Masterplanning & Urban Design

Our approach to creating Sustainable Communities

Carter Jonas



"

"Nothing stands still, whether in natural systems or in the man-made world, and all complex urban areas are in a constant state of flux. However lessons can be learned from places which have evolved over time, and which have successfully adapted to meet changed circumstances". Contents

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Masterplan for Manchester Northern Gateway



About Us

The Carter Jonas masterplanning and urban design team is an integrated part of the Planning and Development offer and operates out of our three hub offices in London, Oxford, Birmingham, and Cambridge. It is also integrated with our wider network of offices across the UK, including Leeds and Bristol, giving us extraordinary local expertise, combined with specialist skills in property and land, minerals and waste, green energy and the wider agenda of sustainable development.

This combines to give us what we believe to be an unbeatable offer. Our team has particular expertise in the masterplanning and visioning of projects at all scales for both the public and private sectors, including regeneration, historic environments, greenfield sites, airfields, business parks, former industrial sites, town centres and waterfront environments.

1 Decession

University of Essex Campus Masterplan



At a Glance



B masterplans for garden village scale developments in the past 3 years

major town centre masterplans in the past 3 years

ho

27 different local authorities we have experience working with

land for over 22,700 new home masterplanned

<u>900</u>

property specialists nationwide serving across 34 offices



Our Approach

Our design philosophy is quite simple - we want to create great places, which work brilliantly for the people who use them, and in doing this we provide an exemplary service for our clients, with minimal delay through the planning system. Whether designing new greenfield communities or repairing existing urban areas, the Carter Jonas masterplanning team has a number of important objectives which we try to uphold. We do not call these sustainable development principles - we just call them good practice. And because of our extensive experience and understanding of both public and private sectors, we can often help to speed up the planning process.









Core Sectors

Urban Regeneration

Making great places from scratch is difficult, as is evident from the multitude of uninspiring new urban environments across the country. Yet, in many ways bringing about the effective urban regeneration of places is even more complicated. The design needs to be right for its physical context, its suitability for local people and its benefit to the economy. Our masterplanning team specialises in creating community led visions and development frameworks for existing towns and urban areas.

Mixed Use / New Settlements

Due to current housing shortages, strategic land has an important role to play in helping to address local needs. We help our clients to invest long-term by laying the foundations from which communities can both evolve and flourish. We take a proactive approach to strategic land, focusing on optimising the value of potential residential, employment and mixed-used development land for developers and landowners on a wide variety of schemes. These include greenfield extensions to existing settlements, standalone new settlement proposals and long-term brownfield redevelopments.

Residential

Creating places for people to live is challenging and creative at the same time. We take our role in preparing residential-led masterplans very seriously because we are creating the real places where people will spend much of their lives and we want to ensure that the physical elements of a place are both inviting and functional. A good masterplan for new homes must cater for a range of age groups and needs. We are experienced in all types and sizes of residential masterplanning of strategic land. We also have several examples of preparing detailed masterplans for new homes across the country.

Commercial & Campus



Our Masterplanning Process

Our unified way of working means that we can give our clients a comprehensive national service that produces beautiful places which are not only viable, sustainable and deliverable, but are also locally appropriate.

Feasibility

- Site context & baseline mapping
- Townscape studies, including urban character & morphology
- Technical analysis of baseline data & reports
- Opportunities & constraints plans
- Planning policy reviews & brief definition
- Development briefs & market testing
- Masterplan strategies & supporting statements
- Masterplan options testing
- Stage one reporting
- Feasibility studies
- Capacity studies

Planning Applications

- Design freeze documentation
- Detailed proving layouts
- Information for inclusion within EIAs
- Parameter plans
- Stage four reporting
- Design and access statements
- Design guidelines documents
- Development brief documents
- Expert witness services, section 106 & CIL outputs



Sustainability

As urban designers we tend to focus more on the environmental and physical aspects of sustainable development rather than economic or social concerns. However, we do understand the vital importance of encouraging mixed use environments as well as employment areas which can help to promote social interaction, and thus bring about more cohesive, healthy and integrated communities.

Following the fundamental strands of environmental, social and economic development, we find it helpful to concentrate on the energy, water, waste, land use, transport, landscape and biodiversity aspects of every plan we draw.



