

Masterplan Principles

In order to support the delivery of sustainable development the importance of embedding a strong master planning framework within the Local Plan cannot be underestimated.

This policy, together with other relevant policies provides the master planning principles to guide and support landowners and developers in preparing appropriate master plans and site plans to help inform the Development Management process. It will provide an over-arching framework for the master planning of new development proposals, most notably those highlighted within policies JE2, H2 and R1 of this Local Plan. This sets out key requirements relating to land use, densities, community facilities, transportation, open spaces and phasing. Further work on the detailed master planning of areas should be carried out within this overarching context.

The guidance provided is intended to provide greater certainty to developers, the public and all other interested parties. This overarching framework should therefore set the scene for more detailed design and implementation work to follow as part of subsequent planning applications. In this context Part A of this Policy provides a general context for the master planning of sites identified within Policies JE2, H2 and R1 and any other major new developments which may emerge over the Plan period. Parts B-D relate specifically to the 3 specific allocations which the Council considers of significant strategic importance to the successful implementation of this Plan and its objectives. These sites include:

- The cross-boundary employment hub at Whitley, Whitley South and Baginton Fields – totalling in excess of 83ha of employment land of which 55ha sits within Coventry's administrative boundary. The rest sits within Warwick District. The wider Whitley business park contains the global headquarters of Jaguar Land Rover with substantial parts of undeveloped land already benefitting from cross boundary planning consent to support the expansion plans of JLR and its supply chain. The relevant site allocations within this plan include JE2:3 and JE2:4.
- The Sustainable Urban Extension at Keresley – 3,100 homes, new education facilities, 2 local centres and accompanying green, blue and highway infrastructure. The relevant site allocations within this plan include H2:1 and the Keresley local centres in Policy R1.
- The Sustainable Urban Extension at Eastern Green – 2,250 homes, 15ha of employment land, a new Major District Centre, new educational facilities and accompanying green, blue and highway infrastructure. The relevant site allocations within this plan include JE2:5, H2:2 and the new Major District Centre in Policy R1.

The Council considers these sites to be of sufficient scale to warrant comprehensive consideration through a master planning process. This will form an integral part of the Development Management process (including pre-application stages) and is with a view to supporting their comprehensive delivery in a successful and sustainable way. Policy DS4 (parts A-D) therefore establish a clear set of Masterplan principles and design concepts that should form a fundamental basis for the future development of these areas.

In order to deliver the required level of growth over the Plan period, there will be a need for a range and choice of sites to be on stream over the remainder of the Plan period. The master planning approach has been adopted to carefully manage this process. Parts B-D of the policy in particular are therefore of particular importance to support the longer-term phased delivery of the 3 larger development areas. In this way, each site and each phase of development can bring with it or contribute towards the necessary range of supporting infrastructure. It should be noted that the scale of strategic sites opens up the opportunity for delivering significant infrastructure benefits. However, some major elements may take a long period to deliver. Therefore, early phases will need to both deliver the infrastructure which is required for that particular phase along with contributing to the provision of wider strategic infrastructure which may be physically provided at a slightly later date. Detailed provisions will be put in place to secure delivery in such instances.

To support this, planning conditions and Planning Obligations (Section 106 Agreements and CIL) will be used in accordance with Policy IM1 to formally tie in the phased delivery of necessary supporting infrastructure with trigger mechanisms and thresholds used to ensure timely provision. This will have regard to the requirements of this Local Plan as well as supporting evidence and modelling work provided as part of the planning application.

The infrastructure provisions contained within parts B-D of Policy DS4 and the supporting policies reflect the known requirements at this time. Future updates to the IDP will allow such information to be regularly updated to reflect prevailing circumstances and show more detail when it is known. It would be premature and unhelpful to include overly prescriptive directions in the Plan relating to highly detailed matters more appropriately considered through the Development Management process. This approach is intended to provide maximum clarity without setting out unsupported aspirations.

