

**APPENDIX 5 : DEVELOPMENT PRINCIPLES DOCUMENT INCLUDING  
A GREEN INFRASTRUCTURE STRATEGY - BIDWELLS LLP,  
SEPTEMBER 2019**

---

URBAN DESIGN STUDIO



September 2019

DEVELOPMENT PRINCIPLES

# LAND AT J3, SHROPSHIRE

---



Quality Assurance

**Site name:** Land at J3, Shropshire

**Client name:** Bradford Rural Estates Ltd.

**Type of report:** Development Principles

**Prepared by:** Joshua Geale

**Signed:**

**Date:** 09/09/2019

**Reviewed by:** Danielle Percy

**Signed:**

**Date:** 09/09/2019

*Bidwells OS Licence number 100020449*

*All OS maps reproduced from Ordnance Survey digital map data ©*

*Crown copyright, All rights reserved 2019 Licence number 0100031673*

# CONTENTS

<b>1.0</b>	<b>Introduction</b>	
1.1	Introduction to Land at J3	8
1.2	The Context	9
1.3	Visual Study	10
1.4	The Vision for Land at J3	12
1.5	Health and Wellbeing Objectives	14
<b>2.0</b>	<b>Master Plan Principles</b>	
2.1	Opportunities and Constraints	18
2.2	Concept Drivers	22
2.3	Illustrative Master Plan	24
2.4	Phasing Plan	26
2.5	User Matrix	28
<b>3.0</b>	<b>Placemaking through GI</b>	
3.1	What is GI?	32
3.2	GI Typologies	34
3.3	Historic Landscapes	36
3.4	Achieving Open Space Policy	38
3.5	Green Belt Offset Strategy	40
3.6	Inclusive Open Space	42
3.7	Social Strategy	43
3.8	Active Design	44
3.9	Access and Circulation	46
3.10	Sports Strategy	50
3.11	Play Strategy	52
3.12	Site Ecology	54
3.13	A sustainable Future	55
<b>4.0</b>	<b>Work</b>	
4.1	SEA: Character	58
4.2	SEA: People and Movement	60
<b>5.0</b>	<b>Live</b>	
5.1	The Neighbourhoods	64
5.2	Neighbourhood Density	66
5.3	Neighbourhood 1: Character	68
5.4	Neighbourhood 2: Character	70
5.5	Neighbourhood 3: Character	72
5.6	Neighbourhood 4: Character	74

.....

**6.0 Conclusion**

6.1 Conclusion 78

---

**Appendices**

Appendix A - List of Figures

Appendix B - Development Figures

Appendix C - Bibliography







# 1.0

## **INTRODUCTION**



## 1.1 INTRODUCTION TO LAND AT J3

The following document has been prepared on behalf of Bradford Rural Estates Ltd. to illustrate how the vision for the development of Land at J3 can be delivered. The proposals include a Strategic Employment Area (SEA) which support the government's vision for the Midlands Engine as a growth centre for high-tech research and manufacturing.

The proposal for a new employment-led community at Land at J3 demonstrates the opportunities provided by combining high-tech industry with modern homes at this location within Shropshire and the West Midlands to create a place of regional importance where people can Work, Live and Grow.

This development will be set within a strong Green Infrastructure (GI) framework which unites the neighbourhood and employment area, providing excellent access to high-quality green spaces. The GI network will deliver the opportunity to meaningfully integrate active design principles within the master plan, creating pleasant routes for active and sustainable transport.

This development will be served by two local centres, sports provision and allotments which will provide opportunities for the provision of a range of amenities, creating the chance for different people doing different things in the same area. This will increase the opportunity for social interaction and supports evolving lifestyle expectations.

### THE DOCUMENT

The introduction of the document gives a brief overview of the conditions of the current site and a baseline study of the surrounding area which forms the local context for the proposal. A Landscape and Visual Appraisal & Capacity Study has been produced in tandem with this Development Principles document which has informed and guided the proposals. For a full context baseline, please refer to this document.

The document then explores the vision for Land at J3, by first over viewing the opportunities and constraints of the site which have formed a key part of the physical layout of the site. This information is then synthesised into a series of Concept Drivers, which illustrate the key design moves which shape the emerging master plan. Further detail on this master plan then follows, along with an outline phasing strategy for the development.

The next section explores place making through GI - detailing the landscape and ecological improvements which will result in a strong landscape network surrounding the site. This section will also explore how the GI network can be utilised to deliver social and community assets for the new residents at Land at J3.

Two sections will follow this, exploring the proposals for 'Work' and 'Live' on a neighbourhood by neighbourhood basis, exploring how this strategic development could be brought forward as a series of distinct neighbourhoods.

Finally, a conclusion will sum up the findings of the Development Principles document, illustrating how the proposed development will enable people to Work, Live and Grow, assisting in delivering a prosperous future for Shropshire.

## 1.2 THE CONTEXT

Land at J3 sits at a strategic location within the M54 Corridor which offers the opportunity to develop and retain employment and skills within Shropshire and the wider West Midlands.

responding to the objective of the Shropshire Economic Growth Strategy.

It is envisaged that Junction 3 will become a strategic gateway between Shropshire, and the wider West Midlands conurbation, directly

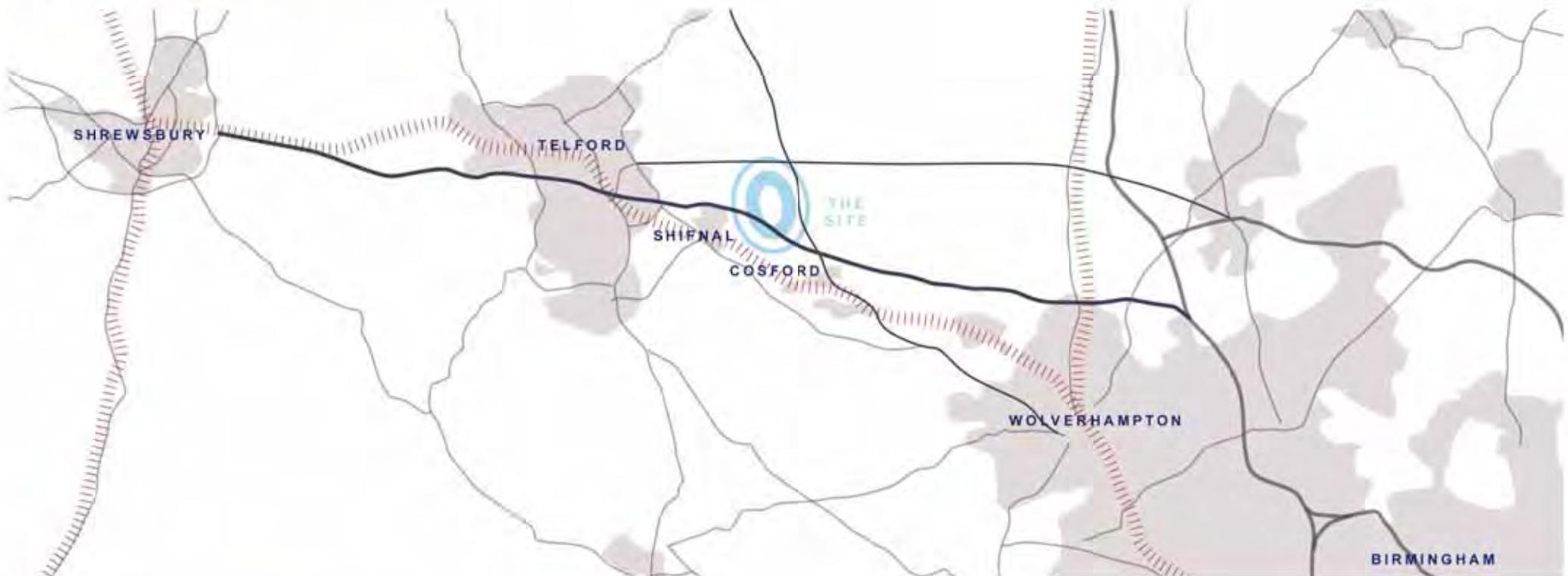


Figure 1. Site Context

## 1.3 VISUAL STUDY



Figure 2: Viewpoint Locations

- 1 The view is taken from Newport Road in Tong village, looking west across St Bartholomew's Church courtyard. This viewpoint is located in close proximity to the western site boundary.
- 2 The view is taken from Monarch's Way Long Distance Footpath (LDNP) to the south of Tong Norton. The viewpoint is located within the site and the LDNP aligns east - west through the site.
- 3 The view is taken from the A41 which aligns through the site boundary, the viewpoint is located within the site and looks south along the road.



Figure 3: Newport Road in Tong



Figure 4: Monarch's Way Long Distance Footpath



Figure 5: A41 North

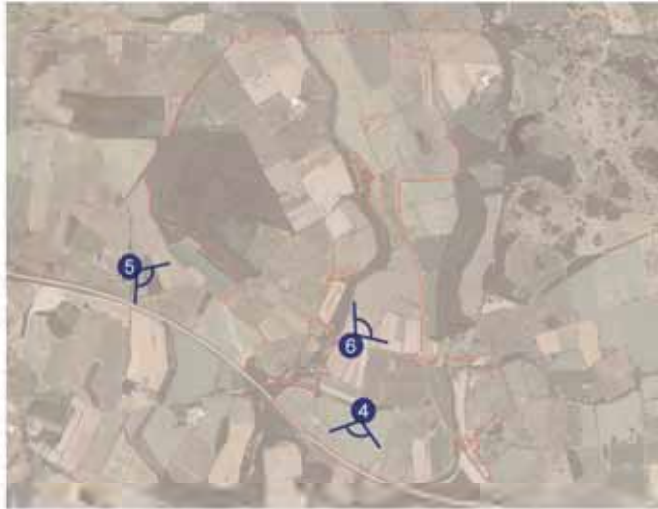


Figure 6: Viewpoint Locations

- 4 The view is taken from Stanton Road, facing south west. The viewpoint is located within the site, the foreground is arable fields and the gently undulated horizon line is mostly defined by woodlands.
- 5 Taken from a public footpath crossing an open, arable field, the view shows Lizard Hill as a prominent feature and part of the site. To the east of the woodland, Tong and Spring Coppice are visible in the distance.
- 6 The view is taken from the Monarch's Way Long Distance Footpath route to the east of Tong Forge. The viewpoint is located within the site, Weston Park hill is visible in the distance.



Figure 7: Stanton Road



Figure 8: North of Coppice Green, PRoW



Figure 9: Monarch's Way Long Distance Footpath

## 1.4 THE VISION FOR LAND AT J3

A comprehensive vision for Land at J3 has been set out around the key themes of Work / Live / Grow.

This vision is supported by the following objectives:

- To create a self-supporting community which generates lifelong job opportunities, lifetime homes and an exceptional quality of life.
- To bring prosperity through high-quality education and jobs.
- To provide exemplary homes including innovative forms of affordable housing - all in a beautifully landscaped setting with an abundance of community facilities.
- Work in high-tech thoughtfully designed and landscaped business and skills hub.
- Live in homes of high quality which meet and adapt to a range of lifestyle needs.
- Grow through making a place that fulfils potential and supports evolving lifestyle expectations.
- To reflect the best of Shropshire and help build the prosperous future it deserves.



WORK

LIVE

GROW

# WORK

# LIVE

# GROW



Capturing economic growth whilst developing and retaining a skilled workforce by providing high-value jobs and excellent education.



Creating a healthy, safe and social community with diversity supported by the varied offering of housing and social facilities.



Nurturing a successful place through a growing community with opportunity for people at all stages of life.

## 1.5 HEALTH AND WELLBEING OBJECTIVES

To meet the vision for Land at J3 we are seeking to place Health and Wellbeing objectives at the heart of the proposals. We have considered health and wellbeing under five topic areas which will contribute towards the delivery of an exceptional quality of life at Land at J3, to support the visioning themes of to support's residents ability to live, work and grow.



- AIMS**
- To create mixed use and tenured neighbourhoods, including public open space.
  - To ensure the infrastructure to promote walking and cycling is integrated into the design of neighbourhoods.
  - To ensure diverse housing types and tenures to cater for a variety of needs and ages.
  - To enable high quality public transport to be delivered.

- OUTCOMES**
- Increased social engagement.
  - Increased physical activity.
  - Reduced risk of pedestrian injury and road traffic collisions.
  - Increased social participation in older adults.



- AIMS**
- To provide infrastructure for walking and cycling.
  - To insert appropriate traffic calming measures.
  - To develop a well-lit and well connected public realm.
  - To enable high quality public transport.

- OUTCOMES**
- To increase the mobility and physical activity levels of future residents.
  - To enable a reduced BMI and improved cardiovascular outcomes for future residents.
  - Reduced risk of injury.
  - Increased opportunity for social interaction.
  - Increased access to buildings and facilities for future residents.



#### AIMS

- To provide high quality, energy efficient and diverse housing stock.
- To provide a variety of affordable house types and tenures.
- To ensure housing which appeals to a variety of age groups

#### OUTCOMES

- To improve the social outcomes, particularly for older adults.
- To offer an improved quality of life.
- To improve clinical health and health related outcomes.

#### AIMS

- To enable the provision of healthy and affordable food, while limiting food mileage.
- To encourage the engagement of all school age children in food production.

#### OUTCOMES

- To reduce dietary fat intake and BMI in public service settings (i.e. Schools).
- To improve the diet and food choices available to school age children.
- To encourage the improvement of dietary attitudes and behaviours by encouraging 'grow your own.' Offering increased social connectivity through allotment provision.
- To increase incidental physical activity.

#### AIMS

- To protect air quality through encouraging the use of sustainable transport modes.
- To reduce the risk of flooding through careful consideration of built form and deployment of Sustainable Drainage Systems (SuDS).
- Prioritise neighbourhood tree planting to limit the urban heat island effect.
- To provide accessible and inclusive Open Space.
- To increase opportunity for biodiversity.

#### OUTCOMES

- To improve mental health outcomes by providing equitable access to and provision of open space.
- To improve general physical health outcomes, and limit air pollution by promoting sustainable transport options.
- Tree canopies to limit urban warming.
- To increase opportunity for biodiversity.







# 2.0

## **MASTER PLAN PRINCIPLES**

---

## 2.1 OPPORTUNITIES AND CONSTRAINTS

Through a process of baseline investigation, site visits and engagement with stakeholders, a number of Opportunities and Constraints have been identified which provide a framework within which the proposed development will be brought forward. These include:

### LAND USE

- Currently, the Site is primarily in productive use, and controlled by Bradford Rural Estates Ltd.
- A number of woodland blocks are located within the site extents, the largest of which is Lizard Wood, there is also a dingle running north - south. Opportunity exists to improve access to these features, and to connect and reinforce these corridors to increase their ecological and recreational value.
- The site is currently located within the Green Belt, to which enhancements and improved accessibility will need to be considered in any proposals brought forward.
- A Scheduled Ancient Monument is located within the red line boundary at the north west of the site, the alignment and setting of which will need to be respected in any proposals brought forward.

### NEIGHBOURHOODS

- The villages of Tong and Tong Norton are located to the south east of the site, clearly separated by parcels of agricultural land and a motte and bailey castle, which is also a Scheduled Ancient Monument.

- The M54 runs along the southern boundary of the site. Sound levels and visual connectivity will need to be considered in adjacent areas.
- The A41 and A5 form strong boundaries to the site. The character of these routes will need to be considered, however these routes provide opportunity for Green Belt Enhancements as part of the development proposals.







### ACCESS AND CIRCULATION

- Monarch's Way, a 625 mile route which approximates the escape route taken by King Charles II after his defeat at the Battle of Worcester runs through the site (Anntill, 2005).
- The Sabrina Way is a waymarked long-distance footpath and bridleway which extends from Gloucestershire to Derbyshire and passes through the site.
- The Site benefits from existing on and off road sustainable links to the railway station south of the site at Cosford.
- The site benefits from direct access to the M54 corridor, A41 and A5 which provide excellent strategic transport links.
- In addition to Monarch's Way, a number of Public Rights of Way run through the site, however these are concentrated toward's its southern end.

### SITE HISTORY

- The development opportunity area on site is constrained to the east and the west by prominent land parcels which are important to the historic context of the site and it's surroundings.

