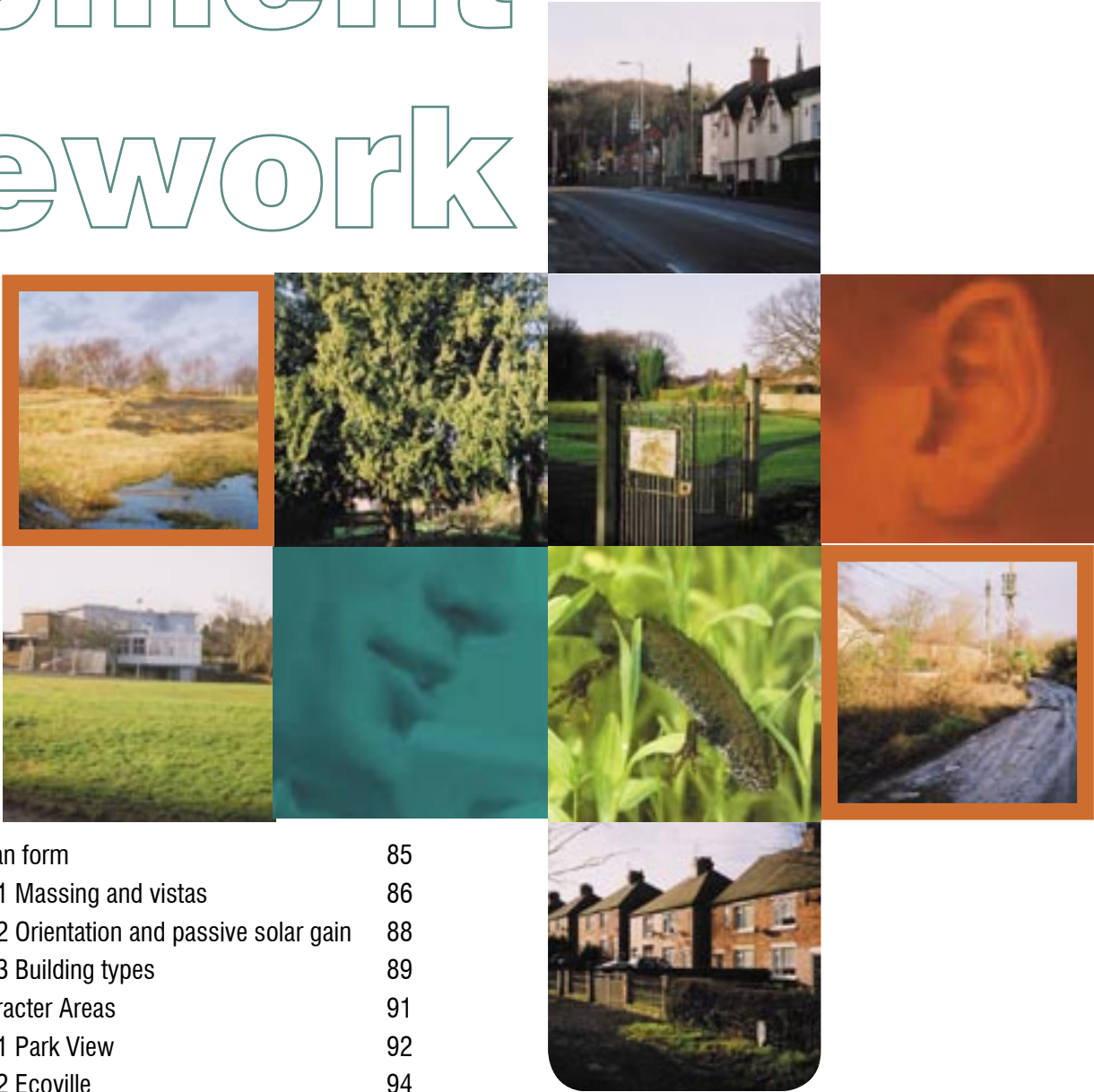


3. Development framework

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3.1 Concept masterplan

The development of a Millennium Community is an opportunity to continue the innovation that has characterised the development of one of the UK's most successful new towns.

Character areas



The masterplan builds on the vision, community consultation and the overall objectives of the Millennium Community Programme. The concept masterplan encapsulates a series of broad principles:

a. Character: To respond to the complex nature of the site while creating three different local identities within the community:

- **'Park View'** – the 'west end' of the community with the school and community centre.
- **'ecoville'** – the central section of the development, where the most sensitive ecological and landscape areas lie.
- **'clear water'** – the eastern part of the community built around a new lake.

b. Public realm: A highly-connected movement network to encourage safety and security through the use of shared surface routes (home zones).

c. Spine: A unifying spine route to link the different character areas. Key spaces are located along this route to reinforce a local sense of identity.

d. Terraform: A new land form in the east of the site to create a platform for development that maximises sunlight/solar penetration.

e. Integration: A framework of routes to link the site with the adjacent neighbourhoods such as Broadway and Red Lakes. This will reinforce the heart of East Ketley at the Ketley cross roads.

e. Legibility: A development that is easily understood for residents and visitors. Streets and public spaces are designed to exploit the land form by creating views and vistas with key buildings providing landmarks.

f. Landscape: To work with key aspects of the existing landscape including:

- The retention of the ecologically sensitive areas in the northern part of the site.
- The incorporation of the 'Rabbit', 'Badger' and Rose Garden mounds.
- The incorporation of the hedges that make up the 'rabbits ears' into the footpath system
- The improvement of the playing fields.

g. A mix of uses: To create a mix of uses in key locations including the school, community centre and live-work units

h. Flexibility: Flexible ground floor configurations that allow other uses or residents to work from home and adapt their homes over time.

Illustrative Masterplan

i. Energy: Measures to reduce metered energy consumption

j. Sustainability: A range of measures relating to waste and water that demonstrate best practice in these areas.

k. Public transport: A public transport route through the site within easy reach of all residents (community mini-bus).

l. Contemporary design: Buildings and public realm that are contemporary in design but relevant to local architectural form.

m. Future stewardship: A management structure for waste, public realm maintenance and community development issues over time.





3.2 Terraform

Section A-A through north facing slope



Key to the masterplan is the re-forming of the existing landscape to create development land with improved solar orientation and daylight penetration.

North facing slopes are interrupted by a number of spoil mounds. The mounds in the eastern part of the site are of limited ecological value and are proposed to be reformed. There are, however, three mounds that have become important ecological features:

The Rose Garden mound – located within the school site as an ecological resource. This is some 10-12m

development close by. This mound is some 8-10m higher than surrounding land.

The 'Rabbit' mound – which although recently capped still holds a central position within the site, and is part of an ecologically important link between the newt ponds and Red Lakes to the south. This feature is between 4-10m higher.

The various constraints related to landscape or ecological sensitivity mean that these mounds will be retained and the land form around them carefully modelled.

Elsewhere the slopes in the driving range area and the fields in the centre of the site will be retained at roughly the existing level. However, the eastern part of the site will be subject to major remodelling to create new development platforms that will remove the existing series of spoil mounds to the face of Glen Cottages, visually integrating them into their new surroundings. This

platform will run from the link road to Wombidge Way in the north to the proposed lake to the south. A central ridge will facilitate natural drainage to the east and west where a SUDS system may be established. All SUDS drainage is either north towards the main 'interceptor' swale along the development/eco-area boundary, or eastward, along this swale or towards the lake, and thence in both cases to Beveley Glen Stream. Existing sewers will be used under the playing fields. The remodelling to the north creates the opportunity for a 'rampart' development acting as a 'gateway' from the north, and south facing development onto the lake.

Between the lake and Beveley Road the land will be stepped to create four zones:

- the existing landscaped embankment against Beveley Road which drops some 6 metres from 130 to 124m and faces north.
- A spiral of small terraced develop-

Section B-B through 'the ramparts'



The eastern part of the site will be subject to major remodelling to create new development platforms to make use of passive solar gain.

higher than the surrounding area and has been capped to landscape specification.

The 'Badger' mound – located to the south and part of a larger tip that requires a safety zone that precludes

Small terraced development platforms



ment platforms that follow and reflect the changes of height of the eastern entrance route as it runs from Beveley Road to the lake. This will allow vehicular access from the entrance route and create the opportunity for pavilion development to follow the slope down to the lake.

- A flat development shelf along the northern edge of the embankment. This will link the slope of the eastern entrance route to the 'Rabbit' mound and allow for a home zone route to run along the edge of development providing access to dwellings. This

shelf will terminate in a retaining wall that would drop some 2 metres.

- A north facing development slope running from the wall to the lakeside, a drop of some 4 metres. This area will have separate vehicular access from the spine route.

The cross section and 3D render il-

lustrates the complexities of remodelling this area. The land re-formation will be carefully carried out to ensure that mature and valuable tree planting is retained where possible. This is particularly the case in the west, along the northern edge of the former driving range. The opportunity to work with land sculptors and artists to create this landscape will be explored as the masterplan moves into detailed design.

Section C-C at Glen Cottages



Existing land form



Proposed land form





3.3 Mixed-use and density



Non-residential land-use

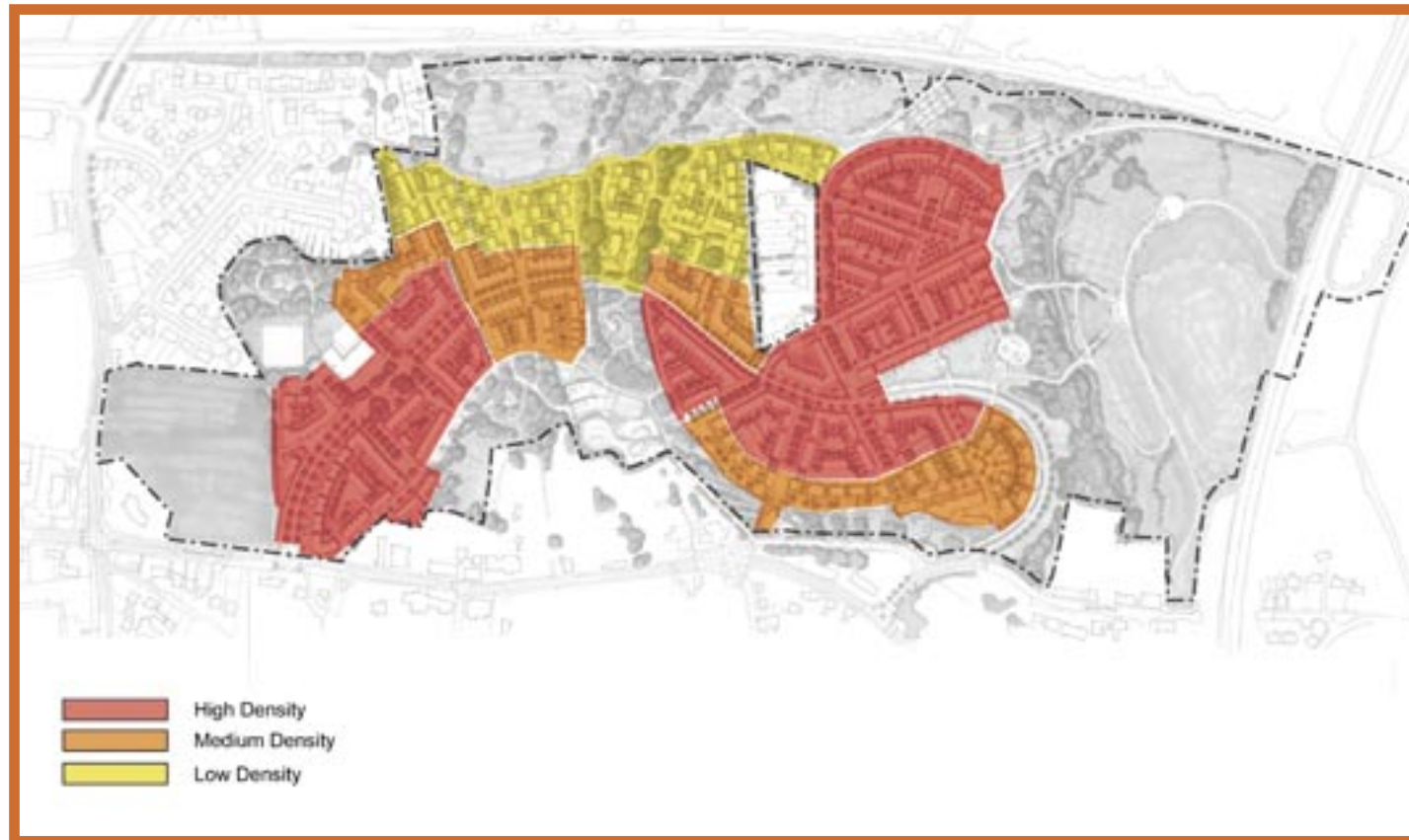
- Primary school and Community Centre
- Live work units
- Potential for mixed use

Our study of the planning of other new communities, and particularly the lessons learnt from the fragmented planning of the early schemes at Telford New Town as examined in Section 1, has informed the masterplan. Problems occurred previously where communities were planned as separate areas divided by roads into strict land use and density zones. TMC will follow best practice urban design principles and be well integrated into the existing Ketley community by creating a feeling of continuity of routes and built frontages. By grouping facilities at the western end of the site near Ketley Crossroads they will be most accessible to the wider community and act as linking elements between the new and existing communities.

The masterplan promotes an overall structure that establishes locations where there are opportunities for a mix of uses and a range of densities in line with best practice.

This mix of uses will add to the success of the development and creates the critical mass of people needed to support a school, shop and community centre. Up to 750 dwellings are proposed as part of this masterplan. The mix of uses proposed for the development will, in the main, be available for, and supported by both existing and new residents such as the new community centre which will replace and enhance Parkside. The demand generated by the new residents will also reinforce the existing local shops and mix of uses in East Ketley and adjacent local centres.

Broad density of development



The masterplan encompasses the following land use principles:

- Mixed use areas are to be located close to the main access points or along the spine route. This allows them to serve not only incoming residents but the existing local population in order to bind this development into the adjacent neighbourhood.
- Mixed use areas are to be accessible by walking, cycling and public transport.
- The densest parts of the development are to be located in the most accessible areas. Two high density areas are proposed:

Park View – the western entrance to the development where the school will be located. The school location offers the potential for associated mix of uses including community centre, child care, health care, small commercial units and local shop. The concentration of such activities along the entrance route and the ‘school square’ will create a mutually supportive framework that may attract other activities.

