

LONG MARSTON AIRFIELD

NEW SETTLEMENT

ED.15.3.1

VISION

February 2014



Nathaniel Lichfield
& Partners
Planning, Design, Economics.





“We want to create a new community worth caring about, invoking Garden City principles to create a superb place with opportunities to live, work and socialise, within 10 minutes of Stratford-upon-Avon.”



CONTENTS

1	OUR VISION	1
2	CALA HOMES	3
3	CONTEXT	5
4	INSPIRATION	7
5	SITE FEATURES	9
6	DEVELOPING THE MASTERPLAN	11
7	TRANSPORT & ACCESS	15
8	GREEN INFRASTRUCTURE	17
9	A SUSTAINABLE MIXED-USE COMMUNITY	19
10	MEETING STRATFORD'S NEEDS	21
11	NEXT STEPS	23

1

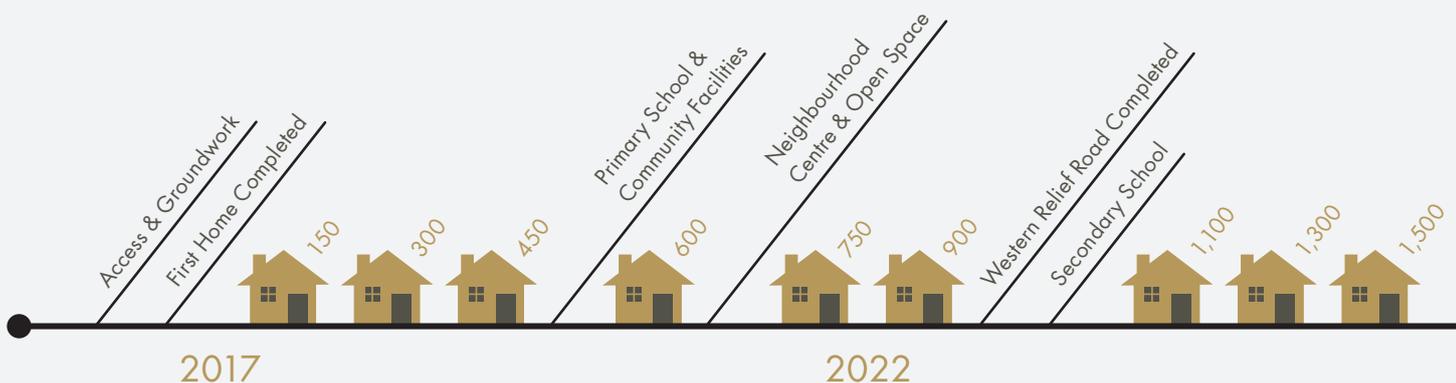
OUR VISION

CALA Homes is promoting a mixed-use, residential led new community at Long Marston Airfield.

CALA Homes, working with the landowner, is promoting the Long Marston Airfield site as a unique opportunity to deliver a new community to meet Stratford-on-Avon's long term development needs, in the current plan period and beyond.

This document elaborates on this vision, setting out CALA's credentials and proposals for Long Marston Airfield. It describes the assessments undertaken to date and how these have informed the creation of a masterplan for the new settlement. It also provides background information on the key issues affecting the site and how the development of the site could deliver a range of benefits to Stratford-on-Avon District.

The purpose of this document is to demonstrate the deliverability of a mixed use new settlement at Long Marston Airfield and to underline CALA Homes' commitment to working with the Council and local stakeholders to bring forward an exceptional quality of development.

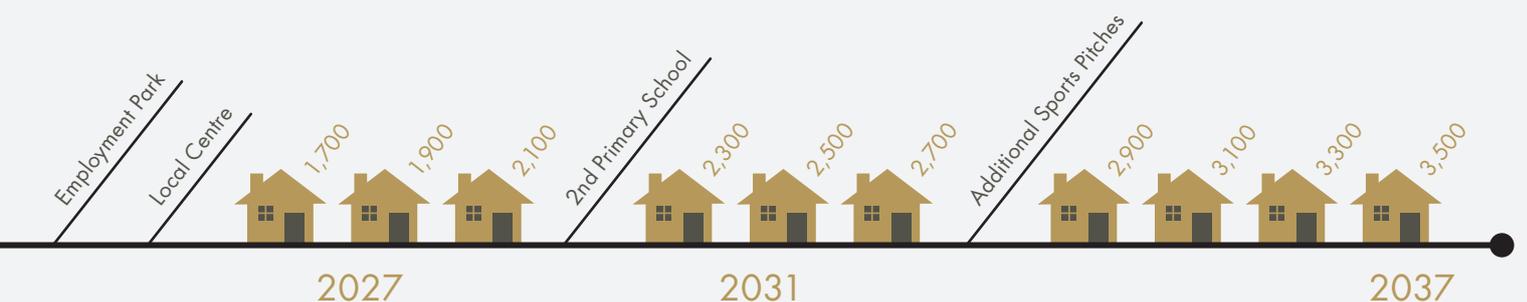


"We want to create a new community worth caring about, invoking Garden City principles to create a healthy, natural and economic combination of town and country life. A superb place, our new community will provide opportunities to live, work and socialise, within 10 minutes of Stratford-upon-Avon.

Stratford-upon-Avon's new community at Long Marston Airfield will be set within parkland and wooded glades, tree lined avenues, squares, streets and greens which will be the framework for this garden village inspired new community. With some 3,500 homes supported by employment parks, schools and day to day local services it will be sustainable and will also deliver much needed highway improvements via a new Western Relief Road bringing welcome benefits to the new and existing communities south of Stratford-upon-Avon.

