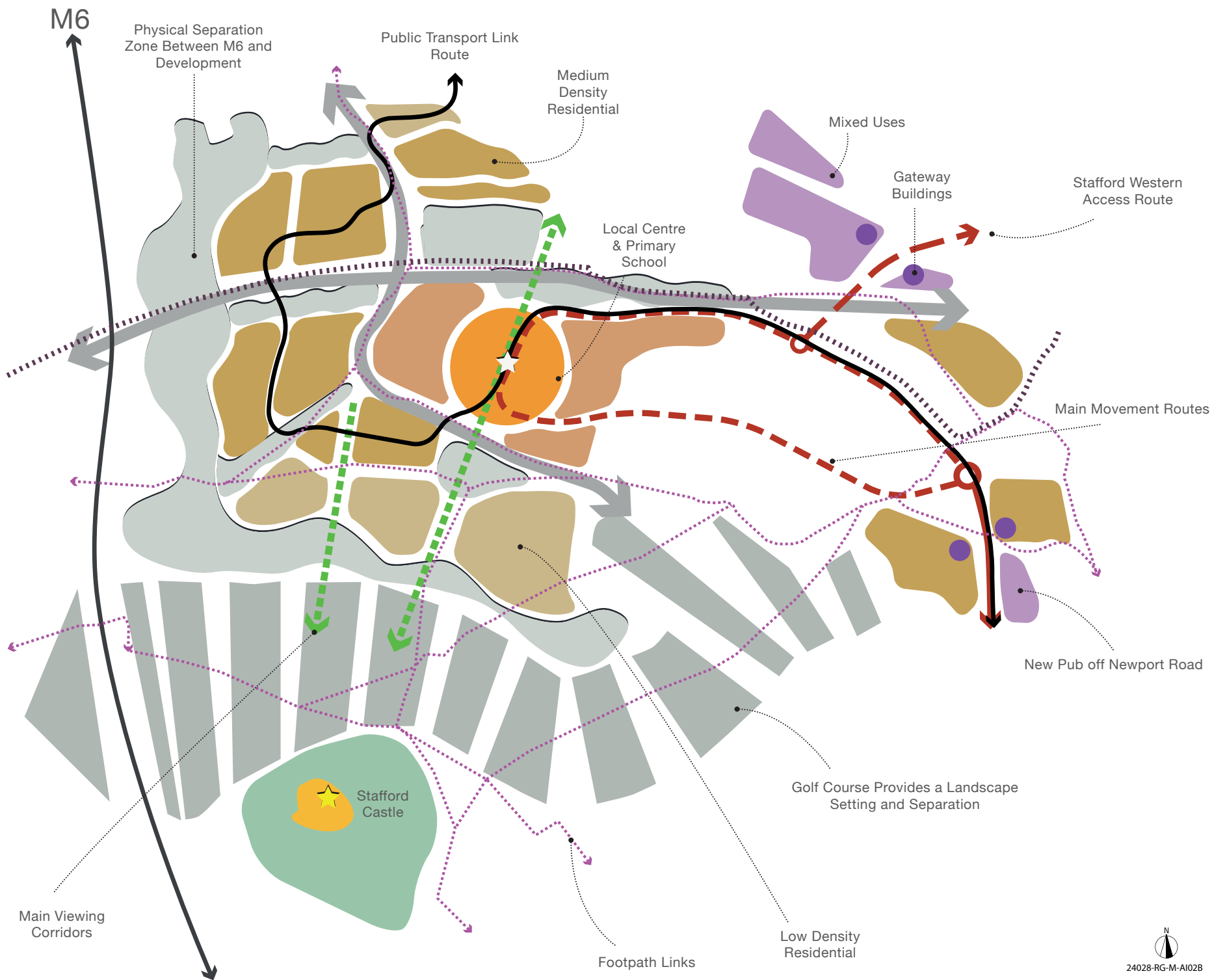


FIGURE 5.1 DEVELOPMENT CONCEPT

6. Green Infrastructure Strategy

Given the development area's location and setting, and the need to consider issues relating to Cannock Chase SAC from the outset, a series of Green Infrastructure Principles have also been developed to guide development:

