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From: [REDACTED]
Sent: 05 December 2017 17:15
To: WEB Local Plan
Cc: [REDACTED]
Subject: Issues and Options Public Consultation - Origin3 on behalf of Taylor Wimpey Strategic Land
Attachments: Representations Origin3 on behalf of Taylor Wimpey Strategic Land.pdf; Whaddon Delivery Document.pdf
Importance: High

Dear Sir / Madam

Please find enclosed our representations to the Issues and Options Public Consultation on behalf of Taylor Wimpey Strategic Land and an accompanying site promotional document.

I would be very grateful if you were able to confirm acknowledge receipt of these documents. Please do get in touch with me or my colleague Conor Flanagan should there be anything further which would help you.

Kind Regards

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Land at Whaddon Consultation Representations

On behalf of Taylor Wimpey Strategic Land

December 2017

ORIGIN3

Planning . Design . Development



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Executive Summary

This executive summary provides an overview of the representations submitted by Origin3, on behalf of Taylor Wimpey Strategic Land, to the Stroud District Local Plan Review – Issues and Options Consultation (October – December 2017).

The representations identify that land at Whaddon, south of Gloucester (consultation document site reference G2) should be allocated for predominantly residential development in the Stroud Local Plan. The site is an entirely suitable and sustainable location to meet both the housing needs of Stroud District and Gloucester. The principal reasons for reaching this conclusion in respect of Whaddon relate to its location immediately adjacent to the Gloucester City, its integration with key infrastructure and other nearby amenities, its unconstrained nature in respect of environmental considerations, and its deliverability. The development can deliver a number of strategic benefits including employment provision, a new primary school, public recreational and amenity space including a linear country park, flood risk alleviation for Gloucester City and highways improvements.

The site is consistent with growth Option 1 to continue to concentrate housing and employment development at a few large sites located adjacent to the main towns in the district and by virtue of its physical characteristics is the best site to meet the policy objectives of the consultation document for the Gloucester Fringe.

The representations illustrate that land at Whaddon offers an opportunity at a scale which enables comprehensive masterplanning to deliver a new community underpinned by infrastructure, complimentary uses including key facilities. The site also delivers an obvious rounding off of the Gloucester urban area and provides the opportunity to create a firm landscaped edge to the City. It is recommended that the allocation of land at Whaddon for strategic growth through the Stroud Local Plan Review will help considerably to address an existing shortfall for Gloucester City and also the development needs of Stroud District for the review plan period.

Section 1 provides an introduction to the representations, setting out the context for the submissions including a summary of the Whaddon opportunity and what the Local Plan Review must strive to achieve over its lifespan.

Section 2 responds directly to the relevant set questions within the consultation paper. The representations are accompanied by the Whaddon Delivery Document prepared by Taylor Wimpey which demonstrates in

detail the social, economic and environmental sustainability of the Whaddon strategic site and the proposed masterplan.

1 Introduction

- 1.1** These representations to the Stroud District Local Plan Partial Review, Issues and Options Consultation (October - December 2017) have been prepared by Origin3 on behalf of Taylor Wimpey Strategic Land (herein referred to as 'Taylor Wimpey Strategic') in relation to their land interests at Whaddon, south of Gloucester.
- 1.2** The suitability of land at Whaddon for strategic development has long been recognised for a number of years following its identification as an additional area for strategic growth for 1,500 dwellings in the independent Panel Report into the South West Regional Spatial Strategy (RSS) (December 2007). Subsequent to the demise of the RSS, Origin3, on behalf of Taylor Wimpey, have promoted Land at Whaddon through two statutory development plan processes including the Stroud District Local Plan examination (2014-15) and the emerging Joint Core Strategy (JCS) examination for Gloucester, Cheltenham and Tewkesbury Borough (2015 to present). In summary, the examination of the now adopted Stroud Local Plan determined that, at that time, land at Whaddon was not required for allocation as Stroud District had already identified preferred strategic growth sites which were also advanced in planning, and also the JCS examination had not yet provided any meaningful direction with regards to unmet need arising from Gloucester City. However, the recently published Inspector's report on the JCS (26th October 2017) confirms an unmet need of 1,346 dwellings for Gloucester City. Through the Stroud Local Plan review, land at Whaddon should be allocated to make a significant contribution towards both addressing the unmet needs of Gloucester City and the housing needs of Stroud District.
- 1.3** The Inspector for the now adopted Stroud Local Plan, recommended an early review to be commenced within five years from adoption or December 2019, whichever was the sooner. By virtue of this Issues and Options consultation, Stroud District Council has duly commenced this early review and have outlined a broad timescale for moving forward with the Local Plan Review as follows:
- Issues and Options consultation – Autumn 2017
 - Preferred Options consultation – Autumn 2018
 - Final Draft Plan consultation – Autumn 2019
 - Pre-Submission consultation – Autumn 2020
 - Modifications – Summer 2021
 - Adoption – Winter 2021/22

- 1.4** Taylor Wimpey Strategic commend Stroud District Council for commencing the review without delay and intend to promote land at Whaddon throughout the local plan review process and provide the Council with all reasonable information to help it consider the credentials of land at Whaddon for strategic allocation.
- 1.5** The area of land being promoted is identified at Appendix 1. Land at Whaddon was also identified within the Council's 2017 Strategic Assessment of Land Availability (SALA) under site reference BRO002 and within the Issues and Options Consultation document as site G2.
- 1.6** The format of these representations responds to the questions set out in the consultation paper in the following Section 2 with conclusions drawn in Section 3.
- 1.7** Key themes that run through these representations are:
- As a matter of principle, land at Whaddon, on the southern fringe of Gloucester, is a fundamentally sustainable location at which to plan for strategic growth within Stroud District. It is adjacent to the principal settlement of Gloucestershire and is well integrated with surrounding land uses and strategic infrastructure.
 - Land at Whaddon should be a central component to the future growth strategy for the Gloucester Fringe area and wider Stroud District. It should be identified as an entirely appropriate location for a housing led mixed-use strategic allocation to include a new primary school, employment land, local convenience retail, leisure, formal sports provision and strategic parkland and open space.
 - Land at Whaddon is capable of being delivered comprehensively by Taylor Wimpey Strategic during the plan period. Taylor Wimpey has a wealth of experience in delivering strategic scale developments together with significant new infrastructure across the UK.
 - Land at Whaddon can make a significant contribution towards delivering against both the long term housing needs of both Stroud District and the identified unmet needs arising from Gloucester City.
 - The landscape-led masterplan can deliver a strong landscaped southern edge to the city of Gloucester, rounding off the urban edge in a logical and self-contained manner and creating strong defensible boundaries on the city edge.

2 Consultation Paper Questions

Question 1.0a – What are the priorities for Stroud District?

- 2.1** The priorities for Stroud District are to locate strategic development in the most sustainable locations with access to infrastructure provision to ensure development is deliverable at pace and viable for affordable housing delivery within the plan period. Land at Whaddon is inherently consistent with this priority.
- 2.2** With reference to the 40 priorities listed in the consultation paper, the following 5 are, in no particular order, identified by Taylor Wimpey Strategic as the top priorities.
- 3.** Addressing the high level of daily commuting out of and into the District, particularly out commuting to Bristol, Gloucester, Cheltenham and Swindon.
- 10.** Working with neighbouring authorities to meet the needs of the housing market area as a whole.
- 11.** Tackling the acute lack of affordable housing in the District.
- 12.** Ensuring new housing development is located in the right place, supported by the right services and infrastructure to create sustainable development.
- 33.** Achieving mixed, balanced and cohesive communities offering a sense of community identity and belonging, tolerance, respect and engagement with people from different cultures, background and beliefs.

Question 1.0b – How might the Local Plan tackle particular issues?

- 2.3** By concentrating strategic scale development growth close to existing urban centres, and in particular Gloucester City, the principal settlement of Gloucestershire, the local plan will be creating sustainable communities which will benefit from existing and improved infrastructure provision. Market trends continue to indicate the loss of traditional industry and employment uses from smaller towns and rural areas to the larger conurbations with access to the strategic highway network. As a predominantly rural authority with large areas of protected and sensitive landscape, land at Whaddon, immediately adjacent to the Gloucester City urban area, is the most logical, environmentally sustainable and economically sustainable location for delivering the policy priorities of the Local Plan. Land at Whaddon has scope to accommodate up to 2,000 dwellings, up to 11

hectares of employment provision and other ancillary development, facilities and services such as a new local centre and primary school.