At the new community's heart will be vibrant and thriving new local centres; with shops, restaurants and cafes, a primary school, community facilities, offices and attractive spaces providing opportunities for people to live, work and play locally. A secondary school, sports pitches, open spaces, trails and waterside spaces will complete the new neighbourhoods, each with access to the wider countryside, and within a short distance, access to Stratford-upon-Avon.

Few brownfield sites are as unconstrained as Long Marston Airfield, have the opportunity to deliver as wider benefits and can deliver much needed housing for Stratford-on-Avon."



2

CALA HOMES

CALA is an award winning housebuilder with a track record of delivery and the knowledge of what makes a successful development.

With over 40 years' experience of building new homes, CALA has the expertise and strategic resources to deliver a new community on the site of Long Marston Airfield. This is underlined by CALA's backing from Legal & General and Patron Capital Partners, providing a secure financial platform to achieve CALA's ambitions for a development of the scale of Long Marston Airfield.

CALA Homes' commitment to providing exceptionally well designed, beautifully constructed new homes in which people aspire to live is highlighted by its recognition as the UK's best medium housebuilder at the 2013 'What House? Awards', an achievement it secured for the second year running. CALA's track record of quality housing schemes throughout the country, including in the West Midlands, demonstrates its ability to deliver vibrant new communities, including the 1,300 new homes community at Rugby Gateway and the 2,000 home Barton Farm neighbourhood in Winchester.





Ickenham Park, Middlesex



Bishampton, Stratford-upon-Avon



Snitterfield, Stratford-upon-Avon



Moreton Park, Moreton-in-Marsh



Cropton Grange, Shrewsbury



Shipston Road, Stratford-upon-Avon

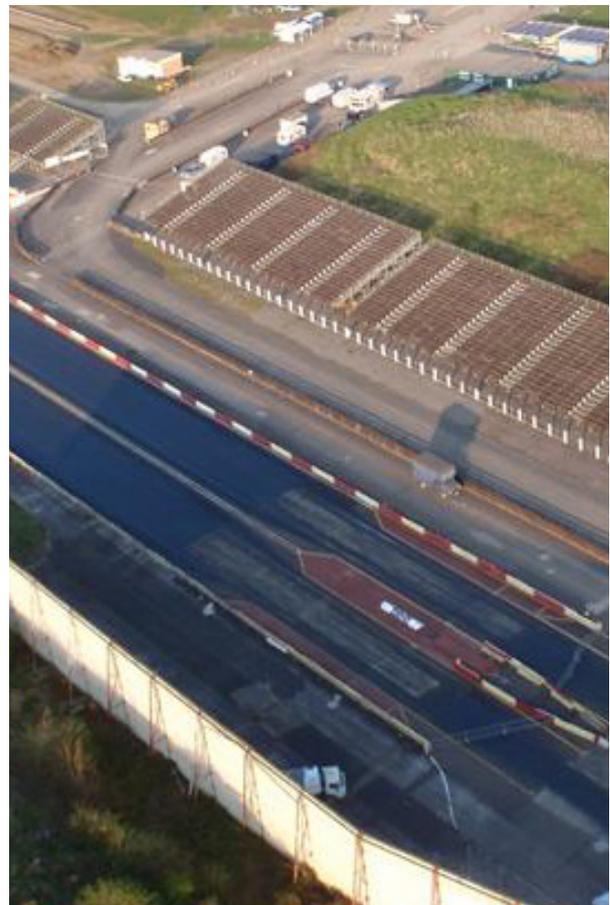
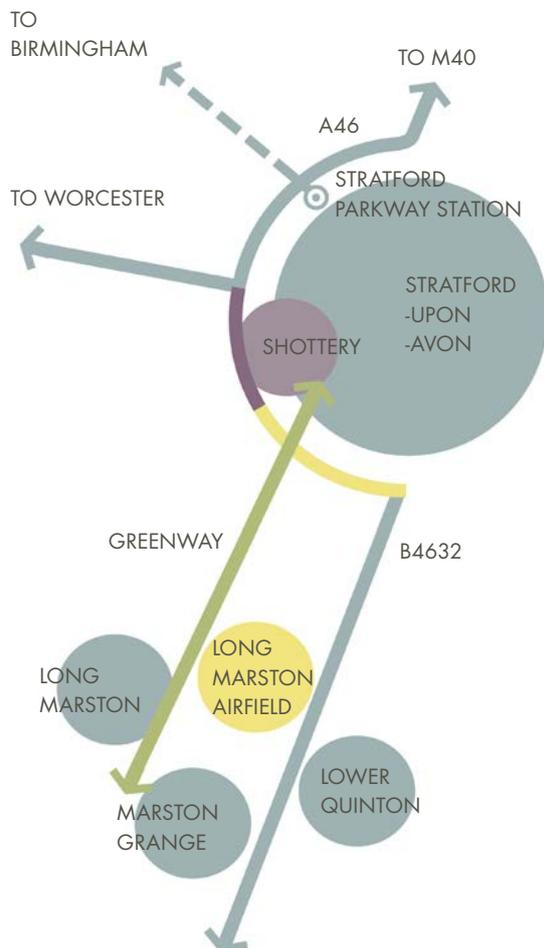
3

CONTEXT

Long Marston Airfield is a mostly brownfield site located just 3 miles south of Stratford-upon-Avon.

Long Marston Airfield is a 205 hectare site, located approximately 3 miles (4.8km) south of Stratford-upon-Avon on the B4632 Campden Road. The site is close to the existing villages of Long Marston and Lower Quinton but remains distinct from both, separated by the Stratford Greenway and Campden Road respectively. To the south of the site, the Long Marston Estate (where the Marston Grange and Meon Vale developments are being built) is also within the corridor created by the Greenway and Campden Road.