Further topics that we consider include: culture and local identity; public arts programmes; local provenance in terms of food and materials; modes of movement; education and skills; climate change adaptation; health and wellbeing; flexible and adaptable built forms; a rich public realm and a huge range of other issues which affect local people. The ways in which we do this are briefly discussed in the following section on the community engagement process.

A good masterplan finds a way to resolve this complex set of relationships. It might bring together uses to create a community, increase the biodiversity of an area, provide a property offer that will sell, be visually stunning, provide a renewable energy resource and encourage sustainable living choices.

Response to Climate Change

Climate change is now affecting many parts of the world and masterplanning must play its part in finding real solutions. We can do this by getting the basics of good design right.

For example, prioritising walking and cycling over the use of private vehicles; catering for renewable energy in all scales of design; and integrating landscape, ecology and sustainable drainage in a sensitive way.

"

"Shaptor Capital have been advised by Carter Jonas for the last 3 years to progress our garden village project Winterbourne Fields in Swale. We have collaborated extensively throughout the design development process, including engagement with the community, stakeholders, Swale Borough Council and the Design Southeast panel. The result is a Masterplan which embodies sustainable design and placemaking principles at its very heart and of which we are immensely proud."

Marco Nardini, Managing Director, Shaptor Capital

design considerations







A strong sense of place & character



Protecting & enhancing existing heritage assets

Access to a range

of supporting

facilities

Key sustainable





The highest

standards of

sustainability

A mix of

supporting uses

The highest possible design standards



Integration with the existing built up area





A safe &

secure place

A network of connected green spaces



Well-connected, integrated sustainable transport links

Enabling local people to have a meaningful input

Community Engagement & Placemaking

Our practice ethos is to design outstanding places at all scales, which encourage the creation of lasting new communities for all members of society. Designing outstanding places is in no way at odds with the need for profitable development, since good sustainable placemaking enhances long-term value.

Carter Jonas' masterplanners are committed to helping local communities create great places which are sustainable in the proper sense of the word - that is they have lasting qualities designed to get better over time. They balance people's needs for healthy living with a network of local jobs and with designs which encourage people to know their neighbours. One of our key strengths as placemakers is our ability to work with local communities - whether creating new communities on a greenfield site or repairing an existing urban area - and to listen to their concerns.

A side effect of this approach is that the very consultation process itself can help to bring a particular community together, and perhaps more importantly to keep it together long after the consultants have left.

Some of the methods we employ include:

- Workshops;
- Public consultation meetings;
- Newsletters;
- Working models;
- Media websites; and
- Local radio.

But most importantly, by listening to people.

1. Rickmans Green Village consultation 2. Winterbourne Fields Consultation Board 3. Campus Masterplan Sketch 4. Winterbourne Fields Consultation







Creating Accessible Places



Delivery

strong delivery focus.

To do this, every project must be founded on a clear vision which allows us to make certain that all parties understand what the scheme is seeking to deliver. Achievable plans are prepared by developing strategies to work with and address complex land ownership issues and developing solutions that maintain wealth and create value. Through the integration of development phasing and placemaking processes, we ensure that every project makes commercial sense and is practically buildable. This is complemented by the design of efficient layouts which achieve an acceptable balance between the costs of delivery and values likely to be generated.

The positive role of development

Development has the potential to create multiple benefits for a local community, although it is not always perceived or experienced in this way. In addition, development can bring considerable economic benefit to an area in the form of employment, leisure and better homes. We believe strongly in the adage that development can bring about positive change, providing care is taken to allow time to consult those impacted and a strong and deep understanding of the context of the development first.

A selection of our clients

Public Sector Bodies & Strategic Landowners



The tangible outcome of our work is change within the built and natural environment. Ultimately this will only be achieved if our projects are deliverable in economic and physical terms. So all projects are underpinned by a

1

- Winterbourne Fields
- Dunkirk, Kent
- Swale Borough Council
- Shaptor Capital
- Outline Planning Application and Design Code
- Outline Application Submission Q2 2023
- 81 Ha. / 1,900 homes mixed-use village settlement

Carter Jonas masterplanning, planning and development teams have acted on behalf of promoter and developer Shaptor Capital over a three-year period to progress proposals for a new garden village scale development close to Canterbury and Faversham in the Swale Borough of Kent. The 1,900+ home settlement will sit adjacent to two existing villages, Boughton-Under-Blean and Dunkirk, with direct access provided via a new junction off the A2 highway. The new village will bring major benefits to the local area, including:

- A GP Surgery, dentists, dispensary and pharmacy;
- A primary school and early years centre;
- A work hub;
- 50,000sqft of commercial employment space;
- Sports hub; and
- Retail and leisure facilities.