Ecoville – to locate less dense development in the most ecologically sensitive areas of the site. The key area is centrally located around the ‘Rabbit’ mound. Here development will ‘tiptoe’ through the site reducing the building footprints and reflecting the importance of wildlife corridors

and existing tree belts.

Clearwater – the eastern entrance where the newly created water feature will act as a focus for development and the ‘Clearwater Square’ will provide opportunities for flexible ground floor working space.

Both areas will be accessible by public transport.



3.3.1 Housing/live-work



Up to 750 dwellings are proposed comprising a mixture of housing type and tenure including live-work units and affordable housing.

A range of dwelling types and tenures is proposed. The table on the right sets out the breakdown of units.

A key principle underpinning the design is to ensure that no affordable housing ghettos are created. Instead a positive 'pepper potting' of social-rented and other key worker housing throughout the development will ensure a truly mixed development. The development profile of each character area will therefore reflect the overall breakdown of types and tenures. The final residential mix will be determined as part of the detailed design work and could include other forms of housing such as supported housing. TMC firm targets require all housing to meet the Housing Corporation

SDS internal space standards, therefore allowing affordable housing to be allocated irrespective of design, location and specification.

The residential development is based around the concept of streets (mainly as home zones) and development blocks. (See Section 3.8 for further details.) Phasing and development parcels are dealt with in Section 5.

Live-work Units

The proposed development includes a number of live-work units. These are units that can be used for both living and working. In physical terms this means space that is suitable on the ground floor

for B1 workspace activity (i.e. nothing that will create a disturbance) and on the upper floor for living. There will be a degree of flexibility in the division between living and working, however, there will be a requirement in the sale agreement that the units are used for both activities. This also needs to be reflected in the planning consent and in arrangements for Council Tax/business rates.

The live-work units are located at the eastern gateway to the site close to Beveley Road to make use of the shaded parts of the north facing slopes. The ground floor workspace will occupy the space that gets less sunlight with the living space on the upper floor. This also introduces a mix of uses into the eastern part of the site.

There are parts of the site where the opportunities for self-managed/self-build dwellings may be possible.

Indicative dwelling mix

Unit Type	Actual Units	Proportion of Overall Scheme
1 Bed Flat	52	7%
1 Bed Studio	23	3%
2 Bed Flat	75	10%
2/3 Bed Flat	37	5%
2 Bed House	113	15%
2/3 Bed House	150	20%
3 Bed House	188	25%
3/4 Bed House	56	7.5%
4 Bed House	56	7.5%
Private Residential Total	525	70.0%
Affordable Residential Total	225	30.0%
Residential Total	750	100.0%

3.3.2 Community uses



The proposed development includes a number of community uses. A new community centre will be provided to replace the Parkside Centre. This will be a valuable community resource and linked with the new school to allow for the sharing of some facilities, space and parking, whilst allowing different activities to take place at different times. The detailed specification of the new community centre will be worked up in consultation with the Parish Council, the current users of the Parkside Centre and other stakeholders.

Other facilities such as a crèche and doctors or dentists' surgeries can be accommodated within the mixed use areas of the masterplan. A range of flexible residential building types will be provided, allowing for ground floor change of use from residential or providing larger commercial units for specific tenants identified over the development programme.

The new Ketley Community Park will be a central community facility for both new and existing residents of East

The school will have an important civic role to play, both in terms of its function but also its physical presence.

Ketley. The specific uses will be determined through a detailed consultation exercise but could include a visitor centre which would be a place to learn of the history of the area and the objectives and features of the Millennium Village. This could also be an 'Eco centre' celebrating the area's flora and fauna as well as a base for the community development trust charged with managing the village.

The park will also include a number of open space and recreational facilities for the community as described in the landscape section below.

Primary School

The plan indicates a single stream primary school for the site located along the main spine route and easily accessible from Holyhead Road. The benefits of this are:

- its proximity to the shops and other facilities at Ketley Cross Roads
- its 'stewardship' of the 'Rose Garden mound', safeguarding an excellent ecological/environmental resource for the school and community
- the ability to be included as part of the first phases of the development.

school building will present a civic front to the proposed new 'School Square' which will be reflected in the design of the building frontage. The school will be an exemplar in excellence of design visible from the entrance route and from the heart of the development. Its shared resources, such as classroom facilities, a small kick-about pitch are intended to be accessible 'after hours'.

Ensuring community safety and an appropriate public/private interface will be an important element of working up the detailed specification of the new community buildings.

The school will have an important civic role to play, both in terms of its function but also its physical presence, as well as being an important design landmark. The

- its wider accessibility to those using life-long-learning and other extended facilities
- its ease of access by pedestrians and cyclists. The site is some 550m from the furthest dwelling, which is within good practice guidelines on walking distance to school.
- its proximity to the Ketley Community Park with its various amenities



School square - daytime



3.4 Access and linkages



The masterplan is based around a central spine route, which changes its character through the site, with a grid of shared surface routes throughout the development. The key principles in the design of the movement network are:

➤ **Pedestrian priority:** To promote informal pedestrian priority throughout the development by establishing a home zone approach to the design of streets. Shared surfaces and

changes in horizontal alignment, construction and materials will all help to encourage walking and cycling at the expense of the car for local travel.

➤ **Permeability:** To create a grid of routes to provide easy access throughout the site. This 'permeable' structure will link the site together to create a walkable community. To do this streets will be designed for a maximum of 20mph along the main spine route and 10mph for the home zone areas.

➤ **Pedestrian links:** To relocate existing footpaths and bridleways, and to create a pedestrian network that will link the development with adjacent neighbourhoods, in particular Broadway, Hadley PFI and Beveley Glen.

➤ **Public transport:** To establish a spine route that can accommodate a quality bus route through the site.

➤ **Getting to school:** To establish a

Pedestrian priority is promoted throughout the development by establishing a home zone approach to the design of streets

series of safe routes to schools. These routes will link key areas and be designed to be secure, well lit, with appropriate planting and street furniture as well as interest to engage schoolchildren.

➤ **A sense of place:** To create a series of 'places' at junctions of key routes, both pedestrian and vehicular, celebrating these new areas.

➤ **Taming existing streets:** To manage traffic more effectively on the streets surrounding the site, such as Holyhead Road, through provision of better crossings and other calming measures.

➤ **Variety:** To ensure all streets have continuous frontages and 'eyes

on the street' to create a sense of security and neighbourliness. Street design will provide interest not just through the public realm design, but also through variety and visual diversity.

As part of the consultation on the masterplan there was a strong desire from the community for the rail halt on the northern edge of the site to be reopened. This is not possible at present however the masterplan does not preclude this happening in the future.





3.4.1 Connections



The two main vehicular access points will be from Holyhead Road to the west – the most visible and main entrance to the Community – and Beveley Road at the eastern end of the site, with a third access from Wombridge Way.

Access to the site is currently very limited. The site is not only hidden from view from much of Holyhead and Waterloo Roads but access from the east is confined to a slip road off the Wombridge Way. Links to existing networks are therefore very important.

The links to surrounding areas will include:

- An improved pedestrian/cycle route, part of the bridleway system, connecting the north western part of the site with Broadway and new links to the new school and playing fields at Hadley.
- Improved footpaths along the edge of the Unicorn Pub linking the site with Beveley Road, and across Holyhead Road.

- An improved link beneath the railway to the Blockley area; this will be lit and made safe.
- In addition the opportunity for improved links across the community park to Waterloo Road is envisaged, leading to Hadley PFI.

In the long run there is an aspiration to link the heart of the development and 'Badger' and 'Rabbit' mounds with the Red Lakes area of woodland. However, this will be through third party land and would require agreement. Nevertheless it will provide a wild life corridor and a pedestrian access link across the Holyhead Road.

Vehicle access

The two main vehicular access points will be from Holyhead Road to the west – this is the most visible and main entrance to the Community - and Beveley Road at the eastern end of the site, with a third access from Wombridge Way.

Both Holyhead Road and Waterloo Road would be the subject of off-site works to manage traffic better and encourage a more pedestrian friendly environment. This will involve:

- Work at Ketley cross roads to improve the traffic light function.
- A new junction at the western gateway to the site system, with pedestrian crossings and changes in vertical alignment, materials and lighting to emphasise the entrance to the new community and incorporating pedestrian links to the Infants' School.

- Calming measures at the Infants' School.

- A new 'place' and improved crossings at the junction of Holyhead Road, Beveley Glen Road and Shepherds Lane to celebrate the Unicorn Pub and link to the footpath network to the south.

Details of the access proposals are contained in the Transport Assessment which forms part of the outline planning application.

Pedestrians and Cycles

Pedestrian and cycle routes will be integrated throughout the development and will follow the spine and home zone routes. No separate cycle routes are proposed.





3.4.2 Street Hierarchy and Movement Strategy



A simple hierarchy is proposed:

Spine route: Along which much of vehicular access will be concentrated. The character of the spine route will vary as it traverses the site changing from a formal civic 'Avenue' to a more informal character. At the central and most sensitive part of the site, where the route crosses to the north of 'Rab-

bit' mound, the character and form will change radically to minimise impact. The width will be significantly reduced, materials changed and a shared surface introduced. This will allow the wildlife corridors for newts and other fauna to be maintained and special wildlife tunnels to be constructed.

Home zones: This will allow the remainder of the public realm to be designed as shared surface routes (home zones). The design of these will differ depending on the local conditions. For instance, through the ecologically sensitive areas great care would be taken to retain existing landscape resources and the route would incorporate and work with these and other features, such as SUDS. In other locations a more robust approach could be taken, which would reflect a demand for shared parking spaces. The home zone principles would apply to each of these situations though the detailed design would respond to actual constraints. Home zones will also include:

▢ **Drives** - A series of drives will be created along the edge of the ecologically sensitive northern area. These would be shared surface, designed to have a softer more informal quality and different materials – similar to gravel.

▢ **Mews** - routes that link the home zones with internal parking courtyards. These shared surface routes would establish intimate spaces for pedestrians and slow-moving vehicles.

▢ **Parking squares and courts** – these spaces are an important element of both the movement network and the public realm. The parking squares would be designed as squares into which cars could access. They would contain other activities such as spill-out from the school, local areas of play, and places to sit.

The home-zones provide a network of safe routes for school children and will

be designed to meet the Safe-Routes-to-School criteria of the Council. The existing Bridleways will be replaced and extended to provide a route through the eco-area as shown on page 69.

Parking Strategy

Although parking is dealt with in detail elsewhere, the masterplan has been concerned to accommodate the level of parking required to make the scheme viable without compromising the design or urban form. Reducing the visual dominance of the car is a core principle and parking levels will be in accordance with PPG3 maximum standards of an average of 1.5 allocated off street spaces throughout the development. A range of provision is proposed, based on the mix of units, the number of allocated and unallocated spaces and the local site conditions. The main parking areas will include:

▢ **Undercroft parking** – where the sloping terrain makes this possible or

where the density is appropriate.

▢ **Parking within curtilage** – either through internal garages or parking spaces to the side or rear of housing.

▢ **Parking squares and courtyards** – secure communal locations overseen by development.

▢ **On-street parking** – allocated and unallocated spaces.

Parking provision would also be made for cycles within the home zone areas and within curtilage of individual dwellings.

Public Transport

Discussions have advanced with Arriva to provide a bus service through the site. This would involve the diversion of the 44 bus from Holyhead Road onto the spine route. The benefit would be additional passengers for the bus company and easy access to other parts of

The majority of the public realm will be designed as shared surface routes (home zones).



Bus route and stops



Telford for residents. Two bus stops are envisaged within the site at the Lakeside Square and at the School Square. The plan above right indicates the potential location. During the early phases of the development, before the spine road is completed, the 44 bus route will continue along Holyhead Road. The development layout will provide attractive walking routes to the existing bus stops and the traffic calming on Holyhead Road will make it easier to cross the road.

Alternative forms of transport will be encouraged wherever opportunities arise throughout the development period of the new community. These would include promoting more low emission vehicles, reducing demand for parking spaces and furthering the use of bicycles.





3.5 Landscape strategy

The character and quality of the landscape, both existing and proposed, has been a key element in the shaping of the masterplan. Alongside the strategies for built development and movement, the landscape strategy defines the character of the different areas and establishes the opportunity for landmarks, vistas, views, open spaces, waterways, movement corridors, parks, squares and streets. The key features of the proposed landscape are:

The Green Arc: This includes the Beveley Glen tip – a hill to the east that cannot be built on, but which provides a backdrop to the Clearwater area of the development. It also includes the ecologically sensitive area between the railway line and the northern edge of the development. This area is home to newts, reptiles, orchids and important habitats such as lowland heath and acid grassland. The ‘green arc’ wraps around much of the new development.

The landscape strategy establishes the opportunity for landmarks, vistas, views, open spaces, waterways, movement corridors, parks, squares and streets.

The Mounds: There are a number of existing mounds that have been incorporated into the design:

- ▢ ‘Rabbit’ mound, centrally located and part of the wildlife corridor system.
- ▢ ‘Badger’ mound, is also part of the wildlife corridor.
- ▢ ‘Rose Garden’ mound, within the new school, which also has the remnants of ornamental grounds nearby.

These mounds form important landmarks within the landscape and will be further enhanced to emphasise their height and add visual interest.

The Ketley Community Park: The masterplan retains the existing Ketley Recreation Ground by making it into a new community park.

Through the incorporation of these and other existing intrinsic landscape characteristics from within the site, the

masterplan sets out a cohesive landscape structure, which will contribute to the unique setting for the new community. The aim is to bring together a contemporary design approach to the new housing and hard landscaping with a natural/wild approach to the ecological landscape. This will provide a rich wildlife habitat that is integrated within the landscape of formal open spaces, squares and streets throughout TMC. This synergy between the naturalistic and civic landscapes will help make this a unique environment, second to none in Telford. Whilst the design of the Ketley Community Park will be the result of community consultation there is potential to introduce a new Rose Garden and herb garden.

The key landscape design principles therefore are:

- ▢ To integrate the ecology and built areas in one landscape.
- ▢ To provide a range of open space from the ‘wild’ and remote to the

‘urban’ and accessible.