### KEY

-  Site Boundary
-  M54
-  Highways
-  Roundabout
-  Railway line
-  Existing built form
-  County boundary
-  National Cycle Route 81
-  PRow
-  Bus routes
-  Waterbodies
-  Watercourses
-  Major vegetation
-  Ancient woodland
-  Conservation Area
-  Key heritage asset
-  Setting of heritage features
-  Scheduled Ancient Monument
-  Visible high ground within site
-  Site intervisibility
-  Opportunity for landscape feature to mitigate intervisibility
-  Green Belt improvement focus areas
-  Development opportunity area
-  Potential Green Belt boundary enhancements
-  Boundary with M54
-  Aquifer Source Protection Zone 1
-  Cosford Railway Station

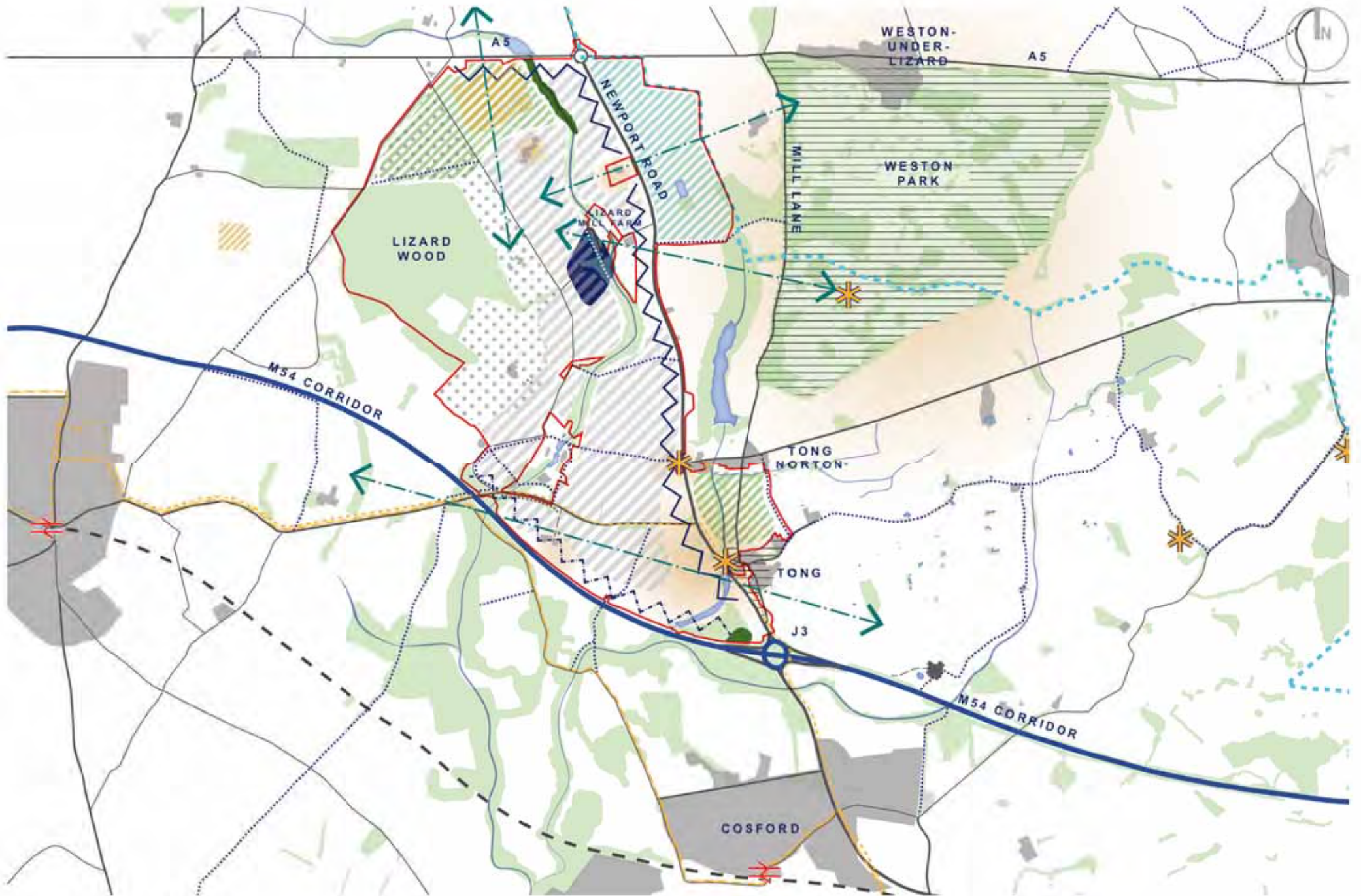


Figure 10: Opportunities and Constraints

- Weston Park, a Registered Park and Garden located towards the east of the site also contains a number of listed buildings and structures.
- Tong Conservation Area, including St Bartholomew's Church is located adjacent to the south eastern boundary of the site, the setting of which must be considered in any proposals brought forward.
- The remains of Tong Castle are located on the southern boundary of the site, partially obscured by the M54. Associated with Tong Castle is a remnant Capability Brown landscape, of which Church Pool is the most notable feature.
- In the north of the site, there is the buried remains of a Roman camp which sits adjacent to the Watling Street Roman Road and relate to a nearby Roman fort outside of the site boundary, to the west.

#### LANDSCAPE AND VEGETATION

- Along some extents of the western boundary of Weston Park it is possible to gain views across Mill Lane and into the site, Land at J3. In particular, the northern end of the western boundary affords views across the northern reaches of the site with views of narrow bands of open agricultural fields between tree belts and as far as the agricultural land which then rises at the foot of Lizard Hill. In addition to these views, a view of the site is also possible from within the park, at the foot of the folly, Knoll Tower. The view looks north west from this point, through parkland trees and the area directly south of Lizard Mill Farm is directly visible.
- For most of the site's boundary with the M54, any possible view into the site is blocked by the steep rise of the bank which forms the cutting in which

the motorway is built or dense tree planting at the top of this bank. However, at the western end of this boundary, the height of the motorway levels out with the site and the field boundary is much less planted with tree and hedgerow and views into the site are visible from the motorway.

Potential development is also constrained by the availability of views into the site from the north of the site boundary from the area around Burlington Farm and Burlington Pool where the land sits higher than on site and views across the existing open agricultural fields and up to Lizard Hill can be seen.

#### LEVELS AND DRAINAGE

- Topography falls towards the central alignment centre of the site, towards a tributary of the River Worfe, which is roughly aligned with the dingle through the centre of the site.
- In the northern half of the site and west of Lizard Mill Farm, there is a rounded-lozenge shaped area which is identified by the Environment Agency as a ground water Source Protection Zone 1. No development can take place within this zone without the express permission of the Environment Agency.
- The majority of the site is within flood zone 1. There are two corridors of flood zones 2 and 3 across the site, associated with the River Worfe and its tributaries.



## 2.2 CONCEPT DRIVERS

The following are a series of identified concept drivers which underpin the master plan development proposals.



Figure 11; Landscape Concept Driver

# LANDSCAPE

Grow and strengthen the strong north-south green and blue infrastructure network which is shaped, in part, by the dingles of the River Worfe, increasing opportunity for ecology and public access to green space.



Figure 12; Connectivity Concept Driver

# CONNECTIVITY

To create a permeable built form which encourages sustainable modes of transport, through an integrated Green Infrastructure (GI) network.

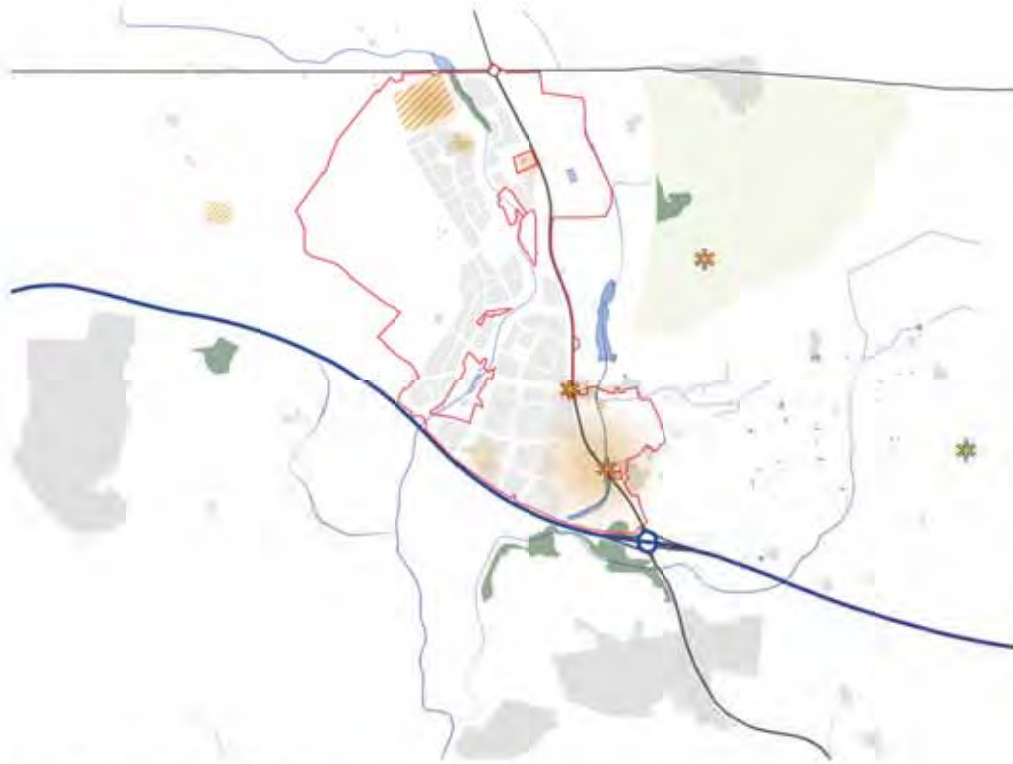


Figure 13: History Concept Driver

# HISTORY

Protect key heritage assets and embed them in the proposed master plan to ensure the setting of these features is respected.



Figure 14: Community Concept Driver

# COMMUNITY

To create a built form which facilitates the creation of a healthy community to grow, taking ownership of its own place and customs.



## 2.3 ILLUSTRATIVE MASTER PLAN

We envisage a strategic employment site of circa 50 hectares, accompanied by a series of neighbourhoods which combine to create a sustainable new community which supports the needs of Shropshire and the wider West Midlands.

The opportunity created by Land at J3 to Work, Live and Grow will benefit new residents, residents of the existing surrounding communities, visitors and the wider regional economy to benefit from a truly mixed use community, which supports the retention of skilled workers to the local economy.

### WORK

The key to the proposed scheme is the Strategic Employment Area (SEA) focusing on high-tech research & development and manufacturing. As a new hub of the developing Midlands Engine, the SEA at Land at J3 will bring engineering, advanced manufacturing, aviation and environmental technology jobs and education to the area, attracting young, educated people to the region to counteract Shropshire's ageing population imbalance and brain drain.

The situation of Land at J3 is ideal for a prospective employment site such as this as it sits directly on a major junction of the M54 corridor within short distance of I54, home to the new Jaguar Land Rover engine manufacturing facility and directly across the motorway from RAF Cosford and the planned aviation academy.

The purpose-designed facilities and premises will provide the optimal climate for employees to grow and prosper, making the most of opportunities for co-working, outdoor exercise and socialising in the attractive setting created by the wider development at Land at J3 which will also provide homes, schools and community facilities within easy, sustainable travel of the new employment hub.

### LIVE

In conjunction with the proposed employment hub at Land at J3, four distinct neighbourhoods will create sustainable new communities to address growing housing need as new jobs attract people to the area.

Each of the four neighbourhoods will display different characteristics that define them and set them apart, creating a diverse offering of places to live which in turn supports a diverse community. A wide mix of house types will support the full range of different people that will be found in a thriving community and provide housing that is energy and cost efficient to run as well as a great place to live.

The neighbourhoods sit in an extensive network of open spaces and with a close connection to nature which encourages an outdoor, healthy lifestyle. Abundant walking and cycling routes connecting homes, services and places of work, matched with the convenient locations of services and public open space, promote active modes of transport. Particularly important is encouraging active lifestyles in children and schools are intentionally located next to key green infrastructure to promote walking and cycling to school

and engaging with the great outdoors on a daily basis.

New public parks and local centres with vital services are located in central locations and on main travel routes to promote social interactions in everyday life. A rich offering of activities and pastimes is crucial to a healthy, happy and productive community and the master plan for Land at J3 puts spaces for these activities at the heart of the proposals.

### GROW

The proposal for Land at J3 has social cohesion at its heart. The proposals for this self-sustaining scheme will deliver long term infrastructure investment that will support the development of a new local economy as well as a new community, with great cultural, recreational and shopping facilities.

Education will sit alongside jobs to grow the local skilled workforce and bring high-value jobs to the area, whilst a growing community will make this a place people want to live and work.

### BRADFORD RURAL ESTATES LTD

The ambitious vision for Land at J3 is the result of an involved and dedicated landowner, Bradford Rural Estates Ltd. Continuing their long involvement in the area, the estate will be an active and long term landowner, prioritising an exceptional vision, delivered by a long term and aspirational landowner, this enables a commitment to sustainable and energy efficient development which benefit generations to come.



## KEY

-  Site Boundary
-  Retained Agricultural Land Use
-  Proposed Country Park
-  Proposed / Reinforced Woodland Belt
-  Proposed Public Park
-  Existing + Proposed Water Bodies
-  Proposed Tree-lined Main Roads
-  Strategic Employment Area
-  Neighbourhood 1
-  Neighbourhood 2
-  Neighbourhood 3
-  Neighbourhood 4
-  Supermarket
-  School
-  Local Centre

Figure 15; Landscape Master Plan

## 2.4 PHASING PLAN

The development will be delivered in several phases which will:

- Deliver business and residential development simultaneously.
- Will be delivered in a roughly north-south arrangement.
- Consider best practice construction management practices to restrict wider impacts.
- Consider off-site manufacturing where appropriate to reduce construction traffic, build time and improve sustainability and waste reduction (Anntill, 2005).

A possible phasing strategy is explored in the facing pages, which would be finessed to respond to housing and employment demand.

# PHASE 1 PHASE 2



Figure 16; Landscape Master Plan - Phase 1



Figure 17; Landscape Master Plan - Phase 2

# PHASE 3

# PHASE 4

# PHASE 5



Figure 18; Landscape Master Plan - Phase 3



Figure 19; Landscape Master Plan - Phase 4



Figure 20; Landscape Master Plan - Phase 5

## 2.5 USER MATRIX

The following potential user groups have been considered in the formulation of the master plan for Land at J3.



Disabled Persons will be considered in the design of the master plan for Land at J3 by:

- Providing stairs and ramps and surface finishes suitable for wheelchair users.
- Provision of affordable and accessible housing for vulnerable groups (including adults with intellectual disability and substance users) can lead to improvements in social, behavioural and health-related outcomes.
- Parklands should be welcoming for those with all types of disabilities. This can be achieved by the provision of access friendly play equipment, numerous seating and micro-sports i.e table tennis.



School-age children will be considered in the design of the master plan for Land at J3 by:

- Designing for play - The inclusion of a wide array of play area types and access to other types of open space allow children to be seen and heard in public spaces. These spaces should use local materials and look to the qualities of the location to influence design, encouraging children to interact with the natural environment.
- Active by Design finds that only 21% of children currently play outdoors. Mixed land use developments that prioritise access to schools, recreational centres and social amenities can increase physical activity among children, adolescents and older adults.
- Allow children of different ages to play together.
- Create opportunities for risk and challenge.
- Being accessible to both disabled and non-disabled children.
- Provide numerous footpaths and cycle paths which provide safe routes to schools and key points of interest.
- Include provision for healthy food in schools to create positive attitudes towards healthy eating.



Women and girls will be considered in the design of the master plan for Land at J3 by:

- More women are pedestrians, therefore the creation of plentiful, safe and well-lit footpaths, with well-considered surface furnishes will be paramount. Prioritising safety and ease of movement.
- Women are more likely to use public-transport, therefore numerous stops and routes for ease of movement and at key points such as the doctors, removing barriers to multi-destination journeys
- Provision of doctors, shops and nurseries close to schools and footpath connections facilitate ease of movement.
- Teenage girls are less likely to use parks, therefore varied sports provision such as netball, badminton and volleyball is of importance.
- Subdivide large open areas into semi-enclosed pockets of park space, girls and boys are more likely to use these parks without another group overrunning them.



Teenagers will be considered in the design of the master plan for Land at J3 by:

- Providing a wide array of sports provision.
- Encouraging girls to use open space, by creating opportunities for gathering and accessibility by increasing the provision of footpaths within open space.
- Involve young people in the design of their spaces.
- Areas designed with teens in mind should create some flexibility in the design, to allow for variation in the way places are used.
- Create places to 'hang out.'
- Park provision for teenage girls – research shows providing covered seating areas gives teenage girls a space to socialise.
- Not including defensive measures on seating allows for open spaces to be used flexibly, enabling their use by skateboards, providing opportunity to increase the activity levels of teens.
- Mixed land use developments that prioritise access to schools, recreational centres and social amenities can increase physical activity among children, adolescents and older adults.



Young Families will be considered in the design of the master plan for Land at J3 by:

- Providing pavements to allow space for pushchairs alongside walkers and cyclists.
- Provision of numerous public open spaces within walking distance.
- Providing plentiful public transport stops.
- Creating Trim Trails for 'on-the-way' exercise.
- Numerous well-designed seating spots along pedestrian routes, to provide rest opportunities.
- Creation of safe bicycle routes away from traffic to encourage participation by riders who are less confident.
- Provide locations for food production and access to affordable fresh produce and healthy food.
- The provision of water fountains and access to public toilets within social hubs.
- Create positive interactions and places that bring people of different ages and backgrounds together.
- Mixed land use developments that prioritise access to schools, recreational centres and social amenities can increase physical activity among children, adolescents and older adults.



Older People will be considered in the design of the master plan for Land at J3 by:

- Encouraging an active lifestyle and places for older people to meet and interact, both outdoors and indoors (i.e. community centres, yoga classes, arts classes etc).
- Provision of local amenities can improve mobility and social engagement (i.e. Allotments). Gardening in an allotment setting can have numerous positive physical and mental health-related impacts and outcomes.
- 1 in 3 of people who live to 65 will experience a form of dementia, therefore the inclusion of an enclosed garden space which is flat and open, including scents to trigger memory will cater for an ageing population.
- The inclusion of strong way-finding principles through the neighbourhoods may assist in extending independence.
- Strong visual wayfinding, including maps and neighbourhood branding, may be of assistance.





# 3.0

## **PLACEMAKING THROUGH GI**

---



### 3.1 WHAT IS GI?

Green Infrastructure (GI) is a holistic consideration of all elements of the landscape to develop a considered and multi-dimensional approach to landscape and open space.

Natural England Guidance (NE176) considers that:

- GI goes beyond the site specific, considering the 'big picture' – landscape context, hinterland and setting, as well as strategic links of sub regional scale and beyond;
- GI considers private as well as public assets;
- GI provides a multifunctional, connected network delivering ecosystem services;
- GI considers typologies beyond sports and amenity greenspace, spaces are considered primarily from access, quality and management perspectives, rather than consideration of wider environmental benefits and services. These green spaces are, however, important constituents of a green infrastructure network.