- key gaps or view corridors radiating north from the Castle should be emphasised to establish serial glimpses from green spaces and development areas within and around the development area towards the Castle.
- a number of key footpath and bridle ways radiating from a central Destination Park within a connected network of green infrastructure (within and beyond the development area itself) will be reinforced with key features such as ponds and woodlands incorporated in a variety of spaces.
- a strong west-east and east-west alignment of primary routes for movement should be established, including the existing Greenway, and a parallel primary route further south.
- the key intersections of routes and green infrastructure (e.g. potential crossing points of the Greenway subject to topography/cuttings etc) should be reinforced through particular design treatment, spaces or development form.
- options for the location of the local centre including both one central to Burleyfields and others along the primary route nearer to the Greenway should be explored.
- greenspaces should be multifunctional and measures implemented within the new community to reduce any potential impacts on Cannock Chase SAC.
- the southern edge of the development area (abutting the golf course) should be punctuated with a series of green spaces running along established routes
- enhancing and utilising existing public rights of way to improve access to green infrastructure such as the Millennium Green at Derrington and Stafford Castle taking advantage of the Way for the Millennium, a key route providing access to countryside and to the town centre.

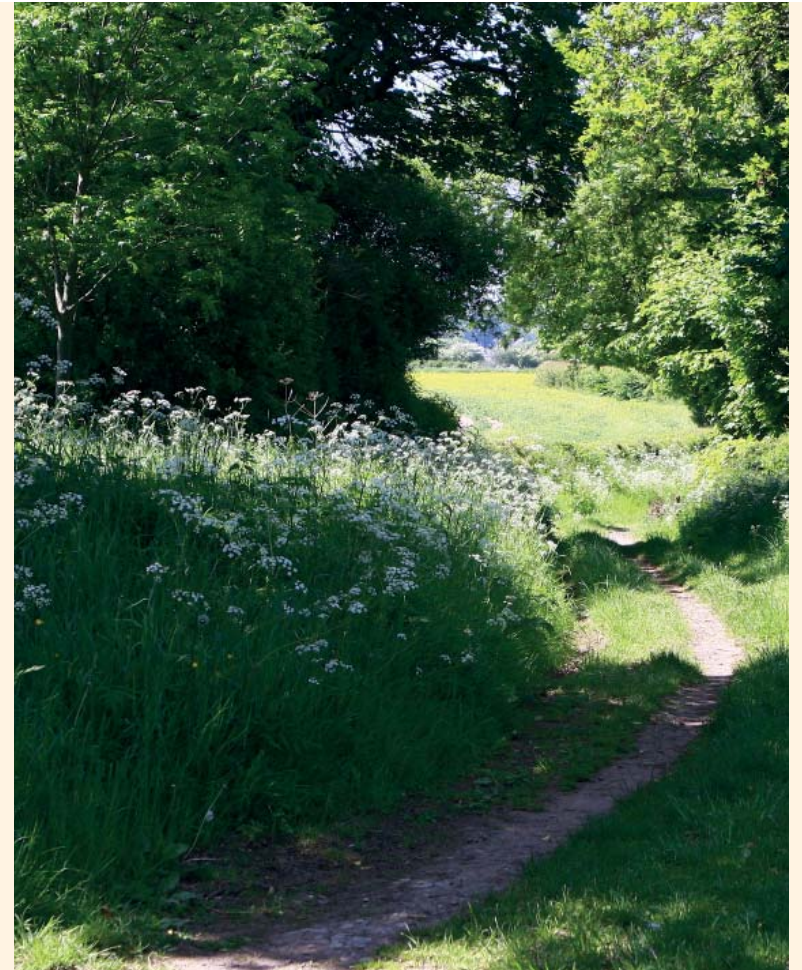




FIGURE 6.1 GREEN INFRASTRUCTURE CONCEPT

7. Masterplan Framework

Based on the constraints, opportunities and the established development principles, the illustrative masterplan framework has been designed as a new neighbourhood that is a natural extension to Stafford, sitting carefully within its landscape setting.

