

INTRODUCTION

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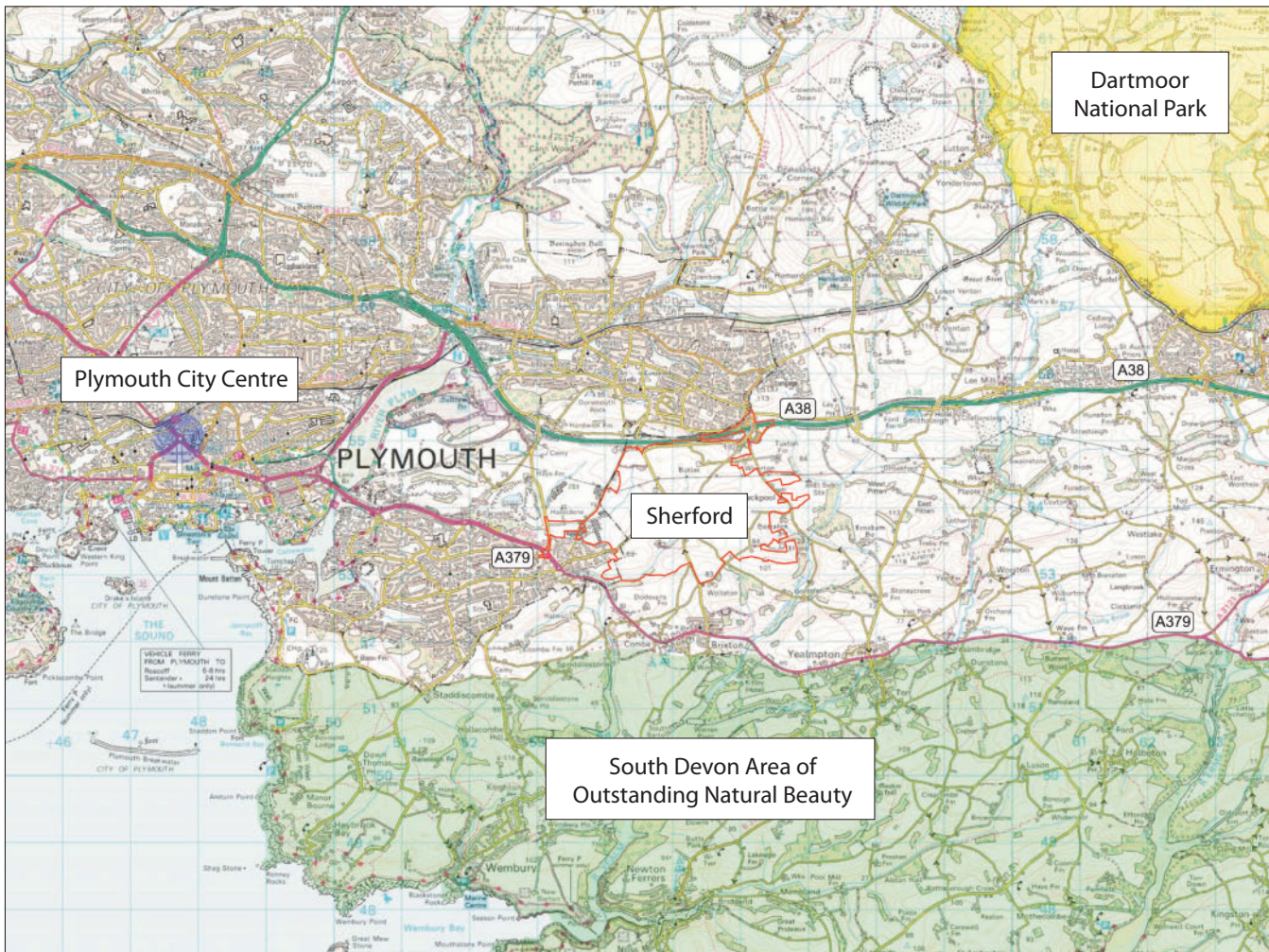


Figure 1
Regional Context

The proposed site for Sherford is located to the east of the City of Plymouth. Figure 1 shows the regional context and Figure 2 an aerial photograph of the site.

EXPLANATION OF CONTENTS

This Masterplan Book has been designed to encourage and facilitate reading from beginning to end. To those familiar with evaluating applications for this scale of proposal, who would normally cherry pick areas of interest, this may seem too onerous a demand. However, we believe that it is impossible to understand the integrated approach to sustainable development that this application promotes without understanding the whole story. To understand the proposals it is imperative to read the entire document. The structure of the Masterplan Book has a holistic narrative where the reader is asked to consider individual elements not in isolation, but in the context of the whole. This approach also provides the opportunity to remove the extremes of repetitiveness that separate silos of information tend to create.

The Masterplan Book is organised into the following chapters:

1. Introduction

This chapter.

2. The Vision

This describes our vision for Sherford and the principles of design that inspire its shape and form.

This section and the rest of the Masterplan Book constitutes what is known as a 'Design and Access Statement'.

3. Evolution of the Plan

This outlines the planning policy requirements at national, regional and local level, drawing attention to key policies, which the proposals seek to satisfy and take forward.

Huge amounts of time, thought and effort have been contributed over the past three years or more, by a great many people representing themselves, their community or their organisation. These contributions are recognised and recorded in this section. A real commitment to the balancing of the weight of ideas and the imperatives behind them has been made. No one discipline has overpowered others and all outcomes reflect this balancing of interests.

This section includes our 'Statement of Community Involvement'.

4. Implementation and Delivery

Policies submitted by the local planning authorities require Red Tree and its team to demonstrate how the proposals for Sherford will be delivered. This section includes all the required strategies and other key delivery documents.

An essential part of the implementation of Sherford is the Town Code. It is the operating system that will guide and direct the actions of all who contribute to the building of Sherford. It is the 'language' of Sherford as both a complex and coherent place. It distils all that is in this Masterplan Book, into a series of instructions, specific where necessary and open to interpretation where appropriate. Not surprisingly it is a sizeable documents in itself. As such it is produced separately, but it is essential that it is read and studied after reading 'The Vision' and in parallel with the other components of 'Implementation and Delivery'.

5. Sustainability Checklist

This provides a broad guide to topics and subjects within the Masterplan Book and Town Code and indicates where further information can be found. The subjects were created in collaboration with the local planning authorities and other stakeholders.

A detailed independent review of the performance of these proposals has been produced for the local authorities by the Building Research Establishment (BRE).





Figure 2
Aerial Photograph of the Site