Question 2.1a – What are the biggest challenges facing the local economy in Gloucestershire?

- 2.4** One of the biggest challenges facing the Gloucestershire economy and particularly Stroud District is the loss of employment provision to larger conurbations. New employment development is concentrating on urban centres, near strategic road and rail infrastructure, for example the recent speculative employment development by St. Modwen at Gateway 12, Waterwells Business Park, south of Gloucester in Stroud District. As such, strategic housing development should be allocated on a concentrated development strategy to maximise benefits and synergy from the amenities available in existing urban areas including employment opportunities to promote sustainable travel patterns and reduce daily out commuting from Stroud District. Non-strategic development including innovative employment clusters should be promoted across the district whilst maintaining the landscape quality of the Stroud Valleys for the tourism economy.

Question 2.1b – Is there a need for further employment land allocations?

- 2.5** Mixed provision of employment allocations are required across the District but this must be allocated at appropriate scales relevant to market evidence of delivery. The emerging masterplan for land at Whaddon identified up to 11 hectares of new employment provision within Stroud District.

Question 2.1c – Should locating employment growth adjacent to M5 junctions be supported or would continuing expansion at existing settlements / sites be preferable?

- 2.6** The question should not be an either / or scenario. Policy should locate development both at the most sustainable locations in the District; land at Whaddon being inherently sustainable next to the City, which naturally places development in relative close proximity to the M5 J.12, but policy should not restrict existing employment sites where market forces promote their expansion unless there are environmental impacts which clearly outweigh economic benefits.

Question 2.1d – Should there be increased flexibility to allow other job generating uses on employment sites?

- 2.7** In considering policy flexibility for existing employment sites it is important for the District Council to not provide a policy mechanism which ultimately damages the operational requirements of traditional employment uses and to also ensure that the retail function and viability of town centres is not compromised, whilst recognising that some job creating uses cannot be accommodated in traditional retail centres.

Question 3.1 – How should future development needs be met?

- 2.8** Option 1 (strategic scale housing and employment development concentrated on a few large sites located adjacent to the main towns in the district) provides the most sustainable future growth strategy for Stroud District. As a matter of principle, land at Whaddon, on the southern fringe of Gloucester, is a fundamentally sustainable location at which to plan for strategic growth within Stroud District. It is adjacent to the principal settlement of Gloucestershire and is well integrated with surrounding land uses and strategic infrastructure.

Question 3.2a – Should the broad locations identified be considered for development?

- 2.9** Land at Whaddon (G2) is unconstrained in environmental terms and is entirely suitable to accommodate future development growth. The adopted Local Plan SA confirmed the suitability and sustainability of Whaddon for development and the site's potential has also been recently endorsed by the JCS Inspector following her visit to the site. Land at Whaddon should be a central component to the future growth strategy for the Gloucester Fringe area and wider Stroud District. It should be identified as an entirely appropriate location for a housing led mixed-use strategic allocation to include a new primary school, employment land, local convenience retail, leisure, formal sports provision and strategic parkland and open space. Land at Whaddon is capable of being delivered comprehensively by Taylor Wimpey Strategic during the plan period. Taylor Wimpey has a wealth of experience in delivering strategic scale developments together with significant new infrastructure across the UK. Land at Whaddon can make a significant contribution towards delivering against both the long term housing needs of both Stroud District and the identified unmet needs arising from Gloucester City.

Question 3.2b – Could development help to establish a firm southern landscaped boundary to Gloucester City?

- 2.10** It is very clear that the location and setting of land at Whaddon provides the optimum strategic development location which can deliver a firm landscaped boundary to the City and a logical rounding off of the urban area. The Stroud Road (A4173) to the east and the M5 to the south provide natural limits within which development can be visually and physically contained with a carefully considered landscape strategy. The landscape-led masterplan can deliver a strong landscaped southern edge to the city of Gloucester, rounding off the urban edge in a logical and self-contained manner and creating a strong defensible boundary on the city edge.

Question 3.2c – Are there any specific community needs arising that could be met and what safeguards could be put in place to protect the local character and setting of existing villages?

- 2.11** The scale of opportunity at Whaddon can provide improved local education provision; formal and informal public open space and recreational opportunities including a linear park along the Daniel's

brook corridor; flood risk betterment for the Gloucester urban area and local infrastructure improvements including linkages west to Waterwells Business Park and the city centre. A comprehensive masterplan approach to the site underpinned by a technical evidence base can ensure the delivery of a range of community services and facilities identified as needed, and ensure the existing character and setting of Whaddon village can be appropriately treated.

Question 3.3a – Are there opportunities to improve transport links?

- 2.12** Land at Whaddon provides opportunities for improved road infrastructure including bus, pedestrian and cycle provision enhancements to connect with the Waterwells employment area west of the site and convenient routes into the City Centre. The site also has potential to accommodate a rail halt on the eastern side of the railway line and safeguard land for potential commuter station.

Question 3.3c – Is there potential for further growth at Sharpness / Newtown?

- 2.13** The suitability of Sharpness for strategic levels of growth is unproven with regard to environmental and economic sustainability. By comparison to land at south Gloucester (Whaddon) the location is remote from key services and infrastructure.

Question 3.4 – Is the current hierarchy-based approach towards identifying settlements suitable for different levels of development?

- 2.14** The settlement hierarchy should be retested through the local plan review and recognise Gloucester City as being located within the Stroud District environ and therefore the role the City can play in helping to deliver the District's strategic growth requirements in the most sustainable location.

Question 3.6 – Do you agree with the potential broad locations for growth?

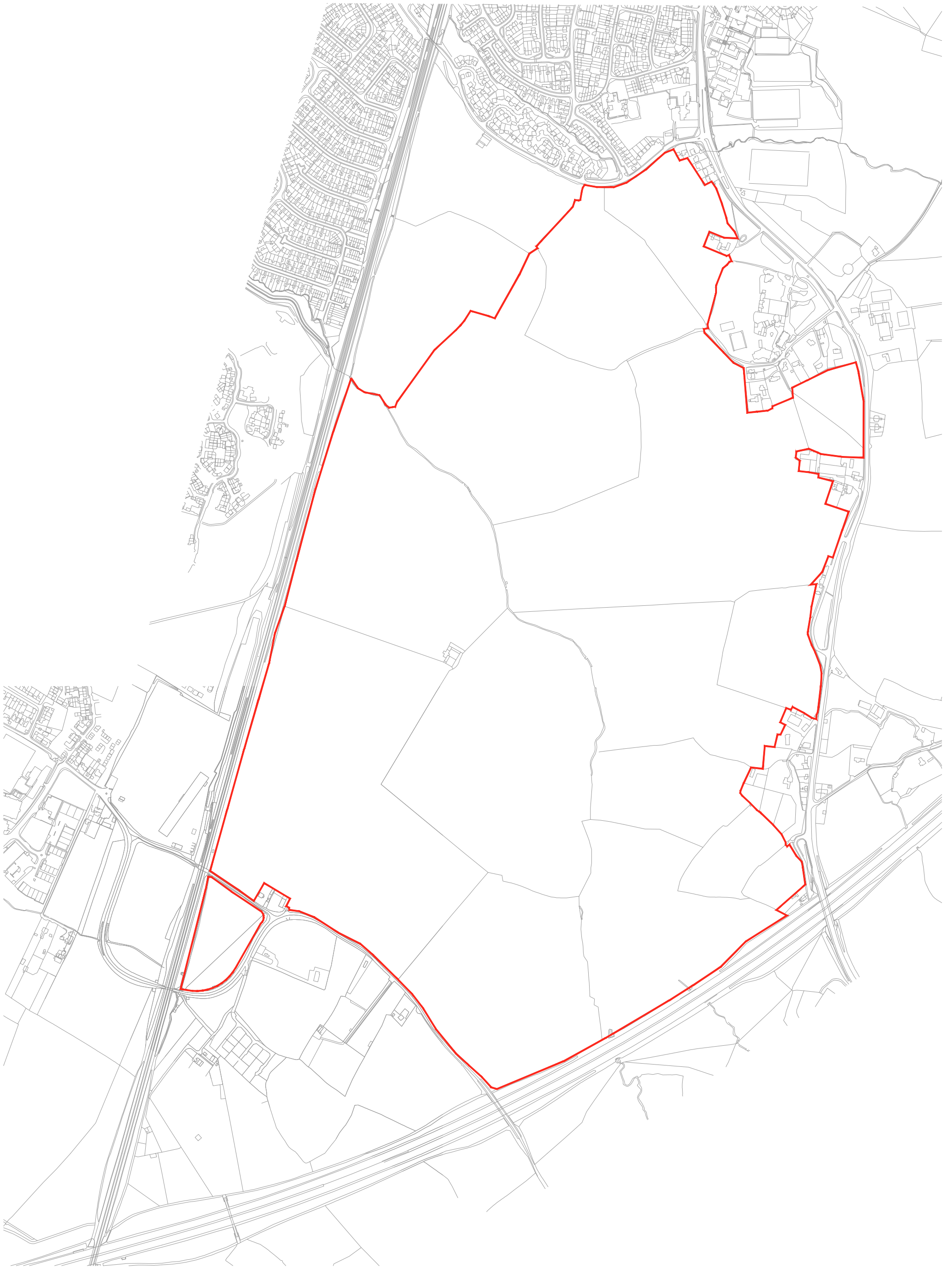
- 2.15** Whaddon village should be identified within the Gloucester fringe section (pages 52-53) for Broad Locations and potential sites (Section 3.6). Whilst land at Whaddon is identified as Site G2 in the earlier Gloucester Fringe section (3.2) it is unclear from the consultation document why Whaddon village is omitted in Section 3.6. If land at Whaddon is only being considered for strategic levels of growth in section 3.2, the consultation paper should make this distinction clear, as by comparison for example, Hardwicke village is consulted upon in both sections 3.2 and 3.6.