- ▢ To create opportunities for a range of recreational activities from the passive to the active.
- ▢ To ensure that green spaces are connected to create wildlife corridors.
- ▢ To provide a safe and effective footpath network that integrates with the network surrounding the site.
- ▢ To incorporate a full range of children’s play areas in the landscape
- ▢ To use planting to reduce the visual impact of the development while opening up new vistas and views.
- ▢ To use the terraforming process to create new habitats including a new lake.
- ▢ To incorporate a Sustainable Urban Drainage System (SUDS) into the landscape without impacting on exist-

ing ponds. This will include the use of SUDS features to direct the appropriate quantity and quality of water to the new ponds.

- ▢ To create a distinct, high-quality and contemporary new landscaping.
- ▢ To provide public access to all open spaces, except where the fragility of environment requires greater management (such as the orchid meadow and relocated grassland areas).
- ▢ To improve the visual and ecological links with the surrounding area.
- ▢ To design a safe environment in accordance with principles, guidance and initiatives such as ‘Safe Places’ (Home Office) and ‘Secured by Design’ (UK Police).

The masterplan makes the best use of the ecological assets of the site in order to:

- ▢ Balance the need to create develop-



3.5.1 Retained ecology



ment land with the preservation of landscape features.

- Safeguard ecologically important species and habitats.
- Create new habitats to enhance ecological and visual interest.
- Incorporate existing vegetation into the character areas to provide a sense of continuity.
- Provide screening benefits for the new and existing residents.

Existing vegetation has therefore been retained where it is either; of high ecological value; in good condition or of a high visual quality.

Whilst every effort will be made to retain vegetation in good condition, partial losses are inevitable and compensatory planting will be included within the landscape planting strategy. The existing vegetation to be retained includes woodlands, trees, wetland habitats associ-

The landscape strategy balances the need to create development land with the preservation of landscape features.

ated with ponds, hedges, lowland heath and acid grassland. These are retained within the gardens of the new homes, or the streetscape and open spaces. The drive, north of the 'Rabbit' mound has for example been kept intact and incorporated within the home zone. The key areas of retained vegetation are illustrated on the map above and include:

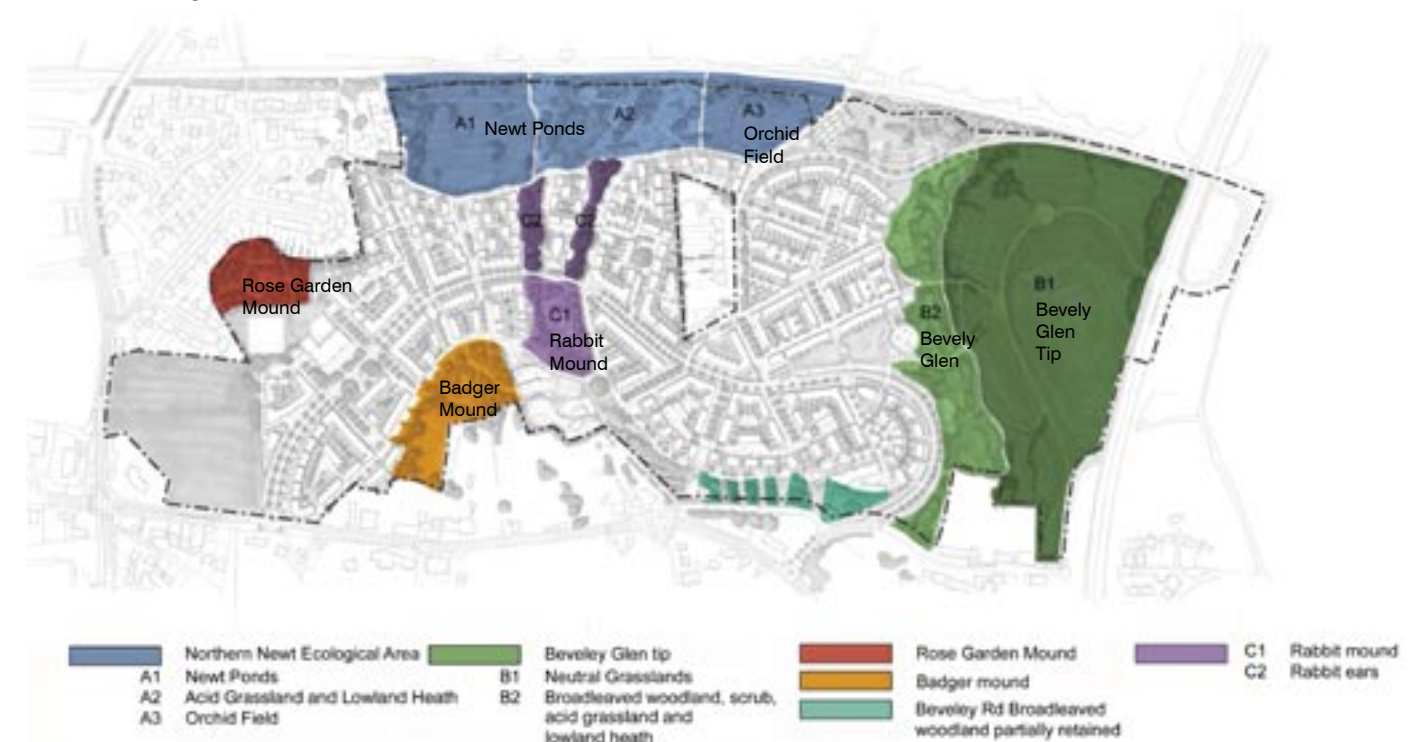
'Rose garden' mound: This is a diverse mix of semi-natural broad-leaved woodland covering former spoil mound. It is a strong landscape feature to the west of the site and will be improved through landscape management and selective thinning.

'Badger' mound: This is a diverse semi-natural broad-leaved woodland of high visual influence. It will be opened up to low intensity informal access together with landscape management.

'Rabbit' mound: This is a diverse semi-natural healthy broad-leaved woodland of high visual influence, with pockets of heath to the south-western edge which are of high nature conservation value. It will become low intensity informal open space.

Newt Ponds: This area is predominantly mesotrophic and damp grasslands punctuated by newt ponds and small groups of trees. This area will be retained due to its nature conservation value. To the east of the newt ponds the landscape is predominantly woodlands, gorse scrub, acid grassland and lowland heath, which provides a valuable wildlife corridor along the rail line and is of high visual value. These areas will be retained with a low-density network of pedestrian routes.

Retained ecological areas



Orchid Field: a series of fields and pastures that are to be retained and improved.

Beveley Glen: The valley to the west of the tip is characterised by broad leaved woodland, scrub, lowland heath and acid grassland. This is of high nature conservation and visual importance and will be retained as part of the green network and SUDs framework.

Beveley Glen Tip: The upper parts of the tip are of low nature conservation but high visual value. This will be used as a resource to relocate habitat of nature conservation value that would otherwise be lost and will include a network of informal cycle and pedestrian routes

Individual Features: Existing trees will be incorporated into the streetscape, private gardens and open spaces.

Much of the public open space in the development is ecologically sensitive and will be the subject of special guidance in agreement with English Nature. Care has been taken to ensure that there is no left over space. The developer of each plot will provide all details of existing vegetation on their plot and submit proposals for their retention or removal for approval of the Local Authority.

Vegetation to be retained will be afforded protection through the construction phases and from construction works in accordance with BS 5837:1991 and NHBC (National House-Building Council) Guidance. Vegetation to be translocated will be protected in accordance with the requirements of English Nature and the Local Authority.

The NHBC Guidance provides detailed information on methods of protecting trees from temporary storage

of materials and the operation of plant during the construction phase. Additional guidance is to be provided on the proximity and treatment of trees in relation to buildings, structures, and hard surfacing including foundations. For example, foundation depths of buildings will need to be increased when trees are located closer to buildings half their estimated height. Hard surfacing around existing trees will require special design considerations to minimise the potential for root damage and make provision for oxygen and water reaching the roots and growth of the root system.

3.5.2 New planting



New Planting

A strategic planting scheme will be developed for the scheme to reinforce existing woodlands, hedgerows and heaths etc. and to integrate new and existing planting. This will be based on the following principles:

- To reinforce the existing green network both within and around the site. Planting material would be selected to complement this existing planting.
- To increase local biodiversity.
- To use local native species in preference to naturalised trees and shrubs where appropriate.

- The introduction of 'creative conservation' principles in the creation of an ecologically functioning urban landscape that provides rich wildlife habitat and is integrated within the entire landscape whether formal open spaces, squares or streetscapes. This will be achieved through the substitution of familiar ornamental vegetation for ecologically informed landscape plantings that pick up on the visual qualities and aesthetics of the former.

- To create a hierarchy of planting that expresses the importance and significance of each area.

- To conform to the principles of 'Secured by Design' and 'Safe Places' where appropriate.

- to develop and implement appropriate management and maintenance plans and regimes.

Roles of New Planting

Planting will fulfill a range of roles within the landscape of the scheme:

- Providing shelter from the elements.
- Screening unwanted views, noise etc.
- Defining space such as ownership boundaries and land-use types.
- Defining vistas along roads, cycle and pedestrian routes.
- To enhance views across the site.

- To create new wildlife habitats and green corridors including 'creative conservation' plantings, wetland habitats, ponds for newts, heath and acid grassland.
- To provide an educational resource adjacent to the community centre school and play areas.

Keys Areas of New Planting

The masterplan includes areas of new planting which would be integrated into the wider network of green spaces and corridors. These areas include:

Structure Planting: New tree and shrub belts to; provide shelter from the NE/SW winds; to reinforce the identity areas; to protect ecologically sensitive areas; to define newly created open spaces and to reinforce existing woodland. This planting will use local native species or species indicative of the character area.

Street and Roadside Planting: This would reflect the differing identities of the 'Spine' Road, the 'Drive' and roads leading into Home Zones and Mews including elements of 'creative conservation'.

Recreation Areas: Planting around play areas will have an educational role and will adopt the principles of 'creative conservation'.

Ecologically Sensitive Areas: such as the Newt Ponds, Orchid Field, Beveley Glen Tip and the Mounds will be managed to enhance and protect their nature conservation value.

Residential Areas: These will reflect the distinct identities of each area.



The masterplan includes areas of new planting, which will be integrated into the wider network of green spaces and corridors.

3.5.3 Open space hierarchy



The masterplan proposes a hierarchy of open spaces that will be linked by green corridors. These spaces will provide leisure and recreation, species diversity and nature conservation and will vary in their typology. They form part on a



green network that includes linear parks, road reserves, parks, private gardens, buffer planting and surface drainage corridors. The network will improve not only biodiversity of the community, but also the safe movement of pedestrians



Civic Space: The ‘Ketley Community Park’ will form a new landmark for the Millennium Community and East Ketley. The design of the park will be the result of a public consultation process. A secondary tier of open spaces create civic foci in each part of the scheme. To the west is ‘The School Square’, which will create a sense of arrival when entering the community from the west ‘Spine’ Road. This will provide a high-quality setting for civic activities with a safe spill-out area for the school. To the east is ‘The Clearwater Square’ that will take the form of a ‘contemporary’ village green and will be the focal point of village life to the east. The lake area itself is a new element within the community and will provide a rich wildlife habitat and setting for informal recreation activities.

Children’s Play Areas:

Play areas are a key feature of the open space provision and are set out in section 3.6.2.



The masterplan proposes a hierarchy of open spaces that will be linked by green corridors.



and cyclists between open spaces. The hierarchy of open spaces includes:

Ecological public space: The ‘Green Arc’ to the north from the Newt ponds to Beveley Glen tip will provide an ecological resource and an informal recreational resource. This is a key link between the wildlife corridors within the site and wider network of corridors outside the site. To the south are Beveley Road Woodland and the Terraces, which link to the Internal Landscape Ecological Area at the very heart of the site.

School Square



Public Rights of Way

The scheme will require alteration to a number of existing public rights of way. These will be replaced by routes with improved surfacing, signage and interpretation. This is part of the integrated network of routes described in Section 3.4.1.



3.6 Public Realm

All new public realm will be overlooked by frontage development to ensure natural surveillance and eyes on the street.

The plan envisages relatively dense development around the movement network and public spaces of the scheme. The public realm of streets, squares, communal courtyards and public open spaces will therefore be extensively used. In this section we set out the principles that will guide the design of this space.

- All new public realm including streets, footpaths and public space will be overlooked by frontage development to ensure natural surveillance and eyes on the street.
- Buildings will follow a coherent building line as set out on the Regulatory Plan.

- The building line will form the 'walls' of the streets and public spaces.
- Therefore all new buildings will address the building line and take their main access from it.

The extent of frontage onto the building line will determine the character of the space. In the centre of Park View and Clearwater the density of development rises and the building line will become more continuous (terraced forms). In Ecoville and the lower density parts of the scheme the frontage will be more broken with greater use of detached and semi-detached forms.

The position of the building line and the height of the buildings will determine the shape and character of the

public spaces. Generally the streets will have an enclosure ratio of between 1:2 and 1:3 (that is the roads are between 2 and 3 times wider than the height of the buildings).

The Spine Road will change in character as it passes through the different character areas. This will be articulated with differing widths between building lines, extent of frontage and enclosure ratio.

Public squares and spaces will be designed with slightly taller buildings and continuous frontages to heighten the sense of enclosure. 'School Square' will accommodate new planting interspersed with retained trees and potentially a shelter or 'market structure' for informal activities. 'Clearwater Square' will be a contemporary village green giving

onto the lake which could also have a structure for local activities. A series of smaller squares throughout the development would provide local areas of play, sitting and parking spaces. It is proposed to use a public artist in the design of these spaces.

The public realm improvements will extend to the surrounding roads including Holyhead Road, to create a more pedestrian-friendly area.

The public realm will be designed in a contemporary manner with a pallet of materials chosen to contrast with the wilder approach to the planting and retained ecology areas. Threshold treatments will include the use of stone, gabion and brick walls, and new hedges and railings where appropriate.



3.6.1 Public open space design



Care has been taken to ensure that there is no left over space. All public open space will have a function.

All public open space will have a function:

- As wildlife corridors
- As play areas
- To create a setting for particular areas such as school spill-out, or particular forms of development such as lakeside housing.
- As a resource for residents and the wider community such as Ketley Community Park.
- As incidental open space.