Land Use

- a residential-led, mixed use new community, capable of accommodating approximately 2,200 homes.
- a mix of homes providing a range of accommodation sizes, types and tenures to attract a broad and vital community. Extra care and specialist housing will also be provided close to the neighbourhood centre.
- a new primary school located in a central position, close to the existing neighbourhoods at Doxey and Castlefields, acting as a wider community resource, with an extended range of uses and opening times.
- a new neighbourhood core located at the heart of the scheme, providing a small cluster of shops, business uses, health and community facilities around a shared surface urban space.
- creation of an urban form that responds positively to existing walking and cycling routes, particularly the 'Way for the Millennium'.

Layout and Design

- connect and integrate with the existing Castlefields development, existing communities in Doxey and Rowley, and the town centre.
- ensure that new development responds appropriately to the neighbouring Castlefields estate and protects its residential amenity through separation and low density development.
- create a hierarchy of streets to help define the character of the place and improve movement as well as legibility.
- the use of perimeter blocks to create a strong, legible structure of streets and spaces.
- create a transitional low density residential zone between Mayock Crescent and Lara Close in response to local resident comments.
- create an urban form that responds positively to views of the Castle, by orientating streets and spaces to enhance the visual connection.
- retain existing trees, hedgerows and water bodies as part of wildlife corridors and a network of green spaces.
- use existing trees and landscape features to give character and maturity to the scheme by acting as focal points to areas of public open space, wherever possible.
- combine opportunities to retain existing hedgerows with opportunities to enhance visual linkages to the Castle and the strategic cycle route, by creating linear green spaces.

