



21st July 2021

The Planning Strategy Team
Stroud District Council
Ebley Mill
Stroud, GL5 4UB

Sent via email.

3rd Floor
Regent House
65 Rodney Road
Cheltenham
GL50 1HX

01242 230066
www.ridge.co.uk

Dear Sir/Madam

Representation to the Pre-Submission Draft Stroud Local Plan for Publication (Regulation 19) in response to draft Core Policy CP2.

The following representation has been made by Ridge and Partners LLP on behalf of our client in response to the Pre-Submission Draft Local Plan for Publication (Regulation 19) public consultation, who is the promoter of Moreton Valence Growth Point. Specifically, this representation comments upon draft Core Policy CP2.

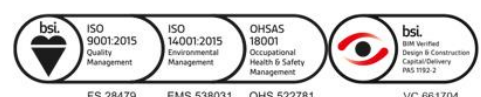
Moreton Valence Growth Point was previously submitted to the Council in respect of their Local Plan Review, Draft Plan Additional Housing Options (AHO) public consultation undertaken between 21st October 2020 and 16th December 2020, referred to as Moreton Valence Growth Point. However, following the Government’s announcement to not proceed with the changes proposed to the standard housing methodology, the Council did not require additional sites to come forward. Notwithstanding this, the Council’s AHO document considered Moreton Valence as a potential growth point for the District, with the potential to deliver *“up to 1,500 dwellings, employment land, local centre, primary school, community facilities and open space.”* There is also opportunity to develop land immediately west of the site to come forward as a subsequent phase for 2,500 new homes, equating to a total of 4,000+ new homes.

The following representation seeks to address whether the draft Local Plan (LP) meets the test of soundness as identified at Paragraph 35 of the NPPF, having regard to part d) which requires plans to be consistent with national policy, enabling the delivery of sustainable development in accordance with the policies in the NPPF.

The draft LP at Chapter 2 refers to the overall strategy for development up until 2040 with its vision to continue to be a living, modern and innovative District. With its role to allocate future development, the draft LP identifies several strategic locations for growth as well as a number of smaller sites for future growth, seeking to deliver at least 12,600 new dwellings and 79 hectares of employment land across the plan period.

A review of the draft allocated sites for development has been undertaken and whilst we support a number of these, including the development of Sharpness (ref. PS36) and the ‘Eco-Park’ (ref. PS20), it is considered the draft LP has missed the opportunity to allocate other sites within the District that are more sustainable in terms of their location and the sustainability credentials their development could bring to the area, helping the Council to become carbon neutral by 2030 as required by draft Core Policy DCP1.

The Moreton Valence Growth Point sits immediately south of Quedgeley and would form a logical extension to proposed allocations ref. G1 ‘South of Hardwicke’ and ref. PS30 ‘Hunts Grove extension’ as well continuing the built



form allocated immediately east of the site at Javelin Park (ref. PS43). Consequently, its development will be in close proximity to a range of existing services and facilities and employment opportunities within Quedgeley and beyond into Gloucester, as well the delivery of services, facilities and employment development proposed South of Hardwicke, Hunts Grove and at Javelin Park. Moreover, the opportunity to be able to deliver a development of this scale in this location will help support the delivery of allocations within Gloucester's Rural Fringe, endorsing the Council's proposed development strategy.

The sustainability credentials attached to the future development of Moreton Valence set this site apart from some of the other allocations in the Plan. Moreover, this would be the only allocation that would benefit from a district heating system that would be generated from utilising the surplus heat from the incinerator from the adjoining Energy from Waste Facility at Javelin Park. The ability of achieving this has been demonstrated through the undertaking of several technical studies which the Council are aware of and accept. The ability to connect to a district heat network reflects the Government's aims to be carbon neutral by 2050, who state¹:

"It is estimated by the CCC² that around 18% of UK heat will need to come from heat networks by 2050 if the UK is to meet its carbon targets cost effectively."

Clearly supporting a development that has the ability to significantly reduce the amount of fossil fuels will help secure the Council's aim of becoming carbon neutral by 2030, ahead of the Government's aim. Consequently, the delivery of such a development will represent an exemplar in sustainable living and innovation, being one of the first of its kind that Stroud District will be able to deliver.

Aside from the above, the Moreton Valence Growth Point aims to incorporate community renewable energy schemes and reduce congestion and pollution through encouraging alternative transport options to the private car. The proposals will also seek to integrate and encourage live and work by delivering a range of services and facilities, and employment opportunities on site, and provide biodiversity enhancements and significant net gains through the retention of existing green corridors and the incorporation of green, ecological open spaces and additional landscaping.

Taking all the above into account, it is considered the draft LP could be more consistent with national planning policy and support both the Council's and the Government's ambition to achieving a carbon neutral future by including the Moreton Valence Growth Point, as a more sustainable development option. Allocating such a site will reflect the sustainability credentials founded at other proposed allocations within the draft LP, such as Sharpness and the 'Eco-Park' at Junction 13 of the M5, resulting in a LP that is at the forefront of delivering a carbon neutral future by 2030.

Therefore, in order to be fully consistent with national policy and ensure that the draft LP reflects a development strategy that achieves the delivery of the upmost sustainable development possible we would respectfully request that Moreton Valence Growth Point is considered as a proposed allocation for development. **Appendix 1** attached to this representation includes a Vision Document prepared for its promotion.

Following this, we would contend that the draft LP meets the soundness tests as set out at Paragraph 35 of the NPPF.

We respectfully request this representation is considered favourably by the Inspector.

¹ Government Guidance on Heat Networks (last updated 19th March 2021).

² Climate Change Committee.

Yours sincerely



Senior Planner
For Ridge and Partners LLP

APPENDIX 1

Moreton Valence Growth Point Vision
Document



Moreton Valence

GROWTH POINT

RIDGE

Ridge and Partners: Civils, Planning, Transportation
Mike Davies Landscape Architects and Masterplanners
Cotswold Archaeology
Ecological Planning & Research (EPR)
Acoustic Consultants Ltd

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- Addressing Climate Change
- Integrated landscape – delivering a web of green infrastructure
- Biodiversity enhancements
- Movement – a well-connected and integrated place
- Creating a townscape character
- Supporting health and well being
- Employment skills and learning opportunities
- Creating great buildings

7.0 DELIVERABILITY AND THE NEXT STEPS

“We are creating a network of Parkland Villages that are exemplar in sustainable living and innovation, with infrastructure in place from the outset.”

1 INTRODUCTION

- 1.1 This document has been produced in support of the promotion of the Moreton Valence growth point, which was originally submitted to Stroud District Council in respect of their Local Plan Review, Draft Plan Additional Housing Options (AHO), Public Consultation undertaken between 21st October 2020 and 16th December 2020.
- 1.2 The Council’s preferred strategy and sites for distributing development within the District was set out in the Draft Local Plan which was consulted on in November 2019.
- 1.3 The AHO Public Consultation was held in response to the Government’s announcement in August 2020 which proposed legislation to change the way in which the government would calculate the housing requirement for each local authority, and which would have led to an increased housing requirement for Stroud District. However, on the 16th December 2020 the Government announced that they would not proceed with the specific changes to the standard method that were consulted upon.
- 1.4 Notwithstanding this, the Council’s AHO document considered Moreton Valence as a potential growth point for the District (ref. PGP2), with the potential to deliver “up to 1,500 dwellings, employment land, local

centre, primary school, community facilities and open space”. We also wish to highlight to the Council that land immediately to the West of the site, referenced as Phase 2, is available for future growth to come forward as a subsequent phase of development post 2040. If the Council felt that this site was suitable and appropriate, it would constitute a suitable and sustainable growth site to be included in the Local Plan and this document demonstrates how it would also substantially improve the sustainability of the District and help address the climate change emergency that is currently upon us. For clarity, Phase 2 does not form part of the current promotion of the Moreton Valence site but would be a logical expansion of growth that could be included in subsequent phases of the Local Plan, thereby allowing planned growth within the District beyond 2040 that would allow the growth of the sustainable infrastructure created in first phase and equally take the anxiety out of where future growth in the District would go. Figure 1 indicates the extent of the site which is the subject of this Vision Statement in addition to demonstrating the area available to come forward in 2040. Figure 2 illustrates the masterplan for this Vision Statement and includes the area available to come forward in 2040.

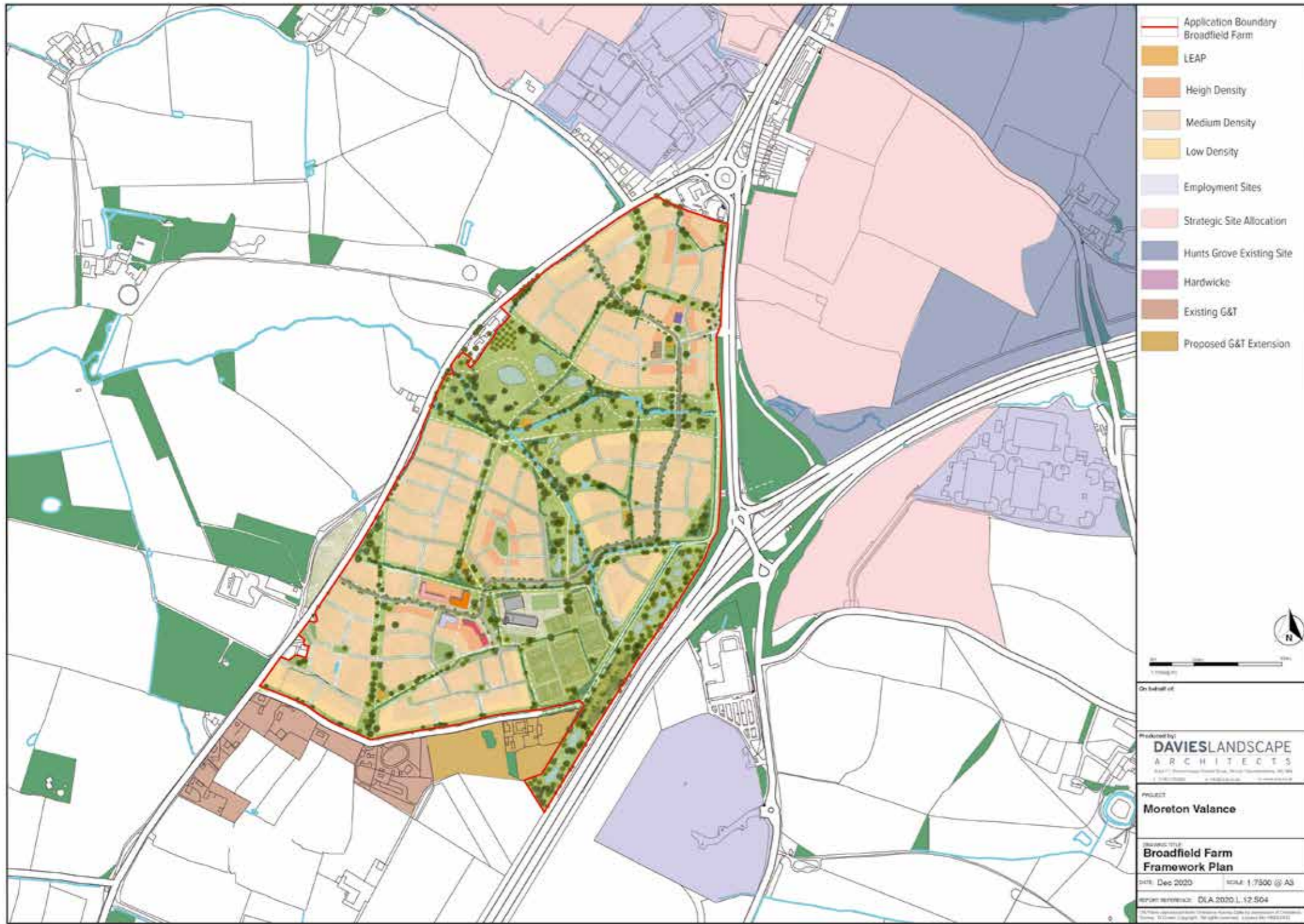


Figure 1: Framework Plan

1.5 The AHO confirmed that the land subject of PGP2 includes several separate and overlapping sites known as Sites HAR006, HAR007, HAR015 and HAR016. Figure 1 overleaf provides an extract of the map from the AHO detailing the location of the HAR sites.