Although called Green Infrastructure, it is important to note that a successful GI strategy considers urban or suburban environments, private land and include water processes.

The proposals for Land at J3 are united by GI, separate neighbourhoods will sit within the landscape, each with a distinct character, with connectivity created through a connected GI network, which will bring the benefits of a larger settlement to each of these neighbourhoods. Thus, the GI network will deliver both ecological and community benefits.



# LANDSCAPE

1. Utilise GI to unite the development, whilst providing visual separation for each distinct Neighbourhood. This will enable the protection of existing woodland, the creation of sustainable local transport routes and equal access to green infrastructure.



Figure 21; Concept Driver 1

# WATER

2. To create and reinforce blue infrastructure corridors, supported by the implementation of Sustainable Drainage Systems, whilst protecting the source protection zone.



Figure 22; Concept Driver 2

# SOCIAL

3. Respect the historic character of the site within the proposals, whilst retaining flexibility for the new Land at J3 community to create a new social fabric.



Figure 23; Concept Driver 3

## 3.2 GI TYPOLOGIES

The green infrastructure strategy for Land at J3 Focuses around 4 key elements: ecological improvement through habitat creation and connectivity; improved accessibility to nature and the natural world for all members of the public by matching a comprehensive walking and cycling network with new and existing habitat areas and open space; providing environmental robustness through sustainable water management and reducing the heating effects of increased built form by way of extensive woodland planting; and mitigating visual impact of the surrounding countryside through strategically placed woodland planting.

The approach to ecological improvement on-site is based around a network of nodes, linear and spatial features which work with the other functions of the GI typologies. Larger blocks of established woodland, combined with the proposed country park act as ecological nodes where natural capital is high. Besides these key nodes, there are also plentiful proposed green open spaces, which do not provide the same level of opportunity for shelter or food for insects, small birds, mammals and lizards, but do provide open space away from the developed areas. Connecting together the nodes and the open spaces, a comprehensive network of habitat corridors, linking into the main woodland spine of the site which runs along the course of the River Worfe.

Within this network of linear and open green spaces, an extensive walking and cycling network encourages



Figure 24: A Woodland Walk

active travel as part of daily life and provide plentiful open space for sports and recreational activity. Linear greenspaces and abundant woodland throughout the site also provide plenty of opportunity for recreational walking, running and cycling. The linear wooded belts which are characteristic of the area, with the main example on site following the River Worfe, serve myriad purposes, one of which being visual screening from views from outside the site. Strategically placed woodland planting is positioned to control key views as well as create a buffer to the busy traffic of the M54, A41 and A5, to create a calmer, more pleasant atmosphere within the site.

Public parks and amenity greenspace are the social spaces of the scheme and provide space for people to be outdoors and participate in this new community. The placement and regularity of these green open spaces works with the overall connection to the countryside

that the site enjoys and makes the scheme feel generous and open.

Across the site, a number of parcels have been ring fenced to remain in agricultural use as these fields are integral to the setting and the identity of the site and the surrounding area. Likewise Lizard Wood is retained as the primary local landmark and opened up to public use.

At the northern end of the scheme, a large area is set aside for use as country park, providing access to publicly accessible open land at a scale not currently available locally. This park will create a great area of ecologically rich wildflower meadow as well as new woodland planting and a new large pond. In the proposed country park is located the buried remains of a Roman soldiers' camp, relating to the A5 Roman road, this will be celebrated, highlighting the site's historic context as well as it's natural heritage.



Figure 25: Allotments

**KEY**









-  Red Line Boundary
-  Green Belt Improvement Focus
-  Intervisibility
-  Lizard Hill
-  Visible High Ground
-  Local Parks
-  Existing Woodland
-  Proposed Woodland

















Figure 26; Landscape Master Plan

### 3.3 HISTORIC LANDSCAPES

The master plan evolution has carefully considered its relationship with the historic environment to preserve the setting of important assets. These offsets have been carefully developed in consultation with specialist consultants to ensure a proportionate allowance for setting has been built into the scheme.

Of key consideration to the emerging master plan have been:

#### KEY

-  Site Boundary
-  M54
-  Highways
-  Roundabout
-  Railway line
-  Existing built form
-  Waterbodies
-  Watercourses
-  Major vegetation
-  Ancient woodland
-  Conservation Area
-  Key heritage asset
-  Setting of heritage features
-  Scheduled Ancient Monument

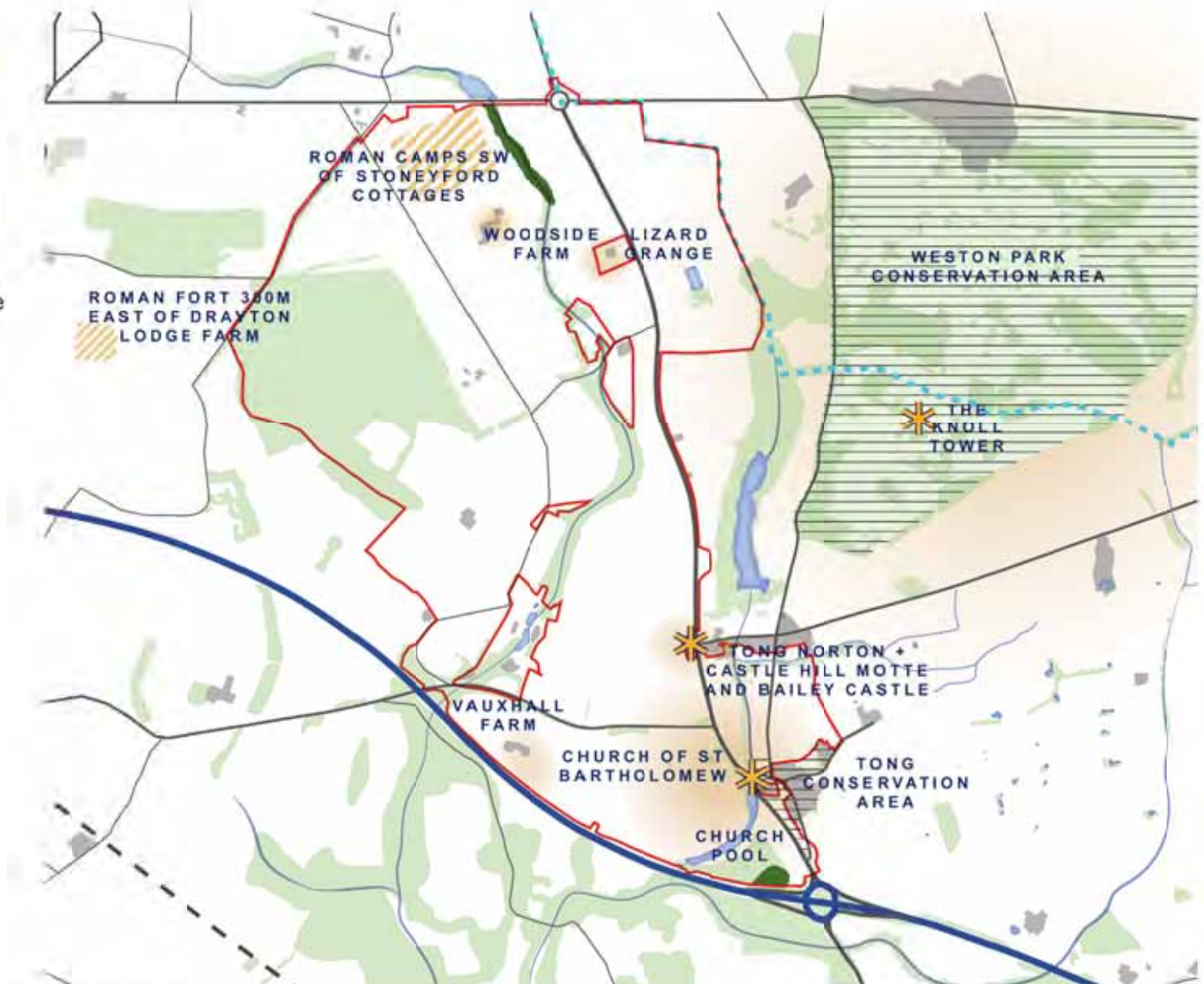


Figure 27: Historic Features

## WESTON PARK AND KNOLL TOWER

Weston Park is subject to both a Conservation Area and is also a registered Park and Garden. The Park is also home to a variety of listed structures within their own right. The offset for Weston Park has been carefully considered both for its heritage setting, and also to minimise and mitigate changes to views.



Figure 28: Church of St Bartholomew

## CHURCH OF ST BARTHOLOMEW, GRADE I LISTED AND TONG CONSERVATION AREA

The Church of St Bartholomew and Tong Conservation Area sit at the head of Church Pool, along with a Scheduled Ancient Monument (SAM) which is the site of a medieval college. There are direct visual links between this landscape and the south eastern corner of the Site area, which has triggered careful consideration.



Figure 29: Church of St Bartholomew, with Church Pool to the left

## CHURCH POOL + TONG CASTLE

Church Pool is part of a former Capability Brown Landscape for Tong Castle, of which there are limited remains adjacent to the M54. Remnants of the Capability Brown landscape can be seen in his characteristically naturalised parkland trees, and in Church Pool itself.



Figure 30: Remains of Tong Castle

## ROMAN CAMPS SW OF STONEFORD COTTAGES, SCHEDULED ANCIENT MONUMENT

A Scheduled Ancient Monument (SAM) located in the north western section of the site. The alignment of this SAM will be protected by the alignment of a proposed

Country Park, which will also provide opportunity to improve the visitor experience of the monument.

## TONG NORTON + CASTLE HILL MOTTE AND BAILEY CASTLE

Tong Norton plays host to a number of Listed Buildings, including its war memorial and pub. To the south of Tong Norton the remains of Castle Hill motte and bailey castle are subject to Scheduled Ancient Monument protection. This grouping of heritage assets has been considered in the master plan by preserving the separation between Tong and Tong Norton, and a carefully considered location of the adjacent proposed school playing fields.



Figure 31: Castle Hill Motte and Bailey Castle

## LIZARD GRANGE

Lizard Grange is a Grade II listed structure, which has been found to be of good value by a significance assessment. This has been respected within the master plan by the creation of a buffer between Lizard Grange and adjacent development, to protect its setting.

## WOODSIDE FARMHOUSE

Woodside Farmhouse is considered to be of low value within its significance assessment, and therefore its retention as part of Neighbourhood 3 will be considered as a matter of detailed design.

### 3.4 ACHIEVING OPEN SPACE POLICY

Of a total site area of 700ha, almost 450ha of the scheme for Land at J3 is proposed open green space.

With the abundance of open space throughout the scheme, the proposals have no problem in meeting all planning requirements for achieving open space policy. The semi-rural, open nature is part of the identity of the proposals for Land at J3. This goes hand in hand with delivering public parks, play areas for children and amenity greenspace besides many other typologies.

Land Use:

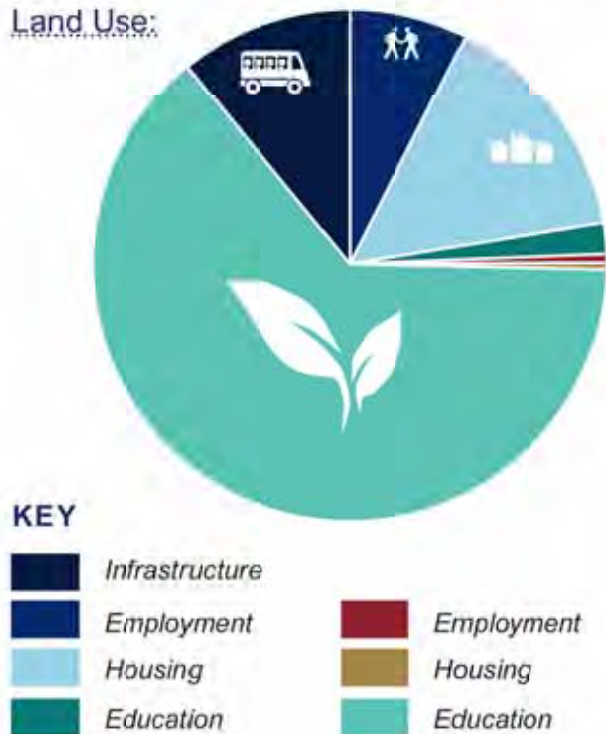


Figure 32: Land Use Breakdown Chart

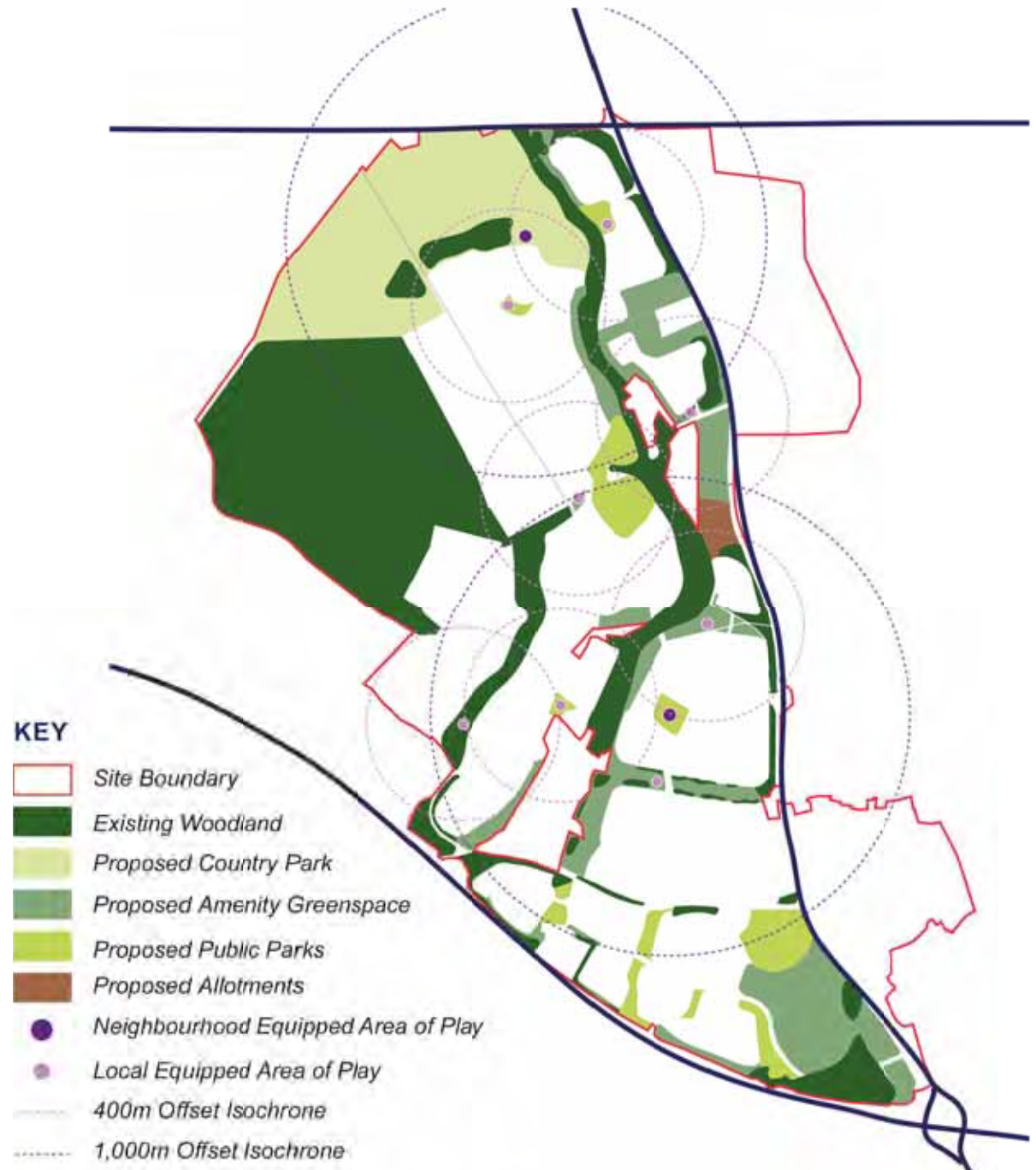


Figure 33: Open Space Strategy Diagram

### Open Space Types:

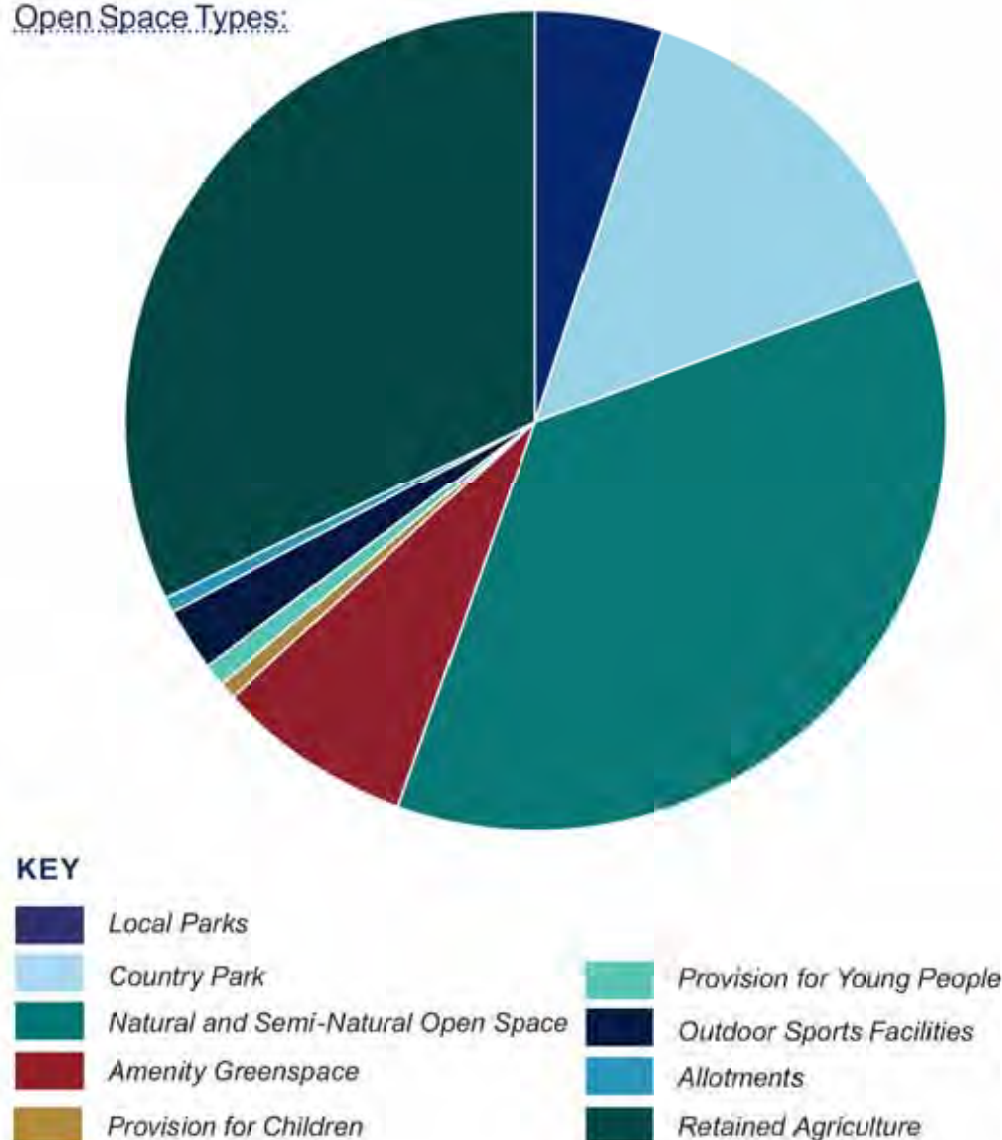


Figure 34: Open Space Distribution Chart

### J3:M54 OPEN SPACE SCHEDULES

#### The Bradford Estate

Total Site Area		700 hectares			
OPEN SPACE POLICY REQUIREMENT (Shropshire Open Space Interim Planning Guide, 2012, PPG17)	No. of hectares per 1000 people	Total No. People	Accessibility Standard	Open Space (Ha)	
				Requirement	Provided
Local Parks	0.23 ha	7800	10 minute walk	1.8 ha	22.8
Country Park	No Standard	7800	20 minute drive		64.3
Natural and Semi Natural Open Space	2 ha	7800	5-10 minute walk	16.4 ha	162.7
Amenity Green Space	0.35 – 0.66 ha	7800	10 minute walk	2.87 – 5.42 ha	34.9
Provision for Children	0.105 – 0.035 ha	7800	10 minute walk	0.861 – 2.87 ha	3
Provision for Young People	0.055 ha	7800	10 minute walk	4.51 ha	4
Outdoor Sports Facilities	Min. 1 pitch per large village or Market Town.	7800	20 minute drive		6 pitches minimum (11.2 ha)
Allotments	0.22 ha	7800	10 minute drive	1.81 ha	2.7
<b>Total Open Space Provision (Hectares)</b>				<b>51.05 – 55.61 ha</b>	<b>415.6</b>

#### OTHER PLAY REQUIREMENTS (Play England)

<b>Neighbourhood Equipped Area for Play (NEAP)</b>	Min area: 0.1ha Max walking distance: 1000m 30m to the boundary of the nearest property. At least 50m if a skatepark or ballcourt is included. NEAP required from 201 dwellings
<b>Local Equipped Area for Play (LEAP)</b>	Min area: 0.04ha Max walking distance: 400m 10m to the boundary of the nearest property / 20m to the nearest habitable living space LEAP required from 501 dwellings
<b>Local Area for Play (LAP) or 'door-stop' spaces</b>	Min Area: 0.01ha Max walking distance: 100m 5m between activity zone and boundary of dwellings LAP required from 5 dwellings

Figure 35: Open Space Schedule



### 3.5 GREEN BELT OFFSET STRATEGY

#### PUBLIC ACCESS IMPROVEMENTS

The first focus of the Green Belt mitigation strategy for Land at Junction 3 in response to National Planning Policy Framework (2019) Paragraph 138 is improved public access. The proposals for Land at J3 vastly improve public access to valuable open space on site and in the surrounding area. Primarily this is achieved through the designation and development of public parks, public amenity greenspace and accessible natural and semi-natural space. These spaces are also connected by a new, comprehensive network of foot and cycle paths that connect existing national and local routes.

#### KEY

-  Site Boundary
-  M54
-  Highways
-  Existing built form
-  Weston Park
-  Existing major vegetation
-  Existing water bodies
-  Existing water course
-  Existing Public Rights of Way
-  Proposed Public Rights of Way
-  Proposed improved pedestrian and cycle access
-  Proposed public open spaces
-  Proposed country park
-  Scheduled Ancient Monument
-  Proposed development areas

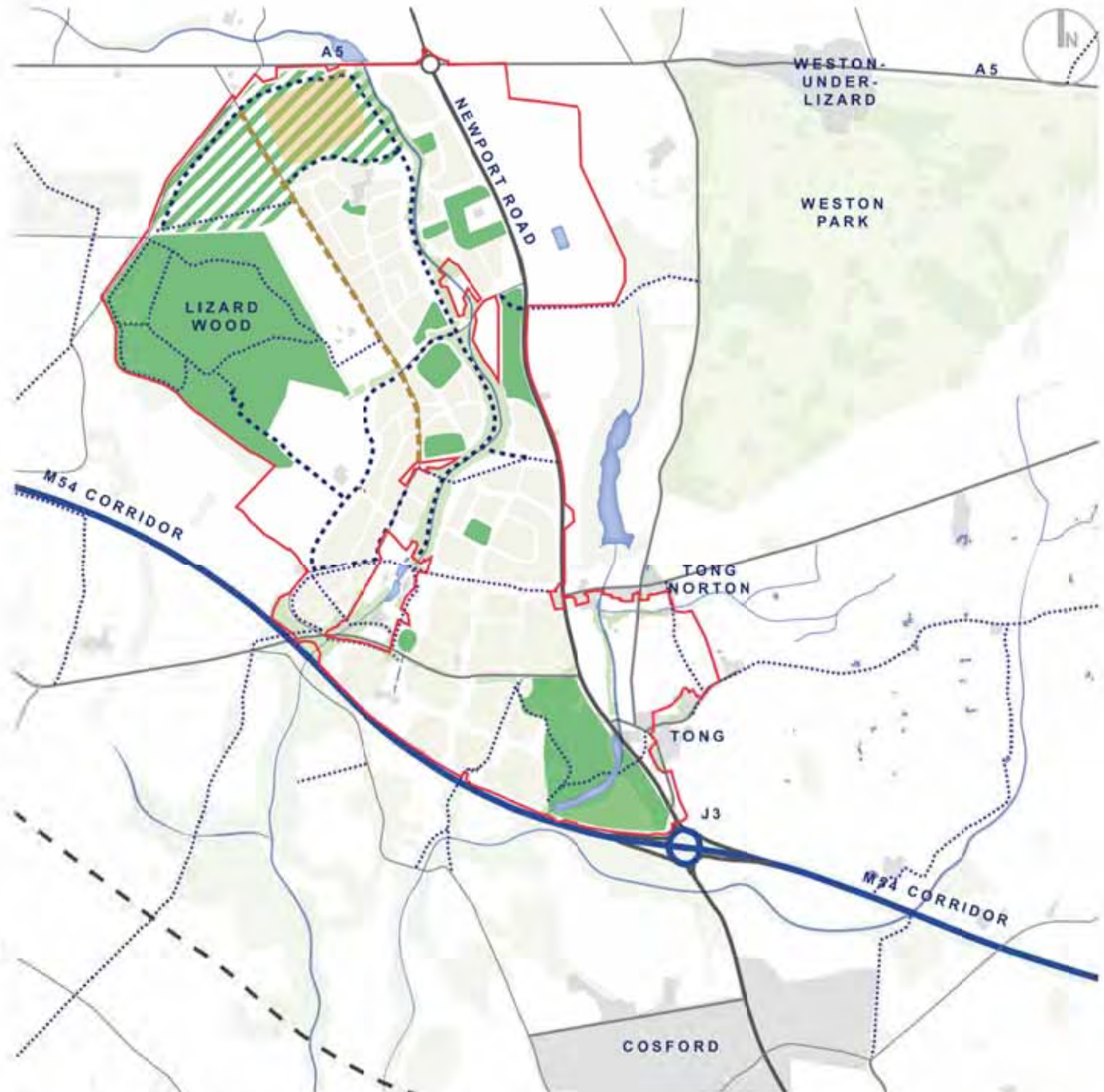


Figure 36; Green Belt Offset Strategy, Public Access Improvements

## ECOLOGICAL IMPROVEMENTS

The second focus of the mitigation strategy is the ecological improvement of the site. In the main, this will be achieved by introducing new habitat corridors through the strategic green links of the development to create a robust green network, using the existing ecology-rich areas of the site. Ecological enhancement of certain areas, including the proposed Country Park will also encourage greater ecological diversity than the current agricultural regime.

### KEY

-  Site Boundary
-  M54
-  Highways
-  Existing built form
-  Weston Park
-  Existing major vegetation
-  Existing water bodies
-  Existing watercourses
-  Proposed ecological corridors
-  Bus routes
-  Proposed public open space
-  Proposed Country Park
-  Proposed development areas
-  Proposed SuDS basin
-  Preserved agricultural character

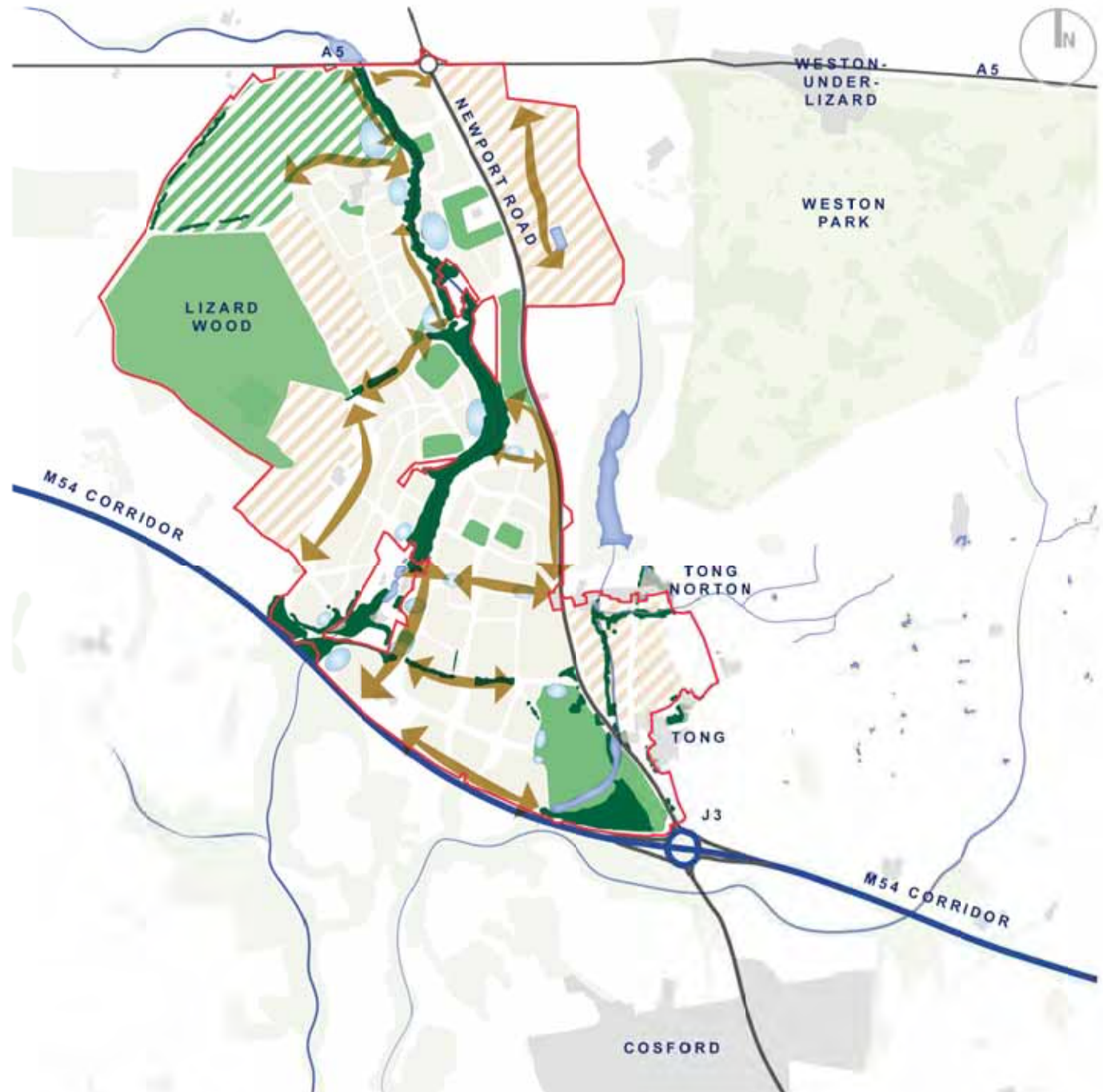


Figure 37; Green Belt Offset Strategy, Ecological Improvements

### 3.6 INCLUSIVE OPEN SPACE

To ensure residents and visitors of all ages are catered for within the public open space, careful consideration should be given to groups beyond children and those which are already active to extend the benefits of physical activity to harder to reach groups.

This will be achieved by considering activities and facilities within the master plan which address the needs of harder to reach groups.



Figure 40; Microsports Within an Urban Environment

This may include:

- **Microsport** - Microsports and creating space for board games within parks allow for people of a varying range of ability and ages to engage actively in the environment.
- **Regular seating opportunities** - These opportunities cater for varying ages to enjoy the natural environment. By creating opportunities for prospect and refuge, this caters for adults, places for teens to gather, and opportunities for recreation



Figure 38; Seating Opportunities with Prospect and Refuge



Figure 39; Opportunities for Board Games Within Parks



Figure 41; Inclusive Play for Residents and Visitors of All Ages



Figure 42; Opportunity of Inclusive Sports such as Boules without financial outlay.

- **Productive Landscapes** - Productive landscapes offer the opportunity to address inequality within the landscape, by creating opportunities for allotments and other productive landscapes, including orchards. Allotments offer the opportunity to create inclusive social ties.
- **Seasons and Senses** - The incorporation of seasonality and sensory planting benefits children, adults, people with sight impairments and dementia patients, by encouraging a connection with nature, and improving quality of life.

### 3.7 SOCIAL STRATEGY

In aiming to create a self-sustaining community, a balance of community, commercial and social facilities will be required. These facilities will be located throughout the development, concentrated on the two local centres, predicated on the following principles:

- Critical Mass** - Critical mass should be created by collocating facilities, and access routes to them. This may be a blend of social, community or commercial spaces and could include a combination of schools, health care facilities, employment, parks, play areas or sport and recreation facilities.
- Allotment** - The inclusion of a single area for the Allotments creates an intentional area for residents of all neighbourhoods to congregate, and to develop social ties in an environment which does not discriminate based on income. Principles of the circular economy should be utilised, with residents encouraged to donate their green waste for the use of the allotments.
- Edible Landscape** - Productive species should be used throughout the development to enable equitable access to locally grown foodstuffs. This will also provide an opportunity to use differing types of fruiting tree within the streetscape as a means of visually identifying each parcel. Information should be included within new residents welcome packs to encourage residents to gather and feast on this produce.
- Informal Gathering** - Informal gathering spaces have been included within the GI network to encourage informal gathering places for teens and the elderly.
- Trim Trail and Microsport** - An allowance for trim trails and microsport facilities will enable residents of varying abilities to be active and create opportunities for social engagement across ages and abilities.



Figure 43: Social Strategy Diagram

### 3.8 ACTIVE DESIGN

Sport England has developed ten principles to underpin health and wellbeing through sport and physical activity, which can be used to underpin the design and layout to enable active lifestyles for all.

These principles of active design include:



Figure 44: the ten principles of Active Design, Sports England, 2015.