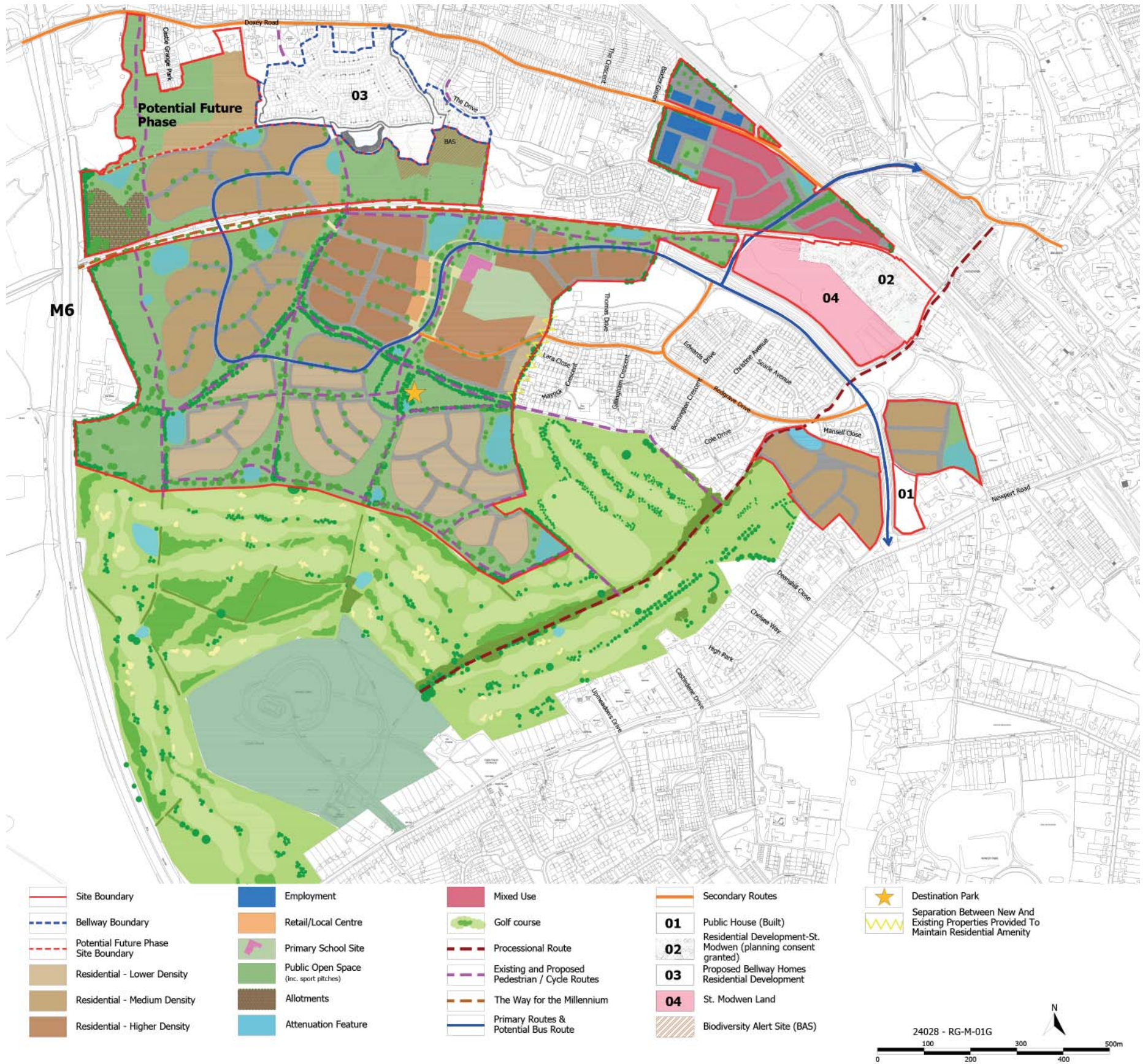


FIGURE 7.1 ILLUSTRATIVE MASTERPLAN FRAMEWORK

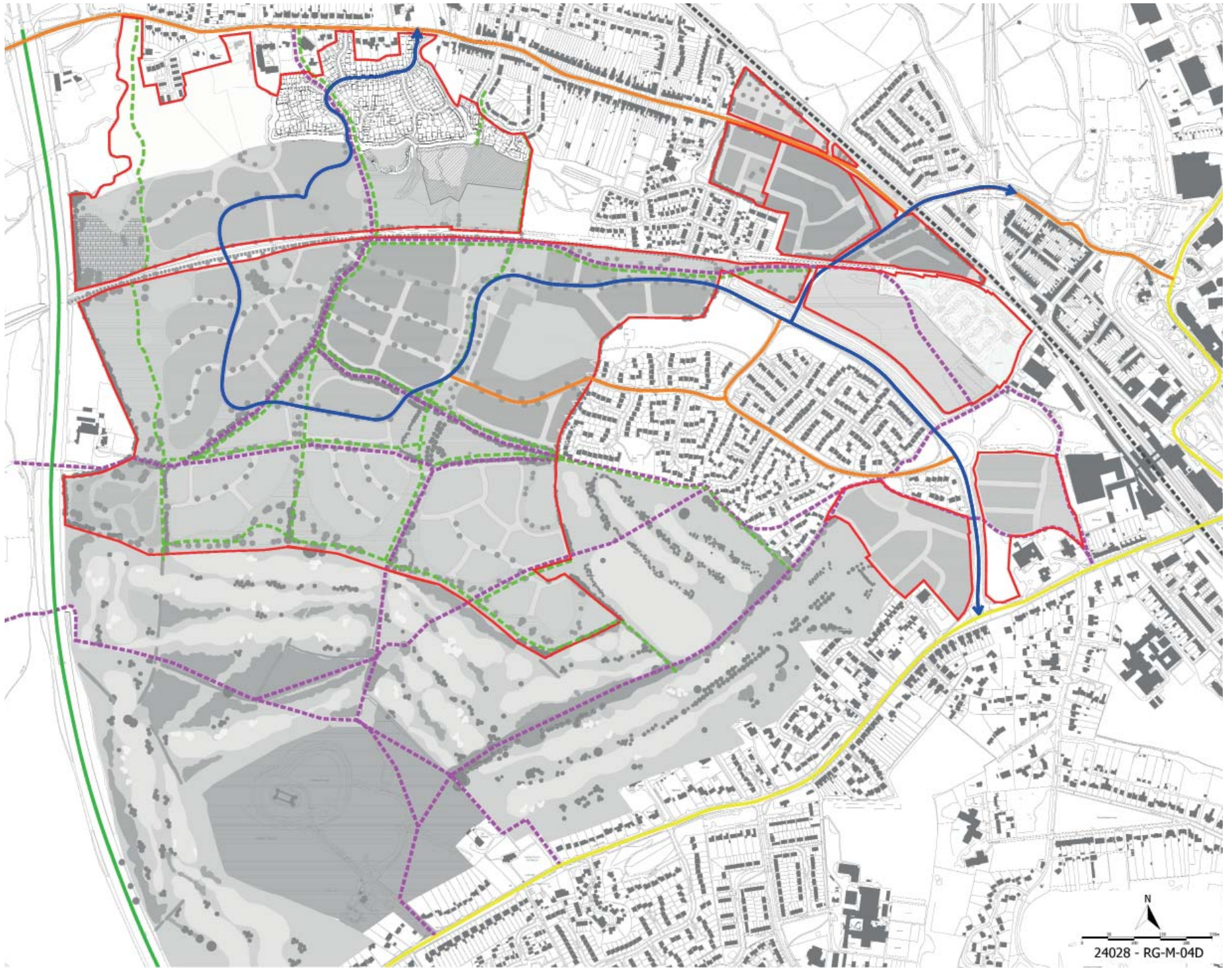
Access and Movement

- maximising walking and cycling links to the town centre and other key destinations.
- develop a primary route through the site connecting the new community to the town centre via Newport Road, Doxey Road and to Doxey.
- develop a hierarchy of streets to reflect their role and function including secondary routes, and to respond to the character of individual areas within the new community.
- links to the existing pedestrian and cycle network through the development site:
 - to and along the Stafford Western Access Route (Martin Drive to Doxey Road)
 - to and along The Millennium Way (NCN55)
 - to and along Castle Street, linking to the rail station and town centre
 - east to the existing Castlefields estate and through to Kingsway and Newport Road
 - north to Doxey
 - west to the countryside
- enhanced connections to the Way for the Millennium cycle and foot path.
- opportunity to improve the Way for the Millennium with natural surveillance and potential to incorporate it into the landscape and public realm strategy.
- recognising the historic (as well as amenity) value of the local footpath network, the framework seeks to retain, but also augment routes where possible and, in the case of the processional route across the golf course, serves to address its long standing and ongoing degradation.
- a new bus route, or extension to an existing service to run in a loop through the scheme, ensuring every home is within 5 minutes walk of a bus stop.

Built Environment and Integrated Landscape

- to respond positively to the design opportunities presented by the quality of the built heritage and natural environment.
- protect areas of potential archaeological interest.
- use the design process to mitigate the impacts of Climate Change.
- axial vistas radiate from the south, connecting views from the ridgeline down the slope towards the Golf Course and Castle beyond.