A Royal Air Force training station between 1941 and 1954, the Airfield now comprises a range of disparate leisure, employment and open storage uses. It provides a unique opportunity to meet long term development needs in a location close to Stratford-upon-Avon but without the sensitivities of developing in historic Stratford itself.



Site Context



Aerial Photograph

4

INSPIRATION

MATERIALS



ARCHITECTURAL DETAILS



DENSITY



STREETS

CHARACTER

GREENWAY



5

SITE FEATURES

The site is relatively unconstrained although there are a number of important features which will influence the layout of the new community.

The central area of the site is largely featureless other than a few remaining aircraft hangers and the noise bunds along one of the former runways.

To the west of the site there are areas of woodland, a pond and towards the stream, some remaining hedgerow within an area of land subject to a 1 in 100 year flooding. On the eastern edge of the Airfield there is the site of deserted medieval village, visible as a series of earthworks.

A gas line dissects the site, but can be re-laid to enable development if necessary.

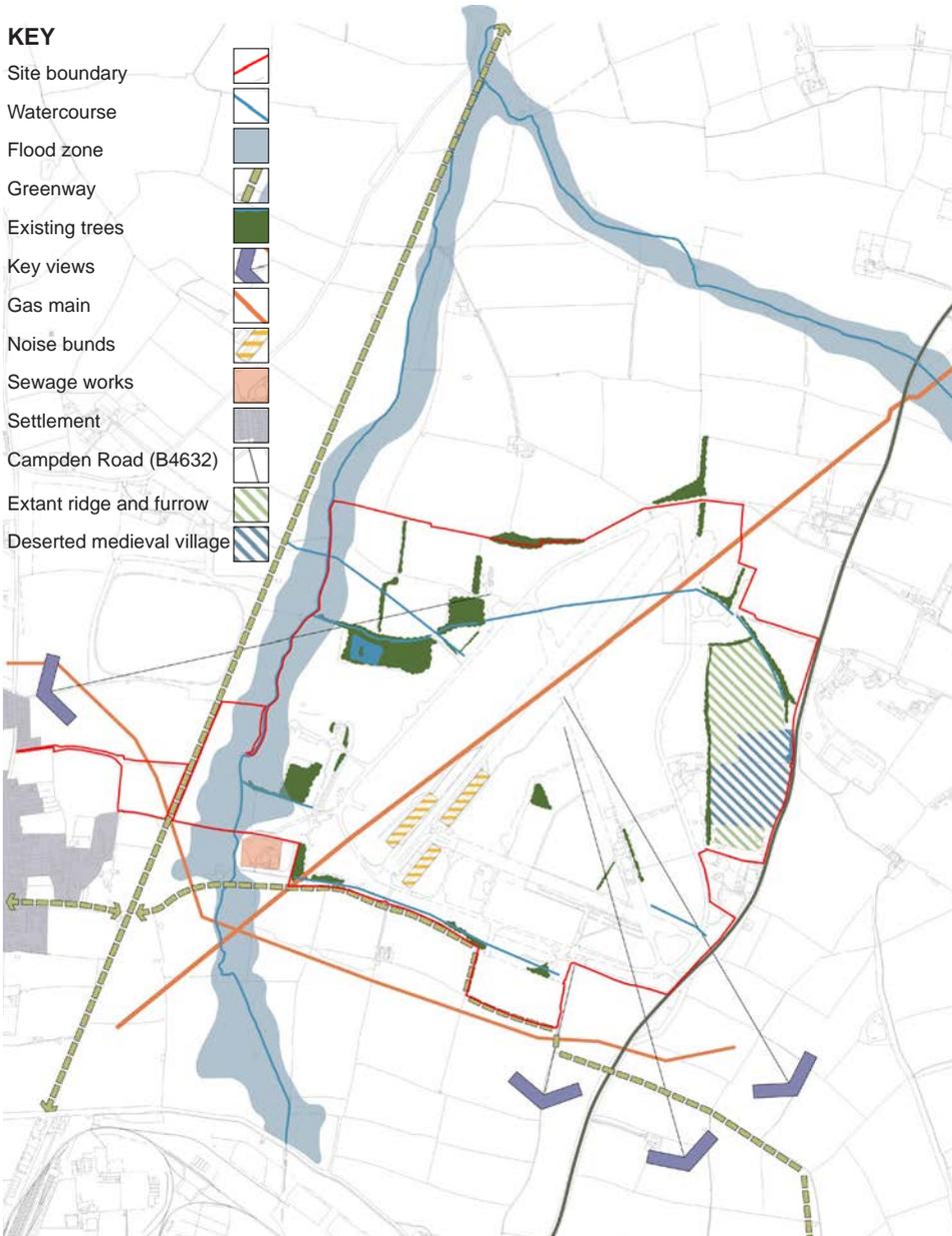
Vehicular access into the site would be from Campden Road to the east, and to the west there is a cycle route, along the Stratford Greenway, with the future potential to be a public transport corridor (rail/guided bus).

From within the site there are long views out towards Lower Quinton and Meon Hill to the south west.