The general principles for open space design are that all public open space within the development will:

- Reflect and complement the adjacent built form where appropriate.
- Be part of a pedestrian network.
- Be designed in accordance with the principles of 'Safe Places' and 'Secured by Design'.
- Ensure that the principles of bio-diversity and SUDs are incorporated within the design of open space and ensure these link into adjacent 'wild-life corridors' and SUDs networks.
- Build in versatility allowing spaces to be used by different cultural or age groups, and ensuring open access for all.
- Stimulate the senses
- Be distinctive, giving a local identity through use of local materials and retaining historic associations such as the use of steel and timber in surfacing and furniture, and designing and implementing symbols and icons within street furniture through involvement of the local community.
- Use materials and workmanship of the highest quality in terms of visual and sensory attractiveness, durability and environmental performance.
- Reduce the embodied energy of materials and processes used in the



implementation of all landscapes and promote sustainability.

- Introduce the work of local artists and innovative ideas in street furniture and lighting, particularly in the school square.

Name of Open Space		Character	Facilities	Planting	Hard Landscaping and Street Furniture
'Newt Ponds and Orchid Field'		Rural, informal	Network of pedestrian and cycle routes. Associated seating, bins, cycle stands, and interpretation boards. Access limitations (canine and human) due to ecological sensitivity. Need for fencing and controlled access points.	Local native species planting.	Materials sympathetic to rural location e.g. loose/rolled gravel, woodchip and boardwalks. Furniture sympathetic to location e.g. timber/steel.
Beveley Glen Tip		Rural, informal	Network of pedestrian and cycle routes including ramps and steps to form circular walks. Improve access from Beveley Road and N-E corner of the site. Incorporate viewing platforms. Associated seating, bins, cycle stands, and interpretation boards. Access limitations due to ecological sensitivity. Need for fencing and controlled access points.	Local native species planting. Areas of translocated species with buffer planting to provide protection.	Materials sympathetic to rural location e.g. loose/rolled gravel, woodchip, and boardwalks. Furniture sympathetic to location e.g. timber/steel.
Internal Landscape Ecological Area		Rural, informal	Network of pedestrian and cycle routes. Incorporate viewing platforms. Associated seating, bins, cycle stands, and interpretation boards. Need for fencing and controlled access points.	Local native species planting.	Materials sympathetic to rural location e.g. loose/rolled gravel, woodchip and boardwalks. Furniture sympathetic to location e.g. timber/steel.
School Square		Urban, formal	Shared surface space with designed spill-out space from the adjacent school – predominantly hard surfaced area punctuated by lines of formal trees and hedgerows. Pinch points may be required at either end of the Square to slow traffic. Integrated parking facilities may be included on edges. Multi-purpose sheltered space that could be used as bus stop, outdoor meeting point. Associated seating in form of low walls (free standing or retaining around retained vegetation), bins, cycle stands, bollards, lighting columns, and signage.	Formal planting and management of trees, shrubs, clipped hedgerows and grass areas. Local native species where appropriate. Other species considered for pleaching and boxing. Tree-lined Spine Road edge to reflect adjacent Spine Road.	Highest quality, engineered finish. Surfacing that conveys civic importance of the space e.g. large stone flags (or stone effect). Colours such as light stone/buff. Furniture stone (or stone effect), and steel as large engineered pieces. Incorporate public art.
Clearwater Square		Urban, formal,	Shared surface space with smaller defined courtyards which may be used for seating, parking, or play. – predominantly hard surfaced area punctuated by formal trees and hedgerows. Variety of seating areas (quiet areas, lake viewing, spill-out seating) with associated bins, cycle stands, bollards, lighting columns, and signage.	Formal planting and management of trees, shrubs, hedgerows, and grass areas. Local native species where appropriate. Other species considered for pleaching, and boxing. Tree-lined Spine Road edge to reflect adjacent Spine Road.	Materials shall reflect the waterside location e.g. timber and steel. Highest quality, engineered finish. Surfacing to be more informal than School Square, and reflect lakeside setting e.g. small stone/concrete setts and/or bound aggregate surfacing (resin bound glass). Colours that reflect lakeside location such as greys, blues, and greens.

3.6.2 Design of play areas



Play areas will provide varied and challenging play for a wide range of ages and abilities.

Play facilities are an important aspect of the plan. To take advantage of the opportunities offered by the site, some play facilities are located on areas that are difficult to build on. The play facilities are listed on the table to the right.

LAPs: The LAPs will be located throughout the development area (including the Ketley Community Park). LAPs will be unfenced and could be part of the home-zone street. They will include informal seating area and some hard surface to allow young children to play (skipping, hopscotch etc.). In addition, whilst the provision of LAPs will meet the spirit of the NPFA standards the home zones will be designed to be suitable for children to play informally without being limited to designated and controlled areas.

LEAPs: Two LEAPs will be provided; as part of the Ketley Community Park and adjacent to the Lake. LEAPs will include suitable boundary treatment around facilities to deter dogs. They will include informal sitting areas and some hard surface play areas (for basketball etc.).

NEAP: The NEAP, together with additional facilities such as skateboard and BMX areas, would replace lost facilities and would be located central to the development, on Potters Bank. The opportunity to provide a 'scout hut' will be explored. The NEAP will include suitable boundary treatment around facilities to deter dogs and where appropriate higher fences for kick-about activities. Hard and soft surfaces will be used. The NEAP will be for use by the wider community and safe routes to Holyhead Road will be required.

Design Principles

Design principles of NEAPs and LEAPs include:

- Play areas will provide varied and challenging play for a wide range of ages and abilities and should include educational play equipment in accordance with BSI and European requirements. Play equipment within NEAPs and LEAPs should be designed to attain high standards in play quality and safety.
- Designed and constructed to conform to RoSPA standards.
- Safe for the age and ability of the children using it. Safety surfaces must be provided. Coloured rubber, wet

pour surfaces can be used to increase visual stimulus of the play area.

- Designed to avoid vandalism and graffiti through natural surveillance and selection of robust materials.
- Lit to enhance informal supervision and ensure safe evening access for older children.
- Landscaped to provide shelter, shade, seating, litter bins and nature conservation interest for both children and adults. Planting will be capable of withstanding the stress of children's play activities. Planting will be selected to stimulate sight and smell. Planting will not provide a screen or harbour undesirable behaviour.
- Located to take into account the need for sunshine, level access, noise

reduction, security and safety from vehicles.

- Provided with secure cycle parking provision.
- With two entrances to provide emergency access in case of bullying and injury. Locate exits to prevent children directly running onto roads.
- Dog-free by the use of 'dog-grids' and self-closing gates. Boundary treatment will be designed to exclude smaller dogs.
- Include appropriate mechanisms for long term management and maintenance of facilities. These should be provided in the form of a 15 year maintenance and management plan and replacement strategy.

- Be required to remain open for use by the public at all times
- Inspected and maintained to correct standards for safe use by the general public to meet with the approval of the Council. This will include safety inspections by qualified play inspectors, an annual inspection and risk assessment by RoSPA, litter collections, repairs to defective, damaged or vandalised areas to the satisfaction of the B of TW.
- Constructed of materials that embody low energy and are from sustainable sources.

Play Areas

Type	Walking distance	Radial distance	Size	Nearest dwelling	Character
LAP	100m	60m	100m ²	5m	Small area useable by young children overlooked by houses
LEAP	400m	240m	400m ²	10m	Play area equipped with possible small games area
NEAP	1000m	600m	1000m ²	30m	At least 8 types of equipment, BMX / skateboard/kick-about space

3.6.3 Street design



The masterplan incorporates a range of street hierarchies from formal avenues to home zones



Spine Road character areas



The formal avenue

In Section 3.4.3 we set out a street hierarchy based upon street types, speeds, materials and management. The masterplan indicates a range of conditions for home zone design guidance along with cross sections for the spine road as it changes character. Implicit in these sketches are a series of broad principles.

The Spine Road is described in detail on the following page. It will have street tree planting at regular intervals in the Park View and Clearwater character areas, and more informally within the Ecoville character area. Within the former areas:

- Trees will be planted in a verge or as part of pavement except where parking is provided.
- Tree species will be local species – and where early impact is required,

semi-mature varieties will be used. Different trees will be used in different areas.

- Lighting will be of an appropriate height to be pedestrian-friendly and alternate with trees. Root barriers will be used adjacent to utilities. Service trenches will run within pavements and be demarcated.
- Trees will break up the visual dominance of parked cars.
- Thresholds will vary depending on location and orientation but will reflect the broad design principle of bringing the building close to the pavement.
- Clutter will be reduced. A clear and co-ordinated design, installation, management and maintenance strategy will be established. This

will provide consistency in style and colour where required and create a pedestrian friendly environment.

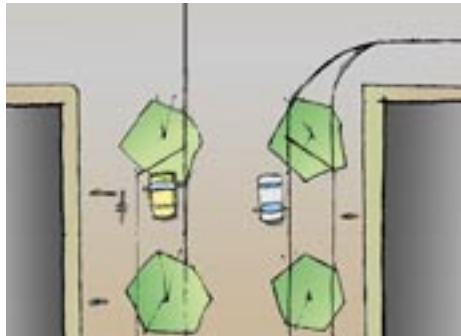
Home Zones

Shared surface home zones will include sitting spaces and LAPs. There will be no footways. Housing will front directly onto the spaces in many areas. Landscape and tree planting will reflect the informality of these areas. The plan below indicates the different conditions and types of home zones.

At the most sensitive edges to the north and east the shared surface home zone will take on a different softer, more rural character of a local drive serving a few units only. They will continue to have an informal appearance and will be designed as part of the SUDS swale network. See Section 3.6.4.

3.6.4 The Spine Road

Formal avenue design: Bounded by three-storey buildings with a well-defined enclosure ratio.



Formal 'Avenue' design

In Park View and Clearwater the spine route will be designed as a formal tree-lined avenue. It will be the focus for pedestrian and vehicular activity and will link to the two main entrances into the site. It is important that its design reduces traffic speed with calming measures at the junction with Holyhead Road and the Beveley Road/Holyhead Road junction. Further calming will be incorporated into School Square and Clearwater Square.

Centreline road markings will be omitted from the Spine Road throughout its length, as recent research has shown that this approach tends to reduce speed by a significant degree, as well as improving the appearance of the road and reducing maintenance costs.

This section of the route will have up to 3m footpaths on either side of the road with occasional verges. Parking will be on-street for cars and cycles with trees incorporated into the parking zone or verges.

Trees will be planted up to 10 metre centres and will be paired across

the road to create a formal character. Tree species will vary along the Spine Road to reflect the formality/informality of the route. Consideration should be given to planting large stock such as heavy standards/semi-mature.

Materials will be of the highest quality and reflect the natural earthy hues of the adjacent built form and landscape. For example the carriageway should consider the use of materials other than black top. The carriageway when entering the squares will reflect the materials used in these areas and may become flush within the squares. The footpath will reflect the civic feel of the character areas and street furniture will reflect the importance of the Spine Road such as the use of stone and steel.

The housing fronting onto the route may have front gardens. In Park View boundaries will be formal and may include evergreen hedgerows or walls. In Clearwater boundaries will be informal and will be influenced by the topography.

Informal Ecoville design

The design of the spine route will change, at the point where the character area changes. This will include a change in plant species and verges; and the location of trees, street furniture, and lighting to reinforce the informality. The central section of the Spine Road will be designed to maximise wildlife movement and minimise development

The spine route runs through three character areas and its design will change to reflect these

impact on the ecologically sensitive Rabbit mound and Rabbit's ears. The carriageway width shall be reduced to 3m by the use of a passing bay. This will allow the carriageway to be raised over the main wildlife corridor in form of a green bridge.

This section of the spine road will have a continuous footpath of up to 3.0m with verges, which may include mown grass or wildflower/herb rich swards. Within

the 'green bridge' section the footpath leaves carriageway and widens to 3m while the verges will become wilder. Parallel on-street parking will be provided away from the environmentally sensitive areas while cycle parking will cater for informal demand. The tree planting will become irregular at 5-7 metre centres and paired across the road where possible. Local native tree species will be used to reflect the rural nature of the

zone with consideration given to planting large stock such as heavy standards/semi-mature trees.

The materials will soften and become more rural in type and colour. On the green bridge the footpaths will become eco-sensitive 'boardwalks'. The threshold to houses will be informal such as deciduous local native hedgerows.

Ecoville: The central section of the Spine Road which narrows to create a green bridge and traffic calming.



Clearwater: The spine road as it passes the lake showing the housing backing directly on to the water.



3.6.5 Home Zones



The home-zone streets will be shared surface routes, where the cyclist and pedestrian are predominant and vehicular movement is reduced to 10mph. A range of horizontal and vertical alignments will help reduce speeds and create a route safe for young children.

In Park View, parking areas, seating areas and ponds as part of SUDs will be more formal in layout and may define space with formal low walls and clipped hedges.

Ecoville - will be more informal and irregular with hedgerows and informal verges. Clearwater will also be informal but with low walls and informal hedgerows that reflect the topography and waterside setting.

In Park View and Clearwater parking will be predominantly diagonal with centrally located bays. Within Ecoville it will be more informal and organic and may front properties. Cycle parking will cater for informal parking demand. Trees will be local native species where appropriate and each character area will have different tree species as signatures.



These will be selected to create year-round interest such as coloured bark/ foliage and seasonal change. Park View will have more formal trees regularly spaced in predominantly hard surfacing. Ecoville will use local native species that are sympathetic to the ecological sensitivity of the area planted into landscape areas with an informal layout. Clearwater will select native local trees that reflect waterside location concentrated around courtyards and planted into hard surfacing and planted areas.

In addition to trees home zones will have planted areas that combine local native species, native annual wild-flower seed mixes, flowering herbaceous layers and exotic species to produce more colourful displays. They should provide all year interest with berries and seasonal foliage. Particular attention will be paid to the entrances to each zone to highlight their character.

- The materials will include coloured surfacing with a natural finish which should differ in each character area.



The home-zone streets will be shared surface routes, where the cyclist and pedestrian are predominant and vehicular movement is reduced to 10mph.

- There will be no kerbs within any home zone.
- Materials shall reflect the informality of these areas.
- Each home zone will be incorporated into the SUDs network through a combination of closed channels, permeable paving and/or ponds. Care will be taken to design SUDs in a manner that is safe for inclusion within the public realm.