- streets generally run along the contours to make an easy environment for walking and cycling.
- develop a network of multifunctional green infrastructure including a Destination Park for recreation, enhancing biodiversity and sustainable drainage.
- maximise the potential for sustainable drainage system to slow down surface water run-off, reduce the risk of flooding, to improve water quality, and create new habitats for wildlife.
- green corridor created along existing Public Rights of Way (PRoW) enclosed by a double hedgerow and mature trees, with planting along the ridge intensified to create a green backdrop to the scheme.
- a wooded eastern edge which sensitively responds to the habitats provided by the trees and pond adjacent to the development area boundary.

- a number of green avenues/corridors acting as linear parks providing easy access to green space and recreation opportunities filtering views by creating a cascade of tree and roof line.
- linear parks acting as legible connections to the local centre and primary school, existing foot and cycle connections including the Way for the Millennium, and walking links to the town centre and railway station.
- along the southern edge a sequence of green open spaces will connect the area's landscape network with the Golf Course and surrounding ecological resources. These parks will also provide a green foreground to development, softening views from the local surroundings.
- formal play provision including sports pitches provided at varying points around the new community.
- to create a hierarchy of streets of differing purposes.
- creation of a series of Character Areas through the design process to respond to the circumstances of the site and to create a varied form of development and urban structure to respond to characteristics of the site, with higher densities around the public transport route, the local centre and close to the existing urban edge, with lower densities along the southern edge of the site near the Castle.