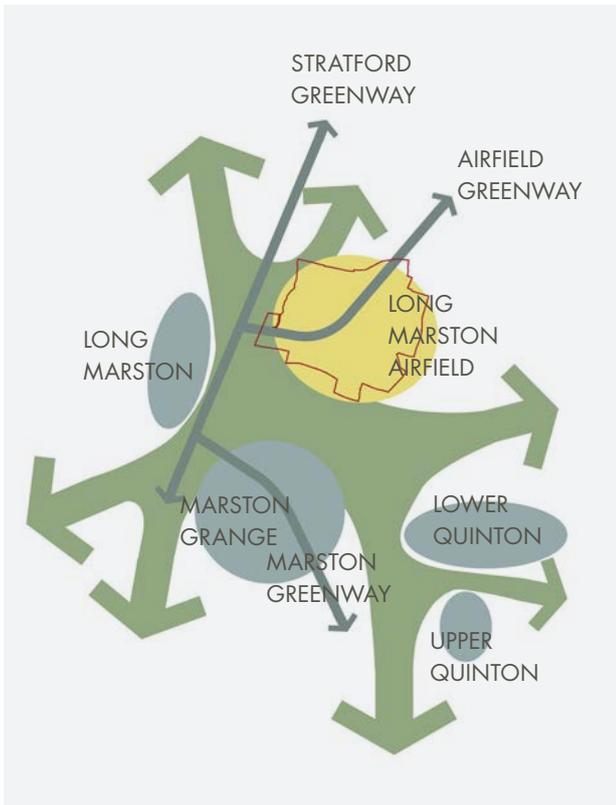
KEY

- Site boundary 
- Watercourse 
- Flood zone 
- Greenway 
- Existing trees 
- Key views 
- Gas main 
- Noise bunds 
- Sewage works 
- Settlement 
- Campden Road (B4632) 
- Extant ridge and furrow 
- Deserted medieval village 



6

DEVELOPING THE MASTERPLAN

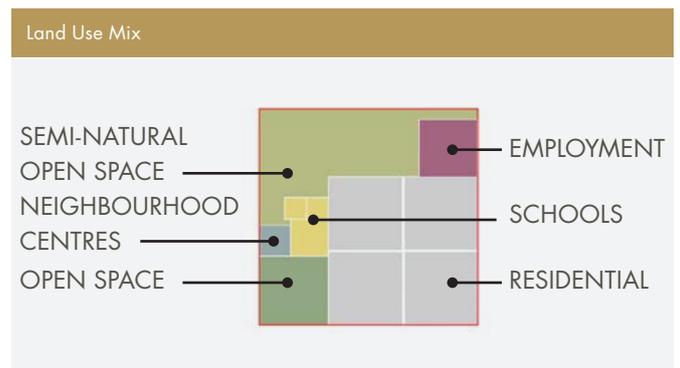
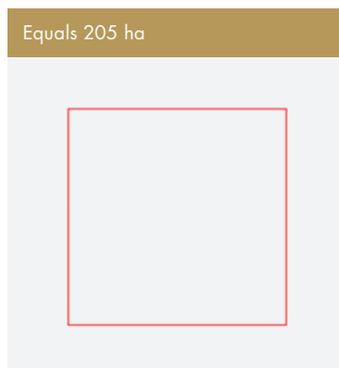


The site lies within the wider landscape setting that provides the context for the nearby villages Long Marston and Lower Quinton and the developing place of Marston Grange. The design concept is to draw this landscape through the site to provide a network of green corridors that will structure the new place.

The site covers an area of 205 hectares. This land is mainly unconstrained outside of the flood zone. Represented conceptually the site area equates to the red square below.

A mix of uses will be accommodated on the site including:

- 13.5 ha of employment land
- 4 ha comprising a neighbourhood centre/ local centre
- 6 ha secondary school and two 2 ha primary schools
- 100 ha residential area
- 21 ha of formal open space including playing fields, outdoor sports, children’s play areas, allotments and community gardens, exceeding Council requirements
- 56 ha of additional land on the site to be natural and semi-natural accessible green space enhancing the ecological value and biodiversity of the site. This could take the form of a country park.