Policy DS4 (Part A): General Masterplan principles

The following General Principles should be adhered to when master planning any major development proposal:

- i. Where appropriate the Masterplan should clearly identify any phasing of development along with the timely provision of supporting infrastructure;
- ii. Where the site is identified as an allocation within the Local Plan or City Centre AAP it should plan positively to meet in full the requirements identified within the relevant policies associated with the allocation. Where the proposal represents a phase or phases of a wider scheme however, the quantum of development should reflect the relative size and characteristics of the phase, including its position within the wider site;
- iii. Where possible, all proposals should be planned in a comprehensive and integrated manner reflecting partnership working with relevant stakeholders.

Where proposals represent a phase of a larger development the Masterplan should have full regard to any adjoining land parcels and development proposals to ensure it delivers appropriate parts of the strategic or site-wide infrastructure and other relevant features. This should support the wider delivery of the comprehensive scheme;

- iv. Opportunities to deliver higher density residential and mixed-use development should be maximised along public transport corridors and in designated centres with lower densities provided elsewhere (in accordance with policies H9 and R3);
- v. Employment and commercial proposals should respond positively to market demands and requirements, maximising opportunities to locate within or close to designated centres (as appropriate) and provide a range and choice of opportunities to meet business and customer needs;
- vi. Identify appropriate highway infrastructure along with sustainable transport corridors that include the provision for integrated public transport, cycling and walking which provides excellent connectivity and linkages to within the site itself, the city centre and with the surrounding area and existing networks;
- vii. Appropriate levels of car and cycle parking should be made in accordance with the Local Plan's parking requirements. Spaces should be well integrated within the development and laid out to ensure they do not result in the obstruction of the highway as a result of excessive on-street parking;
- viii. Where appropriate social and community facilities should be concentrated within mixed use hubs and designated centres and easily accessed by public transport, walking and cycling (having regard to Policy CO1);
- ix. Proposals should respond to the local context and local design characteristics (in accordance with Policies GE3, HE2 and DE1), to create new well-designed developments with a distinctive character which residents will be proud of;
- x. Features of the historic environment should be respected as part of new developments with existing heritage assets conserved and enhanced as part of development proposals (in accordance with Policy HE2). Where appropriate, this should include the setting of buildings and spaces and the restoration of assets at risk of loss;
- xi. Sympathetically integrate existing landscape, biodiversity and historic features of the site into the development taking opportunities to protect, enhance and manage important features along with mitigation and enhancement measures to provide satisfactory compensatory provisions where appropriate (having regard to Policies GE1-4);
- xii. Provide fully integrated, accessible and connected multi-functional green and blue infrastructure which forms strategically important links to the surrounding area to provide routes for people and wildlife and open spaces for sports, recreation and play;
- xiii. Where appropriate incorporate innovative and creative approaches to energy generation, the provision of utilities and information technology, mitigation of pollutants, management of surface water and flood risk and waste management solutions. These should be adopted to make new developments more sustainable and resistant to the impacts of climate change; and

- xiv. All new Masterplans should be informed by consultation with existing communities in adjoining areas. This should take place prior to the submission of a planning application to ensure feedback can influence the final proposals.

As outlined above, Parts B-D of this policy relate to the following sites:

- The Whitley employment hub (including the future expansion of JLR);
- The Keresley SUE; and
- The Eastern Green SUE.

These are considered to offer significant strategic importance to the successful delivery of the Local Plan and due to their size and nature will require a degree of comprehensive master planning:

Policy DS4 (Part B): Whitley Specific Masterplan Principles

In addition to the general principles outlined in Policy DS4 (Part A) of this policy, development proposals which relate to this area should also have regard to the relevant requirements below:

- i. Any development should support and complement the existing JLR global headquarters;
- ii. New provision should be primarily focused within 'B class' uses (excluding B1 offices) unless they are shown to be ancillary and supportive to the overall provisions of the business park and in accordance with the other policies of this Plan;
- iii. Support and integrate the planned highway infrastructure (as listed in the IDP) across the A45, A444 and other appropriate surrounding roads to ensure efficient and appropriate vehicle access into the site(s);
- iv. Continue to maximise links and connectivity with surrounding business parks within both Coventry City and Warwick District to enhance the employment hub;
- v. Expand and enhance on existing travel plans and continue to encourage excellent connectivity to public transport as well as the provision of high-quality routes to support both walking and cycling;
- vi. Enhance the connectivity of ecology and biodiversity at the Stonebridge meadows LNR and Baginton Fields nature reserve. This should include a 'green' connection into the River Sowe along the northern edge of the site and south of the A46;
- vii. An appropriate buffer should be retained between the new commercial activity and the existing homes in and around Sedgemoor Road;
- viii. Development should not compromise the presence and ecological value of the River Sowe and River Sherbourne; and
- ix. Make positive provisions to relocate the existing sports fields (as appropriate) in accordance with Policy GE2;