1.6 The AHO confirmed that:

“Whilst a number of sites in Moreton Valence/Hardwicke area have previously been assessed on an individual basis, there may be potential for some or all of the sites to be combined and for additional small sites to be found, in order to form a cohesive growth point in the north of the District.”

1.7 As such, we consider this site should be looked upon favourably by the Council as a potential allocation for a mixed-use development within their Local Plan Review. As set out in this Vision Document, the development of Moreton Valence will integrate innovative sustainable and energy efficient measures, setting it aside from other proposed allocations within the emerging Local Plan. Specifically, its development provides the opportunity to incorporate a district energy system linking to the Gloucestershire Energy from Waste Facility located opposite the site across from the M5. Fuelling the

development in such a way will significantly reduce its rate of CO2 emissions long-term, a cost-effective and energy efficient solution for the future consumers of the site, and a key ambition of the UK Government to implement to achieve an 80% reduction in carbon emissions by 2030.

1.8 Overall, this Vision document sets out the background, rationale and vision for the proposed development of a new growth point at Moreton Valence which incorporates 1500 dwellings, employment land, local centre comprising local retail provision, renewable energy initiatives, primary school, community facilities and extensive green infrastructure including open space. It sets out a vision of a new growth point at Moreton Valence that is exemplar for modern day living with a prime focus on promoting a more sustainable and inclusive form of community living for future generations. The vision demonstrates neighbourhoods which significantly reduce carbon output and seeks transformational change in the way we live; it reduces our reliance on movement by the private car, creates a self-contained development where people can both live and work within the same community, creates a green and sustainable infrastructure from the outset and

creates a sustainable growth point that has the ability to be expanded beyond the proposed plan period (2040).

- 1.9 This is a flexible proposal, capable of responding to the low carbon agenda for Stroud District Council (SDC) as well as providing a strategy for meeting local housing and employment needs that SDC and Gloucestershire County Council (GCC) wishes to pursue.
- 1.10 We are committed to working in partnership with SDC, its stakeholders and the local community through extensive engagement and consultation to deliver a comprehensive and holistic masterplan for Moreton Valence as an exemplar sustainable development that delivers social and economic prosperity for Stroud as well as significant environmental benefits.





2 THE VISION

- 2.1 The Vision Statement for Moreton Valence has been strongly influenced by the need to achieve a zero carbon agenda by 2030. In order to achieve this, the design of development within the vision document has aimed to bring about transformational change in the way we both live and work.
- 2.2 The proposed development strategy has also been influenced by detailed studies of the site to understand the opportunities for development as well as potential constraints.

Key Principles

- 2.3 The following 8 key principles is a product of the research undertaken by the professional design team. These principles articulate the type of place Moreton Valence should be.
- Addressing Climate Change
 - Integrated landscape
 - Biodiversity enhancements
 - Movement – a well connected and integrated place with less reliance on the private car
 - Creating a townscape character
 - Supporting health and wellbeing
 - Employment, skills and learning opportunities
 - Creation of great buildings



2.4 The vision for the proposed growth point is therefore to create a collection of high-quality self-contained neighbourhoods with community at its core. It will be an exemplar of modern living, being a well-connected, vibrant and inclusive community. The vision is to deliver a self-sustaining development with a strong sense of place, whilst taking advantage of its unique location and connectivity to nearby centres such as Hardwicke, Stonehouse and Gloucester.

2.5 The proposed development will deliver a number of land uses, which will be set within a strong landscape framework, providing integration with the wider landscape. This landscape framework will incorporate three parkland villages to establish local identity, placemaking and legible townscape.

2.6 Multifunctional Green Infrastructure will provide landscape and biodiversity benefits whilst providing pedestrian and cycle links through the site. The new settlement will be designed to be inclusive of all users, encourage environmentally sustainable travel choice and promote healthy lifestyles.

2.7 Our emerging proposals and vision will be refined in collaboration with SDC and through stakeholder and community engagement to ensure they respond to local aspirations and deliver a community of which local people can be truly proud.

2.8 The Moreton Valence community will be pushing the boundaries of sustainability in order to deliver a settlement that is genuinely design led which responds to the rapidly changing way in which we now want to live and work. One of the main objectives is to build a settlement that focuses on people and the way in which they will choose to live in the future. This will be pulled together with the national agenda to reduce our carbon output.

2.9 The development is not designed for or around the car, seeking instead to emphasize community and living more sustainably. Direct car routes are substituted by a network of personal transport linkages throughout the development that make it more convenient to either walk, cycle or use other modes of personal transport to obtain access to the employment and community facilities on site. It is therefore designed for behavioural change in the way we travel.





3 PLANNING POLICY CONTEXT

Stroud District Local Plan

3.1 The Stroud District Local Plan (SDLP) was formally adopted by the Council on 19th November 2015 and sets out the strategy for development in the District until 2031. The Council has is currently reviewing the adopted Local Plan to ensure it remains up to date and can meet future needs up to of 2040. The first stage was an Issues and Options public consultation, which took place during autumn 2017. A second public consultation on the Emerging Spatial Strategy ran from 16th November 2018 until 18th January 2019, and then following this a public consultation on the Draft Local Plan took place from 20th November 2019 until 22nd January 2020.

3.2 Most recently, a public consultation was held between 21st October 2020 and 16th December 2020 in respect of the Stroud District Local Plan Review Additional Housing Options Consultation. This consultation was undertaken in response to the Government's announcement in August 2020, proposing a revision to their standard methodology for housing which required each local authority to deliver additional housing, including Stroud District. However, on the 16th

December 2020 the Government announced that they would not proceed with these changes. Nevertheless, the consultation demonstrated that Moreton Valence would provide a suitable and sustainable growth point within the District and would have the potential to enhance the District's ambition to move towards a carbon neutral agenda more quickly.

National Planning Policy Framework

3.3 The NPPF confirms that the purpose of the planning system is to contribute to the achievement of sustainable development. Achieving sustainable development means that the planning system has three overarching objectives; economic, social and environmental, all of which are interdependent and need to be pursued in mutually supportive ways. Plans and decisions should apply a presumption in favour of sustainable development.

3.4 The NPPF confirms at para 72 that the supply of large numbers of new homes can often be best achieved through planning for larger scale development, such as new settlements or significant extensions to existing villages and towns, provided they are well located and designed, and supported by the necessary infrastructure

and facilities. Emphasis is placed upon the need to work with the communities and authorities to ensure that;

1. Consideration is given to the opportunities presented by existing or planned investment in infrastructure, the area's economic potential and the scope for net environmental gains.
2. Ensure that their size and location will support a sustainable community with sufficient access to services and employment opportunities either within the development itself or in nearby larger towns to which there is good access.
3. Set clear expectations for the quality of the development and ensure that a variety of homes to meet the needs of different groups in the community will be provided.
4. Make a realistic assessment of the likely rates of delivery, given the lead in times for large scale sites.

Hardwicke Neighbourhood Plan

- 3.5 The northern part of the site falls within the Hardwicke Neighbourhood Plan area.
- 3.6 We will be working closely with Hardwicke Parish Council whilst also collaborating with members of the public. We will ensure that members of the community will have the opportunity to air their views and influence the proposal to ensure that the proposed development evolves as a consequence of inclusive and effective communication.



4.8 Figure 2 identifies the services and facilities within 1km of the site.

A Strategic Location

4.9 The site will deliver new knowledgeable intensive employment opportunities that will be centered around the development of a 'Growth Hub'. The development will also deliver 1,500 dwellings, local centre, primary school, community facilities and open space. The first phase of development will lay down the sustainable infrastructure including the network of cycle and personal transport paths, the green energy to heat and power the new site and the green corridors that will link up the new neighbourhood with the employment, transport hub and commercial centre. This infrastructure can then be logically expanded to ensure that subsequent phases of development will also enjoy the same sustainable benefits as the first phase. The first phase of development will also provide all necessary social infrastructure including a primary school, a commercial centre, a transport hub and key services.

4.10 Growth point therefore offers the opportunity to deliver sustainable growth for the District on a site which is relatively free from constraints and is within a sustainable location. A development of the size proposed offers the opportunity to deliver a genuinely mixed community with a range of different house types that will be both affordable and attractive. Furthermore, the growth point provides the opportunity for land uses and infrastructure to be developed in an integrated and co-ordinated manner.