Around 40% of the landholding will become public open space, utilising an established network of rights-of-way and Bridleways to provide access for residents to the wider countryside.







Artist's impression



2

- The Knowledge Gateway
- Colchester, Essex
- Colchester City Council
- University of Essex
 Masterplan Framework and Viability Study
- Completed July 2023
- 400,000 sq ft Education / Employment Campus

The University of Essex is a leading university in research, ranked in the top 20 within the UK. In 2017, the university directly provided over 1,870 jobs and had approximately 15,000 students. There is an aspiration to increase the number of students to 20,000 by 2025 and 25,000 students by the end of 2033 which is the current Local Plan Period.

Carter Jonas masterplanning and commercial teams have created proposals for the 10 hectare Knowledge Gateway site, including over 400,000 sq ft of commercial and education space:

- Grade A offices;
- SME units;
- Mid tech commercial space;
- Plug and play units;
- Academic space;
- A 70-bed hotel; and
- 2 no. multi storey car parks.

Over 50% of the site will be enhanced to provide new parkland, public realm and biodiversity enhancements, with integrated cycling and walking routes.



Illustrative Masterplan





3

- Martlesham Heath
- Ipswich, Suffolk
- East Suffolk District Council
- Suffolk Police
- March 2020 Outline Planning Application
- 18 Ha. / 300 homes

The Suffolk Police Headquarters is a purpose-built campus dating back to the 1980s developed on land acquired from the Bradford Trust, the developers of the low density Martlesham Heath Village immediately to its south.

Our team was commissioned to investigate the capacity of part of the site for residential redevelopment, should the Constabulary be relocated elsewhere. The secure site falls into 3 parts: the main orthogonal campus in the east; a central recreational open space area; and an area of woodland and scrub in the west. All parts are relatively well screened by tree and shrub planting. We worked as part of a team to prepare and submit an outline planning application which includes:

- Up to 300 dwellings at variable densities;
- A range of 1-5 bedroom homes of which 33 are affordable;
- The retention of important trees and open spaces; and
- The protection and enhancement of areas of wildlife interest.



Impression





4

- Elsenham Phase 2
- Elsenham, Uttlesford, Essex
- Uttlesford District Council
- Bloor Homes Eastern
- March 2022 Outline Planning Application
- 9.80 Ha. / 200 homes

Carter Jonas masterplanning and planning teams were appointed in early 2021 to promote an area of land to the northeast of Elsenham for residential development. This was initially to support the future allocation of the Site, identifying it as an excellent option to sustainably expand the existing settlement.

In the autumn of 2022 the team submitted an outline planning application for up to 200 homes to Uttlesford District Council, including associated open space and infrastructure which integrates with and connects to the broader housing area to the south and the existing settlement edge to the west.

The application was approved at committee in the early 2023, which includes:

- Up to 200 dwellings at variable densities;
- A range of 1-5 bedroom homes of which 30% are affordable; and
- The creation of tree lined streets linking to a network of open spaces, including play spaces, sustainable drainage systems and for recreation.







5

- Manchester Northern Gateway
- Bury, Rochdale and North Manchester
- The Wilton Estate
- Vision and Masterplan Framework, Local Plan Promotion
- 2018
- 1,300 Ha. / 10,000 homes, major commercial park 1m sq ft

The Manchester Northern Gateway is a key part of the city's Northern Powerhouse Initiative and covers substantial areas of brownfield and greenfield land between the M60, M62 and M66. Despite this extensive motorway infrastructure, it is poorly connected and is relatively disadvantaged compared with other parts of the city.

