

# SHERFORD

## *Masterplan Book*



NOVEMBER 2006



## MAKING SHERFORD A GREAT PLACE

What makes a great place? What makes one think fondly of a visit to a favourite town, or city, and want to return there? What makes a place uniquely itself, of a region, characteristic of the land and the people who live on it? Why don't we seem to build like that anymore? And how might this new 'development' become one of these favourite places?

Do we dare suggest that Sherford might become a town where people live, work, shop, go to school and make friends; a place that they would be proud to live in or for their children to live in, one that could embody the qualities of the best towns in the region and be seen as an enhancement to the dramatic and enduring landscape?

Only by looking at the traditions of building that have thrived in the past can we hope to derive new rules to allow us to resolve the growth and environmental problems of the 21st Century.

The Masterplan Book you hold together with the accompanying Town Code are our response to this challenge. Together they provide the essential tools for making a new town. The aspirations for build quality, environmental sustainability and community management and ownership are ambitious.

His Royal Highness The Prince of Wales has inspired many of us. In a speech in Edinburgh earlier this year, he set forth an aspiration that we might apply to Sherford, an aspiration that is both tough minded and essential:

*“We can find effective ways of dealing with the big problems of our day, which do not oblige us to bury beneath our abstractions or our balance sheets the very things that actually make life worth living.*

*It requires we build again the types of places we all know strike a chord in our, by now, rather bewildered hearts, however 'modern' we are – places that convey an everlasting human story of meaning and belonging; built for the long term with greater attention to detail and to an innovative combination of time-tested techniques and the latest environmental technology, which can produce what will in time become the much more highly valued and ultimately sustainable heritage of the future.”*



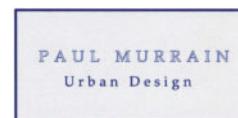
## ACKNOWLEDGEMENTS

*“The Partners of Red Tree would like to thank those most closely involved with the process of delivering this application – the designers, architects, masterplanners, public servants, engineers, visionaries, radicals, academics, politicians and most importantly local residents and landowners. It has been a journey that started many years ago and there is therefore a very real danger that someone may have been lost in the mists of time. We will no doubt be reminded of the omission swiftly and apologise in advance, not least because with some luck and good planning we shall continue working together for many years on the delivery of this extraordinary opportunity – the creation of Sherford.*

*Our special thanks to Rebecca Sturge, Nigel Beckett and Jenny Lambkin in the Red Tree core project team; Paul Murrain our design champion; The Prince’s Foundation including Hank Dittmar, Ben Bolgar, Isabel Melo, Saad Ghandour, Tariq Yahiaoui, Lita Khazaka, Bruce Edgar, Derek Pigdon and Paulo Scaramuzzino; Martyn Lonsdale of Lavigne Lonsdale; Scott Wilson led by Gareth Jones including Sandy Burrell, Gill Smith and the numerous members of their teams in particular Graham Brown, Kevin Kay, Eric Woodgate, Pauline Stokes and Ben Wilson; Andy Cameron of WSP Group; Julian Brooks of Julian Brooks Associates; Savills including Richard Rees, Julian Harbottle, Yolande Barnes, Marie Hickey, James Coghill and Jonathan Langham; Architects Peter Whitehead, Ben Pentreath of Working Group, Jonathan Holland of Hackett Holland, Peterjohn Smyth of ESHA, Jeremy Caulton of iCube, Chris Draper and Robert Stokes; Andrew Ashenden of Howard de Walden Estate; Leon Clifton; Professor Steve Wilcox; Tony Norton at the University of Exeter; Matthew Spencer of RegenSW; Andy Black of Garrad Hassan; and Charlie Grieve of Brandcast Media. Many thanks also to Alastair Donald, Sue McGlynn and Mark Pearson from CABE for the time and acuity applied in their reviews of both the Town Plan and the Town Code.*