4.11 Figure 3 indicates recent growth at Huntsgrove and other strategic site allocations.

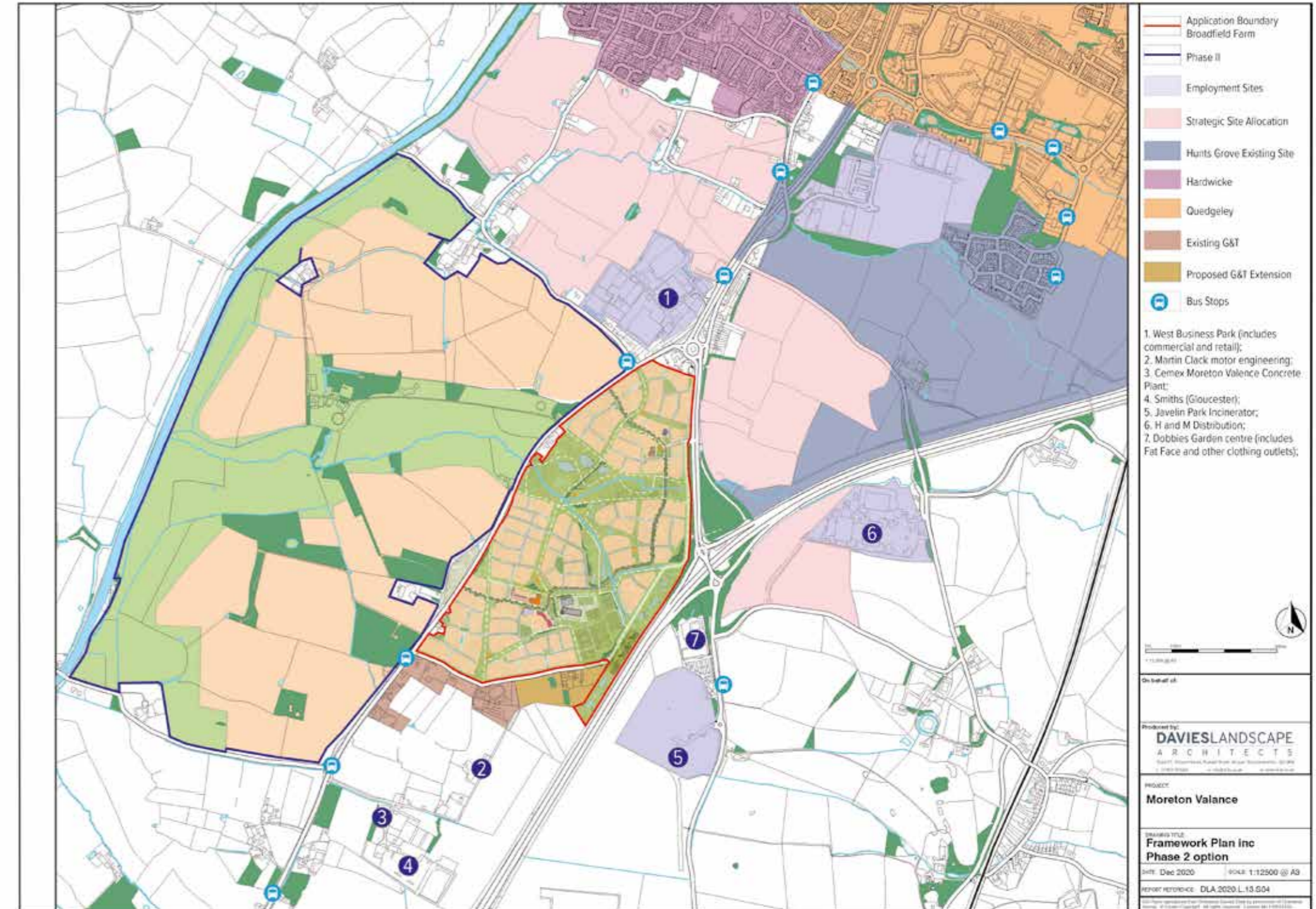


Figure 3: Strategic Plan

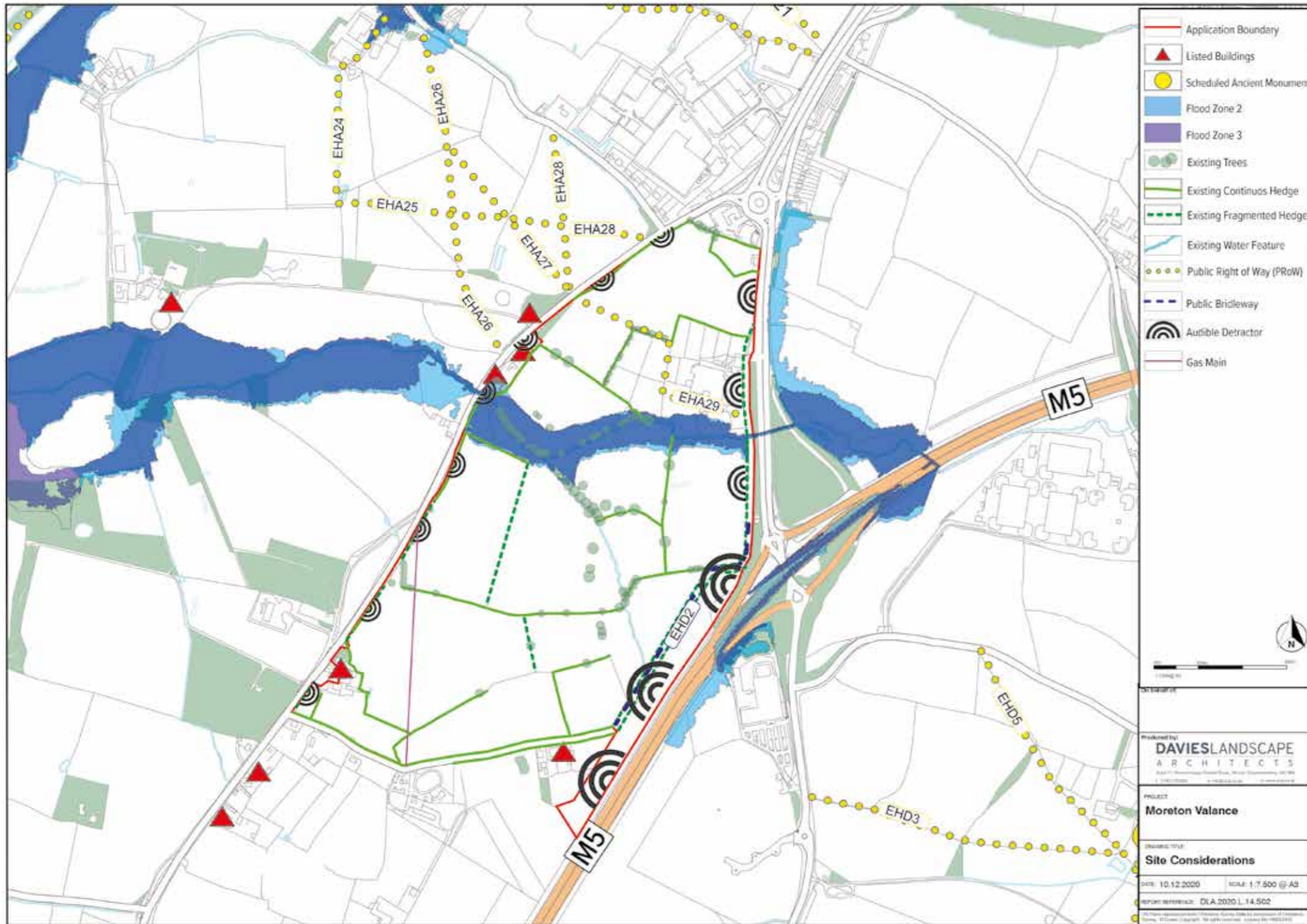


Figure 4: Site Considerations Plan

Site Considerations

4.12 Working with the opportunities and constraints presented by the site provides a framework for the development. Some of these key features are indicated in a plan at Figure 4, 5, 6 and 7.

Opportunities

- Areas of land within Flood Zones 2 and 3 which have the potential to make a positive contribution to green infrastructure, open space and habitat creation/enhancement
- Existing hedgerows and treelines can create opportunities for green corridors
- Existing employment areas can be linked to housing and other facilities with green walking and cycling routes
- New employment can take advantage of the good links to the M5 motorway
- The A38 provides the opportunity for good public transport connections to the facilities and services provided within Quedgeley, Hardwicke, Stonehouse, Gloucester and other settlements beyond. Bus services currently link the site with these settlements in addition to a number of the surrounding villages.

Flooding and Drainage

- 4.13 A review of OS mapping suggests that inland rivers ditches are present within the site boundaries.
- 4.14 Based upon EA mapping, the majority of the site is situated within Flood Zone 1 and therefore at low probability of flooding from Main Rivers and the sea. Only the northern area of the site is shown to lie within Flood Zone 2/3 and therefore at medium to high risk.
- 4.15 The M5 generally provides a barrier to surface water flows from the east however, there is a small area of land between the M5 and Hiltmead Lane which flows across on to the site which will need to be considered when designing the surface water drainage.
- 4.16 There is also an area of surface water ponding in the west of the site where the site meets the A38.

Noise

4.17 The development noise and vibration constraints relate to the road traffic noise along the M5 and the A38. A detailed review of these noise constraints will be considered at planning stage, supported by noise and vibrations surveys on the development site. The development will aim to mitigate noise and vibration to a minimum to ensure adverse impacts on residential amenity and the school are not affected.

4.18 The development will be designed with Good Acoustic Design in mind, following the requirements of the National Planning Policy Framework (NPPF), ProPG: Planning and Noise Professional Practice Guidance on Planning and Noise (ProPG), British Standard 8233:2014, Building Bulletin 93 (BB93) and local guidance. For the commercial use, noise limits will be set based on British Standard 4142:2014+A1:2014 (BS4142), to ensure the commercial use will not adversely affect the proposed and existing sensitive receivers in the area.

4.19 A detailed model will be completed by Acoustic Consultants Ltd based on the survey results and site layout which will look to demonstrate that with a suitably designed site, the noise and vibration impact can be

mitigated to within the limits of the above mentioned documents. Acoustic Consultants Limited initial review indicates that this should be achievable with standard building construction techniques and well-planned site layout.

Heritage and Archaeology Considerations






4.20 The site includes two Grade II Listed Buildings, Road Farm and Broadfield Farm. Several other Listed Buildings of varying grades are also located within the surrounding area. No other designated heritage assets are recorded within the area. Figure 5 provides an overview of the Designated Heritage Assets in the vicinity of the site.

4.21 The area where the site is located is rich in recorded archaeological features. These span from the Bronze Age to the Modern period and include settlement and the agricultural exploitation of the landscape.

4.22 High-level appraisal of available historic environment information has not identified any major potential heritage constraints which would preclude development of the Site on heritage grounds. Iterative, staged assessment and survey will be required in order to provide further heritage information on archaeological remains and the setting of the listed buildings in the wider area, and to suitably inform evolving design parameters.

Please see the Archaeology Plan at Figure 6.