Legend









 Site Boundary	 M6
 Primary Routes and Potential Bus Route	 Railway Line
 Public Right of Way	 Existing Main Road
 Pedestrian and Cycle Routes	 Secondary Route

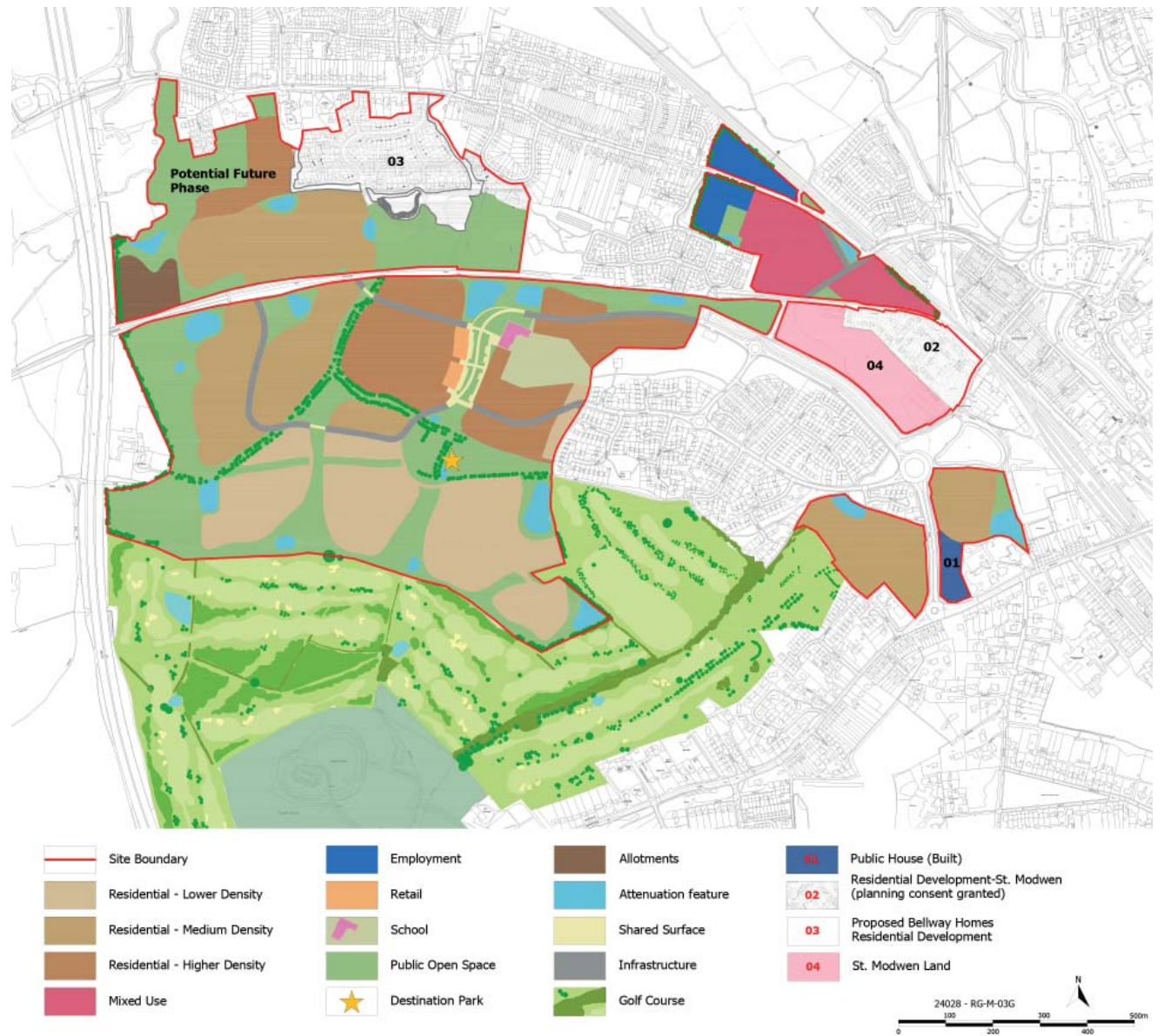
FIGURE 7.2 ILLUSTRATIVE MOVEMENT FRAMEWORK

8. Land Use Plan

8.1 The land use plan identifies the broad, overall distribution of land uses across the Strategic Development Location (SDL). These include residential, employment and retail uses together with public open space, playing fields and a primary school.