Street furniture will give a consistent identity throughout TMC. However, it should provide a clear identity for each character area e.g. in type and/or colour, and be suited within each home zone e.g. bins, seating etc. Lighting shall be incorporated through a variety of means and may include bollards and



The informal home zone



The formal home zone with echelon parking

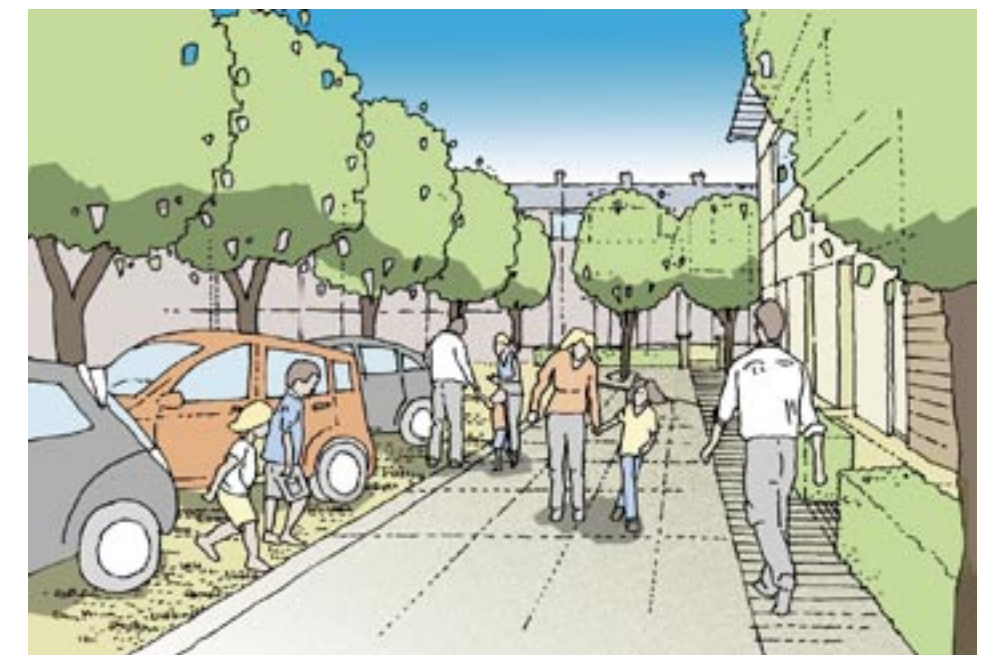
wall mounted fittings where appropriate. The materials of Park View - will have a more engineered finish such as steel and stone while Ecoville will be informal and rural and may use timber and steel. Clearwater will incorporate furniture appropriate to the lakeside setting.

Housing onto home zones may have front gardens which again will use materials that reflect the character of each area. A key feature of many successful home zones is the participation of residents in the upkeep of planted areas within the street. This gives residents a visible stake in the appearance of 'their' street and lends an air of welcome informality. Residents will be encouraged, through the design and more explicitly in welcome packs and sales literature, to take responsibility for small areas of planting.

Drives

On the most sensitive edges to the north and east the home zone will become more informal still. This will include shared surfaces for pedestrians,

cyclists and motorists and the introduction of swales as part of the SUDs network. In these areas planting will become more dominant and the materials and design will become more informal and permeable similar to a country lane.



Home zone in Clearwater

3.6.6 Parking design



Parking will take place on-street, in undercroft areas – especially on the sloping southern areas, in private parking courts, in public parking squares and within the curtilage of housing. Provision for allocated and unallocated parking spaces is set out in Section 3.4.2. This parking will be guided by the following principles:

- ▢ Parking areas will reflect the design layout and materials of the character area within which they fall;
- ▢ They will reflect the design layout and materials of the adjacent street – spine road, Home Zone, or drive;
- ▢ They will incorporate the SUDs net-



work through swales (where space and gradient permits) and/or permeable surfacing/underground drainage;

- ▢ They will incorporate cycle parking where appropriate;
- ▢ They will incorporate existing trees, and hedgerows where appropriate;
- ▢ Trees, shrub or hedges will be planted per every 4 car park spaces;
- ▢ Disabled bays, and motorbike parking will be demarkated through surface signage and demarcation paving units.

Within the public realm the parking squares would be fronted by development and be designed as public space with lighting, seating, planting and informal play areas.



Parking squares

Parking squares will be located throughout the scheme and their character will reflect the character area in which it is located.

In Park View the squares will be formal in their layout which may include:

- ▢ swales and filter strips with formal geometry and neatly managed edges incorporating standard trees;
- ▢ existing vegetation incorporated in a formal manner by the clipping of hedges and pruning of trees;
- ▢ space defined by low walls (free standing or retaining where appropriate) and new tree and shrub planting indicative of the home zones.

The Ecoville parking squares will be informal in their layout with plant material, surfacing and street furniture similar to those used in the home zones.

In Clearwater parking squares plant



material, surfacing and street furniture will reflect those used in the home zones. Existing vegetation may be managed and incorporated in an informal manner and may have hard or soft edges.

Private Parking Courts

These will be treated in the same manner as public parking squares, but they will not necessarily include LAPs and seating areas and may have allocated parking demarcated through use of change in material type and/or surface signing.

Cycle Parking Provision

Provision of cycle parking will depend on the parking requirements of the users e.g. short/mid stay cycle parking or long stay cycle parking. Short and mid-term parking cyclists will use parking stands and convenient items of street furniture. Whereas longer term cyclists will tend to seek a higher level of security such as cycle lockers. In general, all cycle



parking provision will comply with the following standards:

- ▢ located to receive high levels of natural surveillance;
- ▢ located to cater for informal parking demand rather than cyclists having to seek out designated areas;
- ▢ stands to be 1m wide to accommo-

date cycles with a front basket, child seats and panniers where possible;

- ▢ cycle parking bays will be demarcated through use of surface signage and demarcation paving units;
- ▢ provision of secured cycle lockers will be accompanied by signage where appropriate.



DESIGN STATEMENT

Images from the locality indicating the diversity of architectural styles





3.7 Urban form

The masterplan has sought to develop its own distinctive character that incorporates the best aspects of urban design without being too urban.

The masterplan has been designed following a careful assessment of the local character, the response of the community to the site visits and the characteristics of the site.

The surrounding area of Ketley has no overarching architectural style. It is a collection of individual buildings constructed at different times, and under different contexts; workers cottages, an 11 storey apartment block, a fine Victorian school house and post war suburban developments. Further afield there are some attractive villages that provide clues to building form and typology, as illustrated by the character study to the left. This extends from historic buildings on the far left through Georgian and Victorian development to new town and more contemporary forms.

The buildings of the new town are generally undistinguished. Indeed there was a strong reaction in the consultation to some of the worst aspects of new town urban form, particularly Radburn layouts. More recently the housing has been suburban in character



and equally undistinguished.

The masterplan has therefore not been able to draw upon a strong local context. It has sought to develop its own character that incorporates the best aspects of urban design without being too urban. In doing this the masterplan seeks to redefine a suburban typology by drawing on the characteristics of a

village but by using contemporary elements. In this section we describe the form that has emerged from this exercise.

The layout of the scheme is based on a permeable public realm as described above. The masterplan is tied together with a network of roads, home zone and public routes that allow easy

access but which also define the shape and scale of the building blocks. As described at the end of Section 2 this structure is based on a spine road with a 'lazy' or informal grid of roads three character areas and two nodes (Park View and Clearwater). Within this structure the form of the scheme is based on the following principles:

- Perimeter blocks:** The built form is based on perimeter blocks with private interiors and public exteriors.
- Mews courts:** In parts of the site the interior of blocks accommodate mews courts.
- Enclosure of space:** The public realm, be it streets, home zones or squares will be enclosed by well-proportioned buildings.
- Frontage:** Building frontage will be more continuous in the urban parts of the site such as Park View and the centre of Clearwater and more broken in the lower density parts of the site such as Ecoville.
- Building Line:** To ensure the enclosure of space, all development blocks will follow a common building line as defined in the Regulatory plan. Deviations from this line will be controlled to ensure the street wall effectively encloses space.
- Edge condition:** The development will create soft edge to the surrounding green areas with a more broken and informal building line.
- Enclosure ratio:** The width of the public spaces will be scaled to the height of the buildings. This will create an enclosure ratio of between 2:1 and 3:1 (i.e.. Streets are 2-3 times wider than the height of the buildings). This will relate to all streets (so that streets will be wider where building are higher).
- Views:** The public realm is designed to take advantage of the views from the higher southern parts of the site. This will allow an unfolding vista of the development from the spine road.

These principles are established on the Regulatory Plan that is described in section 3.10. This sets out the public realm, building line, and height of each block.

3.7.1 Massing and vistas



The range of building types and different heights together with the landform will create an interesting urban form, new views and vistas and a local 'sense of place'.



Up to 5 Storeys
Up to 3 Storeys
Up to 2.5 Storeys

The principles set out on the previous page have been developed to create the character and distinctiveness of each of the character areas.

This is based on the use of topography, natural features and new buildings to create a network of vistas, views and landmarks across the site. This will make the masterplan distinctive as well as helping people to orientate themselves.

Building heights

The first element of this is the height of buildings. These are indicated on the plan to the right and are designed to enclose space and create a series of views and landmarks. The buildings are of four different types:

Signature buildings: Four distinctive apartment blocks are positioned at strategically important locations to create a series of landmarks throughout the scheme.



Corners: Throughout the scheme there has been an attempt to enclose the corners of blocks and to use the corner buildings as minor landmarks. The plan to the right shows four locations where particular emphasis will be given. Three of these are corners that terminate vistas along the spine route. The other marks the entrance to the site from the north. The height of these corners will depend on detailed design but they are more likely to be four than five storeys.

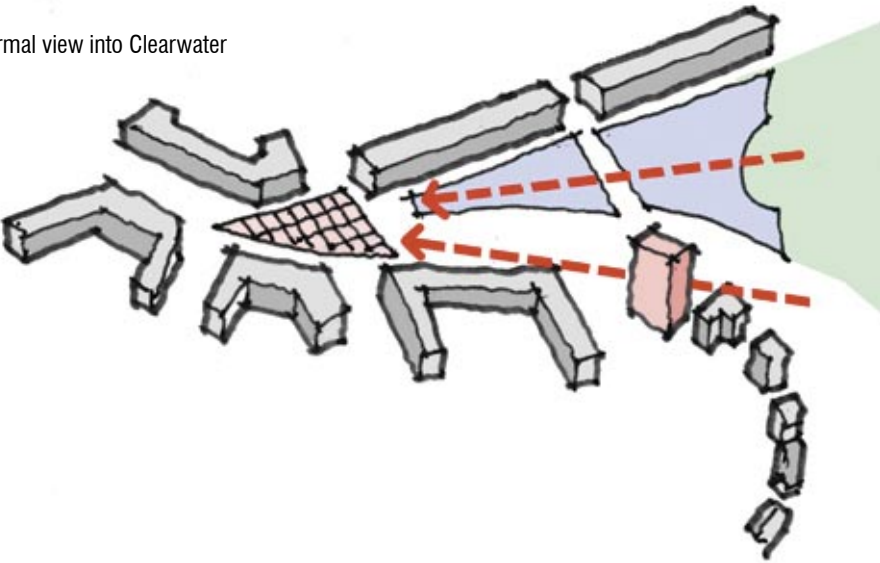
The plan shows two other height zones, up to 3 storeys and up to 2.5 storeys (predominantly 2 but with scope for accommodation in the roof). The three storey elements make up the majority of Park View and Clearwater and extend

along the spine road. The predominantly two storey elements will make up most of Ecoville and will characterise the edges of the development. These building heights are sufficient to create the enclosure described in the previous section.

Landmarks and vistas

The masterplan has been designed to create a rich variety of landmarks and vistas. The two plans to the right show

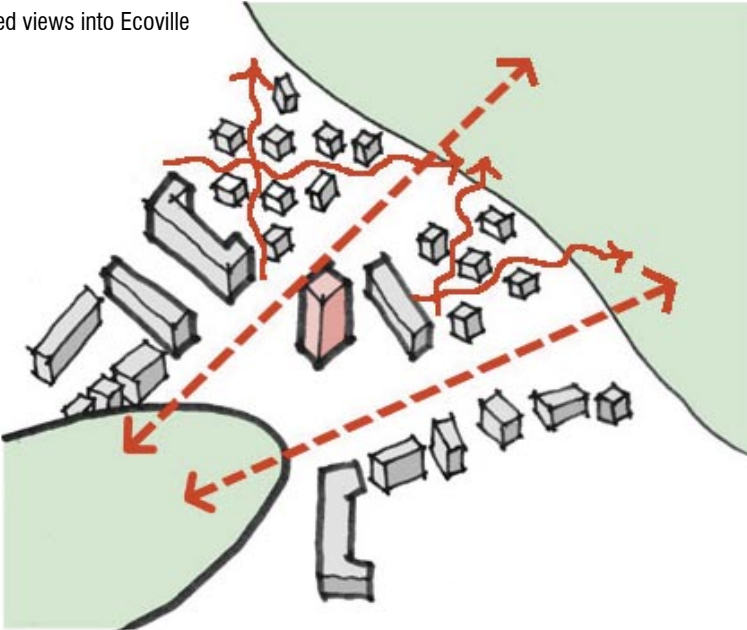
Formal view into Clearwater



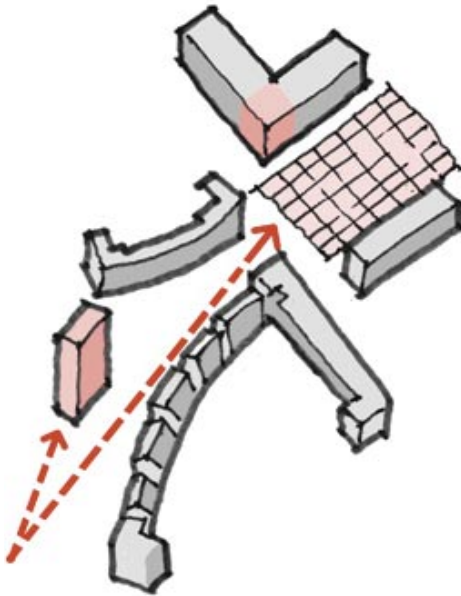
the landmarks within the site and the internal and external views that we have created. The landmarks include the towers and corner buildings described above as well as a series of natural features such as the mounds and the tip. These natural features are, of course also view points. The external views plan shows the way that these viewpoints have been

coordinated with the layout to create a series of vistas. The landmarks also create a series of views from the surrounding area and the entrances to the site. The internal views plan shows the built landmarks and the way that they relate to internal views. These include a series of unfolding views along the spine road each terminating in a landmark.