Legend

-  Site
-  Scheduled Monuments
-  Grade I Listed Buildings
-  Grade II* Listed Buildings
-  Grade II Listed Buildings

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Contains Historic England and Gloucestershire Historic Environment data 2020

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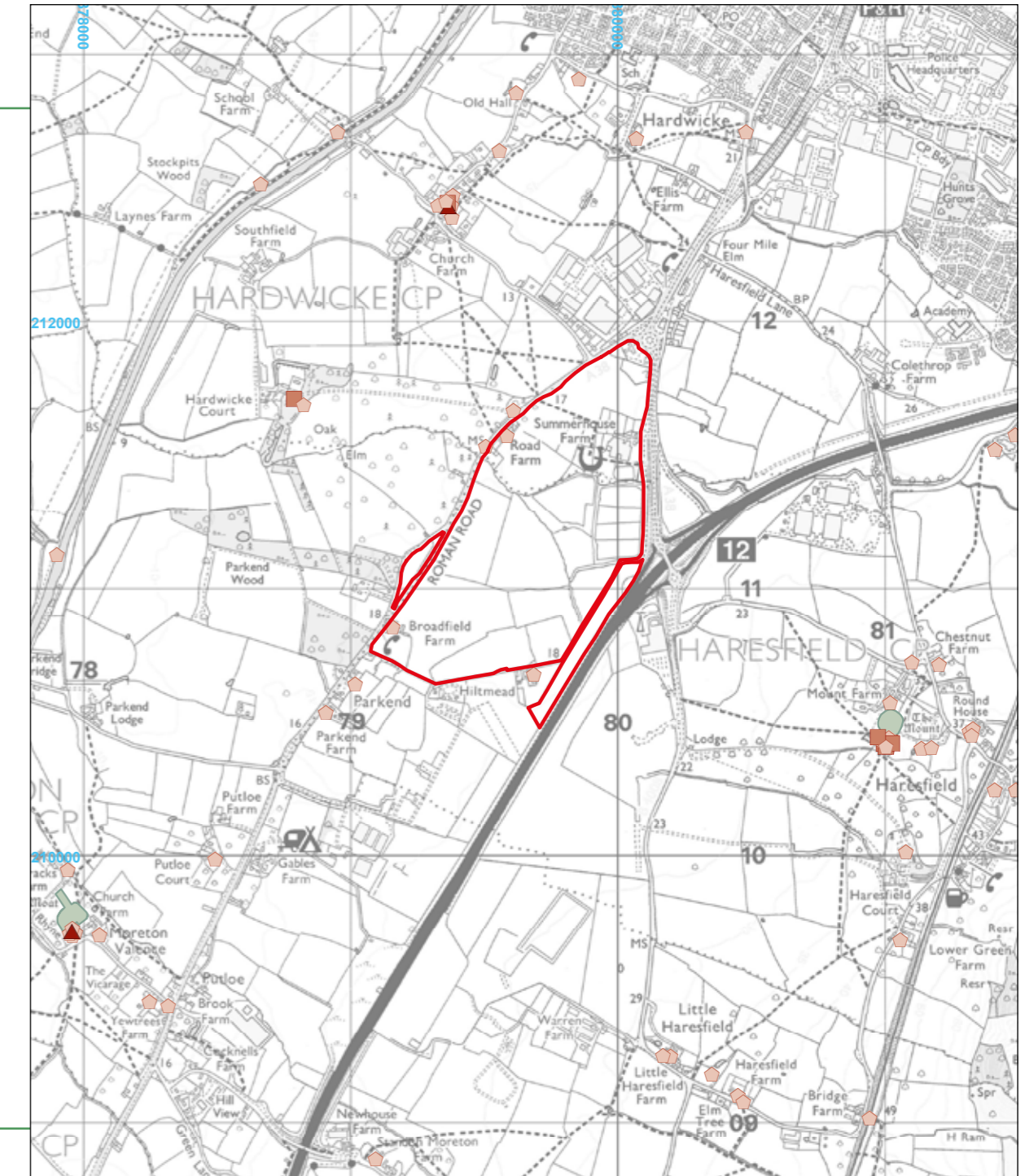


Figure 5: Designated Heritage Assets Plan

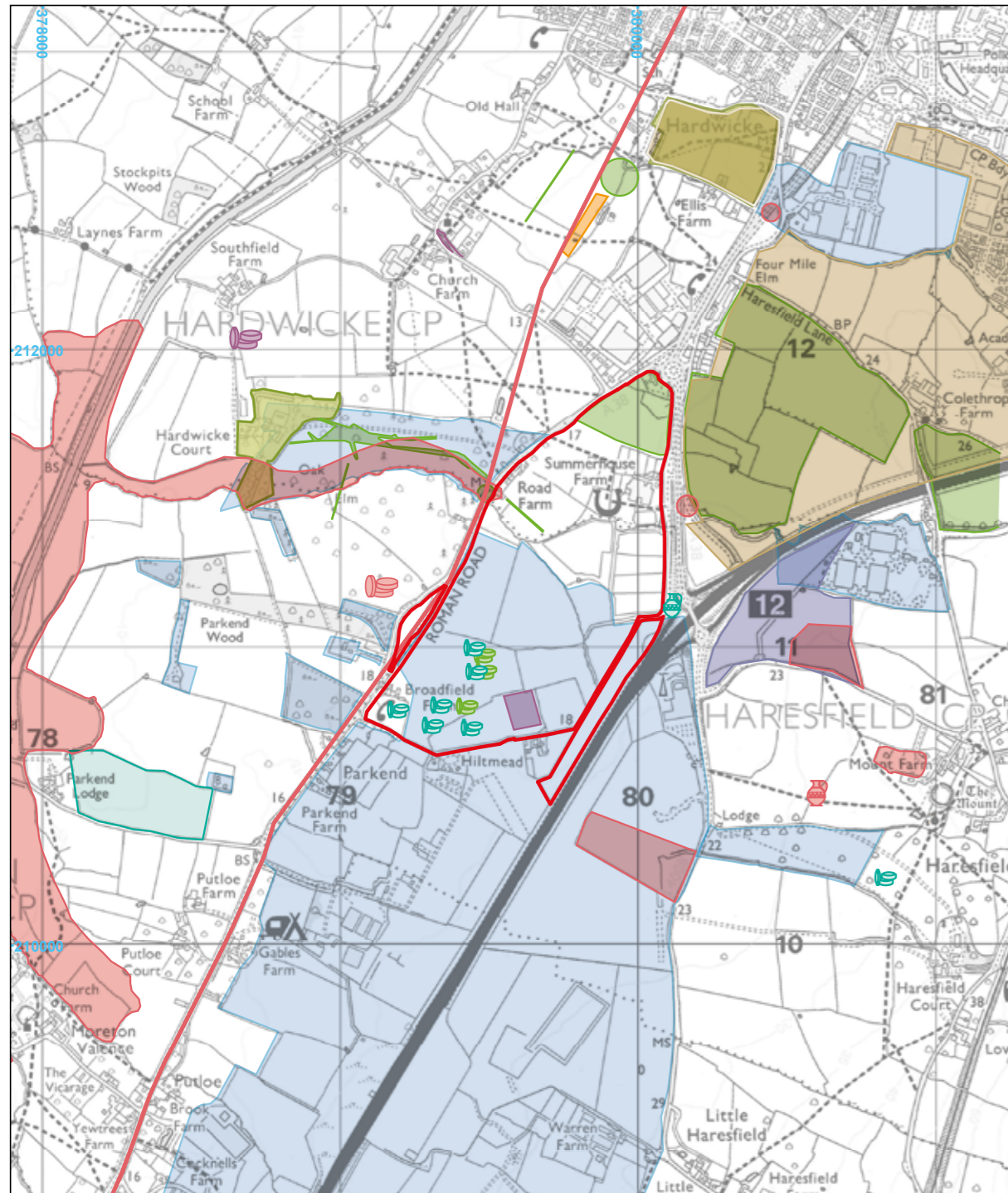


Figure 6: Archaeology Plan

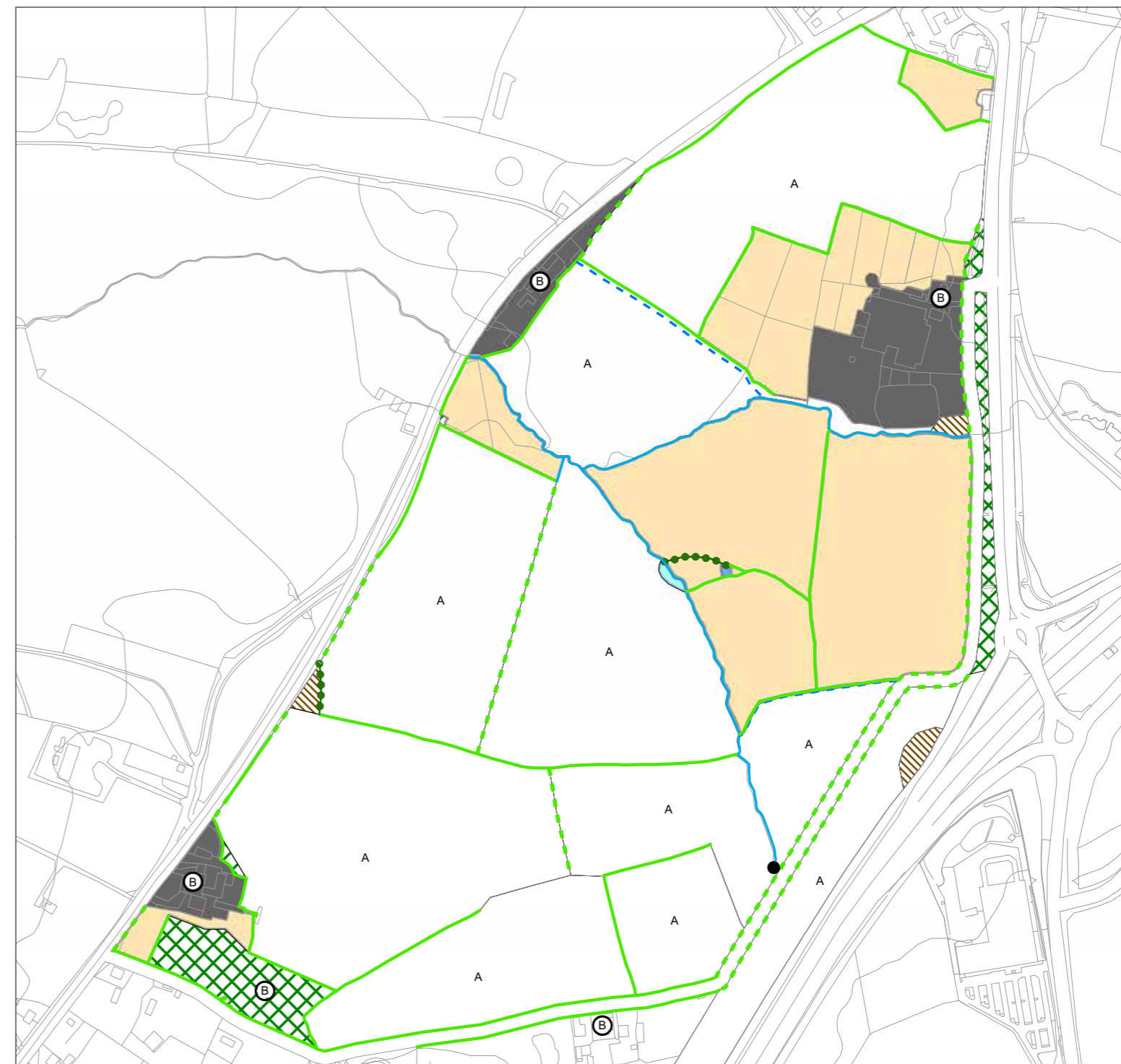


Figure 7: Habitats and Features Plan

Ecology

- 4.23 The Severn Vale was traditionally known for its fertile meadows and orchards, with a pond in the corner of every field and hedgerows so full of trees that the landscape seemed wooded from a distance.
- 4.24 The Vale has a characteristic assemblage of species, which are remnants of its farming tradition.
- 4.25 Gloucestershire Local Nature Partnership's map shows that this area currently provides few ecosystem services. This was confirmed by the preliminary ecological appraisal survey completed in November 2020. The arable fields and tightly grazed pasture at this intensively managed site present few ecological constraints to development. In fact, the proposed scheme provides good opportunities to support Gloucestershire's Nature Recovery Network and deliver Biodiversity Net Gain.
- 4.26 In common with all nearby possible Additional Housing Sites, the area is within the impact zones of the Severn Estuary and the Cotswolds Beechwoods, which are protected by the Conservation of Habitats and Species Regulations, 2017.