PRINCIPLES OF ACTIVE DESIGN	LAND AT 33 MASTER PLAN RESPONSE
1. Activity for all	A network of pedestrian and cycle routes through the GI network have been provided to encourage active modes of transport as the easiest mode of transport. We have encouraged the provision of active and play opportunities for all age groups and income levels have been a key driver. Please refer to section 2.5 User Matrix and section 3.9 Access and Circulation for further information.
2. Walkable communities	<p>The location of facilities including homes, schools, shops, community facilities, employment and open space has been considered with an eye to providing critical mass for the development, throughout and within neighbourhoods and the SEA</p> <p>A network of routes for walking and cycling will be provided through the GI network, in addition to dedicated cycle and pedestrian routes which are separated from vehicular traffic. Please refer to section 3.9 Access and Circulation for further information.</p>
3. Connected walking and cycling routes	<p>The provision of active transport routes forms a key consideration to the development of the master plan, with an opportunity for the dingle to function as a green spine for the development, creating an attractive mood and health boosting opportunity to increase interaction with nature.</p> <p>Please refer to section 3.9 Access and Circulation for further information.</p>
4. Collocation of community facilities	<p>Where possible, community facilities such as employment, public open space, play opportunities and schools have been collocated to create a focus for community hubs, and increase the vibrancy of each of these spaces. This will provide multiple reasons to visit these nodes, and increase their visibility.</p> <p>Please refer to section 3.7 Social Strategy for further information.</p>

PRINCIPLES OF ACTIVE DESIGN	LAND AT J3 MASTER PLAN RESPONSE
5. Network of multifunctional open space	<p>Open Space Areas proposed within Land at J3 will provide multifunctional benefits, providing opportunities for biodiversity and habitat within these corridors, whilst providing valuable social facilities, including active travel, recreation, sport, play and an opportunity for recreation where income is not a barrier to access. Please refer to section 3.0 Place making through GI for further information.</p>
6. High quality streets and spaces	<p>The delivery of high quality streets and public spaces will be a key determinant of the success of Land at J3. The primary, secondary and tertiary routes through the site will provide separate pedestrian, cyclist and vehicular routes to open these routes to people of all levels of ability.</p> <p>Please refer to section 3.9, Access and Circulation for further information.</p>
7. Appropriate Infrastructure	<p>At a broad level, supporting infrastructure which improves the built fabric and sustainability has been considered as part of the strategy for the site.</p> <p>Please refer to section 3.7 Social Strategy and 3.13 A Sustainable Future for further information.</p>
8. Active buildings	<p>This will be considered as the detailed master plans for the Land at J3 are bought forward.</p>
9. Management, maintenance, monitoring & evaluation	<p>The management over a longer horizon will be considered as part of the initial design of sports and play facilities to ensure their usefulness over the long term. Land at J3 will benefit from the involvement of Bradford Rural Estates Ltd. who have for generations been involved in the local community, and who seek to develop a unique and special place which will complement the area.</p>
10. Activity promotion and local champions	<p>Active travel should be promoted within the travel and transport pack for new residents. Space has been ensured within the master plan to enable the community to host events such as Tough Mudder, Race for Life and Park Run to enhance traditional sports provision.</p> <p>Please refer to section 3.10 Sports Strategy for further information.</p>



Figure 45; Opportunity to Encourage an Active Lifestyle



Figure 46; Engage and Educate through Green Infrastructure



Figure 47; Opportunity to Create Active Communities

### 3.9 ACCESS AND CIRCULATION

The proposals for the new community at Land at J3: M54 seek to limit outward flows of vehicular traffic, creating a community where residents of Shropshire will want to Work, Live and Grow.

Seeking to limit the impact of the development, Active Design is at the heart of the development by implementing the following access hierarchy:



Figure 48: Land at J3 Hierarchy of movement

The Land at J3 Master Plan has been conceived to ensure sustainable transport routes are at the heart of the proposals, with priority given to pedestrians and cyclists for short or local journeys. A local bus route is proposed through the development to create



Figure 49: Sustainable Access and Circulation

sustainable wider links with Cosford, and its associated railway station for longer journeys.

These considerations may not cater for all journeys, especially those of a longer distance, therefore allowance has been given within the hierarchy for sustainable shared vehicles, followed by private vehicles.

#### DESIRABLE MODES

Sustainable modes of transport will be primary in the layout of Land at J3. Routes have been identified to maximise connectivity with existing Public Rights of Way (PRoW) and National Cycle Route 81 providing connectivity into the wider recreational network, and access to Shifnal and Cosford.

Within the site, connectivity has been designed to link each distinct neighbourhood, providing connectivity for access to local services and amenities, whilst also

#### KEY







-  Proposed Bus Route
-  Existing Bus Route
-  National Cycle Route 81
-  Existing Pedestrian and Cycle Routes
-  Proposed Pedestrian and Cycle Routes
-  Sabrina Way Long Distance Route



Figure 50; Encourage Sustainable Travel From A Young Age

creating a number of linked and connected recreational routes.

In addition, the primary roads through the site will have separate cycle, pedestrian and vehicular routes to maximise safety whilst ensuring these routes are open to cyclists of all levels.

On-road sustainable routes will be well lit to ensure their use year round, whilst woodland routes will remain unlit, to preserve these ecological routes for wildlife.

Efforts should be made to achieve Part M compliant gradients along these primary road routes, to ensure they are suitable for a range of abilities and fitness levels.



Figure 51; Encourage Journeys By Bicycle

## PUBLIC TRANSPORT

To enable longer distance travel, and to ensure there are sustainable transport options available to residents of lesser mobility on short journeys a local bus route has been proposed with links through Land at J3, connecting residential and employment areas with both each other, and with the Cosford Railway Station.

## SHARED PRIVATE VEHICLES

To improve the uptake of sustainable modes of transport, opportunities for shared private vehicles should be integrated into the development. This could include prioritised parking for car clubs who utilise electric vehicles to increase the attractiveness for shared vehicle ownership or rental.



Figure 52; Car Sharing Schemes, Image Source: Como.org

## PRIVATE VEHICLES

In July 2018 the Department for Transport issued 'The Road to Zero: Next steps towards cleaner road transport and delivering our Industrial Strategy' which sets out the strategy to put the United Kingdom at the forefront of the design and manufacturing of zero emission vehicles, and for all new cars and vans to be effectively zero emission by 2040, dovetailing with Theresa May's 2050 'net zero' carbon pledge.

This welcome step will encourage the installation of private charge points, and encourage the development of a world leading electric vehicle infrastructure network. This will improve the overall sustainability of private vehicles, however their choice should be at the bottom of the transport choice hierarchy to encourage active travel.

The proposed vehicular routes around Land at J3 connect back to the M54, A41 and A5, which form three of the site boundaries. These roads along with Stanton Road are supplemented by additional boulevard roads linking the villages to create a connected core network.

## CHANGING PRACTICES

The sustainability of any electric vehicle provision will depend on how cleanly the supplied electricity can be generated. Whilst energy is considered in section 4.2.2 *Sustainable Future*, opportunities for additional charging points for electric vehicles to allow charging by visitors to Land at J3.



Figure 53; Incorporate Electric Car Charge Points, Image Source: Roltec



Vehicular routes have been created throughout the master plan, these will cater for public transport, shared vehicular transport and private vehicles for longer distance trips.

Although these route will serve private vehicles in a traditional manner, they are intended to encourage public transport and sustainable transit as much as possible. The corridors created by the linear transport routes will also be considered as multifunctional, supporting wildlife and sustainable drainage systems.

We have considered primary, secondary and tertiary routes, their typical widths, and their location within the master plan to demonstrate how these uses will relate within the wider master plan.

#### KEY

-  Existing Primary Routes
-  Existing Secondary Route
-  Existing Route to be stopped up
-  Proposed Primary Route
-  Proposed Secondary Route
-  Proposed Tertiary Route

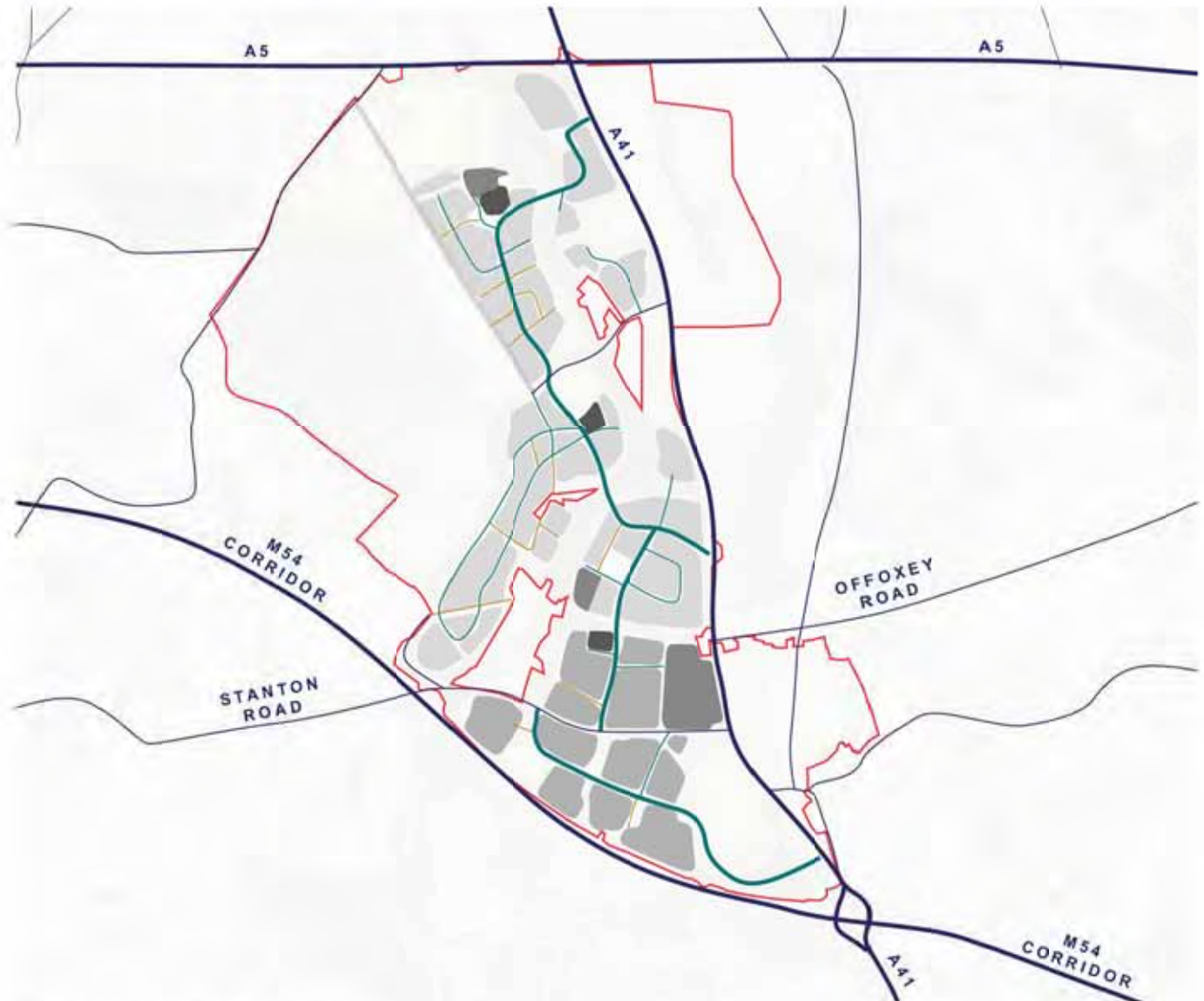


Figure 54; Vehicular Circulation Diagram



Figure 55: Primary Road Typical Section



Figure 58: Example Of Tree-Lined Bicycle Path



Figure 56: Secondary Road Typical Section



Figure 59: Example of footpath/cycleway, Eddington, Cambridge



Figure 57: Tertiary Road Typical Section



Figure 60: Example Of Tertiary Road, Eddington, Cambridge



Figure 61: Example Of Tertiary Road, Great Kneighton

### 3.10 SPORTS STRATEGY

Land at J3 strives to create a healthy community, fostering active lifestyles at the heart of people's daily lives as they work, live and grow.

The sports strategy for Land at J3 will provide opportunity for everybody in the community to make activity and sport a habitual part of their routines. The goal is to increase active participation amongst all groups, especially semi-active and inactive audiences. Sufficient and varied provision will be made to ensure that taking part in sports and active pursuits are "enjoyable at every level."

Work with an Active Partnership Charity such as Energize Shropshire will allow for the formation of sports clubs by the community itself to help shape the landscape of their own active community and the sports offering.



Figure 62: Woodland Cycle Track



Figure 63: Village Cricket In Play

#### TRADITIONAL SPORTS PROVISION

Traditional sports provision in the form of sports pitches with changing facilities and indoor gymnasium space will provide ample amenity for those drawn to traditional team sports and fitness regime. This provision is located near the social hubs that are the main school and the major local centre, making sports participation a central theme of the identity of the community and easily accessible to all.



Figure 64: Boules On A Lawn

#### SPORTS AND MOBILITY

The proposed scheme for Land at J3 proposes a comprehensive network of safe and attractive routes for walking, running and cycling, encouraging these sustainable forms of transport as a means of travel in daily life and recreation in an active lifestyle.

#### INCREASING PARTICIPATION LEVELS

In order to encourage less active groups, a wider offering of activities is proposed for Land at J3. Less mainstream sports and activities are provided for in the abundant multifunctional open spaces throughout the scheme and gym space as well as spaces for micro-games in public open spaces and around local centres for more social-led activity participation.



Figure 65: Outdoor Table Tennis

#### ACTIVE PARTICIPATION AS PART OF A HEALTHY LIFESTYLE

People who work live and grow at Land at J3 will be able to get everywhere within the development by bicycle or by foot and key destinations such as schools and shops are no exception. Gym classes at central and social hubs will be available during the day and in the evenings to fit around people's routines and travel.



Figure 66: Social Sports

## ACTIVE YOUNG PEOPLE

1 in 5 children in Shropshire are considered obese by reception age. This is part of a nationwide crisis and one that this new development needs to address. As well as encouraging active methods of travel to school by foot or bike, the scheme also provides play areas for all neighbourhoods and by primary schools for ease of access before or after school. Provision for young adults is equally important and an abundance of options and alternatives is key to capturing as many young people as possible.



Figure 67: Lunchtime Gym Workout

## WORK AND WORK OUTS

Finding a healthy work-life balance means finding time to keep healthy. Provision for sports and active recreation around work hours and local to the place of work is an important facet of Land at J3's offering. Running and cycling opportunities are diversified with the inclusion of a woodland trim trail and assault course, whilst a nearby gym broadens appeal.

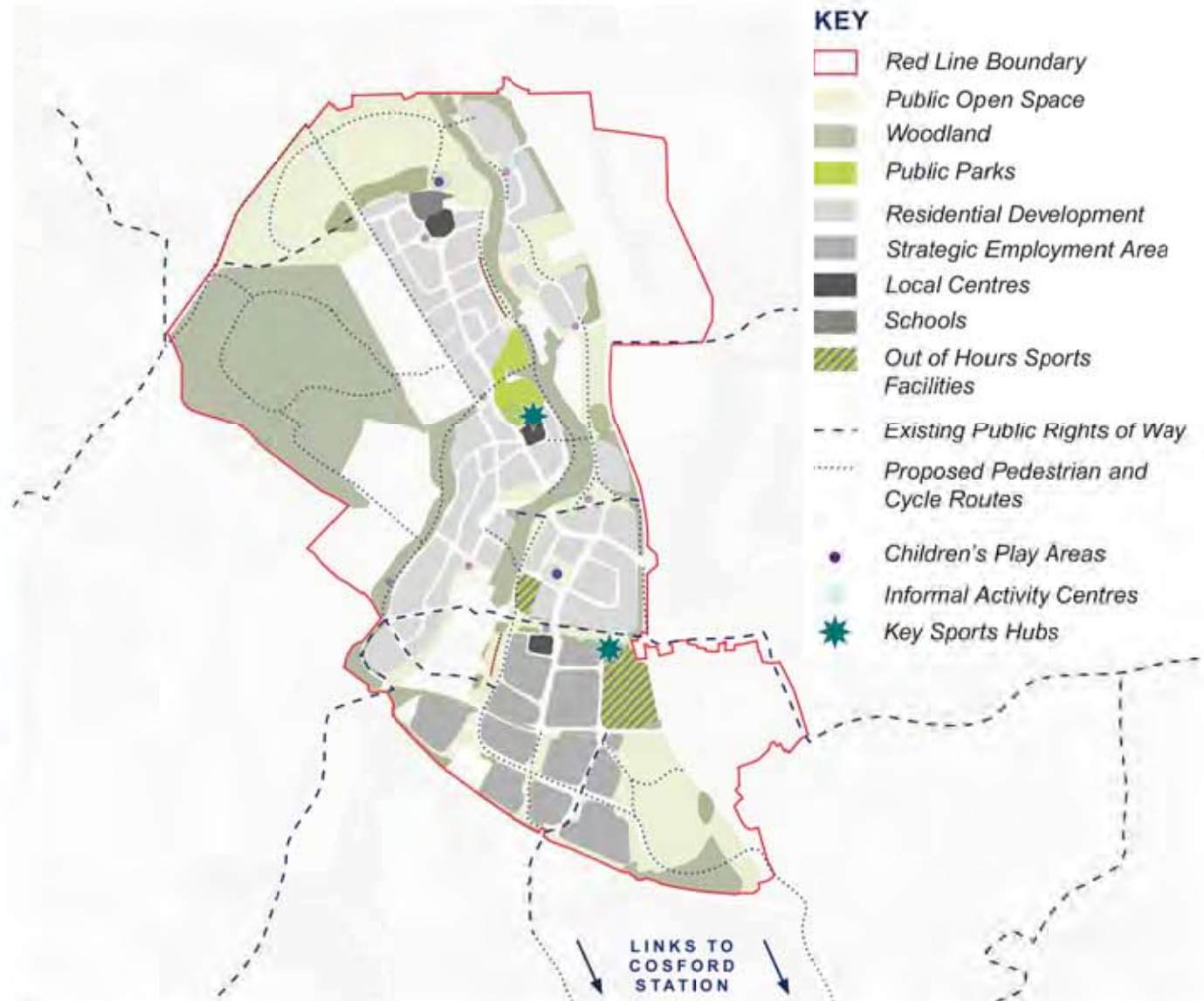


Figure 68: Sports Strategy Diagram

### 3.11 PLAY STRATEGY

Formal play opportunities have been created in conformity with policy, and their detail design should be considered in support of Play England's 10 Principles of Play.

#### THE 10 PRINCIPLES OF PLAY

The ten principles of play identify successful play spaces as:

- 'bespoke'
- 'well located'
- 'make use of natural elements'
- 'provide a wide range of play experiences'
- 'are accessible to both disabled and non-disabled children'
- 'meet community needs'
- 'allow children of various ages to play together'
- 'build in opportunities to experience risk and challenge'
- 'are sustainable and appropriately maintained'
- 'allow for change and evolution'

Preliminarily LEAP and NEAP locations have been identified, however doorstep play opportunities should be integrated into the scheme, along with appropriately placed LAPs within parcels. Doorstop play need not necessarily be a dedicated play space, but may also double as informal seating opportunity inviting interactions between age groups and residents.