3 Conclusion

3.1 The key themes to the case that these representations have set out are:

- As a matter of principle, land at Whaddon, on the southern fringe of Gloucester, is a fundamentally sustainable location at which to plan for strategic growth within Stroud District. It is adjacent to one of the two principal settlements of Gloucestershire and well integrated with strategic transport infrastructure such as the national motorway and rail networks.
- Land at Whaddon should be a central component to the future growth strategy for the Gloucester Fringe area and wider Stroud District. It should be identified as an entirely appropriate location for mixed-use strategic growth comprising up to 2,000 dwellings, up to 11 hectares of employment provision, provision for a new school, provision for a new rail halt, formal sports provision and strategic parkland and open space.
- Land at Whaddon is capable of being delivered comprehensively during the plan period by a national housebuilder with a wealth of experience in realising large-scale residential development and together with significant new infrastructure across the United Kingdom.
- Land at Whaddon can make a significant contribution towards delivering against the long term housing needs of both Stroud District and the unmet needs arising from the Joint Core Strategy area, principally from Gloucester City.
- Land at Whaddon, due to its location and the landholding under the control of Taylor Wimpey, can deliver a strong landscaped southern edge to the city of Gloucester which will be protected and contained by the M5 motorway.

Appendix 1 – Land at Whaddon



proj: 14052 drg: 204 date: 05/12/2017 rev: -

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DRAFT

LAND AT WHADDON

Appendix 1 - Land Promoted

Taylor Wimpey

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Sketch proposals are for illustrative purposes only & as such are subject to detailed site investigation including ground conditions/contaminants, drainage, design & planning/density negotiations. Sketch proposals may be based upon enlargements of OS sheets & visual estimations of existing site features, accuracy will therefore need to be verified by survey.

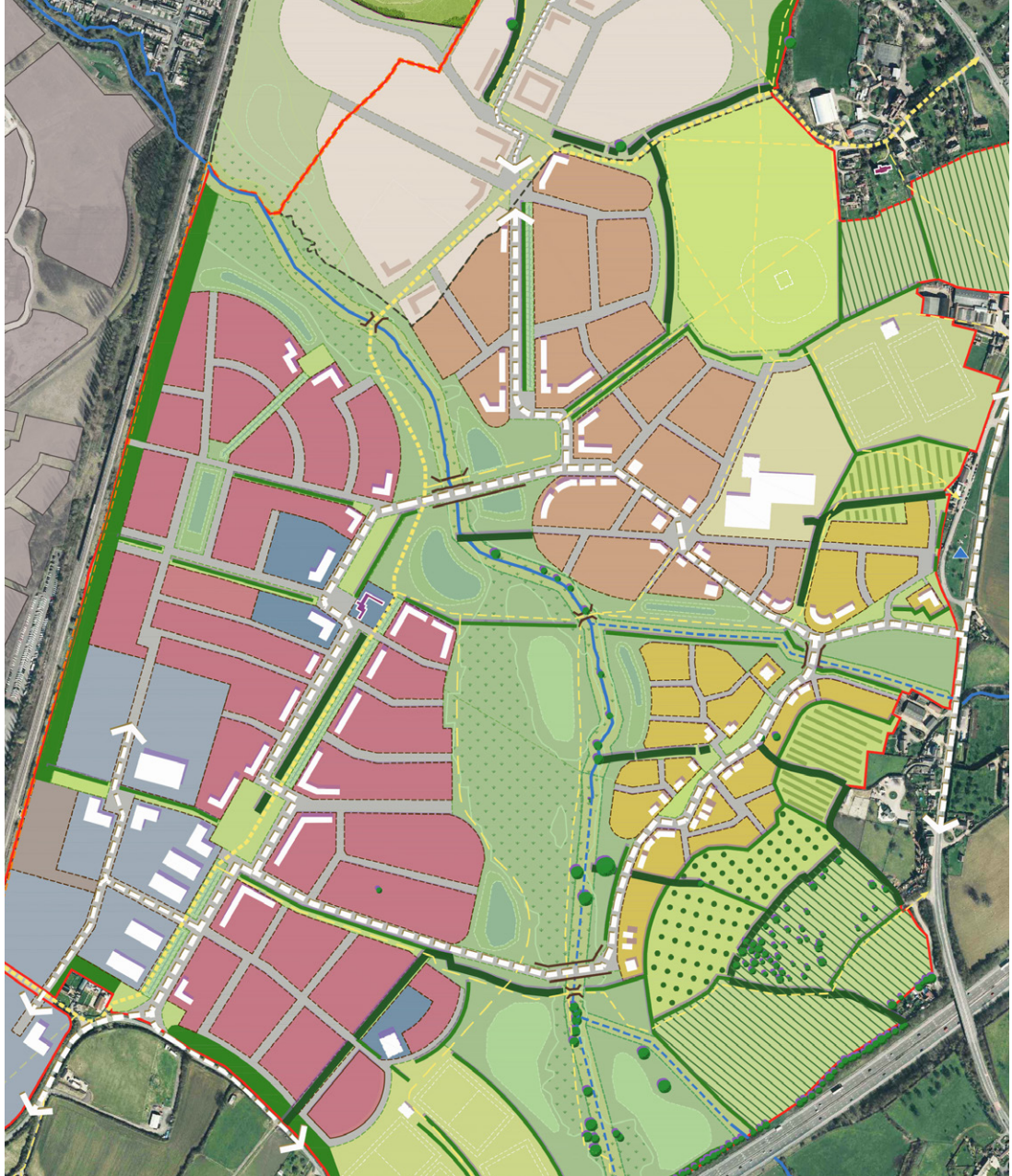


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land at

Whaddon

~ Gloucestershire



**Taylor
Wimpey**

Vision Document

December 2017

 ORIGIN₃

New homes between Stroud and Gloucester

Land south of Whaddon represents a realistic and tangible development opportunity for both Stroud District and Gloucester City.

The development potential of the identified land to readily deliver a well designed mixed-use development within a landscape setting, on the southern edge of Gloucester, has been brought to public attention in recent years.

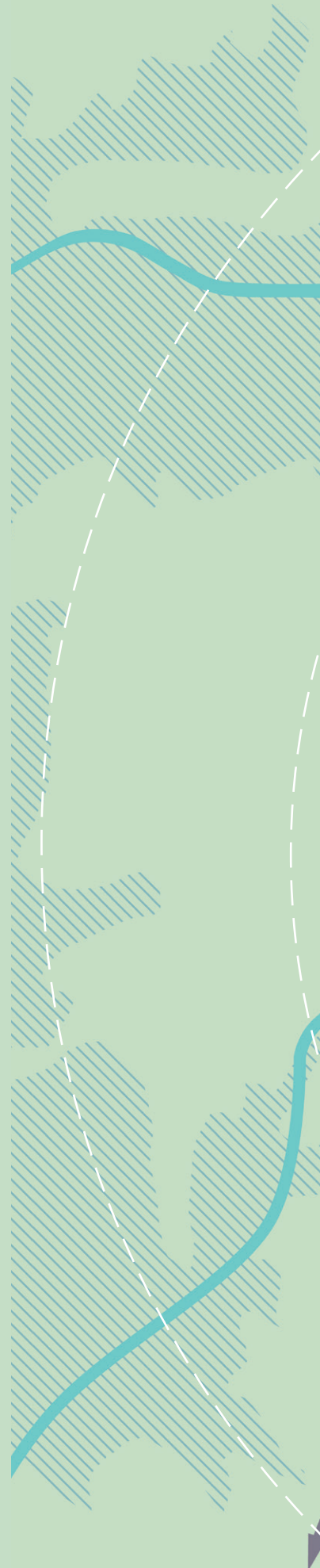
Stroud District Council are now consulting on the suitability of different sites to deliver their future housing needs.