8.2 The land use plan also shows potential density of residential areas, with higher density areas being closer to the existing built-up area of Stafford. Densities then decrease at the southern most parts of the development area to respond to and protect the setting of Stafford Castle.

8.3 Employment/mixed use areas are located adjacent to the railway line on the north western edge of the SDL. The plan also shows water attenuation features across the development. The exact locations of these will be informed by detailed drainage strategies that will accompany future applications.



Area	Ha	Ac
Residential - Lower Density	14.09	34.82
Residential - Medium Density	19.67	48.59
Residential - Higher Density	12.61	31.17
Mixed Use	4.59	11.34
Employment	2.16	5.33
Retail	0.36	0.89
School (2 Form Entry)	1.93	4.77
Public Open Space	30.73	75.93
Allotments	1.54	3.80
Proposed Attenuation Pond	3.70	9.14
Shared Surface Area	0.68	1.69
Infrastructure	2.44	6.04
01. Pub Site (Built)	0.67	1.65
02. Residential Development St. Modwen	2.84	7.01
03. Proposed Bellway Homes Residential Development	7.68	18.98
04. St Modwen Land	4.03	9.95
Total	109.72	235.18

FIGURE 8.1 LAND USE PLAN & SCHEDULE

Implementation Strategy

8.4 The new neighbourhood will be developed over a number of years, through a series of planning applications. Development is expected to commence on the area south of Doxey Road. An early application is also anticipated on the Rugby Club land in order to facilitate the relocation of Stafford Rugby Club. It is expected that the first new homes will start to be delivered from 2015 onwards.

8.5 The timely delivery of infrastructure, from roads to services to open spaces to community facilities is critical to the success of the new neighbourhood. The local plan identifies the social infrastructure to be delivered as part of the new neighbourhood, including a new Primary School. The new School is considered a vital component of the new neighbourhood and is identified in the illustrative masterplan as located within the heart of the local centre. In order to meet education needs in the short term some additional capacity will be required at Doxey Primary School to accommodate needs arising from the first phase of development south of Doxey Road. Early

delivery of the 2 FE primary school is a priority, and the developers and landowners will work with the Councils to facilitate early transfer of land to enable the County Council to deliver the school. To meet the primary education needs of the remainder of the development (approximately 2,000 homes) a 2 FE primary school will be required, with the provision of infrastructure and common areas for the primary school next to the local centre, together with sufficient classrooms for the first 1 FE on the occupation of the 250th dwelling beyond the first phase of development south of Doxey Road for 170 homes, subject to delivery by the County Council. A further ½ FE of accommodation will be available for use on the commencement of the 500th dwelling beyond the first phase of development, and the final ½ FE of accommodation available for use on the commencement of the 1,000th dwelling beyond the first phase of development.

8.6 The new neighbourhood centre will be required at completion of 1,000 new houses. It will make provision for new retail facilities and make land available to accommodate community facilities.

8.7 Section C of the Stafford Western Access Route will also need to be provided in conjunction with the early phases of housing, which will be available for traffic to use after the first 400 houses have been completed. The County Council's current programme indicates that Section A and B of the Stafford Western Access Route (A34 Foregate to Doxey Road), which are publicly funded, will be delivered by 2018.

8.8 In terms of sport and recreation provision the Destination Park will need to be open and available for community use after 1,000 new houses have been occupied together with outdoor sport pitches, which may be provided as part of the primary school infrastructure so would be available earlier in the scheme.