Transport

- 4.27 A climate emergency was declared by Stroud District Council in December 2018 which pledged to "do everything within the Council's power to make Stroud District Carbon Neutral by 2030". This has led to a framework of measures being set up which will help the district become carbon neutral by 2030.
- 4.28 In May 2019 Gloucestershire County Council unanimously supported helping reduce global carbon reduction following a motion on climate change. The Council agreed, amongst other things, to commit towards an 80 per cent reduction in the council's corporate carbon emissions no later than 2030, striving towards 100 per cent with carbon offsetting by the same date.
- 4.29 Thus, emerging and significant changes in travel behaviour brought about by the Covid-19 pandemic and a move towards a carbon neutral future will further support the need to promote active travel and public transport as an alternative to the private car.
- 4.30 The site is located between 500m and 900m walking distance to existing bus stops on the A38 Bristol Road and approximately 8km from Stonehouse Station and 10km from Gloucester railway station (via cycle paths on A38).
- 4.31 Stonehouse and Gloucester stations provide a connections to Stroud, Cheltenham, Bristol, Birmingham, Cardiff and London as well as access to wider local and national destinations.
- 4.32 In September this year, Stroud District Council and Gloucestershire County Council gave their backing to the reopening of Stonehouse Bristol Road Station, which would provide a direct rail service to Bristol. The reopening of this station, located on the outskirts of Stonehouse would be highly beneficial to the site as it is closer than Stonehouse Station therefore would provide a more convenient local railway station connection to Bristol, Gloucester and Birmingham. The new station would be close enough to the Site to walk and cycle to.

4.33 In Gloucestershire County Council's Rail Study Report, published September 2015, to support the emerging Local Transport Plan there are proposals to open a station at Hunts Grove, south of Gloucester. This would be located on the Bristol – Gloucester and Gloucester – Swindon – London routes. This proposed station would be within walking and cycling distance from the proposed allocation

Accessibility

4.34 The design of the Moreton Valence Growth Point is intended to provide a self contained community where people have the ability to live and work and access local facilities in the same place. However, those who would like to travel further have the ability to do this by means of travel other than the car.

4.35 The site/s are accessible to existing walking links in the surrounding area including:

- Easy links to Gloucester and Sharpness Canal towpath which runs north/south providing safe off road walking and cycling links to Quedgley, Gloucester and Sharpness. Access is currently provided from Stank Lane, Castle Lane and Whitminster Lane. GCC

are currently upgrading the 5.6km of canal towpath between High Orchard Bridge, Gloucester and the Pilot Inn, Harwicke.

- PROW EHA29 crosses the north of site – Haresfield Bridleway 2 running parallel to the M5 connecting to Hiltmead Lane and Hardwicke Footpath 29 running east west linking the A430 to the A38 and Hardwicke.
- Proposals to the north at Hunts Grove – including 2m footways on Naas Lane, improvements to PROWs and improving connections with Marconi Drive as part of the

4.36 Within a 1.6km walk bus stops on the A38 are accessible as well as a number of PROWs which link to Hardwicke.

4.37 The district centre at Quedgley can be accessed within a 3km cycle whilst Gloucester City Centre can be accessed within a 9km cycle, equivalent to a 35 minute cycle ride. This is considered reasonable for some future site users to access a large City centre.

4.38 In addition, new local centres being developed at Hunts Grove and Hardwicke will provide more local facilities that are easily within reasonable cycling distance from the proposed site.

4.39 The National Cycle Network route 41 lies approximately 3.2 km west of the site, which equates to a 10 minute cycle. This is a long distance on and off road route that when complete will connect Bristol, Gloucester, Stratford-upon-Avon and Rugby. Access is currently via School Lane.

4.40 The A38 currently has on road cycle lanes on both sides providing safe on road cycling links to Gloucester.

4.41 As stated within Gloucestershire's Local Transport Plan 4 (2015- 2031), new development provides an excellent opportunity to create better cycling opportunities and travel practices by ensuring that issues of severance and connectivity are addressed and the local cycle network benefits.

4.42 Stroud's Sustainable Transport Strategy states consideration of active travel opportunities can be realised by new technologies and services, such as e bikes, which can significantly reduce barrier effects of distance and topography.





Figure 8: Access Plan

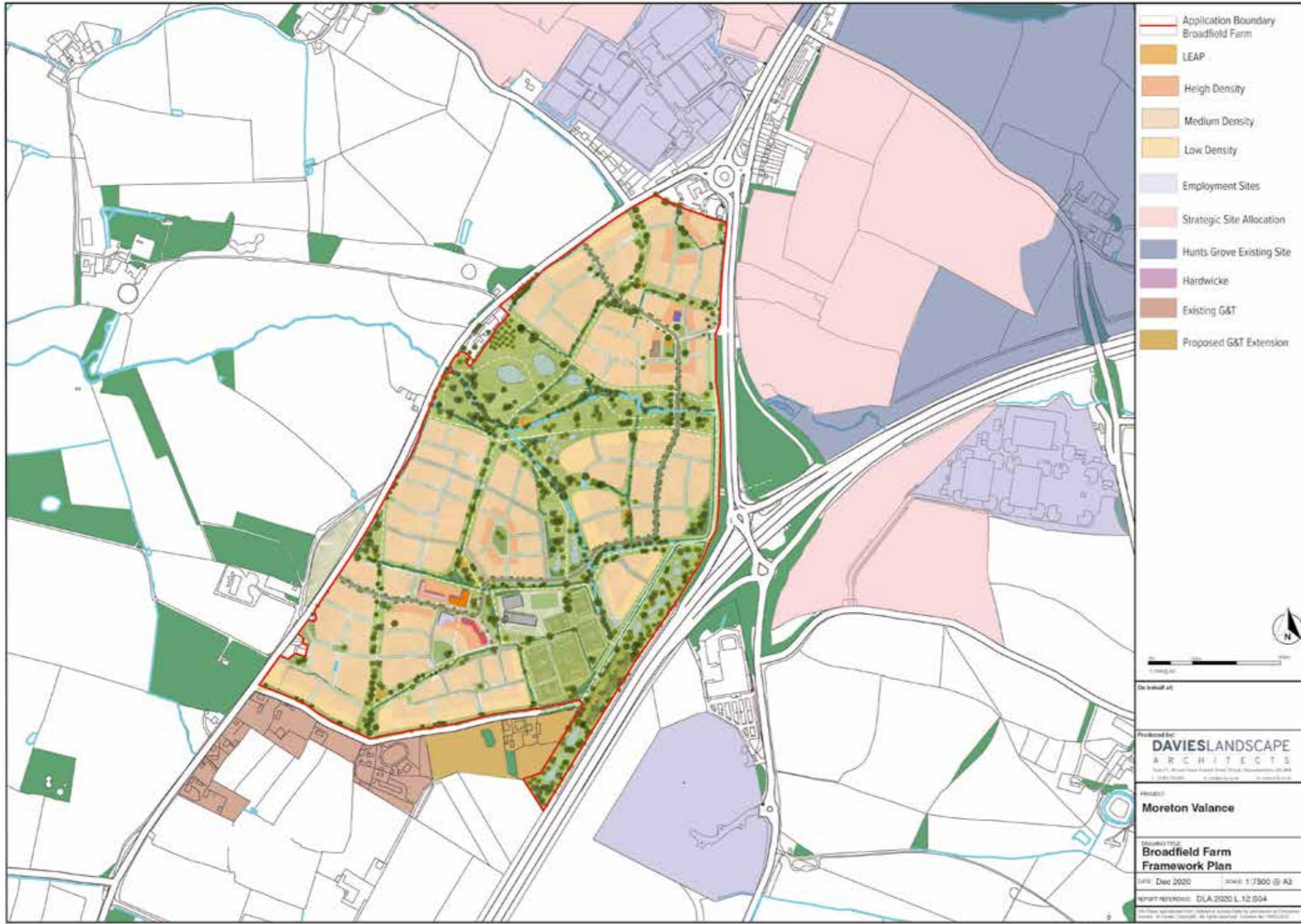



Figure 9: Concept Master Plan

5 CONCEPT PROPOSALS

5.1 Our initial research and analysis has established that growth at Moreton Valence provides a realistic and deliverable development opportunity. Our studies have indicated that Moreton Valence is uniquely positioned in a location that can be made sustainable for innovative and low carbon growth. The indicative Concept Masterplan at Figure 9 overleaf has been informed by the Vision and site analysis to demonstrate how the new community could be developed to embrace transformational change.

Land Use Strategy


5.2 The proposal for the first phase of development include:

-  Commercial hub
-  A recreational centre
-  Primary school
-  Community building inc. hall, bar, kitchen, toilets and two meeting rooms
-  Up to 1,500 new homes
-  Significant green and blue infrastructure corridors
-  Enterprise hub including professional services
-  Public transport hub
-  Open space
-  Food store
-  A network of personal transport routes throughout the development

5.3 The second phase of development will provide an extension to the Moreton Valence community and provide additional employment and housing in the subsequent plan period, beyond 2040.


5.4 The design of the new neighbourhood will be informed by the Ten Characteristics of the National Design Guide as a basis to create a beautiful place. These characteristics are;

 **Context** – understands and relates well to its surroundings

 **Identity** – attractive and distinctive, creates identity

 **Built form** – a coherent pattern of development

 **Movement** – An integrated network of routes for all modes of transport with a clear structure of connected streets


 **Nature** – Provide improvements and enhancements to landscape and biodiversity

 **Public spaces** – safe, attractive, and inclusive

 **Uses** – mixed and socially inclusive

 **Homes and Buildings** – functional, healthy and sustainable

 **Resources** – Resilient and varied in materials and construction techniques

 **Lifespan** – Adaptable to changing needs whilst being well managed and maintained.





6 MASTERPLANNING PRINCIPLES

6.1 The Vision for Moreton Valence has been informed by the 8 Masterplanning principles. These principles are the product of the research and planning work undertaken by the professional team and articulate the type of place Moreton Valence could be.