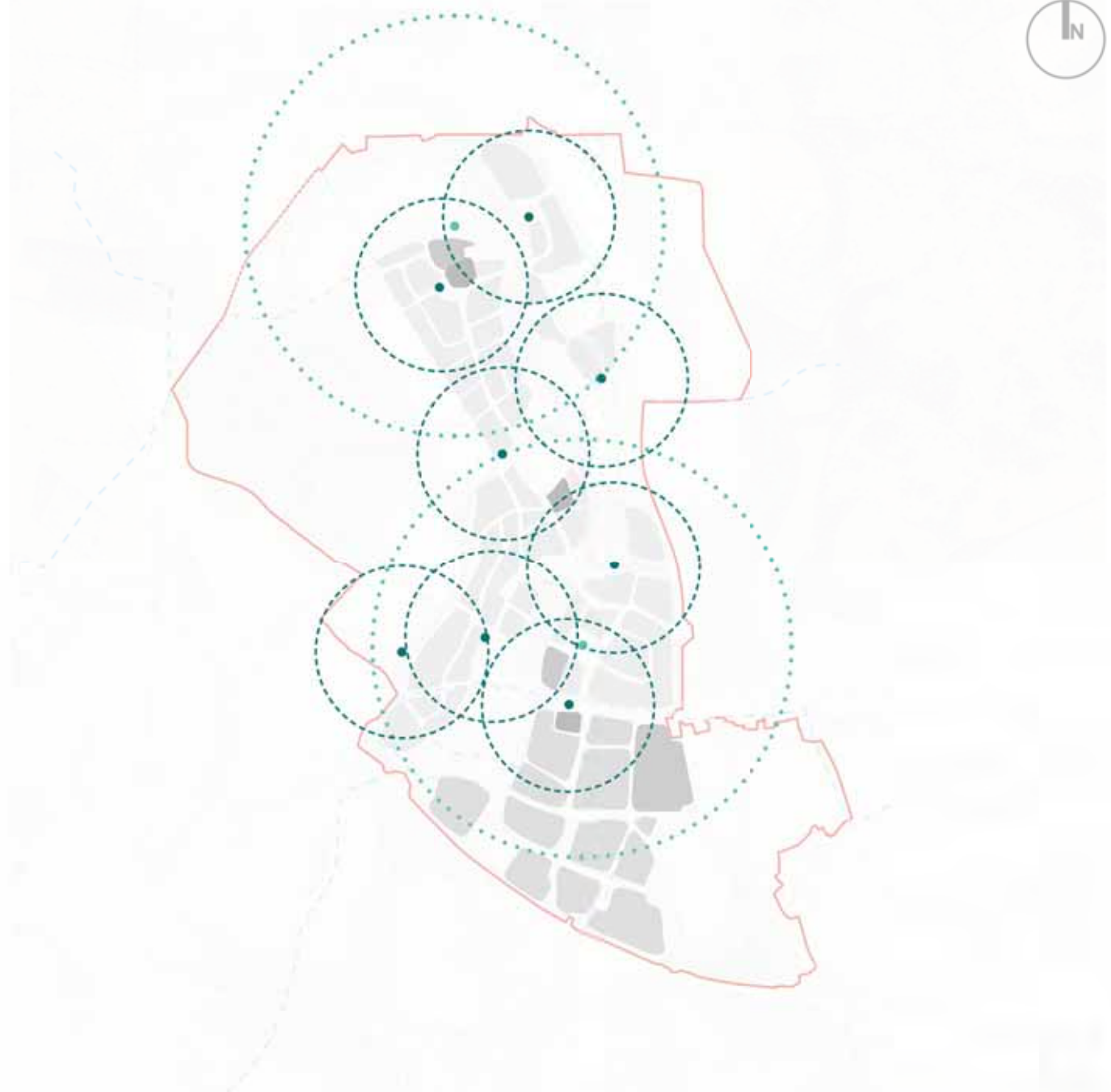


Figure 69: Leap And Neap Location Diagram

## KEY

- NEAP
- NEAP Isochrone (1000m)
- LEAP
- LEAP Isochrone (400m)



Figure 70: Structured And Unstructured Play Opportunities



Figure 71: Natural Play Materials

## HOW EXISTING APPLIED TO OUR EX

With a rich cultural history upon which build, the play facilities at Land at J3 should draw upon these to provide connection and sense of place to the play facilities.

The play facilities are located in a variety of different situations throughout the master plan, including within or adjacent to existing woodland, within proposed woodland and within Public Open Space. This will allow for a variety of experiences throughout the scheme.

## APPROACH TO PLAY

Play provision at Land at J3 should be as flexible as possible, encouraging and rewarding imagination, with opportunities for elements to serve multiple functions, such as boulders which may provide incidental seating for parents and carers, but may also be used as stepping stones, or jumping.

## INCLUSIVE PLAY

Allowance should be made for play spaces which are suitable for a range of abilities. With this in mind, some accessible play features should be included.



Figure 72: Accessible play features, Sensory Trust

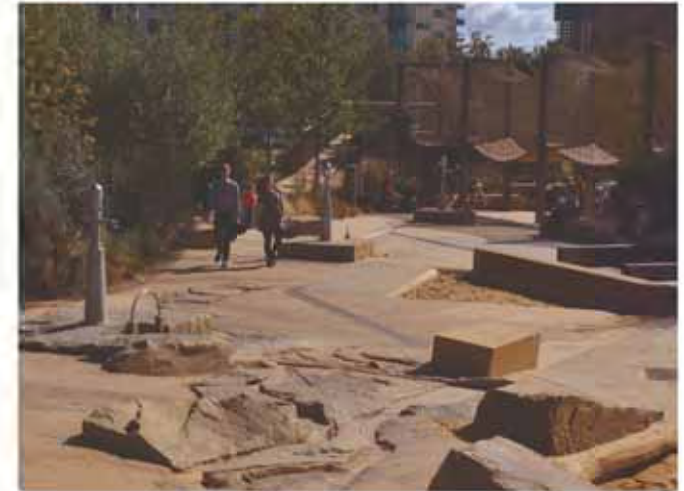


Figure 73: Natural materials providing context for play



Figure 74: Topography adds interest to play areas

### 3.12 SITE ECOLOGY

An extended Phase 1 Habitat Survey has been prepared by The Environmental Dimension Partnership Ltd (EDP).



Figure 75; Bluebells (*Hyacinthoides non-scripta*) has been observed at multiple locations within 2km of the site.

This survey has found the following main habitats present:

- Arable land
- Semi-improved Neutral Grassland
- Species-poor Semi-improved Grassland
- Woodland
- Hedgerows
- Waterbodies
- Watercourses
- Scrub and Shrubs



Figure 76; Badgers Have Been Observed Within The Site



Figure 77; Hedgehogs Have Been Observed Within 2Km Of The Site



Figure 78; Barn Owls Have Been Observed At Multiple Locations Within 2Km Of The Site

The following species have been observed, or have habitats present which would be potentially suitable:

- Badgers
- Great Crested Newts
- Reptiles
- Bats
- Water Vole
- Otters
- White-clawed Crayfish
- Dormouse
- Breeding and Wintering Birds.

In principle, the preliminary Phase 1 Habitat Survey has not uncovered any constraints to taking the proposals forward for development via allocation.

#### OPPORTUNITIES FOR ENHANCEMENT

Due to the Site's current productive use, there are a number of habitats present on site which could be easily retained and enhanced to contribute to an overall net ecological gain as details develop. These habitats include ponds, woodlands and hedgerows.

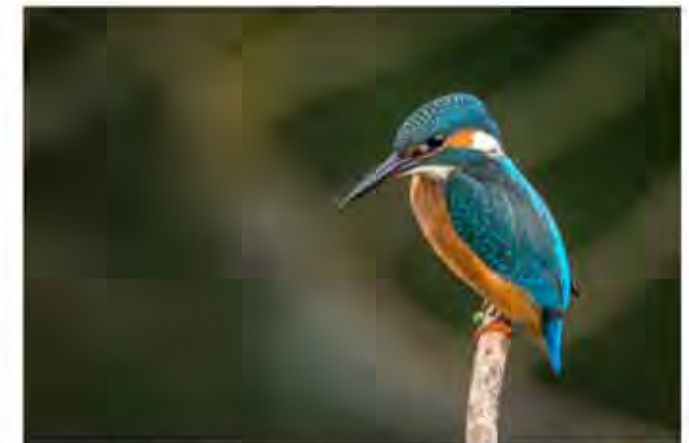


Figure 79; Kingfishers Have Been Observed At Multiple Locations Within 2Km Of The Site

### 3.13 A SUSTAINABLE FUTURE

The vision for Land at J3 seeks to deliver an exemplary quality of life which meets changing lifestyle expectations. A key part of this concern is the increasing awareness of the environment, with many residents seeking to limit the impact of their individual impact on the environment.

This concern has been seriously considered in the development of the master plan, including an allowance for future flexibility. Given the initial stage of the proposals' development, the sustainability strategy will evolve as the proposals and technology develop, however consideration has been given at this early stage to:

- Sustainable Energy Generation and storage, including demand side management and self generation.
- EV charging points powered by clean energy. This may involve either private charging points, or centrally located rapid charge points which double as either community or social facilities.



Figure 80; Opportunity For Sustainable Energy Generation Includes Solar



Figure 81; EV Charging Point

- Critical mass for neighbourhood nodes, accessed by active travel routes to ensure their social sustainability.
- Ensuring productive landscapes are built into the master plan to decentralise small scale food production, which may also address inequality.
- Considering the appropriateness of the Net Zero Carbon approach for Land at J3. A key concern will be limiting carbon input during construction to limit embodied energy.

- Potential targeting of a Net Biodiversity Increase for the proposals.
- Considering ways in which the principles of the circular economy can be encouraged. This could include encouraging disposal of green waste at the allotments for composting, in addition to construction phase waste management.



Figure 82; Opportunity For Productive Landscapes







# 4.0

## WORK

---



With the exception of the land within Cosford itself, land at J3 is the largest and nearest developable location that could be used for strategic employment uses. RAF Cosford, and the existing hub of skills clustered in this area, is key and it would therefore be disadvantageous to try and compete with it. The two offers must be complementary.

As such it is envisaged that the strategic employment area would provide a centre for innovation and skills linked to Further and Higher Education establishments; principally those nearby. The focus should be on engineering, particularly aeronautical engineering, but also other STEM-related areas. For example, the i54 employment area to the east is a growing hub for the automotive industry and it maybe that some spin-offs from that which cannot be accommodated at i54 could instead be located at J3.

To date, many highly skilled individuals who have decided to leave the RAF have been lost to the County because there is not the commensurate private sector hub. Many of these individuals have voiced their desire to remain in the Cosford area; hence why the adopted Core Strategy makes provision for 1,000 dwellings towards this. J3 is therefore an opportunity to enable this, retain these considerable skills in the area, generate a larger and more skilled labour force through the links to education establishments, improve earnings and productivity



Figure 83; Illustrative Master Plan SEA Zoom.



Figure 84; Opportunities For Lunch Time Exercise In A Natural Setting



Figure 85; Trim Trails Encourage Activity For All Fitness Levels



Figure 86; Plentiful Bike Storage Encourages Sustainable Transport.



Figure 87; Opportunity For New Sea Architecture To Engage With The Outdoors



Figure 88; Bold Architecture Contributing To A Sense Of Place.

It is anticipated that the strategic employment area would be predominantly B1, particularly light industrial and research and development, with a small amount of associated B2 heavy industry. B8 uses are specifically excluded except for ancillary storage and warehousing.

Circa 50ha is indicatively thought to be capable of accommodating approximately 256,000m<sup>2</sup> of gross floorspace in a range of building formats and sizes. Generally, buildings are assumed to be 1-2 (commercial) storeys, but 3-storeys might be appropriate in some locations. It is anticipated that this would support approximately 10,000 full time equivalent (FTE) jobs.



Figure 89; Sustainable Transport Links Within Proposed Employment Area

Assuming a relatively low level of productivity of £30,000 per FTE job, it is anticipated that the strategic employment area could generate some £300m gross value added (GVA) to the local economy each year.



Figure 90; Mature Trees And Parkland Are Woven Into The Employment Campus

## 4.2 SEA: PEOPLE AND MOVEMENT

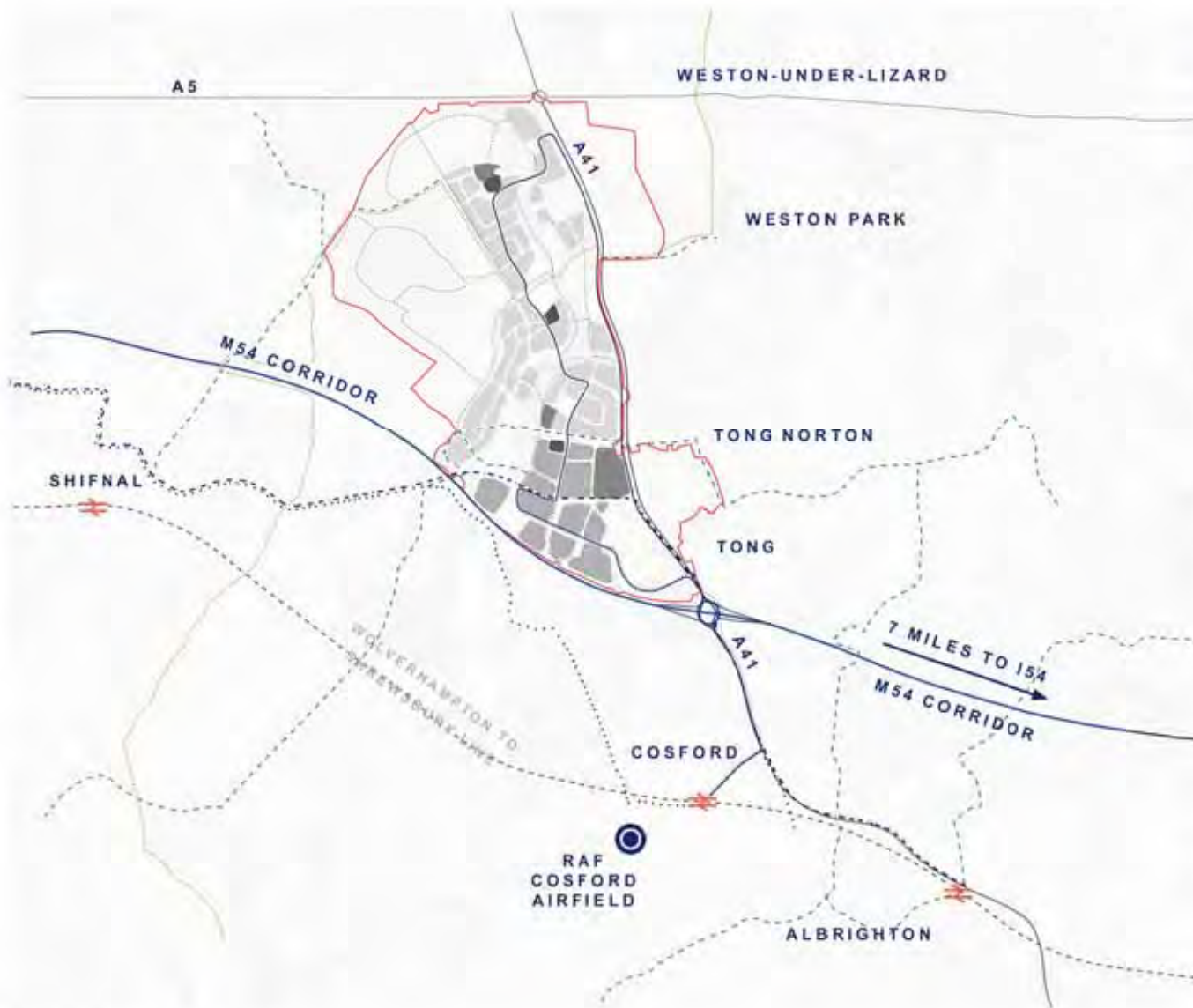


Figure 91: Strategic Transport Links

The SEA provides excellent connectivity with the existing strategic complementary employers in the region. The skills cluster at RAF Cosford, and the supporting technological services are well located, just to the south of the M54.

The SEA will be connected with this cluster by a proposed route, which will compliment the existing bus route, which runs through the heart of the SEA.

Located to the south of the site at Cosford is the Wolverhampton to Shrewsbury railway line, which when combined with bus services extends the opportunity for sustainable transport links.

Excellent connectivity is provided by the M54, running along the southern boundary of the site, creating ease of access for longer distance journeys.

Land at J3 will offer the opportunity to live, work and grow within a master planned community. With excellent sustainable transport, and a considered social and environmental offering, the quality of life for residents will make this an attractive place to both live and work, minimising inward flows of traffic.

Opportunities for Education at the SEA include a potential training hub at Vauxhall Farm, and a proposed secondary school adjacent to Tong Norton.

The SEA represents a significant opportunity to bolster the opportunity for skilled employment within the Midlands. Beyond this economic contribution, by creating a place which offers a range of services beyond the 9-5, the SEA has the opportunity to also meet the lifestyle needs of future employees.

The SEA has been laid out to encourage access to and engagement with the open space surrounding the area,

including a Capability Brown landscape associated with Church Pool.

Pedestrian paths have been proposed to build on the strategic path created by Monarch's Way to create a series of circular walks through a variety of landscapes, including retained and proposed woodland, parkland and agricultural land to provide maximum opportunity for interaction with nature.