We were appointed by the Wilton Estate, which has extensive land ownership in the area, to prepare a masterplan and vision which marries the aspirations of the local authorities with the regeneration ambitions of the land owners. The plan we developed has a 200 ha. green gateway in the north running down a green blue infrastructure corridor which separates the northern employment hub from the southern community hub, with new public transport corridors connecting them both, and to the wider area. The southern community hub unites education, health, retail and leisure uses at the heart of a new community of over 10,000 homes connected by a dedicated public transport corridor to a Park & Ride in the south and motorways in the north. Our proposal included:

- A new town settlement of 10,000 homes set around a mixed use centre;
- A new rail link and station connecting into central Manchester to the south; and
- A major commercial park with over 1 million sq ft of space.



Illustrative masterplan



6

- Sir John Moore Barracks
- Winchester, Hampshire
- Winchester City Council
- Defence Infrastructure Organisation (DIO)
- Vision and Masterplan Framework, Local Plan Promotion
- Completed 2019
- 86.1 Ha. / 800 homes

Sir John Moore Barracks is the home of the Army Training Regiment and dates from 1986, but the site has been in military use since 1918. Following a review of all DIO sites, the site was declared surplus to requirements. The site lies between the village of Littleton and the Harestock district of Winchester and consists of an urban core surrounded by extensive woodland and down areas.

Our Masterplanning team was appointed to undertake a thorough site appraisal and analysis in terms of the planning and engineering constraints, and to prepare a masterplan vision which optimised the return for the client.

The preferred option masterplan includes:

- 800 homes;
- 20,000sqft of retail and leisure space;
- 450,000sqft of B1 office space;
- An 850-space park and ride facility; and
- A retirement and care village.



Land Use Plan



7

- Rickman's Green Village
- Plaistow, West Sussex
- Chichester District Council
- Artemis Land and Agriculture Limited
- Outline Planning Application Submitted Nov 2022
- 29 Ha. / 600 homes, 2FE Primary School

Carter Jonas Masterplanning team have submitted an outline application for up to 475 homes on land at Crouchlands Farm to the north of Chichester District in West Sussex. The residential scheme, known as 'Rickmans Green Village', is set around a mixed use village centre which is the subject of a separate outline application. The village includes a culinary school, a glamping and hospitality development, a rural enterprise centre, and a farm shop. A second residential option is proposed which includes for a two form entry primary school.

The residential proposals are set carefully within the wider rural setting, with careful integration of Ancient Woodland buffers and ecotones to support bat foraging. A range of residential densities are proposed, with the first phase for 125 homes submitted as a detailed application simultaneously alongside the outline, making 600 homes in total. The landowner client is currently engaging with the developer market.







Artist's Impression

8

- Central Abingdon Regeneration Framework (CARF)
- Abingdon, Oxfordshire
- The Vale of White Horse and South Oxfordshire District Councils
- January 2023 Completion
- 112.6 Ha.

The Carter Jonas masterplanning team, together with colleagues from our planning and town centres teams, prepared a long-term regeneration framework for improvements to the town centre of Abingdon, a town along the River Thames in The Vale of White Horse. The team undertook significant engagement and consultation with local residents and stakeholders and worked closely with officers are the Vale of White Horse District Council and Oxfordshire County Council to prepare a detailed strategy for change.

A series of objectives, together with a Vision, were set out to articulate the main drivers for change. Regeneration opportunities were developed involving transport, mobility and the public realm, culture and recreation, together with proposals for the future redevelopment, or adaptive reuse, of key sites. Addressing the challenges of climate change is a fundamental part of the objectives, Vision and approach to regeneration opportunities. The councils will be able to use the completed framework document to now plan a series of projects, investments and interventions to bring about real change in central Abingdon.

Our works in Abingdon included:

- An 18-month design, engagement and delivery programme;
- Two major consultation sessions in the town centre, engaging with the community and local stakeholders;
- Production of an overarching framework for change including series of key objectives;
- A market analysis study and specific site feasibility studies; and
 Production of the final CARF document launched in February 2023.

1. The Charter Proposal 2. Key Town Centre Sites 3. Upper Reaches Proposal 4. The NET Proposal







9

- Nuneaton Town Centre, Warwickshire
- Nuneaton and Bedworth Borough Council
- Regeneration Plan
- Completed 2019

Nuneaton is an attractive market town which is highly accessible by all transport modes, but especially by rail. It also benefits from having several large development opportunity sites in the town centre, which could significantly improve its potential to create a vibrant mixed-use location that is appealing to a younger market. Our masterplanning professionals were appointed to prepare an initial development prospectus for presentation to developers, and subsequently to consider a more detailed development brief for the most important regeneration opportunities within the town centre ring road.