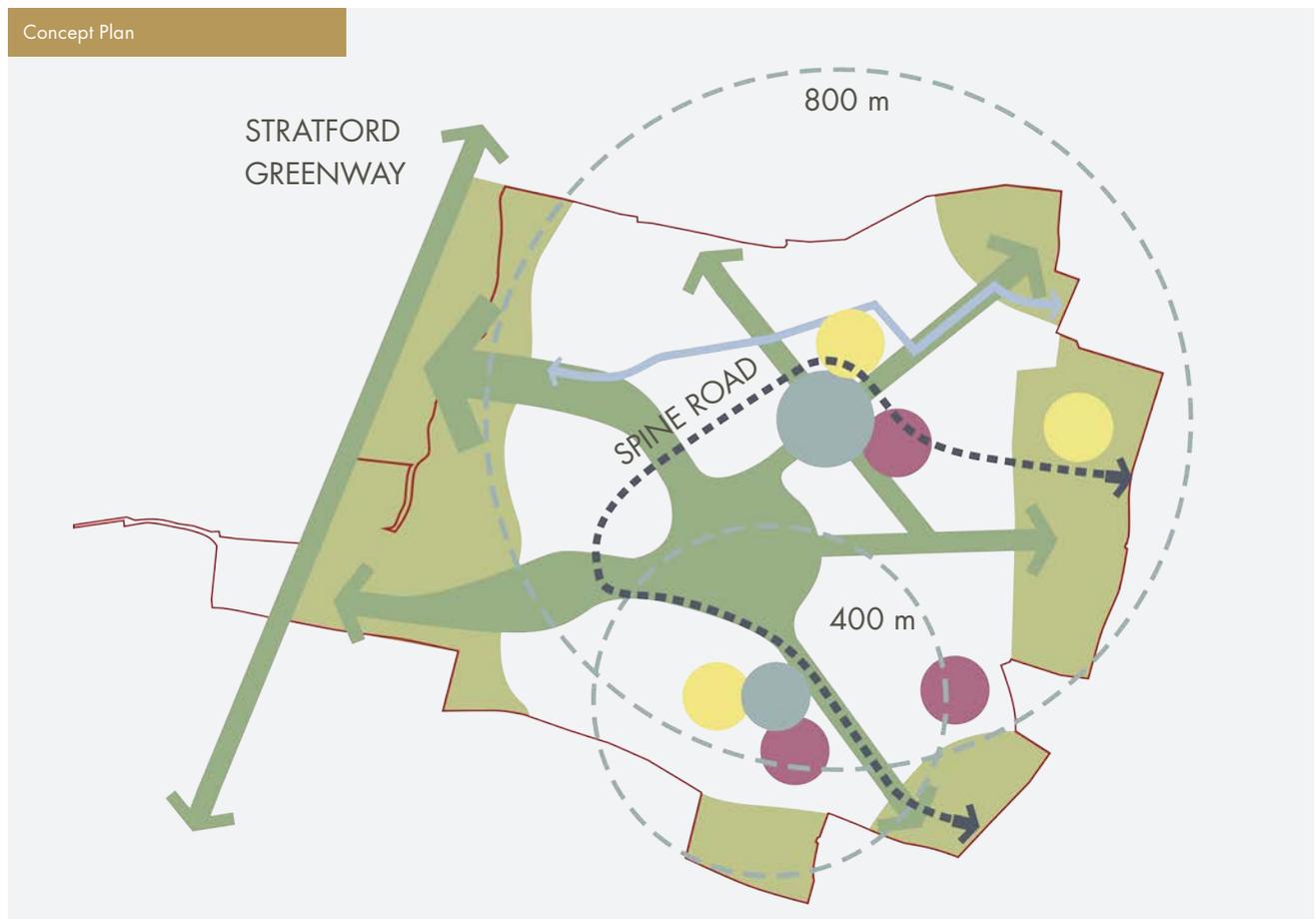


The landscape corridors will accommodate attractive open spaces, SuDs, wildlife habitats, allotments and greens that provide an amenity and resource for the community. They integrate existing landscape features into a wider network of green spaces, and provide vistas towards Meon Hill and St. Swithins Church, Lower Quinton.

Key spaces will be focused in formal and informal parks of varying sizes, coinciding with natural features such as streams or grand vistas radiating from the central green.

The corridors will become an intrinsic backdrop to the new homes and supporting community facilities. Understanding existing places such as Long Marston and Lower Quinton and seeking to capture their characteristics within the design of street scenes, where roofline, setback, enclosure as well as landmark buildings play a key role will help achieve an attractive new place.

At the heart of the community will be a large local centre, positioned to be visible upon arriving into the community and within walking distance of most residents. Connecting through the centre, a spine road links the development areas to Campden Road. To the south is a smaller local centre and to the east is the secondary school. Around these centres are clustered the residential areas.



6

DEVELOPING THE MASTERPLAN

The Seven Key Design Principles of the masterplan are:

- **'An identifiable Place'**: The development will seek to identify and establish a character that draws from that of the surrounding context and is informed by the existing site features. Drawing out local strengths, views and distinctive features are an aid to legibility.
- **'A mixed use community'**. Not only will the development deliver neighbourhood centres with a mix of uses, there will be accessible employment parks and opportunities for employment within the centres, primary schools and a secondary school.
- A **'Walkable Place'**, The employment parks, community facilities, open spaces and the day to day needs of the place will be within convenient and attractive walking distance of the residential areas'.
- **'Transport choices'**. An accessible place that addresses the need to accommodate the car and provides for public transport alternatives, convenient footpaths and connections to the cycle path route to Stratford-upon-Avon.
- **'Multi-functional green spaces'**: The landscape framework of green corridors and areas of open space will provide a setting for the development, accommodate SuDs and provide a resource for the new and existing communities.
- **'Streets and landscape corridors designed as places'**. The legibility of the place will be informed by the experience of the street and landscape spaces which provide attractive vistas through the development and revealing townscapes.
- **'Quality homes'**: Residential areas will benefit from the social and environment infrastructure provided in equal measure helping to foster community cohesion and local pride of place. Densities will seek to achieve a range of between 25 and 50 dwellings per hectare (dph) with an optimum of 30 dph.



KEY

Site boundary		Public footpaths	
Watercourse/ponds		Road	
Public open space		Land safeguarded for train station	
Neighbourhood centre		Trees/woodland	
Employment Parks			

7

TRANSPORT & ACCESS

Sustainable transport will be encouraged through a mixed-use community with opportunities for walking and cycling, whilst a new Western Relief Road will ease congestion in Stratford.

Creating the right transport and access for the site is important to ensure the development is as sustainable as possible. A high-level sustainable transport strategy for the site has been developed reflecting synergies with the existing settlements, other nearby development and by maximising the potential of the nearby "Stratford Greenway".