8.9 Specific triggers for the timing of the delivery of infrastructure will be established through the planning application process and infrastructure phased with the delivery of new homes and businesses. New infrastructure is likely to be secured through S106 and S278 agreements between landowners, developers, the Borough and County Councils in consultation with relevant stakeholders and infrastructure providers.

9. Planning Applications

9.1 Planning applications will be guided by the principles and issues identified in this masterplan framework document. The framework is based on information currently available. As further work is undertaken, elements of the new community may need to evolve and change. The masterplan framework is intended as a flexible document to guide further work and ensure a coordinated approach. Planning applications will need to be accompanied by a number of technical reports. Depending upon the scale of development within any application, the following may be required:

- 1 Affordable Housing Statement
- 2 Air Quality Assessment
- 3 Biodiversity Survey and Report
- 4 Economic Statement
- 5 Environmental Statement/Environmental Impact Assessment
- 6 Flood Risk Assessment and Drainage Strategy
- 7 Heritage Asset Statement
- 8 Land Contamination Assessment
- 9 Landscape Assessment
- 10 Noise Assessment
- 11 Open Space Assessment
- 12 Planning Obligations Heads of Terms
- 13 Statement of Community Involvement
- 14 Transport Assessment
- 15 Travel Plan
- 16 Tree Survey/Assessment
- 17 Habitat Regulations Assessment

10. Appendix 1: Extract from Plan for Stafford Borough, Policy Stafford 3

Within the area West 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 2,200 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 bedroomed properties;
- ii. Provision to meet the needs of an ageing population through new extra care and specialist housing provision close to Stafford town centre;

Design

- iii. The development takes place on a 'neighbourhood' approach with the provision of a mix of uses including local retail facilities, public open space, social and physical infrastructure, a primary school, and a community building including provision for a library service and health facilities;
- iv. New small-scale employment areas providing a total of 5 hectares of new readily available land incorporated into new housing development areas;
- v. The development will be based on using sustainable construction methods in the context of Policy N2;

Environment

- vi. A comprehensive drainage scheme will be delivered to enable development of the Strategic Development Location which will include measures to alleviate flooding downstream on Doxey Brook and tributaries to the River Sow;
- vii. The development will deliver a proportion of on-site renewable or low carbon energy solutions including associated infrastructure in the context of Policy N2;
- viii. The high quality of the historic environment in this area must be taken into account and the significance of relevant heritage assets be protected and enhanced, including the setting of Stafford Castle and sight lines to St Mary's Church in Stafford town centre;
- ix. Protect nature conservation interests including Doxey Brook & Burleyfields BAS (Biodiversity Alert Site) and Doxey Marshes SSSI;
- x. 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;
- xi. Provision of a network of multi-functional green infrastructure taking into account existing on-site features, such as hedgerows, tree lines, drainage ditches, archaeological remains, culverted watercourses traversing the site and Public Rights of Way with play areas and green corridors allowing wildlife movement and access to open space.

Transport

- xii. 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 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 A518 Newport Road and its roundabout;
- xiii. Support delivery of the Western Access Improvements and associated transport improvements, specifically providing phase 1 from Martin Drive to Doxey Road;
- xiv. There will be an interconnected network of streets serving the development producing discernible and distinctive neighbourhoods and places integrated and linked to existing areas, taking into account the existing Rights of Way network;

Infrastructure

- xv. Link from Martin Drive spine road to Doxey Road with potential upgrade to railway bridge required for the development west of Stafford as part of the Stafford Western Access Improvements, together with new or enhanced bus routes as well as cycling & walking links to existing routes to the town centre and other key destinations;
- xvi. Suitable Alternative Natural Greenspace (SANGS) required through on-site/off-site provision/ management at Cannock Chase;
- xvii. Electricity connections and sewage capacity improvements required to meet additional housing development;
- xviii. A new primary school will be provided, and financial contributions to support additional capacity with new provision at existing secondary schools;
- xix. Creation of a new destination park for children's play areas and multi-use games areas in association with SANGs requirement if provided on-site;
- xx. Standard telecommunication connections will be provided to link to the Stafford exchange enabled with Superfast Fibre Access Broadband;
- xxi. Primary health care provision delivered by increased capacity through master planning.

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