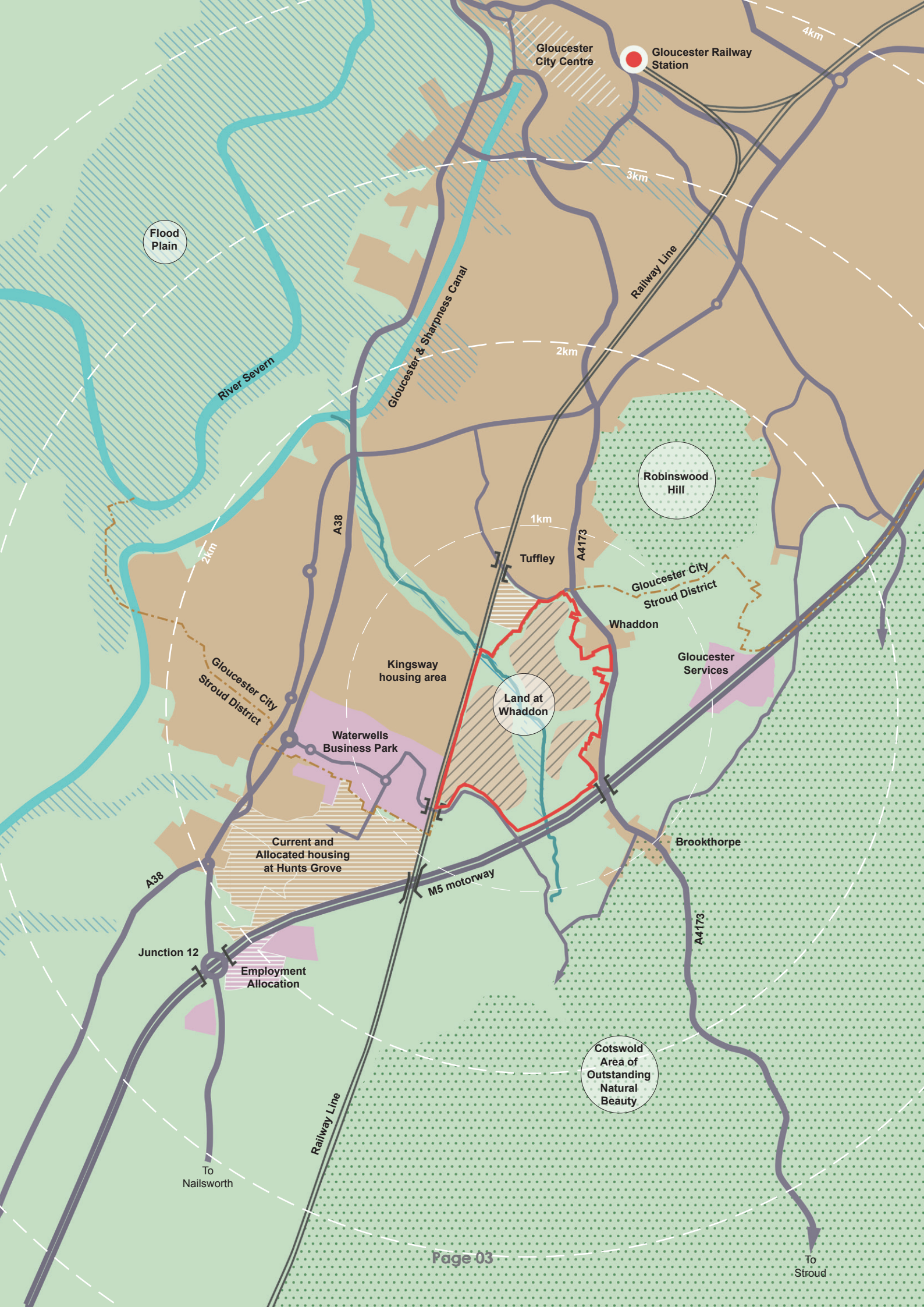
Land at Whaddon is one of the sites which the Council are seeking views upon.

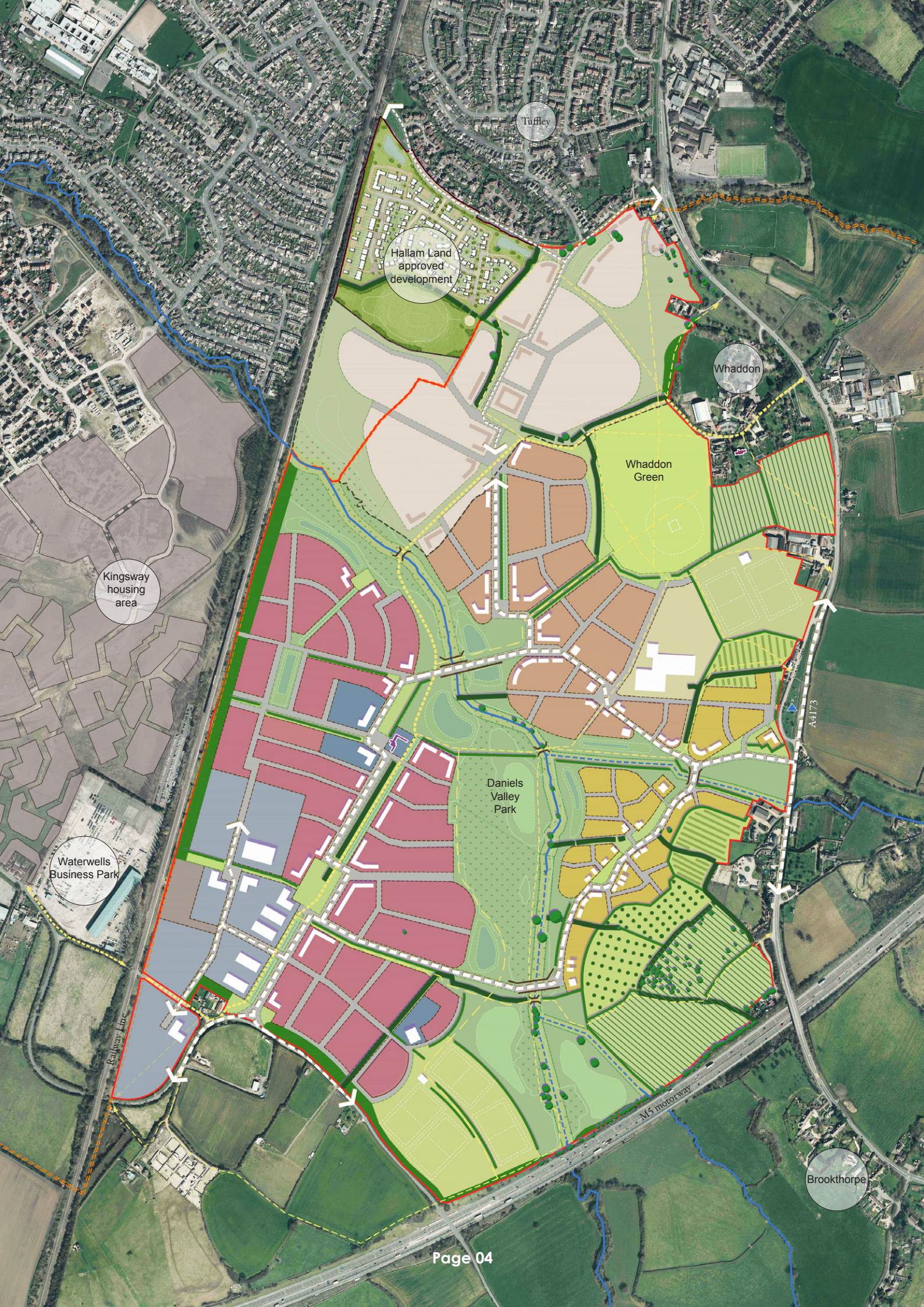
Our Delivery Document explains why development of land at Whaddon can be beneficial to both Stroud District and Gloucester City.