This provision is complemented by the proposals for one of the two trim trails proposed for Land at

J3, located to enable an uphill warm-up using the western section of Monarch's Way within the site boundary, returning to the SEA via the downhill Trim Trail. Opportunity also exists to improve access to the remnants of Tong Castle.

A series of proposed SuDS features will underline the proximity to nature, intentionally designed with a disbursed character to maximise the opportunity for biodiversity gain and interaction, whilst providing a calming space for future hospitality services, such as a Cafe, to make the best use of this provision.



Figure 92: SEA: Access and Circulation Diagram





# 5.0

## LIVE

---



## 5.1 THE NEIGHBOURHOODS

To create a walkable and distinct development, the proposed developable areas have been broken into a series of discrete neighbourhoods, each of which will have a distinct identity.

These neighbourhoods, united by a comprehensive Green Infrastructure network, will still create a network of communities which are of sufficient proximity to enable active design.

A natural hierarchy has been created by the location of three local centres, schools and additional employment land, distributed to promote ease of access, creating a diversity of residential types and styles which act as a flexible framework within which the development will come forward.

This chapter will detail the broad differentiators between each of the neighbourhoods - exploring themes such as density, land use and people and movement to explore the simultaneous differences and similarities of each of these neighbourhoods in turn.



Figure 93, Neighbourhoods Diagram

## KEY

-  SEA
-  *Neighbourhood 1*
-  *Neighbourhood 2*
-  *Neighbourhood 3*
-  *Neighbourhood 4*
-  *School with Out of Hours Sports Provision*
-  *Proposed School*
-  *Proposed Local Centre*
-  *Proposed Open Space*
-  *Existing and Proposed Woodland*

## 5.2 NEIGHBOURHOOD DENSITY

Residential development density across the four neighbourhoods has been informed by the visual and capacity studies undertaken in conjunction with this master plan.

The desire to have less-dense development towards the site boundaries works hand-in-hand with the position of the local centres and the increased density around these to achieve critical mass for key services.

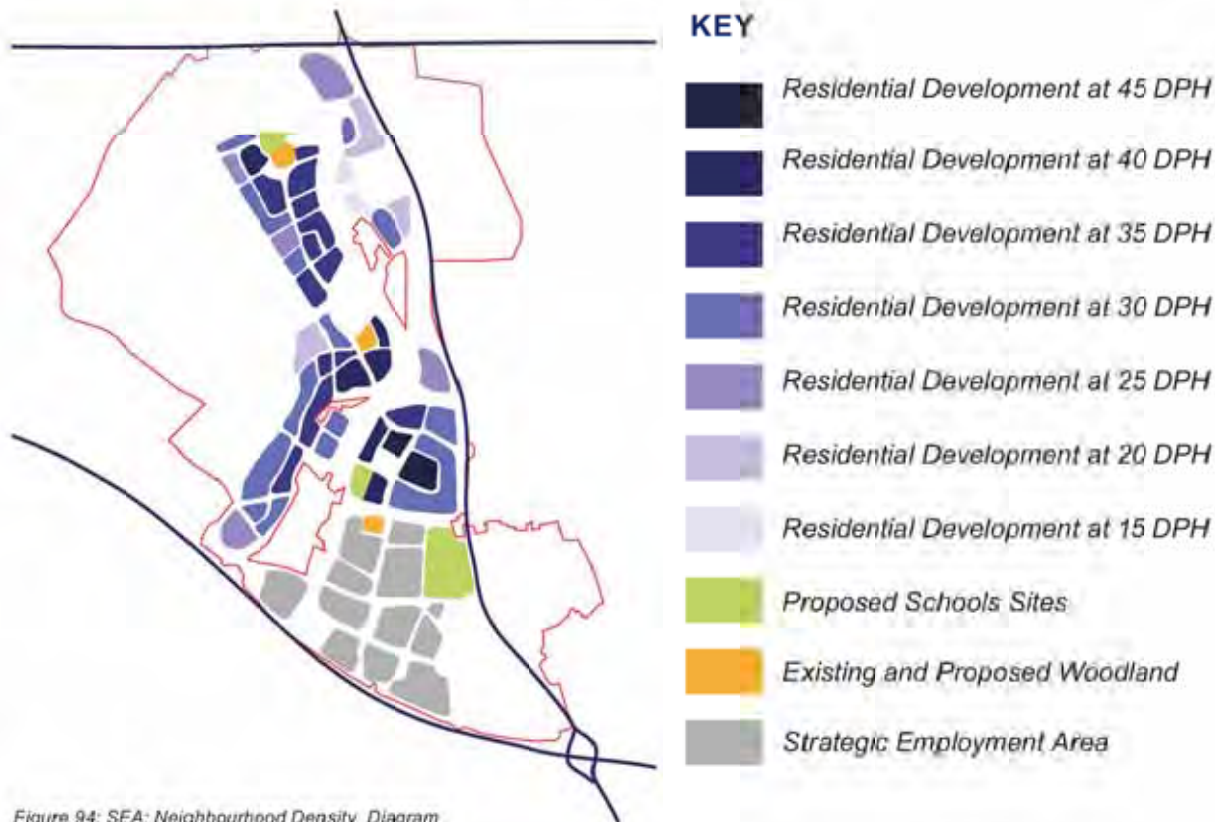
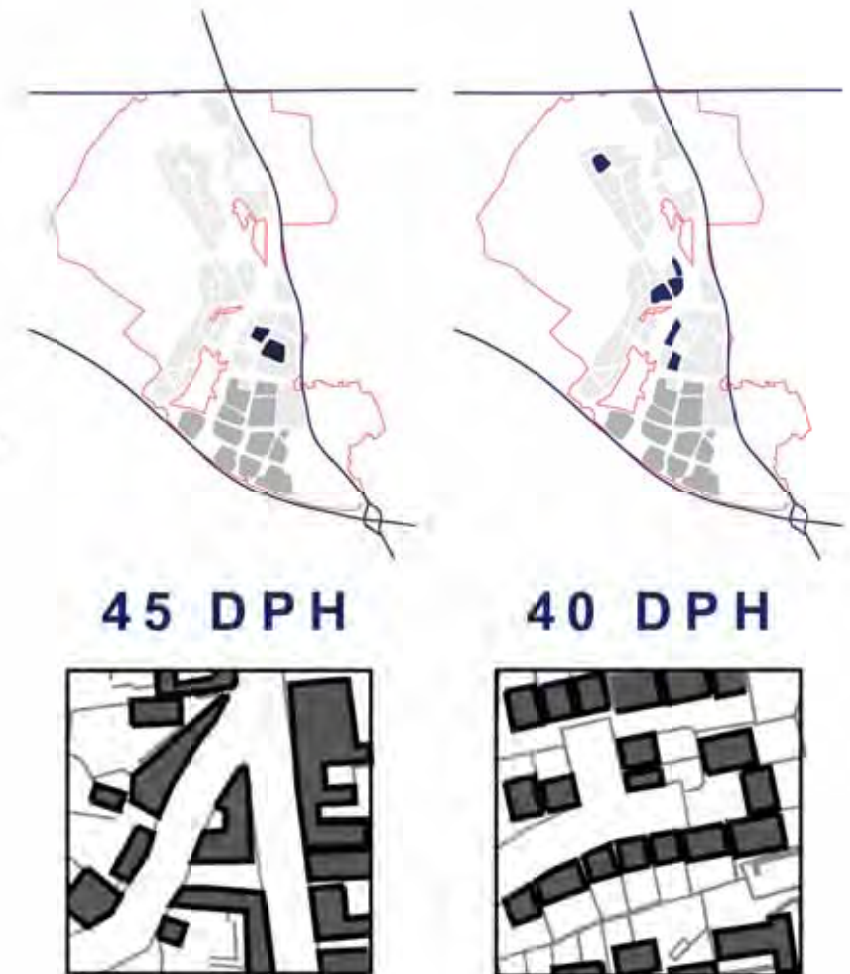
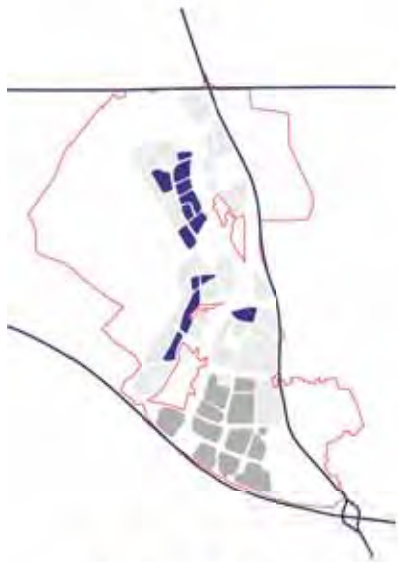


Figure 94: SEA: Neighbourhood Density Diagram



The higher housing densities in the master plan concentrate around the local centres and social hubs such as local parks. Higher population densities lend themselves to walkable communities with local services and facilities.

Figure 95: Local Neighbourhood Density Examples



**35 DPH**



**30 DPH**



**25 DPH**



**20 DPH**



**15 DPH**



Medium housing densities provide plentiful housing whilst maintaining generous, open streetscapes and plenty of local open space.



At the lower end of the housing density scale, small but strong communities are formed, whilst the built form is more readily placed into the landscape, having less impact.



## 5.3 NEIGHBOURHOOD 1: CHARACTER



Figure 96; Neighbourhood 1 Landscape Strategy Diagram

### NEIGHBOURHOOD 1 - A FOREST ENCLOSURE

Neighbourhood 1 will be a medium to high density residential neighbourhood positioned between the SEA and the main Local Centre in Neighbourhood 2. The neighbourhood will have an enclosed woodland edge with an open, green centre created by its generous, tree-lined avenues and village green. A primary school is located next to the village green and adjacent to the central woodland spine and cycle and footpath to encourage outdoor play.

NEIGHBOURHOOD CHARACTERIZATION	
Settlement Pattern	A clearly planned street layout of largely terraced housing based off the tree-lined main avenues and facing onto the village green style open space.
Density Range	Housing density in neighbourhood 1 would range from 35 at the more sensitive boundaries to 45 in the more intensely built up areas along the main avenues and closer to the centre of the site. The northern most residential parcel is an outlier with a housing density of 25dph
Building Heights	Building heights typically of 2.5 storeys with 2 storey dwellings nearer to the A41 and some, but few 3 storey buildings along the central avenue.
Building Rhythm	An even rhythm created by the rows of terrace housing, loosening to the eastern edge and northern parcel with less-dense arrangements. Occasional 3 storey buildings along the main avenue create a rhythm which articulates the street as you travel along it.
Streetscape Characteristics	Open and leafy roads with segregated cycle and pedestrian paths linking onto the main tree-lined avenues.



Figure 97; Example Of Informal Boulevards, Saffron Walden



Figure 99; Outdoor Education, Forest Schools Education



Figure 101; Creating Accessible Woodland Routes



Figure 102; Woodland Walks



Figure 98; Opportunity For Natural Play



Figure 100; Example Of Shop Frontages



Figure 103; Example Of Built Form

## 5.4 NEIGHBOURHOOD 2: CHARACTER



Figure 104; Neighbourhood 2 Landscape Strategy Diagram

### NEIGHBOURHOOD 3 - VALLEY AND TRANSITION

This neighbourhood will consist of a mixed density, fully enclosed by existing and proposed woodland. Neighbourhood 3 provides the opportunity to provide a more contemporary housing typology, in locally appropriate materials. A mixed use neighbourhood, the density will reinforce the linear character of the neighbourhood will lead to the Neighbourhood 3 local centre. Neighbourhood 3, as the central neighbourhood provides the opportunity to cluster healthcare services, to provide for all of Land at J3.

#### NEIGHBOURHOOD CHARACTERIZATION

Settlement Pattern	Neighbourhood 2 is organised along a linear high street running north from Tong Forge and Lizard House, following the contour of Lizard Hill and meeting with the main, central settlement avenue where the head of the settlement is formed. Here development is higher and denser, relating to Neighbourhood 2. A mixed-use local centre lies at this end of the main street and connects to the main avenue and the strategic central open space between neighbourhoods 3 and 4.
Density Range	Neighbourhood 2 is the most varied in density, hitting numbers as high as 45dph around the local centre and onto the main avenue but falling as development moves up the slopes of Lizard Hill. The spine of the main street maintains a reasonably high housing density although parcels become less dense at the southern tail of the neighbourhood.
Building Heights	Building heights typically of 2 storeys in the southern tail of the neighbourhood with the occasional 2.5 on the high street. Development along the main avenue and around the local centre is higher at 3 storeys, reducing to 2.5 along the southern and eastern edge of the neighbourhood head.
Building Rhythm	The building rhythm is similar to neighbourhood 2 in the area around the central avenue with a mixture of terraced streets and apartment buildings relating to the mixed-use local centre as a cultural and population hub. Closely set building frontages of a mix of terraced, semi-detached and detached dwellings line the main street in an irregular fashion which creates rhythm. Occasional gaps in the main street frontages provide access to clusters of houses behind which lend the outer edges of the neighbourhood's southern limb an ad-hoc feel that give a broken boundary to the surrounding countryside.

## NEIGHBOURHOOD CHARACTERISATION

### Streetscape Characteristics

Streetscapes in the lower part of the neighbourhood are formal, regularly arranged roads with expanses of regular façade presence along them. Closer to Lizard Wood and the south end of the neighbourhood, the streets become more erratic in layout, width and arrangement in a manner that suggests a less planned settlement like the linear villages of the surrounding countryside.



Figure 105: Example Of Higher Density, Eddington, Cambridge



Figure 107: Recreational Cycle And Footpaths



Figure 106: Sports Provision



Figure 108: Example Of Parkland Public Open Space



Figure 109: Natural Play Facilities



Figure 110: Example Of Contemporary Materials



## 5.5 NEIGHBOURHOOD 3: CHARACTER



### NEIGHBOURHOOD 3 - RURAL EDGE

The rural edge neighbourhood will be open to the surrounding agricultural land, with a carefully considered built form which relates to the retained agricultural land to the west, whilst providing a visual link with Lizard Wood. This mixed use neighbourhood will provide a primary school, and local centre. To reflect its location on the rural edge of the development this local centre will have a connection with the adjacent country park, and will be of a 'farm shop' style, with a mixed range of shops and services to support the northern areas of Land at J3.

### NEIGHBOURHOOD CHARACTERISATION

Settlement Pattern	Neighbourhood 3 is developed in a linear fashion to follow the main avenue with the more southern parcels having an informal-planned layout comprising largely of semi-detached dwellings. To the north of the neighbourhood, towards the local centre, housing is more clustered.
Density Range	Housing density in neighbourhood 4 is less varied, typically being highest closer to the main avenue at around 30dph, dropping to the south and east to around 25dph and down to 20dph along the edge of Lizard Lane and the adjacent open agricultural land.
Building Heights	Building heights typically of 2 storeys with some 2.5 storey dwellings south of the local centre and down to 1.5 storey at the western-most edge.
Building Rhythm	Building rhythm is relatively sparse and relaxed in neighbourhood 4 and fairly even throughout with some concentration in the clustered dwelling locations.
Streetscape Characteristics	Streets are typically open, with wide verges and house frontages set back from the road. Roads are laid out in a non-linear fashion.

Figure 111: Neighbourhood 3 Landscape Strategy Diagram



Figure 112; Example Of Rural Character And Connection To Open Space



Figure 113; Outdoor Education, Straub Outdoors



Figure 114; Built Form Connection To Open Space



Figure 115; Creating Community Events



Figure 116; Example Of Farm Shop Setting, Daylesford Farm



Figure 117; Example Of Courtyard Local Centre

## 5.6 NEIGHBOURHOOD 4: CHARACTER



Figure 118 | Neighbourhood 4 Landscape Strategy Diagram

### NEIGHBOURHOOD 4 - 'FARMSTEAD CLUSTER'

The farmstead cluster will be of a predominantly residential character, which shall be of a low density rural character. This area will offer larger block sizes, and transition Land at J3 to the countryside beyond.

NEIGHBOURHOOD CHARACTERISTICS	
Settlement Pattern	Settlement 4 consists of groups of clustered, farm-style buildings arranged in a non-structured layout. Dwellings front onto the main road in places whilst others face onto the public open spaces and some onto internal courtyards.
Density Range	Neighbourhood 5 is the least dense of the neighbourhoods due to its proximity to the A5 roman road and Weston Park and the location, furthest away from the main settlement hub. Dwelling density ranges from 25dph near to the main avenue and reduces to 20dph elsewhere with the northern parcel being just 15dph.
Building Heights	Building heights will be a mixture of 2 storey and 1.5 storey throughout the parcels to give a broken roofline to the development in this area.
Building Rhythm	The building rhythm of the neighbourhood will be very loose and sporadic as dwellings cluster around courtyards and face in different directions, responding to landscape features.
Streetscape Characteristics	The wide main avenue breaks off into feeder roads which quickly turn to a smaller network of intricate roads leading to parking courts and detached dwellings with large front gardens.