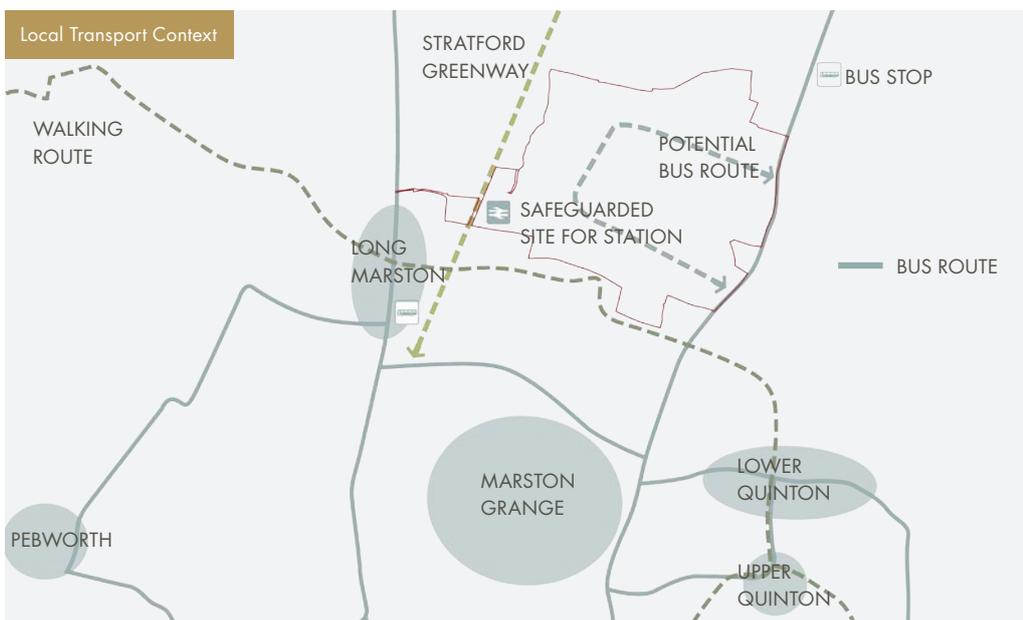
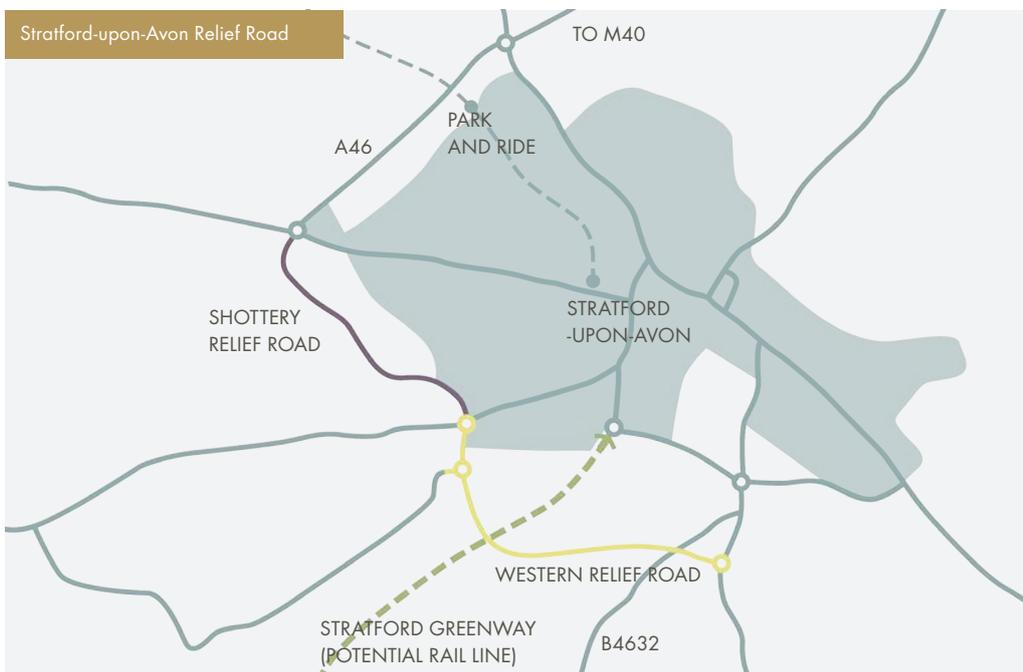
We will create access to the development via two new roundabout junctions formed with the B4632 Campden Road. These junctions will be linked via an internal spine road that will permeate the site linking the various residential, school, employment and neighbourhood centres. The masterplan includes a mix of land uses with new facilities, amenities and employment at a local level which will reduce the need to travel over long distances for many journey purposes.

The layout of the new community will encourage local level trips via walking and cycling with longer distance trips via cycling and buses. High quality transport infrastructure within the scheme design will be complemented by a robust Travel Plan to encourage the uptake of more sustainable transport practices by future residents and employees. We will explore the unique opportunity that this site has in relation to its proximity to the Stratford Greenway, which has the potential to provide a traffic free route directly into Stratford-upon-Avon. The Greenway presents an opportunity to strengthen and improve the sustainable transport options for linking homes in the new community and work places in Stratford and beyond through the provision of a direct sustainable transport corridor. A phased approach to making best use of the Greenway could be implemented by using the existing pedestrian and cycle route until there is a need to upgrade, firstly to a dedicated bus corridor, then to light rail/tram and ultimately a full rail line. Land is safeguarded within the masterplan for a new station terminus should the Greenway re-open to support bus and eventually rail travel.

The on-site highway network will be complemented with significant strategic highway improvements including:

- The Western Relief Road (WRR) to Stratford-upon-Avon which CALA will deliver to reduce existing traffic congestion in the town;
- The Stratford Transport Package (STP) of improvements that will contribute to reducing traffic congestion within the historic core of Stratford-upon-Avon; and
- Improvements at other key junctions in the locality as required.

Preliminary traffic modelling work undertaken by CALA's transport consultants in consultation with Warwickshire County Council, indicates that the delivery of a WRR to link with that approved at Shottery, alongside the delivery of the STP and other junction mitigation schemes will enable the full delivery of the masterplan and wider benefits to historic Stratford-upon-Avon.