It sets out how planned, sensitive development proposals can deliver a genuine option for meeting some of the housing needs of Stroud and potentially Gloucester too, whilst giving Gloucester City a considerably designed, southern built edge.

Please note: The extent of land at Whaddon identified by the Stroud District Council Issue and Options 2017 Consultation Paper is herein comprehensively promoted by Taylor Wimpey to fully demonstrate the capacity of the land in question.





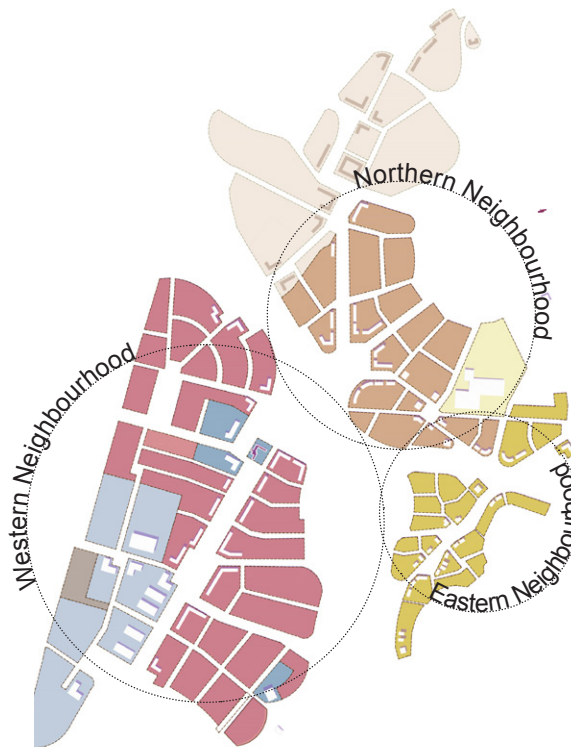

























A new community moulded within its landscape setting

The emerging Masterplan Framework sets out the broad development rationale for a new community at Whaddon.

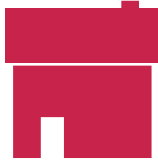
This will combine high quality homes with attractive employment provision and community catalysts with a uniquely connected landscape setting.

Comprising up to 2,000 dwellings ~ these can be arranged into three neighbourhoods based either side of the site's existing watercourse which runs through the heart of the development.



	Extent of land promoted		Watercourse corridor and flood zones		Food Production - allotments / community orchards
	Eastern Neighbourhood ~ Residential parcels		Valley Park along watercourses		Key Pedestrian links
	Northern Neighbourhood ~ Residential parcels		Daniels Brook and opened up culverts		Retained Field Barns as Community Use buildings
	Western Neighbourhood ~ Residential parcels		Indicative locations for SUDs attenuation basins		Key vehicle access points
	Mixed-use parcels (employment/retail/community uses)		Indicative detention areas for upstream catchment		Fields
	Primary school parcels		Open Space		Whaddon Church (off site)
	Land safeguarded for Rail Halt/Park & Ride Shuttle		Landscape corridor - hedgerow		Severn Trent water pumping station (off site)
	Employment parcels		Landscape corridor - swales		

What could it deliver?



2000 homes

- To meet local housing need
- Affordable and family housing



Central Community Hub

- Public House
- Health Care
- Local Retail



On-site Education

- 2FE Primary School site identified



Landscape Valley Park

- Daniels Valley Park formed at the heart of the site
- Enhanced water management and ecological measures



Whaddon's Landscape Setting

- Whaddon Green forms a setting to the Church and village.



Accessible Greenscape

- Outdoor sport facilities
- Children's play
- Allotments and orchards



11 ha Employment Land

- Complementary to Waterwells Business Park



Public Transport Permeability

- Bus connectivity east / west into Waterwells
- Bus connectivity through the site to Gloucester City
- Land safeguarded for accessible sited rail halt



Infrastructure Investment

- Local highway enhancements
- Safeguarded Rail Halt site



Council Tax Payments

- For local service provision



Employment Job Creation

- B1, B2, B8 to complement Waterwells Business Park
- Community / Education / Local Retail / Health



Construction Job Creation

- Each house build supports circa 4/5 jobs
- Skills training and apprentice schemes
- Operational future maintenance jobs

Our Vision

Our Vision for the development of land at Whaddon is to create a new community which has been moulded within its landscape setting.

There are three key strands to achieving this ~

1

The establishment of a viable new community using best practice housing and community design to become a place where people want to live, work, play and stay ~ respecting their neighbourhood and making it their home.

2

The respectful treatment of the site's landscape and context to form a balanced and sustainable development.

3

In the landscape, boundaries, intersections and meeting points allow unique characteristics to emerge as locally distinctive ~ especially where settlements meet fields, land meets water, new homes meet existing ones and where individuals in a community meet each other.

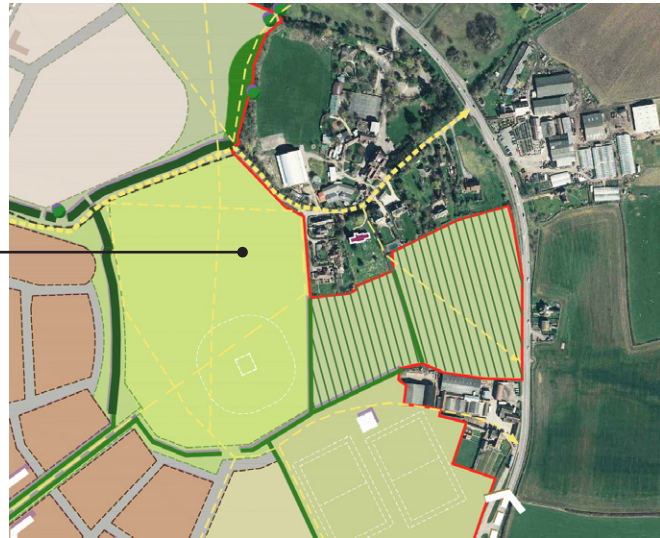
Transitional Settlement Edge

Formation of a diffuse settlement edge to southern Gloucester which responds to the proximity of the Cotswold Area of Outstanding Natural Beauty and Robinwood Hill.



Respectful Setting for Whaddon

Creation of a respectful setting to the existing community of Whaddon around a new Whaddon Village Green.



Integration of Daniels Brook

Integration of the Daniels Brook watercourse and its drainage function at the heart of the site into the newly formed Daniels Valley Park.



Community Barn

Re-use of existing barns to form the community hub for the site.