Figure 119; Potential Local Community Uses



Figure 121; Community Allotments



Figure 123; Built Form Connection With The Rural Character



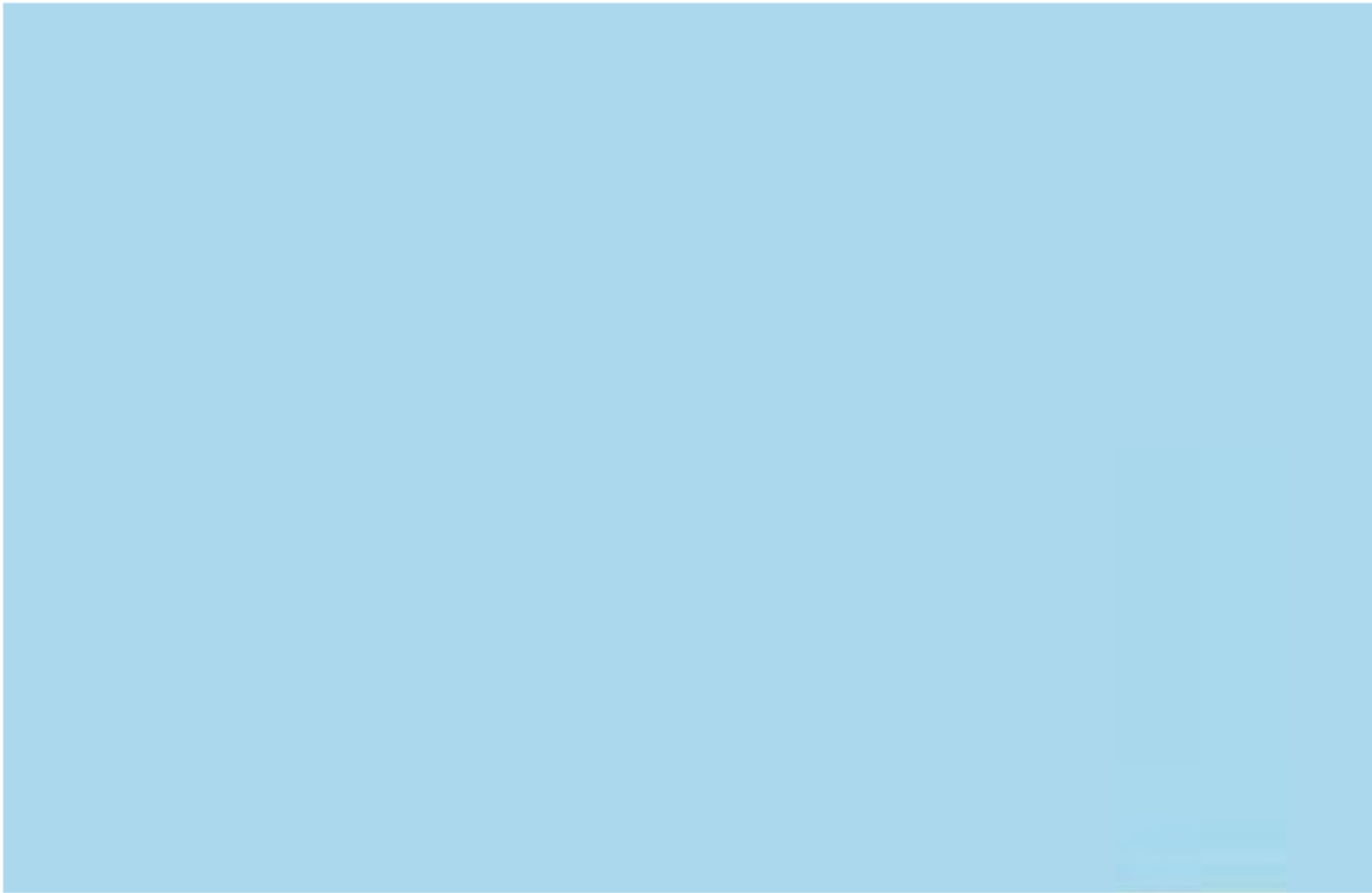
Figure 120; Example Of Local Sports Provision



Figure 122; Enabling Space For Community Uses



Figure 124; Example Of Local Parkland



# 6.0

## **CONCLUSION**

## **6.1 CONCLUSION**

The Development Principles document for Land at J3, Shropshire has been prepared by Bidwells Urban Design Studio (UDS) on behalf of Bradford Rural Estates Ltd (BRE).

The document establishes the master planning principles underpinning proposals for a scheme at Junction 3 of the M54 for the purpose of representation to Shropshire Council in response to the 'Consultation on Strategic Sites' published as part of the Council's Local Plan Review.

The proposed scheme is enabled by a core Strategic Employment Area (SEA) of circa 50ha which would be expected to support in the region of 10,000 full time equivalent (FTE) jobs. The site is ideally placed on an existing major junction of the M54, close to RAF Cosford and the new I54 enterprise park and represents a unique opportunity for private sector-led growth. To support the economic growth created by the presence of the SEA four new neighbourhoods are proposed to the north of the SEA. These neighbourhoods are designed to be distinct from each other, each with its own character in order to deliver 'balanced growth'.

The proposals outlined in this document require the removal of land from Green Belt allocation. To mitigate this loss of Green Belt land, the proposals demonstrate how a new, extensive network of public footpaths and cycleways will greatly improve public access whilst a series of habitat enhancements across the site will increase ecological value overall. The proposals set a new, well-defined Green Belt boundary by linking strong and clear existing landscape elements with new landscape features.

The proposal for Land at J3 is based on an in-depth study of the site and surrounding area, which is supported by the Landscape and Visual Appraisal & Capacity Study, also produced by Bidwells' Urban Design Studio on behalf of BRE. Development on the site is consciously offset from key heritage and landscape features, most notably Tong Village conservation area and Lizard Wood. The proposals also use existing landscape features across the site to inform the extents of proposed development and integrate into the existing landscape. The most prominent retained landscape feature is the dingle which follows the route of the River Worfe tributary which runs north-south through the site and forms a green spine to the scheme and forms a key part of the improved Green Infrastructure network across the site.

The scheme focuses around the delivery of a sustainable and balanced community with opportunity to tie together high-end employment creation with attractive new neighbourhoods and integrated education opportunities in an attractive environment, allowing people to Work, Live and Grow at Land at J3. This scheme is uniquely placed to deliver these aspirations, as well as the objectives of Shropshire's Economic Growth Strategy, as the single control of Bradford Rural Estates Ltd. will ease delivery of the scheme and protect its core values.



Figure 125: Axonometric view of proposed master plan in regional context.



# APPENDIX A

## LIST OF FIGURES

Figure 1: Site Context	Page 7	Figure 25: Allotments	Page 34	Figure 46: Engage And Educate Through Green Infrastructure	Page 45
Figure 2: Viewpoint Locations	Page 10	Figure 26: Landscape Master Plan	Page 35	Figure 47: Opportunity To Create Active Communities	Page 45
Figure 3: Newport Road In Tong	Page 10	Figure 27: Historic Features	Page 36	Figure 48: Land At J3 Hierarchy Of Movement	Page 46
Figure 4: Monarch's Way Long Distance Footpath	Page 10	Figure 28: Church Of St Bartholomew	Page 37	Figure 49: Sustainable Access And Circulation	Page 46
Figure 5: A41 North	Page 10	Figure 29: Church Of St Bartholomew, With Church Pool To The Left	Page 37	Figure 50: Encourage Sustainable Travel From A Young Age	Page 47
Figure 6: Viewpoint Locations	Page 11	Figure 30: Remains Of Tong Castle	Page 37	Figure 51: Encourage Journeys By Bicycle	Page 47
Figure 7: Stanton Road	Page 11	Figure 31: Castle Hill Motte And Bailey	Page 37	Figure 52: Car Sharing Schemes, Image Source: Como.org	Page 47
Figure 8: North Of Coppice Green, Prow	Page 11	Figure 32: Land Use Breakdown Chart	Page 38	Figure 53: Incorporate Electric Car Charge Points	Page 47
Figure 9: Monarch's Way Long Distance Footpath	Page 11	Figure 33: Open Space Strategy Diagram	Page 38	Figure 54: Vehicular Circulation Diagram	Page 48
Figure 10: Opportunities And Constraints	Page 19	Figure 34: Open Space Distribution Chart	Page 39	Figure 55: Primary Road Typical Section	Page 49
Figure 11: Landscape Concept Driver	Page 22	Figure 35: Open Space Schedule	Page 39	Figure 56: Example Of Tree-Lined Bicycle Path	Page 49
Figure 12: Connectivity Concept Driver	Page 22	Figure 36: Green Belt Offset Strategy, Public Access	Page 40	Figure 57: Secondary Road Typical Section	Page 49
Figure 13: History Concept Driver	Page 23	Figure 37: Green Belt Offset Strategy, Ecological Improvements	Page 41	Figure 58: Example Of Footpath/Cycleway, Eddington, Cambridge	Page 49
Figure 14: Community Concept	Page 23	Figure 38: Seating Opportunities With Prospect And Refuge	Page 42	Figure 59: Tertiary Road Typical Section	Page 49
Figure 15: Landscape Master Plan	Page 25	Figure 39: Opportunities For Board Games Within Parks	Page 42	Figure 60: Example Of Tertiary Road, Eddington, Cambridge	Page 49
Figure 16: Landscape Master Plan - Phase 1	Page 26	Figure 40: Microsports Within An Urban Environment	Page 42	Figure 61: Example Of Tertiary Road, Great Kneighton	Page 49
Figure 17: Landscape Master Plan - Phase 2	Page 26	Figure 41: Inclusive Play For Residents And Visitors Of All Ages	Page 42	Figure 62: Woodland Cycle Track	Page 50
Figure 18: Landscape Master Plan - Phase 3	Page 27	Figure 42: Opportunity Of Inclusive Sports Such As Boules	Page 42	Figure 63: Village Cricket In Play	Page 50
Figure 19: Landscape Master Plan - Phase 3	Page 27	Figure 43: Social Strategy Diagram	Page 43	Figure 64: Boules On A Lawn	Page 50
Figure 20: Landscape Master Plan - Phase 3	Page 27	Figure 44: The Ten Principles Of Active Design, Sports England	Page 44	Figure 65: Outdoor Table Tennis	Page 50
Figure 21: Concept Driver 1	Page 33	Figure 45: Opportunity To Encourage An Active Lifestyle	Page 45	Figure 66: Social Sports	Page 50
Figure 22: Concept Driver 2	Page 33				
Figure 23: Concept Driver 3	Page 33				
Figure 24: A Woodland Walk	Page 34				

Figure 67: Lunchtime Gym Workout	Page 51	Figure 85: Trim Trails Encourage Activity For All Fitness Levels	Page 58	Figure 106: Sports Provision	Page 71
Figure 68: Sports Strategy Diagram	Page 51	Figure 86: Plentiful Bike Storage Encourages Sustainable Transport	Page 59	Figure 107: Recreational Cycle And Footpaths	Page 71
Figure 69: Leap And Neap Location Diagram	Page 52	Figure 87: Opportunity For New Sea Architecture To Engage With The	Page 59	Figure 108: Example Of Parkland Public Open Space	Page 71
Figure 70: Structured And Unstructured Play	Page 53	Figure 88: Bold Architecture Contributing To A Sense Of Place	Page 59	Figure 109: Natural Play Facilities	Page 71
Figure 71: Natural Play Materials	Page 53	Figure 89: Sustainable Transport Links Within Proposed Employment	Page 59	Figure 110: Example Of Contemporary Materials	Page 71
Figure 72: Accessible Play Features, Sensory Trust	Page 53	Figure 90: Mature Trees And Parkland Are Woven Into The Employment Campus	Page 59	Figure 111: Neighbourhood 3 Landscape Strategy Diagram	Page 72
Figure 73: Natural Materials Providing Context For Play	Page 53	Figure 91: Example Of Informal Boulevards, Saffron Walden	Page 60	Figure 112: Example Of Rural Character And Connection To Open	Page 73
Figure 74: Topography Adds Interest To Play Areas	Page 53	Figure 92: Opportunity For Natural Play	Page 61	Figure 113: Outdoor Education, Straub Outdoors	Page 73
Figure 75: Bluebells (Hyacinthoides Non-Scripta) Has Been Observed At Multiple Locations Within 2Km Of The Site	Page 54	Figure 93: Neighbourhoods Diagram	Page 64	Figure 114: Built Form Connection To Open Space	Page 73
Figure 76: Badgers Have Been Observed Within The Site	Page 54	Figure 94: Neighbourhood Density Diagram	Page 66	Figure 115: Creating Community Events	Page 73
Figure 77: Hedgehogs Have Been Observed Within 2Km Of The Site	Page 54	Figure 95: Local Neighbourhood Density Examples	Page 66	Figure 116: Example Of Farm Shop Setting, Daylesford Farm	Page 73
Figure 78: Barn Owls Have Been Observed At Multiple Locations Within 2Km Of The Site	Page 54	Figure 96: Neighbourhood 1 Landscape Strategy Diagram	Page 68	Figure 117: Example Of Courtyard Local Centre	Page 73
Figure 79: Kingfishers Have Been Observed At Multiple Locations Within 2Km Of The Site	Page 54	Figure 99: Outdoor Education, Forest Schools Education	Page 69	Figure 118: Neighbourhood 3 Landscape Strategy Diagram	Page 74
Figure 80: Opportunity For Sustainable Energy Generation Includes	Page 55	Figure 100: Example Of Shop Frontages	Page 69	Figure 119: Potential Local Community Uses	Page 75
Figure 81: Ev Charging	Page 55	Figure 101: Creating Accessible Woodland Routes	Page 69	Figure 120: Example Of Local Sports Provision	Page 75
Figure 82: Opportunity For Productive Landscapes	Page 55	Figure 102: Woodland Walks	Page 69	Figure 121: Community Allotments	Page 75
Figure 83: Illustrative Master Plan Sea Zoom	Page 58	Figure 103: Example Of Built Form	Page 69	Figure 122: Enabling Space For Community Uses	Page 75
Figure 84: Opportunities For Lunch Time Exercise In A Natural Setting	Page 58	Figure 104: Neighbourhood 2 Landscape Strategy Diagram	Page 70	Figure 123: Built Form Connection With The Rural Character	Page 75
		Figure 105: Example Of Higher Density, Eddington, Cambridge	Page 71	Figure 124: Example Of Local Parkland	Page 75
				Figure 125: Axonometric View Of Proposed Master Plan In Regional Context	Page 79

# APPENDIX B

## DEVELOPMENT FIGURES

S.E.A	Centre Uses	1.2	-		
	8FE Secondary School + Sixth Form	9.5	-		
	Open Space	44.7	-		
	<b>Total</b>	<b>110.5</b>			<b>183379</b>
1	Housing	25.9	36	921	
	2FE Primary School + Pre-School	2.1	-		
	Open Space	23.5	-		
	<b>Total</b>	<b>52.5</b>		<b>921</b>	<b>0</b>
2	Housing	37.2	33	1176	
	Centre Uses	1.3	-		
	Open Space (POS)	11.5	-		
	<b>Total</b>	<b>50.0</b>		<b>1176</b>	<b>0</b>
3	Housing	27.5	34	895	
	2FE Primary School + Pre-School	2.0	-		
	Centre Uses	1.3	-		
	Open Space (POS)	9.4	-		
<b>Total</b>	<b>40.2</b>		<b>895</b>	<b>0</b>	
4	Housing	13.3	24	295	
	Open Space (POS)	5.8	-		
	<b>Total</b>	<b>20.1</b>		<b>295</b>	<b>0</b>
C.P.	Country Park Area	61.5			

Broad Use	Ha	Ave Density (dph)	Dwellings	Commercial Floorspace (m <sup>2</sup> )
Employment	52.2	-		183379
Housing	104.9	31	3,286	
Education	13.6	-		
Centre Uses	3.8	-		
Hospitality	2.9	-		
Open Space	450.5	-		
Infrastructure	72.1	-		
Country Park	61.5	-		
Total Development Area	177.4			
<b>Total Within Red Line Boundary</b>	<b>700.00</b>		<b>3,286</b>	<b>183379</b>



# APPENDIX C

## BIBLIOGRAPHY

---

Albrighton, Donington with Boscobel and Boningale Parish Councils (2013) Albrighton Neighbourhood Plan 'Light'

Anntill, T. (2005). The Monarch's Way. [online] Qlhs.org.uk. Available at: <http://www.qlhs.org.uk/oracle/monarchs-way/monarchs-way.htm> [Accessed 21 Aug. 2019].

Construction Industry Council (2013). Offsite Housing Review. [online] London. Available at: <http://cic.org.uk/download.php?f=offsite-housing-review-feb-2013-for-web.pdf> [Accessed 22 Aug. 2019].

Department for Communities and Local Government. Planning Policy Guidance 17: Planning for open space, sport and recreation.

Energize. Shropshire, Telford & Wrekin County Sports Partnership. Actively Improving Lives 2022.

Field in Trust (2008). Planning and Design for Outdoor Sport and Play.

Gillespies (2018). Shropshire Landscape & Visual Sensitivity Assessment.

HM Government (2015). Sporting Future: A New Strategy for an Active Nation.

Land Use Consultants (2017). Shropshire Green Belt Assessment.

Land Use Consultants (2018). Shropshire Green Belt Review: Stage 2.

Land Use Consultants for Natural England (2008). Understanding the relevance and application of the Access to Natural Green Space Standards.

Natural England (2014). National Character Area Profiles

Natural England (2010). Nature Nearby. Accessible Natural Greenspace Guidance.

Natural England (2008). Green Infrastructure Strategies. An introduction for local authorities and their partners.

Natural England (2009). Green Infrastructure Guidance.

Public Health England (2018) Shropshire Local Authority Health Profile 2018.

Shropshire Council (2012). Open Space Interim Planning Guidance.

Shropshire Council (2018). Shropshire Open Space and Recreation Needs Assessment.

Shropshire Council (2013). Environmental Networks.

Shropshire Council (2016). Natural Environment Supplementary Planning Document.

Shropshire Council (2015). Site Allocations and Management of Development (SAMDev) Plan.

Shropshire Council (2011). Shropshire Local Development Framework: Adopted Core Strategy.

Shropshire Council. Indoor Leisure Facilities Strategy for Shropshire. 2018 to 2023.

Shropshire County Council (2006). The Shropshire Landscape Typology.

Telford & Wrekin Council (2015). Local Plan.

Parish Plan Committee (2009) Tong Parish Plan.



Bidwell House,  
Trumpington Road,  
Cambridge  
CB2 9LD

Bidwells is a trading name of Bidwells LLP,  
a limited liability partnership, registered in  
England and Wales with number OC344553.