Principle 1: Addressing Climate Change

6.2 The intention is to create a truly sustainable eco community addressing environmental, social and economic drivers. The Moreton Valence growth point is aiming to meet the United Nations' 'Sustainable Development Goals' in the Government's future carbon budgets and UK's 2050 target to reduce emissions. To assist in meeting these goals we propose the following;

Energy from waste facility

6.3 The development of Moreton Valence has the opportunity to connect to a district heating system by utilising heat emitted from the Gloucestershire Energy from Waste Facility (EFW) located adjacent to the site. Rather than having an individual boiler and pipe network inside one home or building, district energy schemes have a large, centralised energy centre.

6.4 The Government's Guidance on heat networks (district heating), updated in September 2020, is clear that they form an important part of the government's plan to reduce carbon and cutting heating bills for customers:

"Heat networks form an important part of our plan to reduce carbon and cut heating bills for customers (domestic and commercial). They are one of the most cost-effective ways of reducing carbon emissions from heating, and their efficiency and carbon-saving potential increases as they grow and connect to each other. They provide a unique opportunity to exploit larger scale – and often lower cost – renewable and recovered heat sources that otherwise cannot be used. It is estimated by the CCC that around 18% of UK heat will need to come from heat networks by 2050 if the UK is to meet its carbon targets cost effectively."

6.5 Therefore, incorporating a district heating system within the Moreton Valence development helps achieve not only a zero-carbon future for the development by 2030, but will also help the Government achieve its carbon targets in a cost-effective way by 2050. Benefits of heat networks can address fuel poverty and give peace of mind to vulnerable consumers by:

- Ensuring the efficient management of heat provision.
- Providing lower and more stable prices.
- Offers lower costs than for micro renewables in achieving low or zero carbon energy supply.
- Resilient design to provide secure heat.
- Heat interface units require less space and are simpler and safer to operate than individual gas boilers.
- Metered supplies - tariff structures are often made up of a standing charge and a unit charges based on the metered supply.
- No maintenance is necessary for the consumer. The heat network operator can take care of energy and services 24 hours a day, typically without ever entering the house.

6.6 The Gloucestershire EFW is designed to significantly reduce the amount of residual waste landfilled in Gloucestershire through incineration. It produces a significant amount of electricity and has the potential for heat offtake. The EFW, known as Javelin Park, is located to the south east of the subject site, beyond the M5 motorway.

6.7 A feasibility report has been prepared to provide a high-level overview of how a district heating system can be connected from the Gloucestershire EFW to the subject site. That report concludes that introducing a district heat network within Moreton Valence Growth Point is technically feasible for Phases 1 and 2 of its development. In this case it will be possible to use the surplus heat that is produced from the incinerator as a by-product, to provide heating for this entire new community.

6.8 There are two methods to link the EFW site to the proposed development:

- To construct a pipe route under the M5 motorway; or
- To construct a bridge over the M5 motorway.

6.9 The report concludes both options are highly feasible, and that the second option would provide the additional opportunity to incorporate a pedestrian access above a 'services' zone which could incorporate the district heating as well as future services.

6.10 The ability to introduce a district heating system sits at the forefront of the sustainability credentials attached to the Moreton Valence Growth Point, signifying its development as exemplar in sustainable living and innovation.

Encouraging renewable energy

6.11 The development will incorporate community renewable energy schemes to provide fuel certainty and security and reduce the environmental impact of the development.

Opportunities to work from home

6.12 The Covid-19 pandemic has highlighted the opportunities of homeworking. The Moreton Valence development will provide opportunities for live/work accommodation and will deliver hubs to support such a use. Furthermore, up to date technology and high-speed broadband infrastructure will be incorporated to facilitate and encourage homeworking.



Energy secure buildings

6.13 The Moreton Valence development will promote ways to achieve this aim through the sustainable design of homes, educational and employment buildings incorporating the latest technology. Residents/workers will be able to control their energy use through smart technology in their homes and places of work and will utilise the latest in green building design techniques from insulation through to water-saving features. Furthermore, the Vision incorporates low carbon and energy plus construction buildings which generate more energy than they use.

6.14 Additionally, the vision will adopt standards such as 'Building-for-Life' and 'Secured-by-Design'.

Incorporating technological changes

6.15 The design of the development will anticipate the opportunities presented by technological change such as electric cars, the smart grid and digital connectivity.

Addressing Flood Risk

6.16 Whilst a majority of the site falls within Flood Zone 1, part of the site falls within Flood Zone 2 and 3. This will influence the overall layout of the scheme following input from a specialist team.

6.17 From the outset, any flood risk will be mitigated by the provision of natural breaks across the site via roads, swales and housing which will create opportunity to slow the flows into the existing ditch/brook network. This would reduce the flooding in areas indicated on the Site Considerations Plan at Figure 4.

Drainage Options

6.18 Sustainable Drainage Systems will be incorporated within the design.

6.19 The following infiltration based drainage options will be provided throughout the design:

- Permeable Paving;
- Swales;
- Soakaways;
- Attenuation Basins; and
- Below Ground Storage Tanks.

6.20 Furthermore, the following source control drainage options will be employed:

- Green Roofs; and
- Rain Water Harvesting

Landscape/planting opportunities

6.21 This would work in conjunction with the wider measures of ecological enhancements and potential carbon sequestration within the landscape spaces. Furthermore, the development will incorporate a carbon reduction and low emissions strategy through the promotion of carbon sinks provided by new areas of woodland.





Principle 2: Integrated landscape - delivering a web of green infrastructure

6.22 The landscape led Masterplan provides a unique opportunity to create a healthy environment supporting residents' wellbeing whilst also creating a beautiful townscape and landscape characters. It aims to embed the countryside within the new settlement via a hierarchy of generous open space provision and other GI infrastructure. It will respect and enhance the existing natural environmental assets, the topography of the area, its watercourses and vegetation and features as key elements of the proposed development.

6.23 Our vision incorporates the creation of a landscape framework of green/blue infrastructure in which the built environment can be seamlessly integrated. The structure comprises of green gateways, woodland boundary enhancements, green/blue corridors, parks opens spaces, water features, open spaces and new and improved habitat areas. The different types of GI elements to be woven together include the following;

Green Gateways

6.24 The new community will be well connected to the local footpath network with new gateways to the north leading to Quedgeley and the smaller settlements of Putloe, Whitminster, Longney and Saul to the south and west.

Natural Greenspace

6.25 As part of our proposals to offset recreational impacts on the River Severn SPA, we will provide for a large area of Natural Greenspace within an informal parkland setting connected by footpath and cycle links, including a 2.5km circuit. We will also provide public amenity space, playing fields and accessible high-quality landscape, retaining areas of woodland, mature trees and hedgerows and focusing new open spaces around them.

Local Landscape Character

6.26 The site is included within the Severn Vale Landscape Area. The proposed vision is to restore the traditional Severn Vale orchards, grassland, wooded streams and ponds within a modern, multifunctional landscape.

The scheme will continue to support the community and the open spaces providing long term stewardship to ensure that all can benefit from, and enjoy living in, a modern, sustainable Severn Vale landscape.

Green and blue corridors

6.27 Existing and new green corridors in the form of footpaths and cycleways adjacent to hedgerows and rows of trees and tree lined avenues, will underpin the green infrastructure and provide links to parks, open spaces and leisure and recreational destinations. Blue infrastructure for will be added for rain water harvesting and flood prevention.

Destination green spaces

6.28 A series of new, high quality landscape and waterscape features and destinations will be available to new and existing residents and will be key assets for the new neighbourhood at Moreton Valence. In particular the opportunities in relation to the existing water course at Beaurepair Brook will be realised. New water bodies such as Sustainable Drainage Systems will also be added.

Parks, open spaces and sports areas

6.29 The new community will be served by a number of amenity spaces such as parks, focused on informal relaxation and recreation, in addition to formal sports and equipped play areas. The right balance between conservation and recreation will be sought, with some areas set aside for wildlife and other areas to be developed for play, recreation and production.

Additional planting

6.30 Existing planting will be reinforced by new native woodland, hedgerows and trees to help assimilate development into the landscape whilst providing important linked habitat. Additionally, new open habitats of wildflower-rich grassland, pasture and reed beds will be provided.



Figure 10: Green Infrastructure Plan



Principle 3: Biodiversity enhancements

6.31 The Moreton Valence development will enhance the natural environment and provide significant net biodiversity gains. This will be obtained through the following methods;

Restoring the “herd” to Hardwicke

6.32 This scheme provides generous open spaces in which to restore some of this lost landscape – but it will be more than simply beautiful. It will also be productive, with orchards of traditional apple and pears and meadows of native beef cattle. It will restore the ‘herd’ to ‘Hardwicke’. It will provide space for the community to come together to produce and share food.

Native Tree Planting

6.33 Open spaces have been designed to retain most of the network of wooded hedgerows and the scatter of mature English Oaks. These will form the framework within which local varieties of fruit trees will be planted and grazing meadows will be restored, using seed collected from nearby wildflower rich grassland. These, together with allotments and shared gardens will

provide an edible landscape for the new community to enjoy.

Creation of Wooded Floodplain

6.34 Wooded streams will be allowed to spill out of their banks and wetland trees such as the Black Poplar will be reintroduced to create a wooded floodplain able to support wildlife, remove pollutants and reduce surface-water flooding.

Habitat Creation

6.35 The old ponds, most of which have been filled in or are completely overgrown, will be restored and new ones dug.

6.36 The restored landscape in the open spaces will be able to support more Owls, Bullfinches, Fieldfares, Bats, Water Voles and Great Crested Newts.

Management of Development

6.37 Works would be timed to avoid impacting on any protected species such as nesting birds, and a reptile translocation exercise will be undertaken to in any areas of grassland to be lost.

6.38 The insertion of access roads across the upper end of the stream and a few hedges will require careful planning, to minimise damage to trees and the species that use these habitats. Compensation could be provided by widening the large majority of habitat corridors that would remain and by creating new ones. More detailed ecology data, collected later in the planning process, will feed into the final design.