Our proposal included:

- Opening the River Anker waterfront;
- Creating a major new rail gateway;
- Integrating rail and bus interchange facilities;
- Improving the tourism and leisure offer; and
- Widening the retail offer to embrace town centre living.



Communication Material



10

- West of Ifield Garden Village, Sussex
- Ifield Strategic Development Area
- West Sussex District Council
- Homes England
- Completed 2019
- 190 Ha. / 3,500 home mixed-use village settlement

Crawley was a classic 1940's New Town with 9 distinct neighbourhoods surrounding the urban centre and a large industrial estate separating the town from Gatwick to the north. Since the original town's completion, 5 further neighbourhoods have stretched its boundary. Today there is little room left for expansion except for land to the west of Ifield which has mostly been owned by the government since new town days. Carter Jonas were commissioned by Homes England to plan this 190 ha. site as a comprehensive urban extension of the town. This includes taking note of Gatwick Airport's planned expansion, the proposed West Crawley Relief Road, a complex flood relief strategy, and protecting the setting of old Ifield village.

The proposals included:

- Over 3,000 homes (of which 40% will be affordable);
- 1,000 jobs;
- 2 schools and a local centre; and
- Large areas of open space.





Artist's impression



11

- Land North of Station Road, Earls Colne
- Earls Colne, Braintree, Essex
- Braintree District Council
- Heyhill Land Limited
- 3 Ha. / 55 homes
- Completed 2020

The site at Station Road is located on the edge of the village of Earls Colne and immediately opposite existing residential development. The proposal involves a modest number of homes set within a generous landscape around the development including a planted buffer towards the northern end of the site near the River Colne & Riverside Business Park. We were asked to create a landscape-led plan for new homes to and at the same time respect the setting of Earls Colne Conservation Area and local heritage assets.

The design concentrates development on higher ground offering cross valley views. The design includes sustainable drainage features consisting of attenuation ponds and permeable paving in private drives and car parking areas. The built form includes more formal frontage along Station Road, with informal northern edge, taking inspiration from rural buildings and traditional farmyards.

Our proposal included:

- 55 new homes with 40% affordable homes;
- A village green; and
- 1.5 hectares of public open space including a children's play area.





Village Wide Masterplan

12

- Land off Cogges Hill Road, Witney
- Witney, Oxfordshire
- West Oxfordshire District Council
- Trustees of Mawle Estates
- Outline Application Submitted January 2023 -Awaiting decision
- 29.7 Ha. / 450 homes

The Masterplanning team have developed proposals for a major urban extension to the east of Witney in West Oxfordshire to provide up to 450 new homes (including 40% affordable and 5% self build) split across two edge of settlement sites.

New cycleways and pedestrian footpaths are integrated throughout the development connecting with routes into the town centre. Two new bus stops are also proposed along Oxford Hill with direct access from the larger site. Extensive areas of biodiversity improvements measures are proposed along the Windrush valley, including areas of scrub grassland and wildflower meadows. Community allotments are also proposed.

Our proposal included:

- 450 homes including 40% affordable homes split across two separate sites;
- New community allotments;
- Over 12 hectares of public open space, including children's play areas;
- New foot and cycle connections and off-site improvements to the local network;
- Two new bus stops; and
- Extensive new off-site biodiversity mitigation measures.









13

- Swedish Wharf
- Wandsworth Bridge, London
- Hammersmith & Fulham Council
- Fuel Oils Holdings
- March 2020 Outline Planning Application
- 187 homes

We undertook a capacity study on behalf of Fuel Oils Holdings to determine the development capacity for a site in central London on the northern banks of the Thames near Wandsworth Bridge.

The narrow wharf site currently supports a fuel storage facility with associated parking, storage and office facilities.

Our proposals needed to consider the Safeguarded Wharf requirements which require the protection of access onto the River Thames, together with reprovision of the existing storage facilities at basement level beneath the proposed residential buildings.

Access allows for commercial and private vehicles associated with the fuel storage facility and private apartments to function alongside each other within the narrow, confined site through a dual basement solution. The scheme achieves 187 homes at a policy compliant mix, including 75 affordable units.