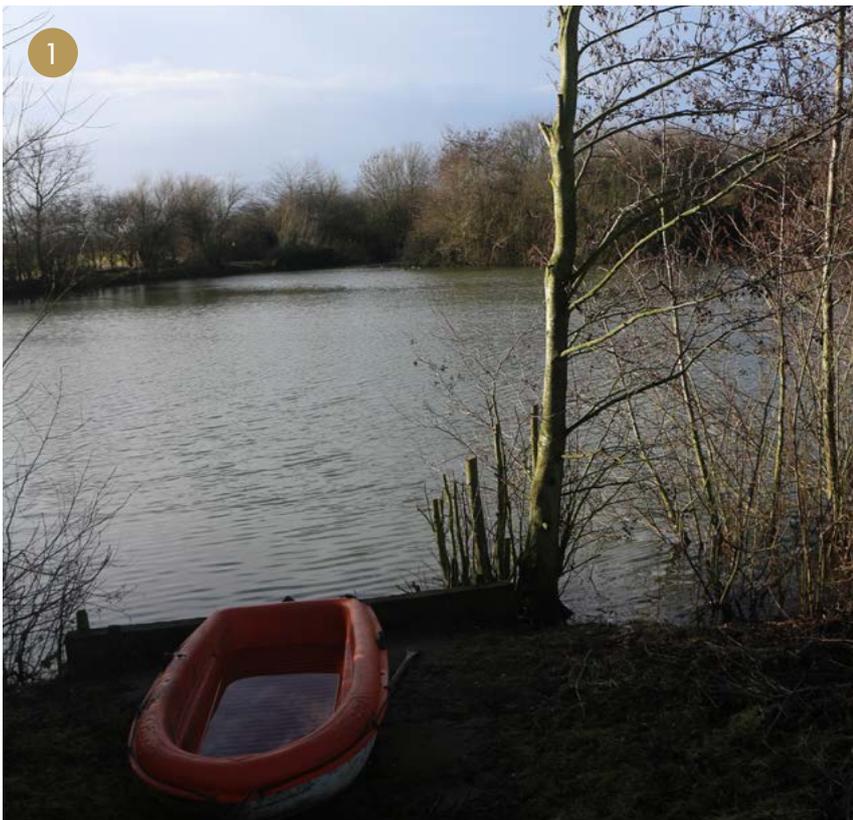


8

GREEN INFRASTRUCTURE

A hierarchy of connected green infrastructure will provide opportunities for both recreation and to enhance local wildlife.

The green infrastructure plan illustrates the connected network of green corridors, composed of open greens and areas of woodland, SuDs, formal and informal spaces. The large amount of open space provided integral to the development will provide recreational areas for people to enjoy as well as natural and semi-natural areas for flora and fauna to flourish. The hierarchy of green spaces from private gardens, to parks of different sizes to natural areas left open with streams and ponds, will increase the biodiversity of the area and enhance opportunities for local wildlife on the site.





9

A SUSTAINABLE MIXED-USE COMMUNITY

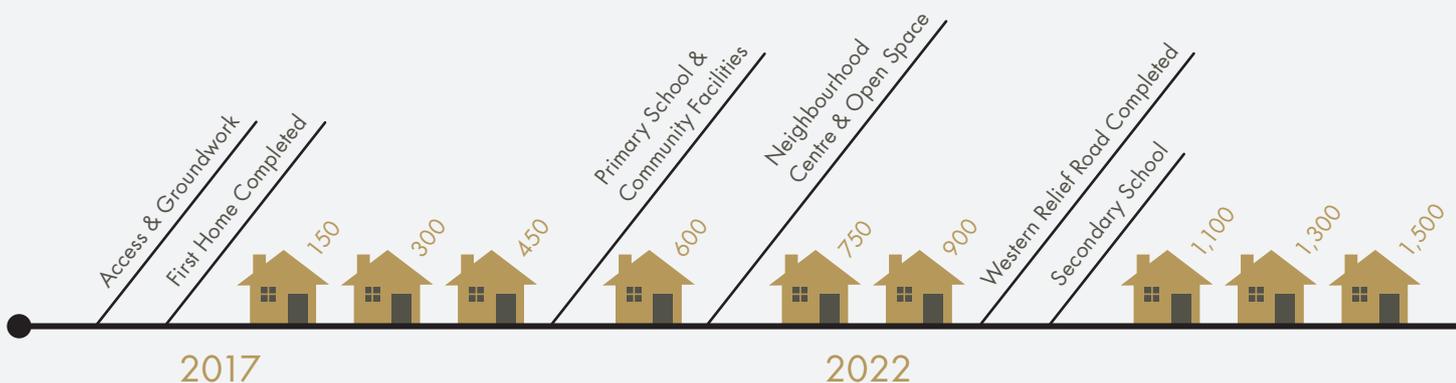
The illustrative masterplan provides the basis for an inclusive mixed-use community, with the full range of supporting infrastructure delivered at the right time.

BUILDING A NEW GARDEN COMMUNITY

High quality modern homes, with a mix of dwellings from one-bed flats through to detached family homes, including affordable housing, will help to meet the needs identified in the Warwickshire Strategic Housing Market Assessment. The illustrative masterplan provides a framework for the delivery of sustainable mixed use community comprising:

- 3,500 new homes
- Two primary schools and a secondary school;
- A new neighbourhood centre with shops, a community centre, a library and a GP Surgery, amongst other key local facilities;
- An employment area with modern offices and employment premises for businesses;
- Significant areas of formal and informal open space for recreation and leisure.

These important building blocks for a new community will help sustain the vibrancy of the new settlement, as well as provide important shared facilities that make available a resource for existing communities around the site to use if they so wish.