Enhancements

6.39 The enhancement of the Brook will provide opportunities for an increase in wildlife habitats.

6.40 Opportunities will exist to install new bird and bat boxes throughout the site which would provide new nesting and roosting opportunities and potentially encourage new species into the site





Principle 4: Movement - A well connected and integrated place

- 6.41 One of the objectives of the vision is to reduce congestion and pollution by encouraging and enabling people to travel without a car.
- 6.42 Where there is a need for people to travel outside the Moreton Valence development, alternative sustainable modes of transport will be made available connecting the new settlement with the neighbouring communities
- 6.43 The new proposed community at Moreton Valence is well connected and integrated within the existing community at Gloucester, Hardwicke, Stonehouse and Quedgeley. At the heart of the Moreton Valence Community is an entirely sustainable strategy for access and movement.
- 6.44 *This vision has been designed to have segregated personal transport links to discourage the use of private cars.***

Encouraging live and work within the settlement

- 6.45 The settlement has been designed to create an inclusive community that has sufficient services and facilities to meet the daily needs of the population thus encouraging internalisation of trips and reducing reliance on private car. This includes encouragement to work from home which addresses future challenges following the direct and indirect implications of the Covid-19 pandemic.
- 6.46 Covid-19 has forced us into a different way of living and working and a recent YouGov poll indicated that only 9% of Britons want life to return to 'normal' after the outbreak is over. This change can be accommodated through key design principles that encourage working from home. The provision of excellent technology and support hubs, together with the provision of retail, educational and leisure facilities, thus achieving a self-sufficient settlement, will assist in meeting this requirement.

Sustainable transportation links

- 6.47 One of the objectives of the vision is to reduce congestion and pollution by encouraging and enabling people to travel without a car.
- 6.48 Where there is a need for people to travel outside new the development, alternative sustainable modes of transport will be made available connecting the new settlement with the neighbouring communities.
- 6.49 The new community is designed to support the integration between the new settlement area and Quedgeley, Hardwicke, Stonehouse and Gloucester through physical connections. We will promote and enable the use of sustainable modes of transport both within the site and connecting to wider locality including Gloucester, Stonehouse and Stroud railway stations, local community facilities and linking with the broader footway and cycle network.
- 6.50 The connections will include:
- Links to neighbouring communities of Hardwicke, Quedegley and Hunts Grove.

- New sustainable bus links into and out of the site.
- Easy doorsteps connections to a web of interlinked parkland and community hub.
- Ecological connectivity along streams hedgerows and tree belts; and
- There is an existing bus route along the A38 which links the settlements of Quedgeley, Nympsfield and Dursley with the villages in between.

Movement and travel choices

- 6.51 Within the new community it will be easy and safe to travel around the new neighbourhoods. The infrastructure has been designed around a network of green corridors that support personal modes of transport that link the neighbourhoods with the services and facilities within the settlement. These new personal transport corridors will be segregated from the roads and will be more direct and convenient as a means of traveling around the settlement. Whilst a well-functioning road network will be provided to facilitate the car, the masterplan aims to provide and prioritise movement by alternative forms of transport.

- 6.52 It is the intention of the vision document that safe and efficient movement of all transport users will be ensured.
- 6.53 Where car use cannot be avoided electric car charging station will be provided on site.
- 6.54 This will encourage the use of carbon neutral forms of transport.
- 6.55 It is intended that through the provision and promotion of sustainable travel alternatives to private car use, a

significant shift in travel patterns to and from the site can be achieved. Travel Plans would be developed especially to drive forward this modal shift though the implementation of measures and setting of targets aiming at promoting sustainable travel.

- 6.56 Wayfinding throughout the proposed development will be enhanced through high-quality landscape design, interlinking the three residential neighbourhoods.



Public Transport

- 6.57 Encouraging the use of public transport is an effective means of reducing car dependency, especially for those who do not wish to walk or cycle and/or those who need to travel relatively long distances.
- 6.58 The site has been designed to encourage journeys by personal transport either on foot, by bicycle or by emerging personal modes of mobility (electric scooters and bicycles). This means that the internal priorities in the Site will favour pedestrians and cyclists and public transport over the private car. The existing Hiltmead Lane access onto the B4008 south of the A38 junction allows for a bus priority access back to A38 if required.
- 6.59 It is proposed to have a Public Transport Hub close to the Local Centre and Primary School which will provide access to existing diverted bus services and a new service that will connect the site to Gloucester. This Hub will provide sheltered and secure cycle parking and charging stations for electric bicycles and scooters (personal mobility) as well as access to car club spaces.

6.60 The proposals for the Public Transport Hub and supporting bus services will emerge during the planning process in partnership with Stroud District Council and Gloucestershire County Council. In the first instance it is expected that bus routes 60 and 167 would be improved and could be diverted into the site to the Public Transport Hub.

6.61 The village will embrace the principles of accessibility for all. For those who need to travel outside the settlement, bus services will run between the site and Quedgeley, Gloucester, Stonehouse, Stroud and Dursley.

Social connections and integration

6.62 As above, a range of community services and facilities will be provided within the new community to assist the needs of the local and neighbouring population helping to ensure a level of self-sufficiency. This will include education, sports, retail and business facilities. With regards to education the proposal will incorporate a primary school with sports facilities including a new sports pavilion available to the Moreton Valence community. In close proximity to the school there will be an incubator hub, small business start-ups and Internet cafes alongside retail.

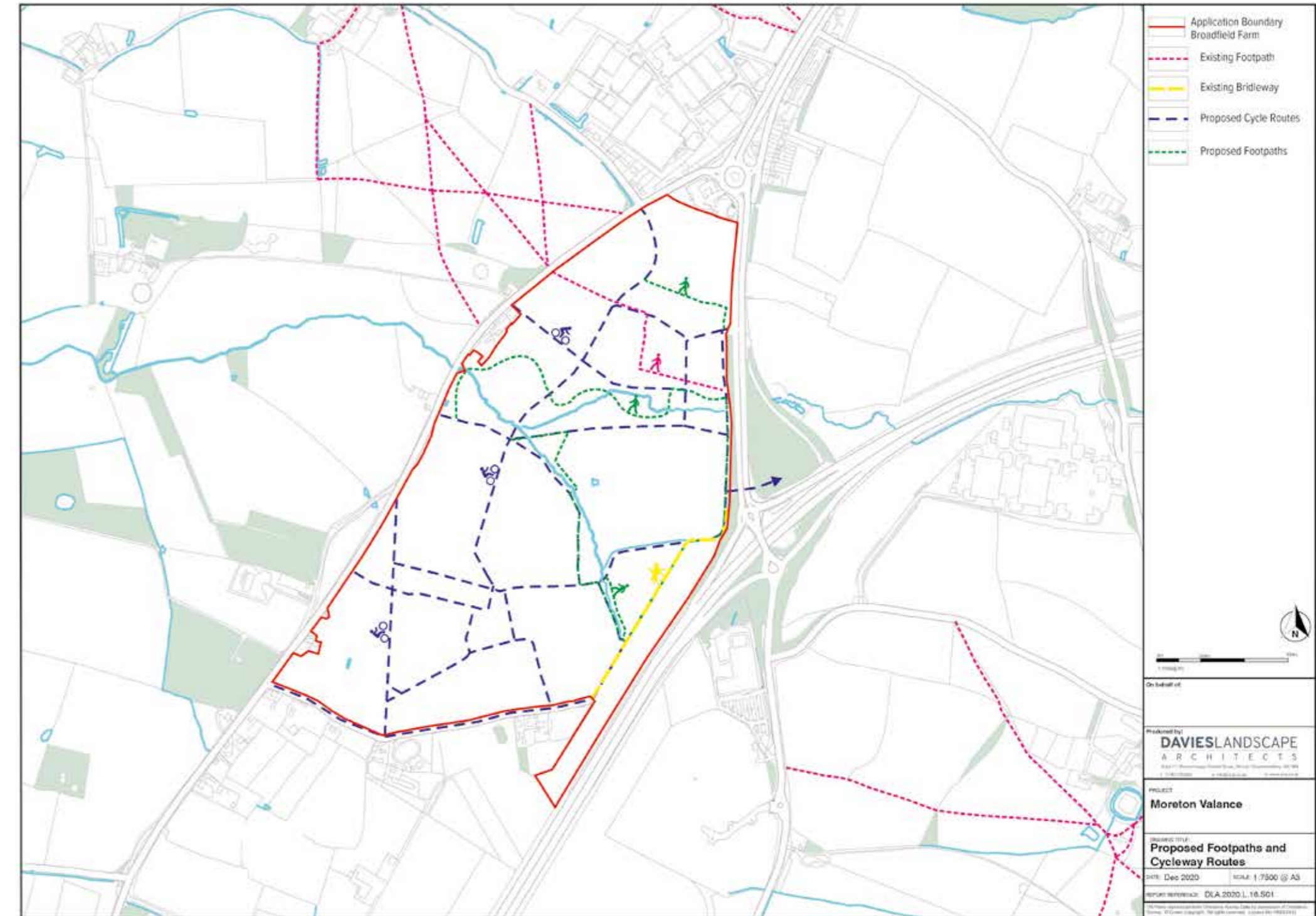


Figure 11: Transport Strategy Masterplan



Principle 5: Creating a townscape and landscape character

6.63 The new community will be a place which will embrace design and quality at the highest level to deliver a memorable settlement of unique character that integrates with and enhances an outstanding built environment. This will be achieved via the following methods.

Design and materials that reflect local character

6.64 The new neighbourhood will have a clear design theme which relates to locally distinctive architectural styles and traditions and uses high quality materials.

Integrated environment, cultural and heritage features

6.65 A fundamental design principle of the master plan has been to preserve and enhance the historic environment whilst mitigating any possible harm to the key heritage constraints including the Listed Buildings along the Bristol Road and within the site, and the known and potential archaeological resource.

6.66 Whilst the development will cause changes to the agricultural character of the landscape, a sense and experience of open green space across the site will be retained due to extensive planned landscaping and planting. This heritage led designed approach has resulted in a masterplan which minimises harm and maximises enhancement to the historic environment through the use of historic routes and views within the development and out to the surrounding landscape as well as the preservation of the context of key heritage assets.

6.67 The heritage benefits provided as part of the proposal include the provision of land to enable the establishment of allotments, orchards and green areas resulting in the re-instatement of historic landscape elements which were removed or eroded through time and intensive modern agricultural practices and development during the Second World War.

6.68 Additional recommendations have been made to further reduce the effect on the historic environment, including setting limits on building heights and agreeing an evaluation and mitigation strategy for onsite archaeological remains.

Adaptable neighbourhoods and places

6.69 It is important that neighbourhoods within the overall townscape have individual identities. Each of the three neighbourhoods will contain focal spaces to establish local identity with clear multifunctional links to the central hub. It will create a well-defined and easily understandable townscape with high quality urban design, legible and attractive street scapes.

Creating civic pride and ownership

6.70 When formulating the detailed design, the local community will be encouraged to participate in the design process to enable positive support for development and local empowerment. This will assist in fostering social linkages between existing and new residents within the new community thus creating a sense of pride and permanence.

6.71 The vision also integrates cultural arts into the landscape.





Principle 6: Supporting health and wellbeing

6.72 The Vision will enable people to enjoy active lifestyles, promoting good health and personal wellbeing within its natural surroundings. This is encouraged through the following methods.