Massing Model

CER

14

- Braywick Triangle
- SE Berkshire
- Private Landowner
- Site promotion / allocation
- 25.38 Ha.
- 600,000 sq ft B2 / B8 use

The Carter Jonas masterplanning team have promoted a 25.38 hectare landholding for commercial development through the South East Berkshire District Local Plan process for commercial development in order to secure an allocation.

The undeveloped greenfield site is located between the M4 motorway and the A308(M). It consists of open land with some existing vegetation and supports the flow of The Cut River, which runs from west to east through the site, eventually connecting with the River Thames on the approach into London.

The consultancy team has spent considerable time assessing the flood related constraints of the site in order to demonstrate that a sufficient quantum of the site was available for development, including extensive negotiations with the Environment Agency.

The final scheme includes 750,000 sq ft of B2 / B8 commercial space within a 17 hectare development zone.











15

- Land Northwest of Burley Road, Oakham
- Oakham, Rutland
- Rutland County Council
- Pigeon Investment Management
- November 2022 Planning Application Approved
- 6.5 Ha. / 220 homes

The masterplanning team was initially instructed to produce a vision document to support the promotion of a 16.5 Ha site for residential development in Oakham, Rutland, and was again instructed to prepare an outline planning application for up to 200 homes. We worked alongside the client, the Carter Jonas planning team, technical consultants on drainage, highways and landscape, to produce a concept masterplan and detailed layout which responded to the key specifications set out in the draft allocation policy. This included prioritising walking and cycling connections into Oakham and the retention of key views out to Burley and Burley Wood to the north and east respectively. The project demonstrates how a high quality new neighbourhood could be delivered in this location, providing a mix of new homes within walking distance of the amenities in Oakham, and a transition from town to countryside. The outline application was approved by Rutland County Council in October, 2022.

Our proposal included:

- 220 new homes, including 30% affordable homes and 5% self-build;
- 6.5 hectares of public open space;
- Walking and cycling infrastructure with off-site upgrades into Oakham; and
- Community allotments.









- 1. Artist's impression 1 2. Artist's impression 2 3. Masterplan Concept
- 4. Illustrative Masterplan

16

- Land East of Roman's Edge, Godmanchester
- Godmanchester, Huntingdonshire
- Huntingdonshire District Council
- Plaza Land Limited
- August 2022
- 106 Ha. / 800-1200 homes

The Carter Jonas Masterplanning team prepared a vision document for Plaza Land Limited to help promote new development on the edge of Godmanchester. Land East of Roman's Edge is being planned for a new development of between 800 and 1200 new homes and will deliver a variety of new energy efficient market and affordable homes to suit local need.

The project aspires to cater for all age groups and housing needs, set within 44 hectares of new publicly accessible open space to enjoy. The vision is about more than delivering new homes, it's about community and the environment. In addition to new homes and open spaces, the proposals will deliver new community facilities, including a two form entry primary school site, allotments, children's play spaces, together with significant ecological and biodiversity enhancements, renewable energy from a solar energy park and a relief road.

Our Proposal included:

- 800-1200 homes, including 40% affordable;
- 44 hectares of public open space, including children's play, parkland and recreation space;
- New cycle and footpath infrastructure connecting into central Godmanchester;
- A 2FE primary school; and
- A solar energy park.





1. Perspective View 2. Street View

Our Design Team



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site's context."

Wider Carter Jonas Services

The diagram below shows the wider Carter Jonas services we offer which work alongside and complement our Masterplanning & Urban Design expertise.



"The masterplanning team at Carter Jonas" are responsive to client requirements and are strategic in their vision for sites, ensuring connectivity to existing urban areas and delivery of schemes. The planning promotion document that they have just prepared for us is well presented with the masterplanning options clearly thought through in light of the

Robert Philips, Planning Manager, Countryside Plc



National HQ One Chapel Place	
Barnes	_
Fulham Bishops Park	_
Fulham Parsons Green	_
Holland Park & Notting Hil	

Marylebone & Regent's Park	
Mayfair & St. Ja	imes'
South Kensingt Knightbridge	on &
Wandsworth	

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Truro	
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Winchester Residential	
York	

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Land at Bramford, Sussex streetscape view

Please scan QR code for further masterplanning content



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