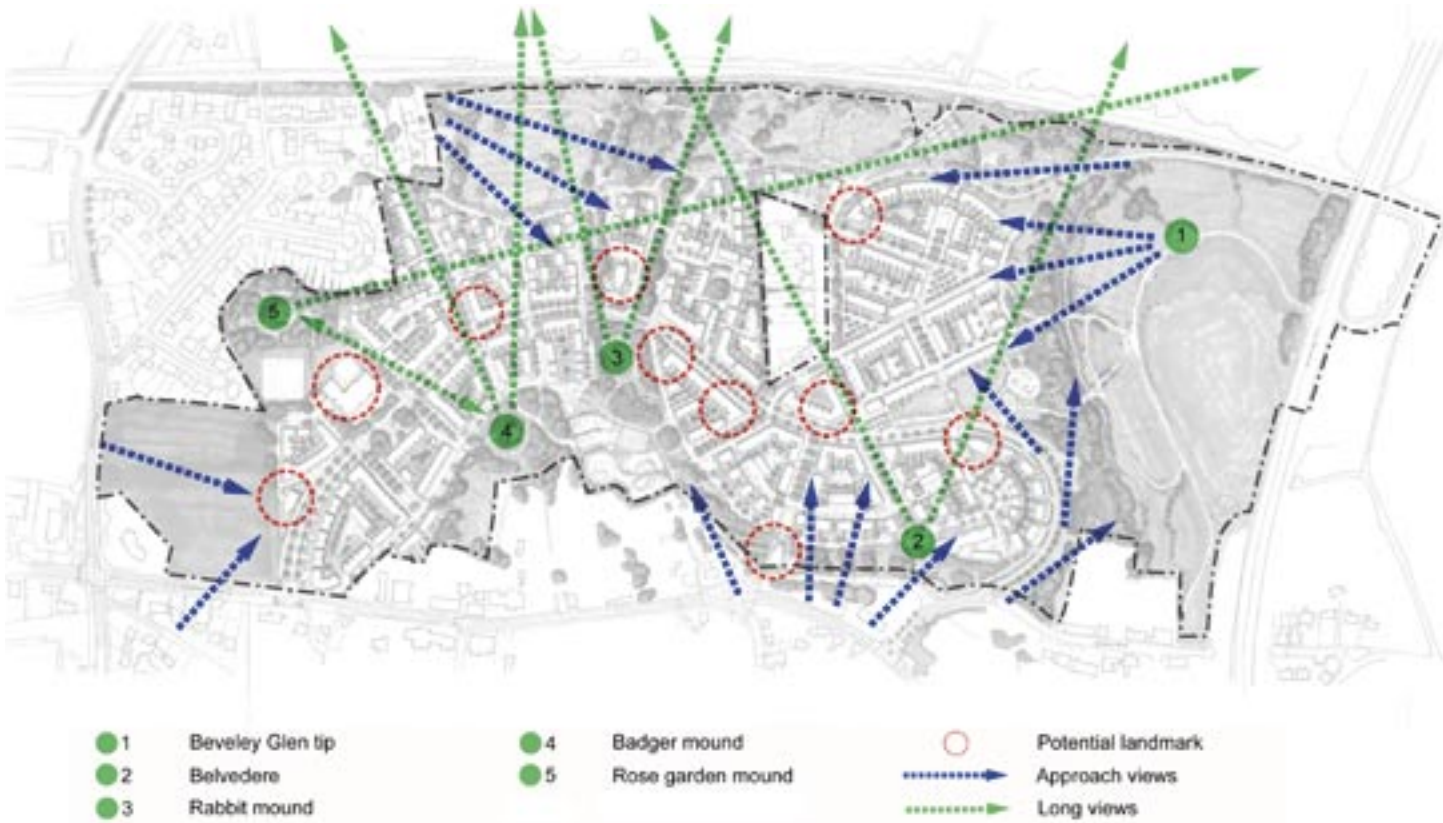
Filtered views into Ecoville



Formal views into 'School Square'



There are then a number of set piece views up the slopes to the south. This plan also shows edge conditions. The solid lines show where a strong frontage is important to enclose space and to frame views. The broken lines show less continuous edges which nevertheless remain important in framing views as illustrated in the diagrams.



External views and vistas



Internal views and vistas

3.7.2 Orientation and passive solar gain



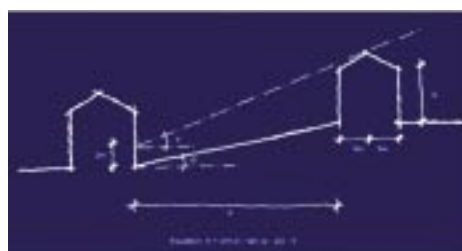
The masterplan balances townscape requirements with the need to orientate buildings to take advantage of solar orientation where possible. This is particularly the case on the north-facing slopes where daylight and sunlight penetration would be limited at certain times of the year. The plan therefore includes the following principles:

- New forms of housing to maximise solar benefits by locating the main living areas on upper floors where sunlight can penetrate (the upside down house)
- Creating gaps between buildings to reduce overshadowing of neighbouring properties and private gardens where possible.
- Orientating buildings to enable benefits of passive solar design to be incorporated into a home energy strategy as at Clearwater or ensuring private gardens are organised to gain sunlight as in Green Park.

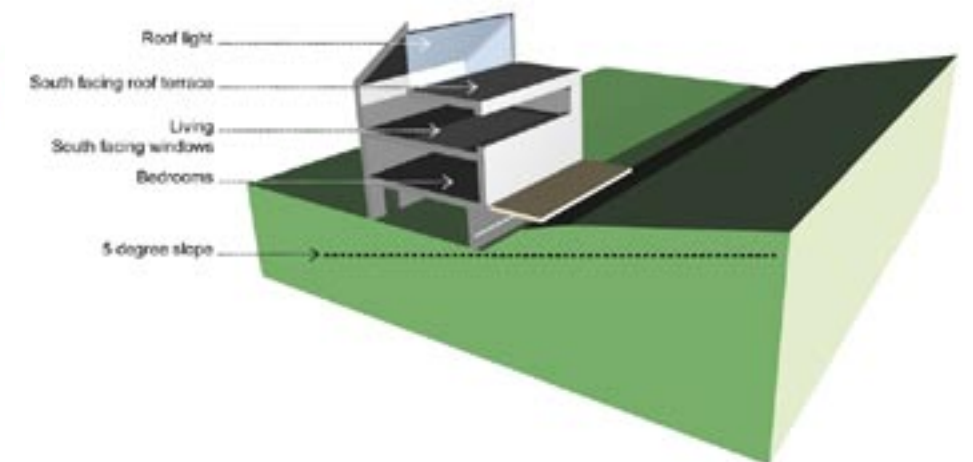
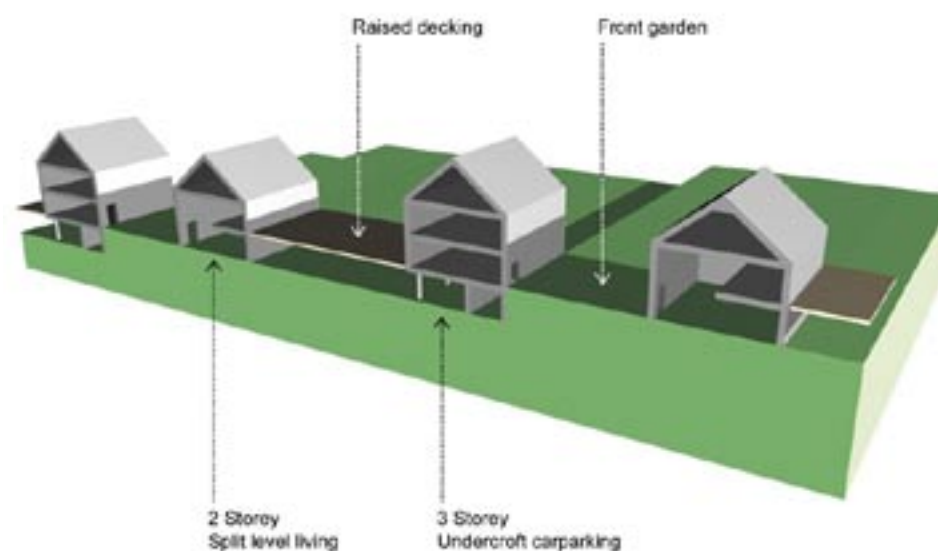
The masterplan balances townscape requirements with the need to orientate buildings to take advantage of solar orientation

- Developing a design vocabulary of window openings, room depths, rooflines and terraces to respond to different orientation (small openings to the north, larger to the south).
- Ensuring that private amenity space gains some sunlight during the day where possible. Larger private front gardens and reduced backyards (the back-to-front house), communal gardens, roof terraces/balconies will be encouraged in key locations especially within the Clearwater area.

Daylight section



- House facades within 25 degrees of south - benefit from winter sun.
- Houses with principle facade more than 25 degrees from south are separated to allow sunlight penetration through to amenity space.



3.7.3 Building types

Building types will be designed to provide a rich and diverse urban form.

Detached houses



Apartment block



Mews buildings



Live-work units



Corner apartments



Terraced houses



Corner buildings



Housing on slopes



Back-to-front housing



The allocation of building types for TMC will reflect the principles of inclusiveness and opportunity provided by a Millennium Community. Buildings will be designed irrespective of tenure so that there will be no visible difference between houses that are bought or rented. They will therefore incorporate housing association internal space standard and open market specification.

Building types will be designed to provide a rich and diverse urban form and comprise:

- Detached houses – in the more sensitive areas 2-3 1/2 storeys.
- Semi-detached houses – these can be designed as villas 2-3 1/2 storeys.

- Town houses – these will be 2-3 1/2 storeys. Larger dwellings are envisaged along the spine route and around the main spaces. Smaller ones along other streets/home zones will be 2-3 storeys.

- Corner buildings will address the need for 'eyes on the street' and can provide visual interest being emphasised through height, architectural detail, colour or planting, creating interesting vistas.

- Apartments – these will be both within the perimeter blocks, for instance at the corners, in order to address the public realm, or as mini towers at specific locations.

- Flexible dwellings will be built at key locations where the height of the ground floor will be able to accommodate residential or commercial/retail community uses over time. Those will be on the main squares and spaces and associated with bus stops.

- Mews buildings will be located within parking courts with the ground floor given over to parking. The buildings will provide informal surveillance to these areas.

- Live-work units comprising ground floor workshops and outhouses, and upper floor accommodation.

The large majority of these will be built by developers. However, there are parts of the site where the opportunities for self managed/self build one-off units could be explored.

Housing on development shelf



Traditional



Housing on slopes

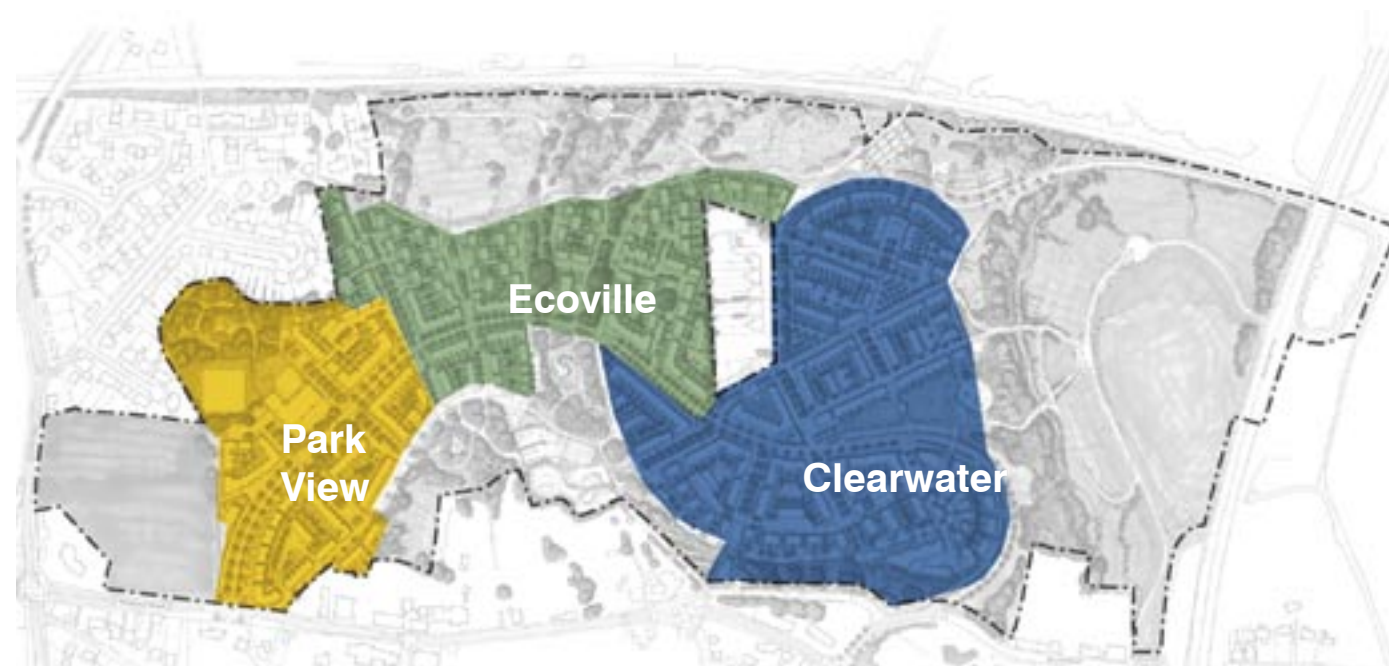






3.8 Character Areas

The key principle is to establish an overarching identity for the development while creating local character areas as a means of developing distinct neighbourhoods.



The consultation process early on identified the need to create different identities within the overall development. The key principle is to establish an overarching identity for the development while creating local character areas as a means of developing distinct neighbourhoods. These have informed the masterplan and the design of the main structuring components of streets, landscape and planting, thresholds and materials. Three broad character areas are proposed

■ **'Park View'** – the 'civic area', the western part of the development.