Further to Part B of Policy DS4, further considerations may be of relevance to the wider Whitley Business Park in so far as it relates to land within Warwick District. Notwithstanding the extensive cooperation between Coventry City Council and Warwick District Council in relation to this area, it is not within the remit of this Local Plan to apply policy proposals to land outside of Coventry's administrative boundary.

Policy DS4 (Part C): Keresley SUE Specific Masterplan Principles

In addition to the general principles outlined in Policy DS4 (Part A) of this policy, development proposals which relate to this area should also have regard to the relevant requirements below:

- i. Incorporate the recommendations of the Council's SUE Design Guidance SPD;
- ii. Ensure that the planned Local Centres are located at separate ends (north and south) in accordance with Policy R1;
- iii. Ensure the new defensible boundaries to the Green Belt are clearly supported on the western side of the site to Tamworth Road and to the north around Thompsons Lane;
- iv. Establish a comprehensive green and blue infrastructure corridor focused around the Ancient Woodlands, Hounds Hill and the Hall Brook. This corridor should run north-south between the Burrow Hill Fort to the north and the Jubilee Woodland to the south east; and
- v. Identify clear access points to the site and make appropriate provisions for new transport infrastructure and highway improvements to support the comprehensive delivery of the site. This should include:
 - a) The provision of a new Link Road in accordance with Policy H2. The Link Road should be operational to traffic prior to the full completion of all development components within the SUE;
 - b) The delivery of the Link Road should not be to the detriment of Pro-Logis Park; and
 - c) The management of the existing highway junctions at Bennetts Road, Tamworth Road, Fivefield Road, Sandpits Lane, Thompsons Lane, Long Lane and Watery Lane to ensure they continue to operate in a safe and appropriate way.

Policy DS4 (Part D): Eastern Green SUE Specific Masterplan Principles

In addition to the general principles outlined in Policy DS4 (Part A) of this policy, development proposals which relate to this area should also have regard to the relevant requirements below:

- i. Incorporate the recommendations of the Council's SUE Design Guidance SPD;
- ii. Respond to the transport and economic opportunities associated with the site's proximity to the planned HS2 interchange to the west.
- iii. Ensure that the employment provisions and Major District Centre are located towards the north of the site and are accessed directly from the new A45

Junction. Neither the employment provision or new Major District Centre should be occupied until the new A45 junction is fully operational;

- iv. Furthermore, the residential element of the scheme should be limited to the occupation of no more than 250 homes until such time as the new A45 junction is fully operational, unless otherwise agreed in writing by the Council in response to a robust TA.
- v. Ensure the new defensible boundaries to the Green Belt are clearly supported to Pickford Green Lane in the west and the A45 to the north;
- vi. Provide appropriate green infrastructure along the western edge of the SUE around Pickford Green Lane to help blend and integrate the development into the wider Countryside;
- vii. Establish a comprehensive green and blue infrastructure corridor focused along the Pickford Brook and its tributary. This should run from Pickford Green Lane in the west and link to existing corridors off-site, for example, across Westridge Avenue and Parkhill Drive towards Allesley Park;
- viii. Identify clear access points to the site and make appropriate provisions for new transport infrastructure and highway improvements to support the comprehensive delivery of the site;
- ix. In accordance with Policy AC2, manage the existing highway junctions at Pickford Green Lane and Brick Hill Lane with the A45 to ensure they are either integrated into the new A45 Junction or safely retained within the existing highway network; and
- x. Make appropriate provision to aid future integration of the new rapid transit route within the site once the final route is known.