*Red Tree owes enormous thanks to a much wider network of people who have contributed particularly through the consultation process, and these are acknowledged, perhaps inadequately given their dedication, in the list of attendees within the Evolution of the Plan chapter. We would especially like to thank those members of the groups who have guided us through the pitfalls and joys of local and regional political, planning and community life and have so far kept us to our word. This includes the Sherford Strategic Steering Group: Alan Robinson, Paul Tyler and Rebecca Webber of South Hams District Council; Dave Andrew and Malcolm Baker of Devon County Council; Paul Barnard of Plymouth City Council; and Ian Parsons of the Highways Agency. Also great dedication and forceful scrutiny given by the Sherford Community Steering Group: Alan Street of Chaddlewood Community; Derek Curtis, Paul Lowden and Peter Morgan-Evans of Brixton Parish; Elaine O’Flaherty and Gill Whillock of Plymstock Community Forum; Freddie Mills of Plympton St Maurice Civic Association; Joy Howard of Elburton Residents; Keith Clapton of Plympton Community Council; Paddy Ryder and Steve Melia of SHARD; and chaired elegantly by Gary Streeter MP.*

*It has been a pleasure, a privilege and an honour to have worked with and learned so much from so many dedicated, talented, inspired and innovative people whose commitment to this project we respect.”*



The Prince's Foundation  
FOR THE BUILT ENVIRONMENT



lavigne.lonsdale



## FOREWORD

Red Tree (2004) LLP has submitted a planning application for 'Sherford' to both South Hams District Council and Plymouth City Council.

The application is in two parts as follows

Outline for:

- up to 5,500 new dwellings
- up to 67,000 square metres of business and commercial space
- up to 16,740 square metres of mixed retail accommodation
- community, sports and open space facilities, including a Community Park
- three primary schools and one secondary school
- one health centre
- two community wind turbines
- a Park and Ride interchange at Deep Lane junction.

Detail for:

- the Main Street link between Deep Lane junction and Stanborough Cross.

The application comprises the following documents (the document you are currently reading is in bold):

- **Masterplan Book**
- Town Code
- Transport Assessment
- Retail Impact Assessment
- Environmental Statement
- Environmental Statement Non-Technical Summary
- Report to Inform an Appropriate Assessment
- Flood Risk Assessment
- Section 106 Agreement: Draft Heads of Terms
- Main Street: Deep Lane Junction to Stanborough Cross

The entire planning application and any supporting documents can be viewed at [www.redtreellp.com](http://www.redtreellp.com)

If you would like to formally comment on the planning application, please contact the determining authorities – South Hams District Council and/or Plymouth City Council.

If you require any further details, please contact either of the following:

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# TABLE OF CONTENTS

1	INTRODUCTION.....	8
2	THE VISION .....	14
	The Town Plan	18
	Connectivity and Exchange: Why We Build Settlements	23
	Evidence on the Land: The Merging of Principles and Place	26
	Many Different Streets	36
	Arranging the Buildings: Blocks, Plots and Massing	42
	Neighbourhoods: ‘From Home to Everything You Need’	50
	The Return of the High Street	58
	Making Mixed-Use Successful	66
	A Balanced Range of Housing	77
	Density: It Must Follow Not Lead	82
	Local Identity and the Power of Place	89
	Sustainability and Traditional Urbanism: They Feed Each Other	95
3	EVOLUTION OF THE PLAN .....	100
4	IMPLEMENTATION AND DELIVERY.....	134
a	Land Use Budget and Key Fixes	136
b	Strategies	142
bi	Housing	144
bii	Employment, Retail and Commercial	162
biii	Movement and Transport	182
biv	Infrastructure and Utilities	206
bv	Community Facilities	226
bvi	Landscape, Biodiversity, Cultural Heritage, Public Space, Sports and Recreation	232
bvii	Outline Construction Environmental Management Plan	272
bviii	Community Trust	276
c	Phasing Principles and Programme	290
d	Resource Efficiency of the Built Form	298
5	SUSTAINABILITY CHECKLIST.....	306

To view this document, or any of the other Planning Application documents, online please visit [www.redtreellp.com](http://www.redtreellp.com).

If you cannot access information referred to through the websites scheduled within this Masterplan Book, please contact Red Tree on 01249 660 555 and we will be delighted to send you copies.