A Strategic Location

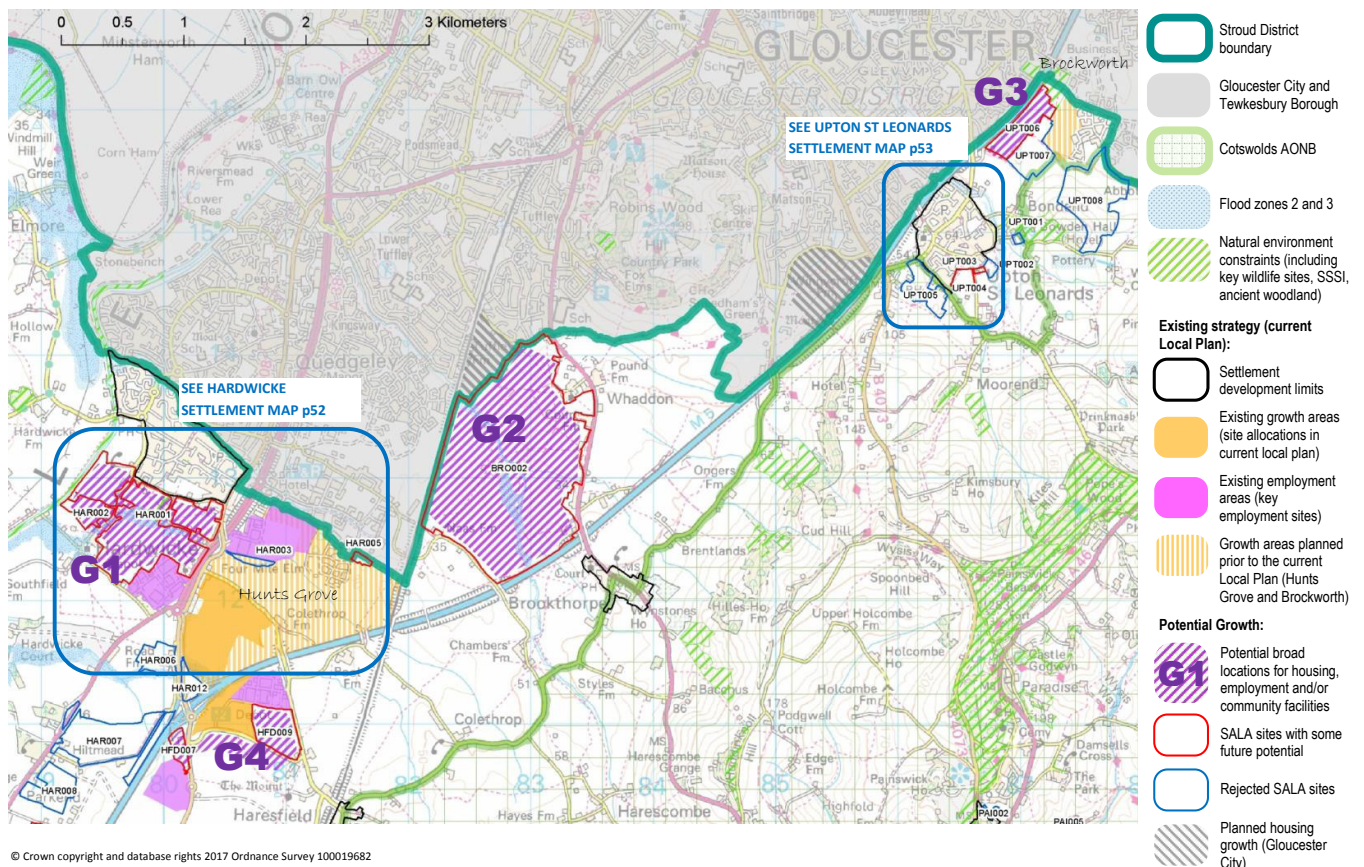
The Whaddon land lies between the M5 and the adjacent boundary of Gloucester City (marked by the rail line). It is defined by the A4173 (Gloucester to Stroud) route to the east and immediately west of the railway line is the 'Waterwells' Business Park - a thriving employment area.

The Stroud District Issues and Options paper (2017) identifies Land at Whaddon as G2. It is one of a number of locations within Stroud District which could be considered to deliver some of the District's housing on the southern edge of Gloucester.

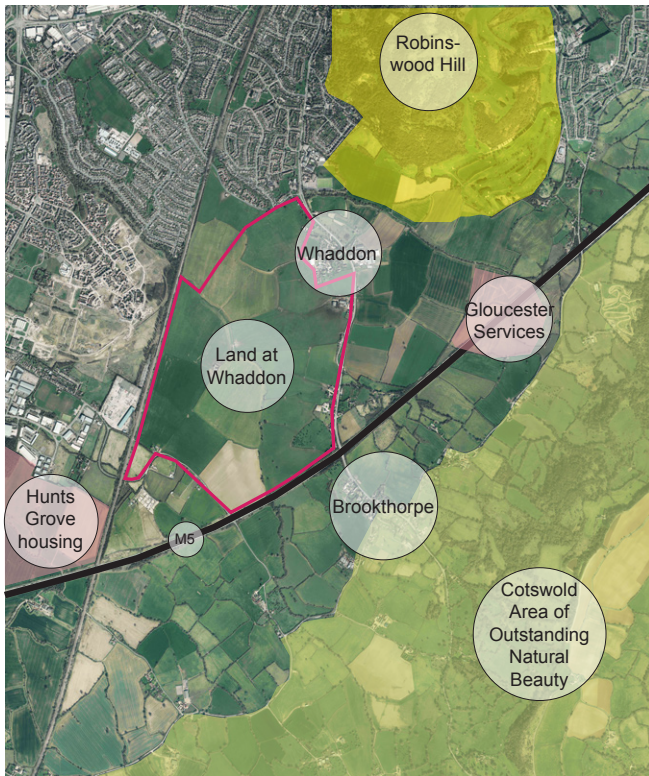
“This land, because of its location north of the M5 and proximity to the existing Gloucester urban area, is able to offer a permanent landscaped settlement edge.”

The motorway is a natural limit to expansion of Gloucester's urban area in this location and due to the proximity of the Cotswold AONB (and its escarpment topography) beyond it to the south east which will limit further growth beyond the motorway.

In this location the topography of Robinswood Hill has already generated a limit to the settled extent of the Gloucester urban area. The inter-visibility between this hill and the AONB escarpment would impact on deliverability of significant development closer to the new motorway services (east of area G2). This would be especially so when also considering a retained setting for Whaddon village and the homes closer to Brookthorpe. In this sense, Stroud Road is a logical limit to expansion for the urban area eastwards.



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Existing limiting factors along the southern edge of Gloucester

The site's scale and centralised watercourse would allow the landscape to form the transition into the urban area, rather than a 'fill-the-field' approach to urban extensions. This combined with the motorway boundary and close proximity of the Cotswold AONB would make further future growth south of the M5 more undeliverable.

The land at Whaddon also has strategic benefits when considering delivery of a larger number of homes. Delivering circa 2000 homes offers greater efficiency of amenities and services than multiple smaller sites. Investment is able to be concentrated into core services on site rather than fragmented dispersal or monetary contributions.

The strategic benefits of the Whaddon land location are outlined in the eight points opposite.

Focused Location

Situated in a focused location within the Central Severn Vale area and suitable for approximately 2,000 homes. This land could be delivered as several distinct phases and over more than one Plan Period.

A

Room for Growth

It is able to set aside land with sufficient capacity to create distinct new neighbourhoods, with supporting community facility provision.

B

Contribution to Local Economy

It has the ability to deliver additional employment land alongside the successful Waterwells Business Park, to enable more employees to live nearby to reduce the need for commuting.

C

Opportunities for Rail Access

The location alongside the railway line could be used to facilitate a new, more accessibly located rail halt as a sustainable transport mode to and from the area.

D

A Sustainable Option

The land has sufficient capacity to integrate new services and facilities to serve both proposed and existing residents

G

Comprehensive Development

The lack of field boundaries allows comprehensive development to make best use of the land - forming a generously landscaped place to live which can provide a considered landscape edge to the southern fringe of Gloucester.

H

Recognisable character

The existing farm buildings, landscape patterns and Daniels Brook watercourse will allow the development to create its own unique sense of place.

E

Environmental improvements

The development will provide water management and ecological enhancements for the Daniels Brook watercourse and its tributaries.

F

What are its features?

The land's opportunities, constraints and context considerations have been recorded to inform an emerging Masterplan Framework for a comprehensively structured development.

It comprises agricultural land with few sub-dividing hedgerows. It is bound by the M5 and Naas Lane to the south, the railway line to the west, Stroud Road (the A4173) to the east and a recently consented residential development site to the north.

This development by Hallam Land lies off Grange Road and is within the Gloucester City administrative area.

“The land has relatively few physical features which might otherwise impede development.”

There are features within the wider locality which have influenced the development Framework. Robinswood Hill Country Park is located to the northeast and the Cotswold AONB escarpment rises in the east/south beyond the M5 / Brookthorpe village. The proximity of these requires a landscape setting to the land on its eastern side to soften views from these features.

Summary of Opportunities, Constraints and Context Considerations

1. Seek a new development edge to the east and south which will be suitably landscaped and diffuse in views from the AONB and Robins Hill Wood.
2. Noise attenuation can be provided along the railway line and M5 to respond to the site layout.
3. Gently undulation topography offers little limitation to deliverability and southerly aspect has good passive solar gain potential.
4. Daniels Brook's flood plain presents opportunities for integration along with sustainable urban drainage measures for the new homes.
5. Use extensive landscape hedgerow patterns, commons, woodlands and copses on site to reflect and re-instate the character of its landscape context.
6. Incorporate visibility to the slightly elevated Whaddon church and afford a landscape setting to maintain the village's identity.
7. Re-use the existing barn complex as the hub of the mixed use and community amenities.
8. Use street patterns which reference historic geometric alignments to create a development at home in its landscape.
9. Accommodate access points from Stroud Road and the south, with potential connections to Grange Road.
10. Safeguard room for a rail halt in the south west corner of site - where the land is level and closest to Waterwells and Kingsway.
11. Enhance connectivity to Waterwells Business Park for buses, cycles and pedestrians.
12. Incorporate the Glenyum Way Right of Way and other public paths/bridlepaths.
13. Position new development which respects existing housing clusters along Stroud Road.
14. Site's low ecological diversity presents opportunities for improvements with new hedegrows, trees and naturalisation / opening up of the Daniels Brook and its culverts.