■ **'Ecoville'** – the ecologically sensitive area in the central part of the site.

■ **'Clearwater'** – the newly created landscape in the eastern part of the development.

The development's unifying feature is the spine route.



3.8.1 Park View



Park View is to have an urban character of perimeter-block development of town houses and apartments. This will create a village or market town type character of relatively narrow streets and well-defined public spaces. Development along the spine route and the edge of the park will be predominantly 3 storeys with the height dropping towards the Badger mound.

A slender apartment block of up to 5 storeys will celebrate the entrance to the development. At the heart of this area will be 'School Square' providing the focal points for gatherings and events, and the entrance to the school and community centre. The square will be designed to be pedestrian-friendly with places to sit and relax, as well as a setting for potential business and com-

munity facilities. Some informal parking will be accommodated.

The school will be designed as an exemplar resource for both children and adults. It would reflect sustainable energy technology and include solar panels, rainwater harvesting and wind power. The school will front the square and could comprise two storeys of accommodation. The school will incorporate some community facilities.

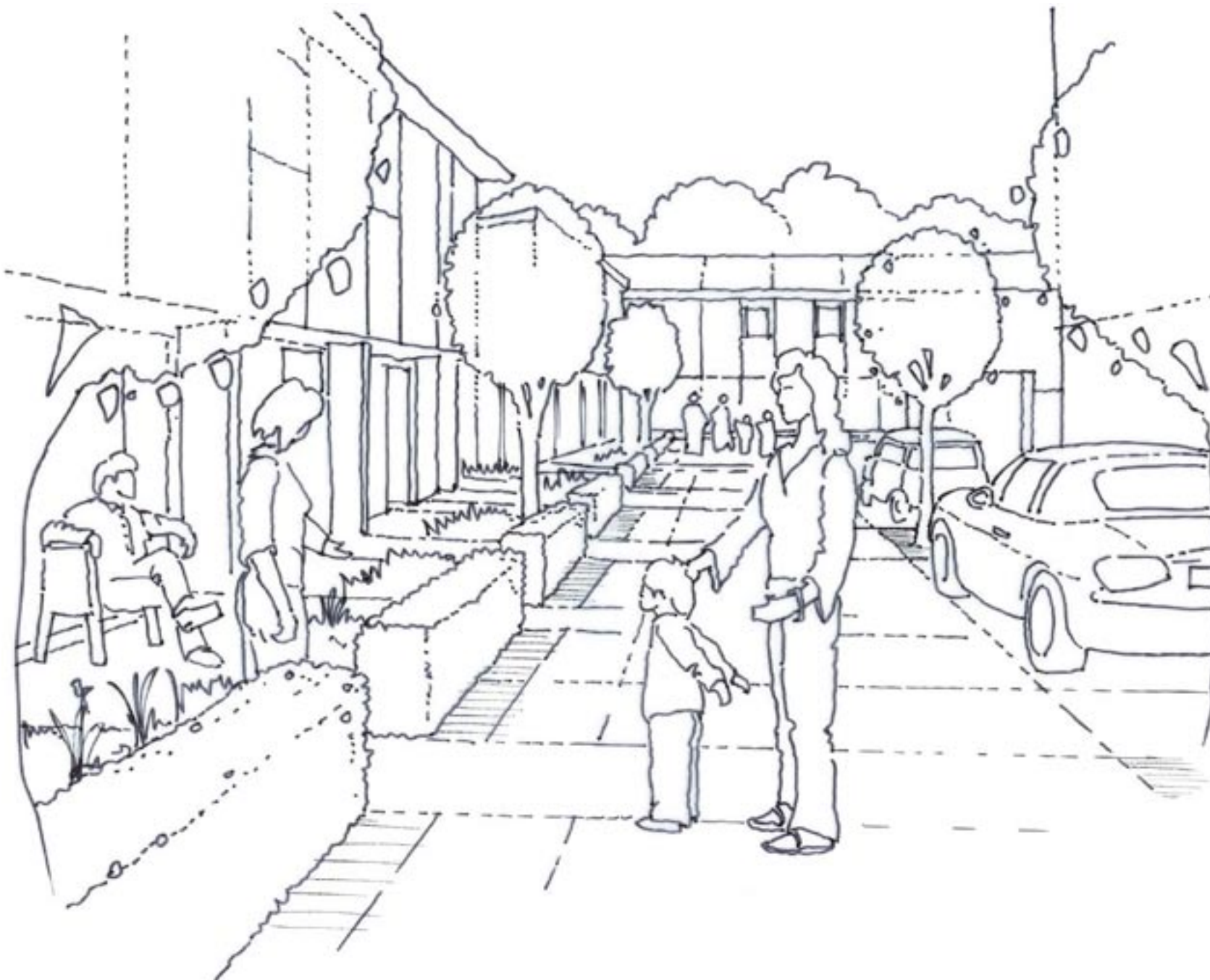
In key locations such as at the entrance and at 'School Square' buildings will be designed to accommodate flexible ground floors that will allow for change from residential to retail or commercial or community uses or vice versa, as required, to respond to market demands and individual owners' aspirations subject to any necessary planning approvals. Housing close to the 'Badger' mound will be 2-3 storeys in height.

Within this character the spine route will have a strong structure of

Avenue tree planting including good quality paving and street furniture. Housing along this part of the route will be on slightly raised banks to create greater 'presence'. Thresholds will comprise hedges and walls. Much of the parking will be a shared resource within this area.

This will have a village or market town type character of relatively narrow streets and well-defined public spaces.





- Up to 5 Storeys
- Up to 3 Storeys
- Up to 2.5 Storeys

3.8.2 Ecoville



The central area of development is the most environmentally sensitive. Development will be more informal and would provide 'breathing space' for local flora and fauna. The intensity of development will be lower than elsewhere on the site to create a positive interface with the area reserved for ecological conservation. It retains a perimeter block structure but this is more informal in character and the built form is more diverse with

Development will be more informal and would provide 'breathing space' for local flora and fauna.

detached, semi-detached and linked buildings. The housing on the edge of the ecological areas will be built as villas looking onto the open area. Most development will be 2 to 3 storeys – with

the 3 storey buildings concentrated on the spine route. Houses abutting Glen Cottages would have larger gardens to facilitate wildlife movement. A slender apartment block up to 5 storeys will celebrate this area next to the Rabbit' mound.

Ecoville is the area where the most roadside swales are likely as part of the SUDS system. Because of the need to create wildlife corridors between the Rabbit and Badger Hill and the ecological areas to the north the spine route will narrow to facilitate wildlife movement. The two existing belts would create 'green checkpoints' where they connect with the 'Rabbit' mound. Special design of the route will be required to ensure ease of movement of relevant fauna.



Whilst some communal parking would take place in parking courtyards and along the home zone streets, many dwellings will have direct vehicular access and in-curtilage parking, creating a different character from much of the rest of the development.



- Up to 5 Storeys
- Up to 3 Storeys
- Up to 2.5 Storeys

3.8.3 Clearwater



This part of the site will comprise two areas, the northern development platform and the steeply sloping north-facing area. The focus is the lake which will bind these two areas together. Here the character is governed by the demands of solar orientation and solar/daylight penetration.

Whilst the development block structure is maintained, development on the southern edges and steep slopes will be discontinuous to allow sunlight and daylight penetration. The blocks have as far as possible been orientated to maximise solar orientation.



The plan responds to Beveley Glen Tip and the visual and pedestrian links between these natural features, the proposed new feature of the lake and the 'Rabbit' mound and northern ecological area.

The steep slopes offer opportunities for long views and the masterplan proposes a belvedere at the entrance to Beveley Road and a small apartment block at the corner of the junction of Beveley Road and Brickhill Lane.

The north-facing slopes offer opportunities for undercroft parking and the housing is likely to have the main liv-



ing space on the first floor. The character will be enhanced by a series of retaining structures and new pedestrian stair and ramp connections.

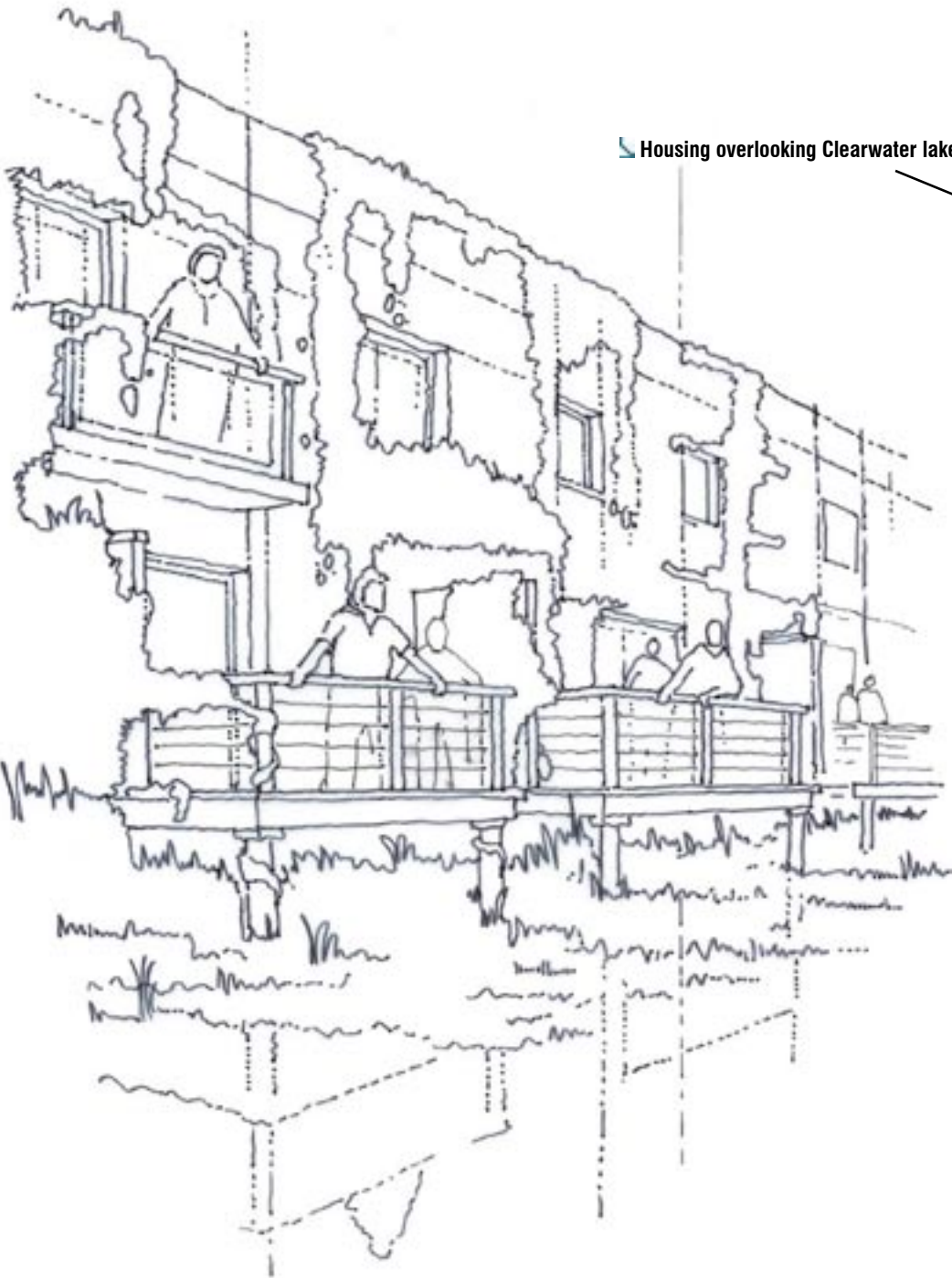
Dwellings to the north of the lake will give directly onto the water providing the opportunity for a unique waterside development within the area.

This creates an opportunity for new forms of architecture. The 'upside down house' and the 'back-to-front' plots, where some south-facing dwellings will have their main garden space in the front of their houses, will help to create a unique character for this part of the site.

The open space strip to the east of Glen Cottages will be planted to provide a green outlook.

Here the character is governed by the demands of solar orientation and solar/daylight penetration.





Housing overlooking Clearwater lake



- Up to 5 Storeys
- Up to 3 Storeys
- Up to 2.5 Storeys



Urban form

3.9 Innovation

As a Millennium Community the masterplan has been designed to explore ways in which housing developers might innovate in the future. This is an important part of the brief developed by English Partnerships for the site and forms part of the required outputs. These innovations include:

As a Millennium Community the masterplan has been designed to explore ways in which housing developers might innovate in the future.



- Rationalised construction:** While this has been considered as part of the housing design to ensure that the housetypes are not incompatible with prefabrication, it will be dealt with at the reserved matters stage of the process.
- Energy:** Reduction in metered energy consumption is an important part of the Millennium standards and is dealt with in section 3.9.1.
- Waste:** This is a subject that has been discussed extensively as part of the masterplanning process because of the progress being made by Telford and Wrekin Council and the best practice that the community saw on the Dutch site visits. This is described in section 3.9.2.
- Sustainable Drainage:** The site is ideally suited to SUDS systems as described in section 3.9.3.
- Community management:** The nature of the TMC development means that it will need to be intensively managed in the future. This includes the ecology areas, the community centre, the energy systems, community transport, ITC etc... This will ideally be done by the community and the Neighbourhood Initiatives Foundation has been working with us to develop a structure to do this.
- ITC:** We have been working with Inca Media to explore ways in which ITC can form a central part of the development as described in section 3.9.4.

3.9.1 Energy



The masterplan addresses energy conservation in two ways. Firstly the masterplan and housetypes have been designed to reduce energy consumption. Secondly opportunities for renewable energy have been developed.

Energy conservation has been facilitated through the masterplan by:

- The development of energy efficient homes as described below.
- The orientation and spacing of dwellings, particularly on the north-facing slopes, to maximise natural daylight and passive solar gain.
- The orientation of the school and community buildings to maximise solar gain.
- The use of buildings, planting and land form to create a positive micro-climate and to eliminate exposed areas.

Investigation into the technical feasibility of appropriate renewable energy sources will continue as the development is refined through to the detailed planning stage. Discussions with suppliers have taken place with regard to a number of generation systems including combined Heat and Power (CHP), wind energy, biomass and solar collection. Opportunities exist within the masterplan to incorporate some or all of these features by:

- The orientation of dwellings to support the incorporation of active and/or passive solar power generation
- The orientation of the school and community buildings to support active solar power generation;
- The provision of sufficient space within the site to accommodate active energy generation through the use of wind power without compromising residential amenity.