Creation of safe places and vibrant walkable neighbourhoods

6.73 The Vision is designed to encourage a safe place to live so that the new community feels they are supported by ensuring opportunities and facilities such as community meeting places, connections and spaces are provided for successful community integration. Multi-functional places and spaces that can be used for community-led formal and informal activities and events will be a significant component of the garden village.

Connections to the natural environment

6.74 There is a growing body of empirical research and evidence to show how being in close proximity to nature can maintain and improve the mental health and wellbeing of people. The accessible nature of the proposed GI web described above, will ensure that every resident will live within close proximity of open

spaces and movement corridors which will provide onward access to a variety of amenity destinations and recreation experiences.

Active lifestyles

6.75 In addition to the connections to the natural environment, sports and leisure facilities for all ages within the community which are well connected by movement corridors, will be provided for recreation and healthy living. The new formal sports pitches and new sports pavilion will encourage active recreation for both young and old. In addition, we will include provision for informal activities such as fitness trails within the open spaces.

6.76 Access will also be provided to the wider countryside via a network of footpaths encouraging time spent outdoors.

Local food production

6.77 The proposed concept plan includes details of productive landscapes for food production giving residents the opportunity to grow their own produce whilst providing an opportunity for community cohesion and interaction.



Principle 7: Employment, skills and learning opportunities

6.78 The Vision is very much about mixed land use to reduce out commuting and help deliver a sustainable and resilient community. This will be supported by an economy and skills strategy to attract the right people with the right skills and the right jobs. Furthermore, the Vision proactively addresses the challenges of the future including the direct and indirect implications of the COVID-19 pandemic. This will be achieved via the following methods;

Supporting diversity and innovation

6.79 Stroud District has a proud heritage of manufacturing, entrepreneurship and innovation. Historically, the District thrived on the woollen industry and this has now been replaced by manufacturing and innovation. The ambition will be to provide modern business space and to ensure we develop a range of knowledge intensive businesses on the site right from the beginning of the development. This will help ensure that we attract some of the entrepreneurial talent which currently goes elsewhere.

Inclusivity - opportunities for all

6.80 A wide range of business spaces will be provided. This will include business hubs to support small and start-up businesses to relocate to the area and the provision of premises to allow existing businesses to expand and grow.

6.81 We also envisage that the development will provide a cluster of live/work units around the work hub to provide a more sustainable working environment within the community.

6.82 All the new business activities will be linked up by personal transport modes to the residential neighborhood to ensure that the development achieves modal shift in the way we travel.

Incorporating latest technology

6.83 The Vision will proactively address the challenges of the future including the direct and indirect implications of the Covid 19 pandemic. It has highlighted the importance of creating strong resilient communities that are versatile and flexible to meet immediate and future needs. Homeworking is one aspect that has surged and has become a new productive way of

working. One such implication of homeworking is our growing dependence upon latest technology. The development is looking to pursue the delivery of a gigabit-level broadband network which will facilitate faster communication links for the businesses on site as well as support additional home working. Furthermore, Moreton Valence will be designed to accommodate modern business needs in a range of energy efficient business units that will help reduce operating costs and drive up productivity.

Green economy

6.84 'Green economy' captures a range of activities spread across different sectors which have the common objective of providing goods and services in a sustainable way, reducing the impact on the environment. The 2011 UNEP Green Economy Report argues "that to be green, an economy must not only be efficient, but also fair. Fairness implies recognizing global and country level equity dimensions, particularly in assuring a Just Transition to an economy that is low-carbon, resource efficient, and socially inclusive."

6.85 One of the primary aims of Moreton Valence is to create a self-contained community where people can choose to live and work in the same settlement thereby reducing the need to travel thus reducing CO2 emissions. The Vision has addressed the need for inclusivity and resource efficiency.





Principle 8: Creating great buildings

6.86 Moreton Valence provides a unique opportunity to deliver a vibrant new community with homes that people want to live in and a place where people can live, work and play for generations to come. The following characteristics will assist in delivering this vision.

Distinct and innovative design

6.87 The design approach is to provide green, attractive and psychologically healthy places for all, through quality spaces, landscape and good design. Developing streets with biodiverse habitats as well as sustainable urban drainage with integrated swales and rain gardens, and ultimately creating attractive spaces where people meet, reside, socialise and children play. The design of homes will incorporate frontages overlooking green/ woodland space.

6.88 The use of high-quality landscape, materials and boundary treatments would be developed from these concepts and further enhance the general feel and ambience, together with good urban design principles of massing, scale and proportion. Homes that are built to excellent design standards in terms of architecture,

space, quality materials and build will be sustainable and adaptable.

Variety of house types and tenures

6.89 The new homes will include a wide choice of house types to meet local needs in terms of affordability (up to 40%), design and tenures.

Inter-generational living

6.90 The new homes will include home for all ages, including first time buyers/renters, those requiring care, homes with workspace, privilege rented sector development and flexible homes that are adaptable to changing needs over a lifetime.

Self and custom build

6.91 At least 5% of the housing plots within the new development will be service and available to self-builders or those wishing to buy a customised home, for example modular homes built off site to customer specification.



7 DELIVERABILITY AND THE NEXT STEPS

Suitability

- 7.1 The proposed site represents land suitable for development of a growth point delivering in new neighbourhoods. There are no fundamental constraints that would mean the site is unsuitable for a new community. Although there are a few constraints on and around the site, these have been examined by the development team and it has been demonstrated that these could be turned into opportunities; for example the areas of flood zones 2 and 3 which are located adjacent to Beaurepair Brook. Matters relating to heritage and landscape issues have been addressed.
- 7.2 With the volume of development, the design team believes that the enhancements and community facilities associated with the development can be viably delivered on site and with the first phase of the development.
- 7.3 The development will comprise a combination of innovative approaches to green infrastructure, distinct neighbourhoods and educational, retail, leisure and employment opportunities. The site benefits from access to a strategic road network, including the M5 motorway, and has the potential to improve the existing infrastructure.

- 7.4 The Moreton Valence growth point offers the opportunity to provide additional homes incorporating a wide variety of house types and tenures, new jobs, public open space, significant net gain in biodiversity in terms of both wildlife and habitat, and improved public transport services. It has been demonstrated that the development has the potential to provide a future proofed, smart and sustainable community set in a beautiful townscape and landscape character which is well connected, integrated.
- 7.5 Significantly, the design team believes that this new living and working community can become an exemplar for sustainability in the county and can lead the way for sustainable change.

Phasing Plan

- 7.6 There is opportunity to expand upon the mixed use community on adjacent land identified as Phase 2. This land is under the same ownership as the subject site and has the ability to extend the community by an additional 2,500 new houses and employment opportunities.



Carlton House, Ardmore Group

CIL Exemption

7.7 The scale and type of development proposed is usually best achieved through sites being exempt from Community Infrastructure Levy (CIL), with infrastructure to be secured through Section 106 legal agreement. Whether this approach would be appropriate in relation to this site would need to be informed through viability studies carried out by the Council.

Timescale

7.8 It is envisaged that all of the proposed development set out can be delivered within the Local Plan period (2040).

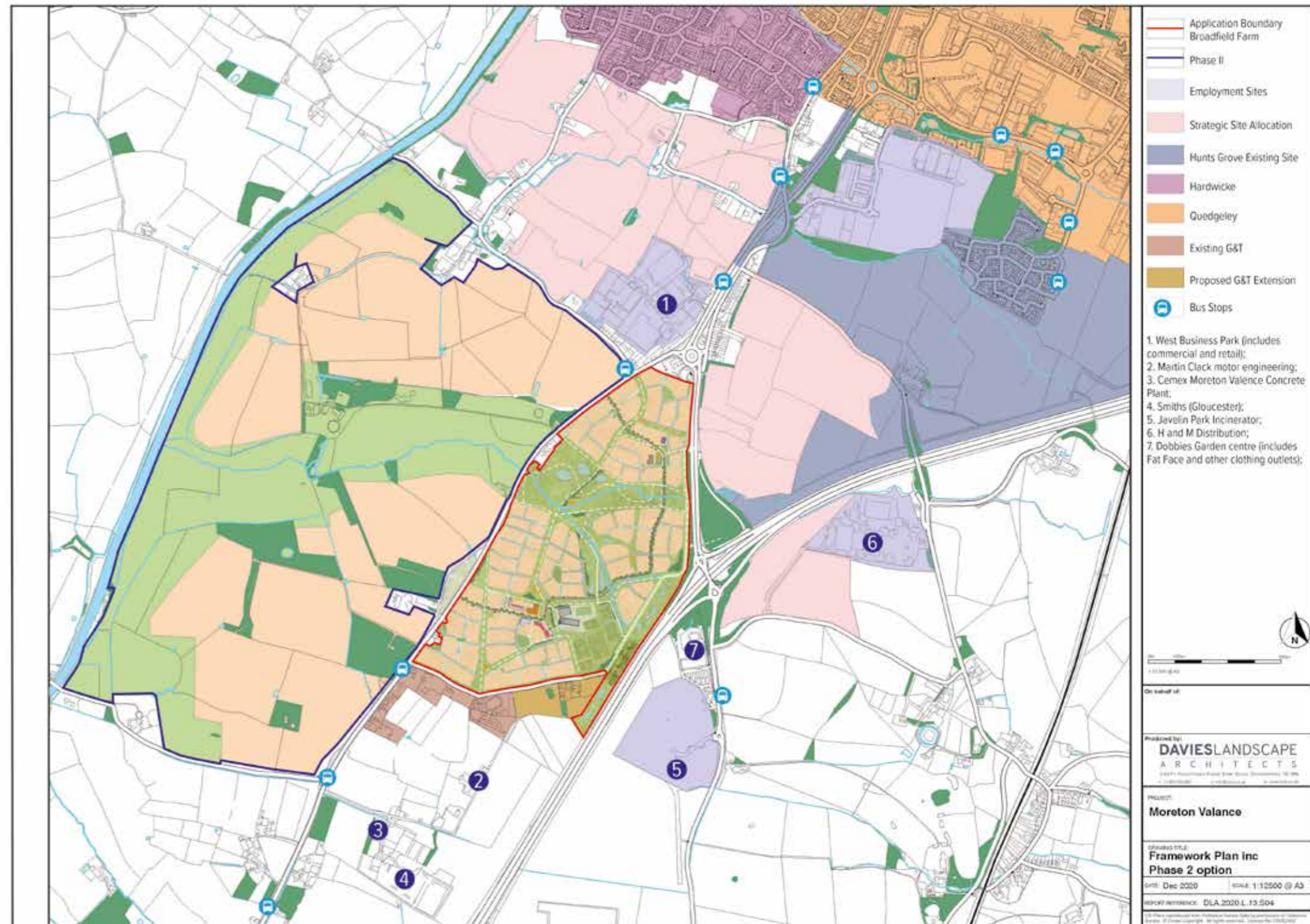


Figure 12: Phase 1 and 2 Master Plan

RIDGE

DECEMBER 2020