Summary Plan of Opportunities, Constraints and Context Considerations (see Summary Box opposite for numbering references)

Unique Landscape Setting

“The existing and proposed natural environment of the site is the grain around which the new homes and businesses will mould themselves.”

The Green and Blue Infrastructure will provide a natural, diffuse southern limit to the urban area around Gloucester and will integrate a landscape of wetlands, green corridors, village greens, outdoor sport and woodland copses.

A Daniels Valley Park

- The flood water storage of the land will not be compromised and the newly formed Daniels Valley Park will maintain its floodplain capacity. Management and naturalisation of the watercourse to slow peak flows will also create a more diverse and beneficial water channel at the heart of the community.
- Additional sustainable surface water storage can also be created for the new development. The design makes space for water to help to slow run off-rates from homes and roads to reduce the risk of flooding at critical points within the water network.

B Water Management

- The Daniels Brook corridor will be enhanced to allow wildlife habitats to flourish. This will become the Daniels Valley Park. Existing culverted brook tributaries will be opened up to increase capacity and landscape / ecological value and improve water management opportunities upstream of Gloucester.
- Swales will intercept rain run-off from roads / driveways to provide a water management network amongst new homes.
- Increased wildlife value across the drainage network will significantly enhance the land's biodiversity.

C Transitional Urban Edge

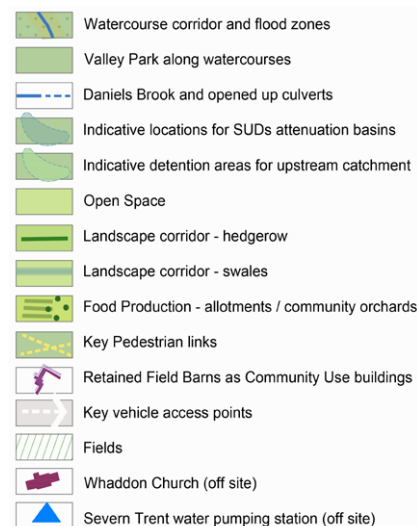
- The land to the southeast of the site is identified for a range of green uses - orchards, water management, outdoor sport, allotments and paddocks.
- Within this landscape is set the Eastern Neighbourhood which will be leafy, low density and a distinctly smaller housing hamlet in the wider development area.
- These landscape uses and eastern neighbourhood will create a generous, diffuse and filtered transitional urban edge to the City of Gloucester - re-instating some historic land uses and positive land management, rather than a suburban splash of POS behind a strip of buffer planting.

D Whaddon Green

- Whaddon Green is identified on the elevated field immediately south west of the existing village.
- This will create a landscape setting for the village and protect views to the Church in particular.
- Village Greens are a characteristic of Gloucestershire and its creation here will give a community transition between the two areas.
- Its elevated position will be perfect for a Sunday cricket match, after school pic-nics or a Saturday morning park-run.

E Integral Landscape

- Developed areas are interwoven with existing hedgerows and trees, new linear features and tree planting to broaden the ecological connectivity in the south of the site in particular.
- New pocket parks draw the mixed use development of the western neighbourhood together around focal community spaces.
- The Daniels Valley Park provides an extensively connected green realm which can be used by all for recreation, well-being, education about the natural world and physical exercise.





Summary plan of indicative landscape strategy for the site

A Mix of Land Uses

“The retained barns on site will become the community hub for the site, around which three neighbourhoods are arranged.”

1. Three Neighbourhoods

The Framework Masterplan could deliver up to 2000 homes in a phased programme of site development.

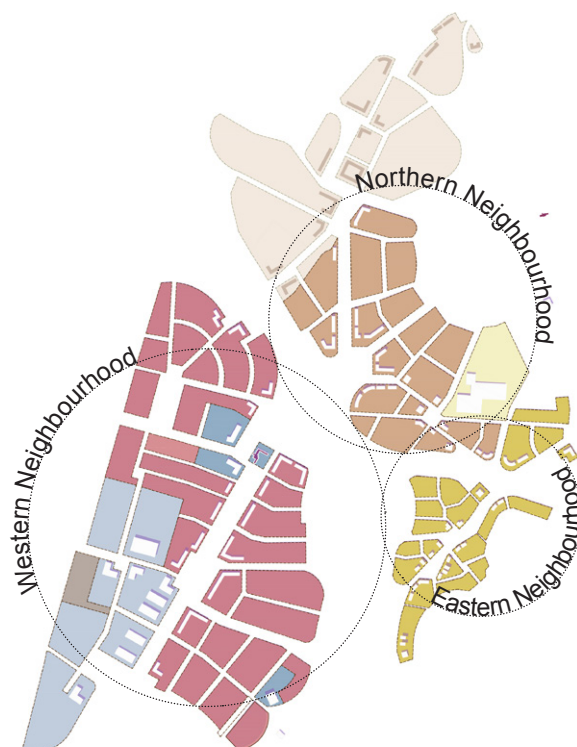
It comprises three neighbourhoods set within natural open space and separated by watercourses but connected via access networks;

- The Eastern neighbourhood is closest to Stroud Road and is low density to form part of the transitional edge to the settlement.
- The Northern neighbourhood is medium density, formed on gentle slopes between the Daniels Valley Park and Whaddon Green. It includes provision of the primary school.
- The Community Hub is based around the retained field barns and will include a mix of uses such as Community Hall, Health Care and Local Retail.
- The Western neighbourhood is higher density and formed around the mixed use core and alongside the employment land. This is closest to the southern junction.