- The retention of flexibility to accommodate the requirements for the potential adoption of other energy generation measures including bio-mass heating.

A range of renewable energy options are under consideration for the school and community buildings and in addition, individual home owners will be offered a 'Green Options Pack' for their homes. These packs will incorporate a range of energy and water generation and efficiency technologies which will be available for purchase for incorporation within the dwellings.

Eco Homes & BREAAAM

All dwelling within the Millennium Community will be designed to achieve 'excellent' or better in the EcoHomes environmental rating method by BRE.

From the outset, design deci-

sions outlined within EcoHomes that effect the outcome of the masterplan, have been considered and incorporated into the design. These include issues such as daylighting, cycle storage, external private space and access to local facilities etc.

Non-residential Community Facilities such as the school, mixed use and live/work units will also be designed so as to achieve 'excellent' rating or better in BREAAAM by BRE. This could include the use of alternative energy sources.

3.9.2 Waste



In developing a strategy for waste and recycling in TMC we have taken account of the system currently being introduced by Telford and Wrekin Council which is considered best practice. This involves the provision of a number of bins to facilitate segregated collection. This has necessitated a rethink of the space allocated for bin stores.

In addition to this the community were keen to incorporate 'bring sites' for the collection of material not covered by the Council's kerbside collection sys-

tem, thereby increasing recycling rates even further. The bring sites themselves will consist of underground storage units which will be less visually intrusive than the more familiar bottle and textile banks.

The masterplan therefore incorporates recycling in the following ways:

- Convenient access is provided where possible to the rears of individual properties to enable the use of individual storage bins;
- Where this is not possible bin storage has been incorporated into the home zone design;
- Sufficient room is provided around apartment blocks and to commercial and community uses to enable the provision and servicing of communal waste facilities;
- Home zones have been designed to allow for kerb side collection of recyclables.

➤ The location of bring sites in strategic locations is facilitated by the masterplan.

In developing a strategy for waste and recycling in TMC we have taken account of, and go beyond, the system currently being introduced by Telford and Wrekin Council which is considered best practice

3.9.3 Sustainable Drainage



SUDS (Sustainable Drainage Systems) have been incorporated into the masterplan and landform design from an early stage in the design process. SUDS collectively address quantity, and amenity issues of surface water drainage, as opposed to conventional piped drainage systems which tend to focus on quantity issues only. SUDS aims to reflect a more natural drainage system that reduces the impact of drainage on the environment.

SUDS are more sustainable than conventional systems in that they:

- Manage runoff flowrates, reducing the impact of urbanisation on flooding.
- Protect/enhance water quality
- Are sympathetic to the environmental setting, and the needs of the local community.
- Can provide new wildlife habitats and sustain existing habitats.

Key SUDS features incorporated into the development include:

- A lake (with combined balancing pond function). This is an integral part of the landscaping of the site. It fulfills a visual, ecological and functional role within the development.
- Detention basin for additional runoff attenuation. This will also improve runoff quality and can be enhanced into an area of ecological value.
- Maximum use of swales will be made within the constraints of the development, to attenuate and enhance quality of runoff, as well as adding amenity value to the site, particularly in designated eco corridors.

The natural landform maximises opportunities for SUDS and maintains as much of the 'natural' drainage as possible by maintaining open and/or undeveloped area within the fabric of the development.

3.9.4 ICT



TMC will be a 'learning community' aimed at providing learning and skills opportunities for all ages. ICT will provide the basic infrastructure to facilitate this ambition. While ICT has only a limited effect on the masterplan, Incamedia has worked alongside the masterplanning team to develop proposals for the scheme. This has resulted in the following set of working propositions, from which final proposals will be developed based on market testing, detailed costings and consultation with stake holders:

- ✚ Community ICT will be delivered via a dedicated community intranet
- ✚ A communal video distribution system will eliminate the use of individual aerials and satellite dishes
- ✚ An affordable broadband service will be available to every home

- ✚ A standard distribution system for voice, video and data will be installed in every home
- ✚ A range of additional ICT and entertainment configurations will be available as optional extras for homes
- ✚ Consideration will be given to affordability (e.g. provision of communal equipment, internet and email access via TV sets, subsidy of initial charges etc.)
- ✚ A community portal will be developed and a content management and development system provided to allow community participation in content development
- ✚ The system will encourage the development of TMC as a learning community and provide access to external content and services e.g. Borough Telford & Wrekin and other education providers

- ✚ The managing agent will use the system to provide estate management facilities online
- ✚ Community applications may include CCTV, community TV, transport information, utility metering, environmental monitoring
- ✚ The ICT system will be managed by a body such as a neighbourhood management board who may contract to a third party for technical and support services
- ✚ The system will be self-financing and sustainable in the long term

ICT Overview

ICT will contribute to the Telford Millennium Community by:

- ✚ Adding value to homes with a modern, well-implemented ICT infrastructure

- ✚ Supplying cost-effective services for video, voice and data (especially TV, telephone and broadband internet)
- ✚ Promoting community development by helping residents communicate and share friendships, skills and services
- ✚ Providing effective estate management and giving residents a say in the efficient running of community services
- ✚ Providing access to education, learning and job opportunities
- ✚ Helping creating a more sustainable community e.g. by reducing traffic, energy use and helping safeguard nature

There are three main considerations for the provision of ICT at the Telford Millennium Community:

- ✚ **Infrastructure:** the procurement of quality services for Video, Voice and Data and the infrastructure for distributing these services throughout the site and within homes
- ✚ **Community ICT:** the provision of ICT applications and content which will benefit the development of the com-

munity as a whole and individuals within it.

- ✚ **Stewardship:** the establishment of a management structure and business plan for the sustainable long-term operation of ICT facilities.

Infrastructure

It is proposed that community ICT will be delivered via a dedicated community intranet, providing community applications and a communal broadband internet service.

A communal video distribution system will provide TV and radio signals from a single point and eliminate the use of individual aerials and satellite dishes throughout the site.

The likelihood is that the TV/radio distribution system will be based on an Integrated Reception System (IRS) supplying analogue, digital clear-to-air TV (Freeview), satellite (Sky & Sky+) and FM and DAB radio signals. Residents will have access to all the free-to-air channels and stations and will be able to subscribe individually to services such as Sky if they wish.

There are a number of network infrastructure options being investigated:

- ✚ IP Network
- ✚ IP network plus IRS

- IRIS (integrated reception and internet system)

- Cable TV / BT / VOIP provision

The following options and infrastructure requirements are also being appraised:

- CCTV
- Community TV
- Public space Wi-Fi access
- Accommodation or buildings required for network infrastructure
- Additional requirements with respect to school, community buildings
- Additional requirements re commercial or live/work units.

An internal distribution system for video, data and voice is proposed as standard in all homes. Services will be brought to a central service panel and cabled from there to provide TV (analogue, digital and satellite), radio, data and voice sockets to key rooms. The number of rooms cabled will depend on the house specification, but might typically include bedrooms, kitchen and living room (two points).

The distribution panel will allow cabling to be reconfigured to suit individual preferences and there is also the option of an IRS remote control system to allow TV signals to be switched between rooms.

The use of a set-top box to allow access to community ICT and internet via a TV set is being evaluated to ensure accessibility and affordability for residents without PCs. Security systems, such as door entry, and additional facilities for elderly or disabled are also being evaluated.

A package of optional extras can be offered to buyers at additional cost, such as audio distribution, plasma screen installations etc.

The likelihood is that at least one private duct network will be required for ICT purposes, in addition to other

A community intranet portal is proposed to provide a central entry point to the community facilities and services available online.

services such as BT. The provision of internal distribution for ICT services will also impact upon internal layouts and house design.

Community Applications

A community intranet portal is proposed to provide a central entry point to the community facilities and services available online. The intranet and portal will have three main functions:

- To provide an efficient community and estate management system with access to online services, payment,

repair requests, information etc.

- To support community development and increase social capital by encouraging communication, social and community engagement

- To provide access to online services and facilities outside the community

ICT will make a significant contribution to development of TMC as a 'learning community', encompassing collective

learning as well as individual learning:

'A learning community is a group of people whose knowledge, skills and understanding increase with time as a result of their own actions. Those actions include individual learning, group learning, meeting together to share and discuss issues of common interest, and communicating with other groups.' It is intended that the TMC intranet will interface, either directly or indirectly, with the public services network proposed by Borough of Telford & Wrekin.

Connection to the Council's education network will be an important resource for the TMC learning com-

munity, so that residents can access education content and services from homes. Community ICT facilities based at the TMC primary school and Hadleigh PFI will provide a further resource for residents.

A content management system will allow residents to contribute to the community intranet content and promote and share learning and social experiences. In addition, ICT is not necessarily limited to computers and a small-scale community TV facility is a possible alternative and accessible communication channel for the community.

The uses and applications of the intranet will be developed by the community over time and will potentially make a significant contribution to sustainability, particularly in respect of:

- Providing a channel for community participation and decision making
- Encouraging citizenship, environmental awareness and community action
- Reducing crime and the fear of crime, creating a secure and safe environment
- Providing high quality homes
- Promoting independence for older / disabled
- Widening participation in education and training and increase social inclusion
- Reducing environmental pollution and enhance environmental quality

- Conserving and enhance the landscape, cultural heritage and biodiversity
- Encouraging sustainable transport policies, reduce road traffic and car reliance
- Providing information and data on efficient use of energy, water, recycling
- Promoting economic opportunities for local people and businesses
- Enhancing competitiveness by improving workforce skills
- Promoting and ensuring sustainable business practices amongst suppliers
- Contributing to the wider sustainability of Telford

Long-term stewardship

The long-term stewardship of the ICT system will be one aspect of the arrangements made for post-construction management. The operation and assets might be managed by the managing agents or a community management board. The technical and commercial operation might be provided by the same

body or outsourced to a third-party.

The ICT system will need to be viable in the long-term e.g. capable of providing for:

- Access to ICT services at competitive rates
- Equipment and software maintenance
- Depreciation and technology refits
- Staff and resident support and training.

Issues of affordability, levels of service charge and supply of communal equipment will be considered. There will be systems created for financial and operational governance and policies for collection of charges and dealing with non payment or abuse of the system.

The cost of maintaining ICT infrastructure and providing basic services is likely to be recovered via a community service charge. Affordability is therefore an issue and ways of ensuring that all residents have access whatever their means will be examined.





3.10 Regulatory Plan

This document has been prepared as a statement of vision and design intention. It has been prepared through a process of consultation with technical experts, key stakeholders such as Members and officers from the Borough of Telford and Wrekin, and English Partnerships. Most importantly the plan has evolved with the help of the Community Consultation Group and the wider community, who have given their time and energy to comment and help. The plan has changed over time, and has been refined in the light of comments, suggestions and support by both the CCG and the community as a whole. The plan now enters the statutory application process to gain outline approval and planning permission. This will be the first step in the creation of the Telford Millennium Community.

The plans and images throughout this design statement are illustrative. This means that they give a clear and accurate image of what the TMC scheme will look like when it has been completed. This, however, is an outline planning application and many of the details in these plans and illustrations are not part of the application. These details will be developed in reserved matters planning applications. The first of these will be submitted very quickly for the first phase of the development in Park View and for the infrastructural works and ground preparation. However, the scheme will take between 8 - 10 years to realise and the last application is not likely to be submitted for a number of years.

It is, therefore, important to be clear about which elements of the scheme

are to be fixed in the outline planning consent and which are to be left for the reserved matters applications. In doing this we need to tread a line between ensuring that later schemes do not undermine the initial masterplan while retaining sufficient flexibility to respond to changing circumstances and markets. The Outline consent is seeking to fix the following issues:

- ▢ The overall amount and mix of development
- ▢ The siting of development – the broad position of development blocks
- ▢ The massing of development – the height of blocks
- ▢ The means of access – the position and status of different roads.
- ▢ The disposition of public spaces including ecological and play areas

What it does not intend to fix is:

- ▢ The detailed layout of individual blocks
- ▢ The detailed arrangements for parking
- ▢ The design of the public realm
- ▢ The architecture of the buildings

- ▢ The design of the SUDS system
- ▢ The sustainability measures for the scheme
- ▢ The method of construction
- ▢ The ICT infrastructure

The Regulatory Plan to the right is designed to fix the items that are being applied for at the outline stage.

The overall amount and mix of development is set in the title of the application. The illustrative plans have been used to show that this quantum of development can be accommodated in the layout to give confidence that the Regulatory Plan is achievable.

The siting of development: This is fixed by reference to a building line for each of the development blocks. This is shown as the thick black line on the Regulatory Plan that shows the position of the front face of the buildings in each block and will ensure that the level of enclosure and the scale of public realm envisaged in the masterplan is achieved. All buildings should therefore have their front elevation positioned within

1.5m of this line. The internal face of the blocks is not of concern to this application although the location for possible mews courts are shown on the plan.

The massing of development: The plan shows the height of each of the blocks based on three broad height bands as set out in the massing section above. Development will not be allowed to exceed these heights which relate to the eaves height of the building (excluding roof structure). The higher band of development up to 5 storeys relates to landmark structures, the middle height zone of up to 3 storeys relates to the more urban elements of the site while the lower zone of up to 2.5 storeys relates to the lower density parts of the site. The lower height band is intended to be predominantly 2 storeys – the half storey has been added to allow flexibility of slopes (for example to allow undercroft parking).

The means of access: The plan indicates the three main points of access to the site from the Parkside Centre, Beveley

Road and Wombridge Way. It also fixes the position of the spine route, which will also be the bus route through the site and shows the different character bands along this route including the central green bridge. The route from Wombridge Way is linking to the north of Clearwater from which point the limited amount of traffic on this route will filter through the home zones. The plan also indicates the intended routes and fixes the start and end points of the routes but the detailed position of the paths will be fixed in the reserved matters applications.

The disposition of public spaces: The Regulatory plan designates all public parts of the site. This includes the spine roads and home zones, the public squares, ecology areas and public recreational landscape. It also shows the location of the NEAP and the two LEAPs. The LAPs are indicated but their precise location will depend on detailed design.

It is important to be clear about which elements of the scheme are to be fixed in the outline planning consent and which are to be left for the reserved matters applications.