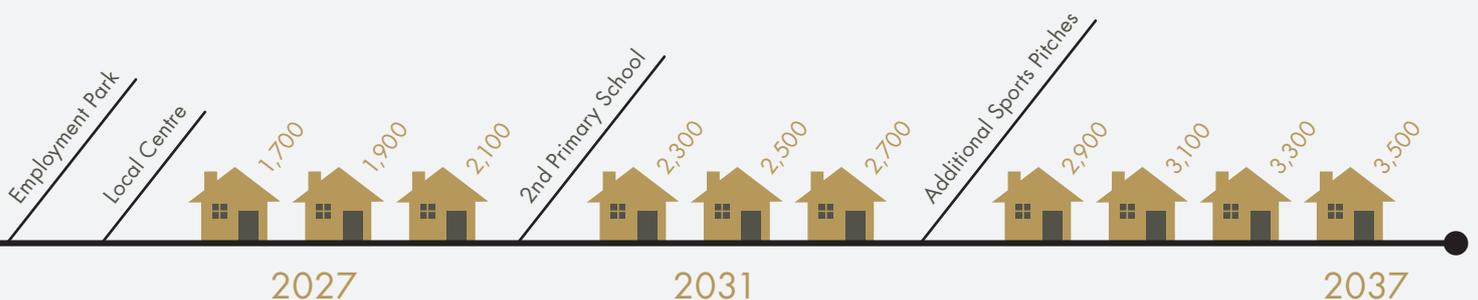




DELIVERABILITY

CALA has commissioned initial technical assessments for the site, including for transport, ecology and infrastructure and is confident from the headline results that it can deliver a high quality development at the site.

It is anticipated development could start on site by 2017 with average rates of delivery increasing from 150 homes each year in the early years, to 200 homes each year in later years. This would be accompanied by delivery of the important infrastructure and services in a timely manner. For example new schools would be built to provide new school places locally, with perhaps temporary solutions put in place with Warwickshire County Council in the meantime. The below timeline provides an idea of how the site may be built out.



Why does the District of Stratford-on-Avon need new homes and how can it best plan for the future?

The Council's Corporate Strategy 2011-2015 sets out 4 aims for the District:

1. Addressing local housing need
2. A District where Business and Enterprise can flourish
3. Improving access to services; and
4. Minimising the impacts of climate change

The Government's National Planning Policy Framework also has the aim of significantly boosting the supply of housing. This means that Stratford-on-Avon District Council needs to ensure its emerging Core Strategy meets the "full, objectively assessed needs for market and affordable housing... including identifying key sites which are critical to the delivery of the housing strategy"

An objective assessment of housing need for Stratford-on-Avon produced by CALA Homes suggests that at least 13,000 new homes are required in the District over the next 20 years.

Stratford-on-Avon District Council is currently preparing a Core Strategy, with Long Marston Airfield identified as one of the sites being considered for development to meet local housing needs. The Council has produced a range of evidence base studies and undertaken a series of consultations about how and where the need for housing should be met within the District.

CALA Homes is working with the Council and other stakeholders to inform this process and demonstrate how Long Marston Airfield could help the District fulfil its aims. A new community at Long Marston Airfield would have significant benefits for meeting Stratford-on-Avon's housing needs over the plan period and beyond.

It would provide a **long term and holistic solution** to help ensure there is enough housing over the next two decades, avoiding the requirement for multiple piecemeal smaller developments in different locations, including limiting the need for significant additional development in historic Stratford-upon-Avon itself.



It would provide a **coherent strategy** for the District, creating a settlement pattern linked with Stratford, related to the Meon Vale/Marston Grange development (Long Marston Estate), providing a critical mass of housing sufficient to make local services and infrastructure sustainable.

A new community at Long Marston Airfield can also ensure sufficient **flexibility in the delivery of new homes** across the district in the event that some sites do not proceed at the rate originally envisaged, to ensure Stratford-on-Avon continues to meet housing needs now and well into the future.

11

NEXT STEPS

CALA Homes is committed to working with the Council and Stakeholders to secure this opportunity through the Core Strategy.

This vision and its masterplan form only the first step in developing our proposals for a new community at Long Marston Airfield. Alongside this vision a range of technical work is being progressed, which will be shared with the Council to explain how the site can be delivered in such a way that maximises the benefits to Stratford-on-Avon, and fully mitigates any impacts.

We will embark on a programme of work with the Council to develop our proposals and demonstrate how Long Marston Airfield represents an exceptional opportunity to secure a first class development to help the District deliver on its aspirations.

The information and emerging plans set out in this vision only represent CALA Homes' initial ideas for delivering an exceptional development at Long Marston Airfield. There will be future iterations to this vision and masterplan allowing local people and stakeholders to help shape the new community and create a place which residents and local people can be proud of.





CALA HOMES

Brook House, Birmingham Road,
Henley in Arden, Warwickshire, B95 5QR

PROJECT TEAM

Planning, Masterplanning & Economics
Nathaniel Lichfield & Partners

Transport
Mode

Ecology And Landscape
FPCR

Archaeology
Cotswold Archaeology

Public Relations
Whistle PR - 0121 629 7797

© Nathaniel Lichfield & Partners Ltd 2014. Nathaniel Lichfield & Partners is the trading name of Nathaniel Lichfield & Partners Ltd. Registered Office: 14 Regent's Wharf, All Saints Street, London N1 9RL. Designed by NLP 2014. All imagery © NLP or CALA Homes except where otherwise stated.



Nathaniel Lichfield
& Partners
Planning, Design, Economics.