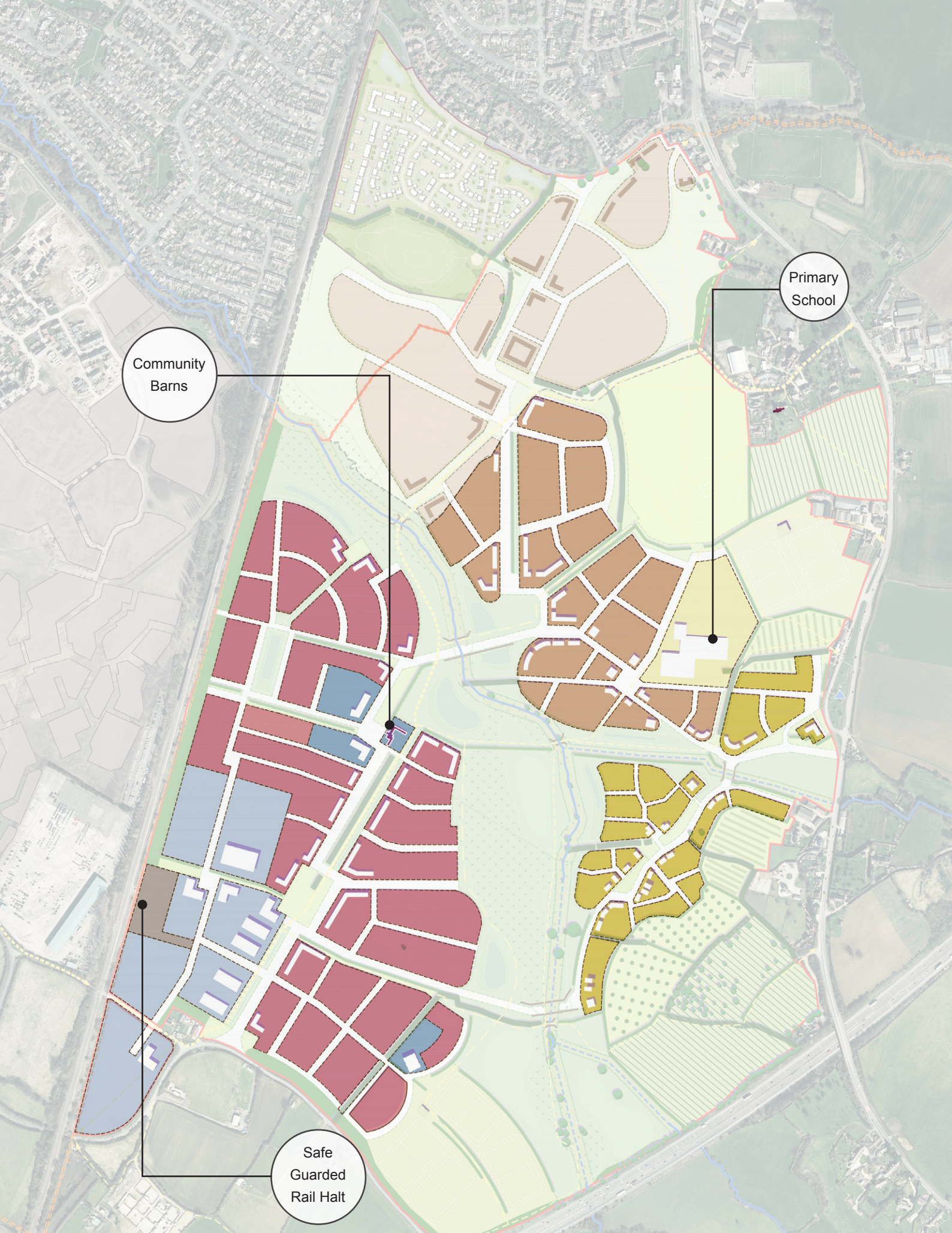
2. Employment Land

The Framework Masterplan includes provision of 11 hectares of B1, B2 and B8 developable land.

It is set close to the existing Waterwells Business Park and alongside the railway line and the land safeguarded for a rail halt. This land is the flattest and least physically constrained by existing features so is the ideal location for construction of larger buildings suitable for business uses.



	Extent of land promoted
	Eastern Neighbourhood ~ Residential parcels
	Northern Neighbourhood ~ Residential parcels
	Western Neighbourhood ~ Residential parcels
	Mixed-use parcels (employment/retail/community uses)
	Primary school parcels
	Land safeguarded for Rail Halt/Park & Ride Shuttle
	Employment parcels



Summary plan of indicative land use strategy for the site

Site Connectivity

“The land at Whaddon is accessible to employment at Waterwells in its immediate vicinity and Gloucester City Centre in its wider commuter zone. Local amenities and early investment in car-free travel networks will aim to encourage residents to use sustainable transport means and provide real alternatives to car dependency.”

1. A Network of Pedestrian & Cycle Routes

Existing Rights of Way, including the Glevum Way ①, are integral to the development alongside new footpaths and cycle paths. These are threaded through the green corridors to provide a pleasant and safe environment to navigate the neighbourhoods to reach destinations on site and in the wider community.

The linkage to Waterwells would be enhanced as a key commuter route on foot or cycle. The closure of the existing level crossing would be explored to increase safety ②.

2. Safeguarding for a Rail Halt

The Hunts Grove development scheme to the west of the railway has an approved area of land safeguarded for a rail halt (which has yet to be implemented). The location of this is however at the furthest reaches away from Waterwells and the greater residential hub associated with new housing at Kingsway.

The land within the Whaddon site is better positioned for accessibility to a wider catchment and is level with the track towards the southern edge. A site for an alternative rail halt can be safeguarded to offer a more attractive location for the facility for both residential and business user commuting. ③

This could also serve as a park and ride hub for shuttle bus services running either side of the railway line.

3. Highway Permeability

Land at Whaddon can potentially be served by three new access points from the existing road network: from Stroud Road to the east ④, Naas Lane to the south ⑤ and Grange Road to the north ⑥. All routes would provide connections into the Gloucester network or towards Stroud, Cheltenham or the M5 / A38. These access points would be connected to each other within the site, but would not form overly direct routes to minimise attractiveness to other users excessively ‘cutting’ through the site.

The route west into Waterwells is currently made under the railway. If the site was developed then there are two options for improving this connection:

- ⑦ Enhance the existing under-railway connection; or
- ⑧ Construct a new over-railway connection.

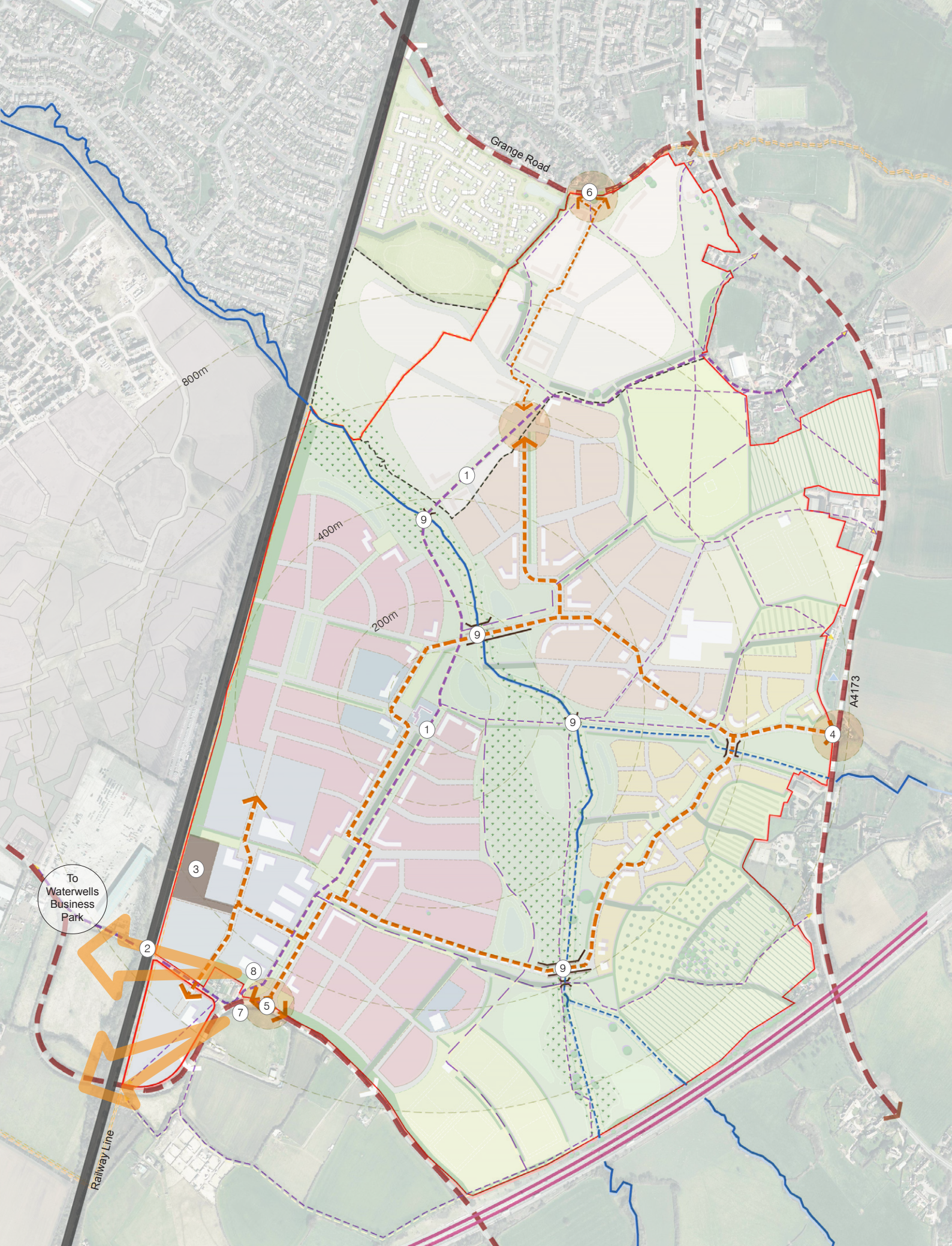
4. Managing Traffic

The creation of at least 2 junctions from the site will provide the opportunity to develop separate phased access points to land holdings. The connectivity of the routes within the site will allow traffic to disperse from it, with a variety of directions of travel possible in the wide network.

Capacity improvements to the wider network are likely for such a scheme and financial contributions would be made available to the highway authority for agreed works.

5. Distinctive Bridges

There are also at least four crossing opportunities over the Daniels Brook. Existing footpath links already have utilitarian structures which will need to be replaced and alongside new road linkages these would create opportunities for more notable structures. These bridge structures could be designed to provide distinctive landmarks for the scheme. ⑨



Summary Plan of Connectivity Strategy for the site (see text opposite for numbering references)

Taylor
Wimpey

 **ORIGIN₃**

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