

5.3 DEVELOPMENT PROPOSAL

An overview of the development proposal is described below and shown on the Illustrative Masterplan opposite. Further explanations of the design principles and placemaking strategies then follow.

MASTERPLAN OVERVIEW

The proposed development at Mounton Road will create a sustainable, inclusive, and vibrant mixed-use community that serves as a welcoming gateway to Chepstow and the Wye Valley National Landscape.

Rooted in landscape character, local context, and community needs, the scheme will harmoniously integrate residential, commercial, and green infrastructure in a way that respects its sensitive edge-of-settlement location and enhances the identity of this strategic site.

Land Use and Community Offer

The development will deliver approximately 146 homes, comprising a mix of open market and affordable housing to foster a balanced and inclusive neighbourhood. Complementary uses include a hotel and care home, strategically located in the north-east gateway to maximise accessibility for existing communities and support local economic growth and wellbeing.

At the heart of the scheme is a publicly accessible Community Parkland, designed with a parkland character that frames the setting of the Grade II listed St Lawrence House. This space will offer opportunities for recreation, wellbeing, and biodiversity enhancement, while serving as a visual and functional edge to the development.

Access and Movement

The masterplan promotes a legible and permeable layout, underpinned by a clear street hierarchy that blends movement, safety, and character. A tree-lined avenue will define the entrance sequence from the A466, guiding residents and visitors towards the central parkland.

Key transport and connectivity measures include:

- A mobility hub and connected network of footpaths and cycleways to promote active travel
- Safe pedestrian and cycle crossings on the A466.
- Improved links to Chepstow Community Hospital, bus stops, and the National Cycle Network
- Safeguarding land for potential Highbeech Roundabout upgrades.

Integration and design measures

The design will demonstrate careful consideration of scale, massing, and appearance, particularly for the hotel and care home, which will serve as focal buildings within the gateway to the scheme. These buildings will respect the character of the site, its landscape setting, and adjacent residential amenity.

Key environmental commitments include:

- Retention and management of mature trees within the parkland.
- Protection and buffering of existing hedgerows and woodland along the northern and western edges.
- Use of nature-sensitive lighting strategies to preserve dark corridors for wildlife.

























The public realm will be designed to encourage social interaction, safety, and accessibility, with a coherent arrangement of building typologies and materials that reflect the local vernacular and support a sensitive transition to the rural edge.

Summary

The development creates a distinctive, sustainable, and inclusive new neighbourhood at the threshold of Chepstow. Through thoughtful integration of homes, green space, and commercial uses, the scheme will deliver a legacy of quality placemaking that resonates with the area's context and community aspirations.



Illustrative Masterplan

	Application boundary		Private amenity space		Proposed new play spaces		Proposed trees in open space
	Proposed dwellings		Public open space		Proposed primary ped-cycle path		Proposed orchard
	Proposed hotel		Retained trees		Proposed mown path		Proposed street trees
	Proposed care home		Retained hedgerow		Potential ped-cycle connection		Proposed trees in parking areas
	Proposed mobility hub		Fallen trees, potentially to be retained		Proposed swale		Proposed drainage feature
	Proposed primary street		Green amenity spaces		Proposed verge		
	Proposed secondary streets						

URBAN DESIGN STRATEGY

The urban design strategy builds on the core principles established at the Design Drivers and Concept stage, shaping a place that is both legible and distinctive.

Key design features - including a network of connected spaces, framed views toward the estuary, the retention of parkland, and a strong frontage along the A466 - form the foundation of the layout. These elements are reinforced by the careful placement of landmark, corner, and other prominent buildings to support wayfinding and character.

Sequential views to the estuary and parkland enrich the user experience throughout the site. Along the southern edge, a deliberately varied building line offers a sensitive response to the adjacent green wedge and the informal character of High Beech Lane

Landmark Buildings

The landmark buildings will be the hotel and care home, forming visually distinctive features that play a key role in aiding orientation and reinforcing the identity of the development. Located at key entrances and focal points, these buildings are designed with enhanced height and architectural treatment to make them noticeable within the townscape and serve as reference points within the layout.

Corner Buildings

Corner buildings are positioned at key junctions where two streets meet or where a change in direction occurs. Their design responds to both frontages, helping to define street edges and maintain continuity in the built form. These buildings will feature dual-aspect elevations, architectural emphasis at the corner, and may include design features such as bay windows.

Other Prominent Buildings

The other prominent buildings are strategically located to terminate views, define key spaces, or emphasise important edges or routes within the development. While not as visually dominant as landmark buildings, they contribute to the overall legibility and character of the place through distinctive detailing, orientation, and form. These buildings will help reinforce the hierarchy and rhythm of the urban structure.



Urban Design Strategy plan

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|--|---|--|---------------------|
| | Site Boundary | | Western views |
| | St Lawrence House and surroundings | | Landmark building |
| | Community Park | | Key corner building |
| | Frontage onto Community Park | | Other key Building |
| | Green Wedge | | Priority Frontage |
| | Frontage onto Green Wedge | | Key Space |
| | Sequential views towards the Severn Estuary | | Key Frontage Space |
| | Sequential views towards the Community Park | | Tree Planting |

PLACEMAKING

Twelve areas have been established within the proposals, each offering clearly defined characteristics. In combination, these spaces contribute to its the developments identity and ‘sense of place’.

1 Internal Streets

The internal streets form part of a legible movement hierarchy that create pleasant spaces for people to use, creating a sense of community within residential areas. These will be characterised by tree planting, swales and rainwater features, creating interesting elements within the streetscene.

2 The Community Park

The parkland is a destination space for the community that retains the heritage value inspired by St Lawrence House and its surroundings. The planting will allow ample views to the severn estuary, grounding the site within its setting. Formal paths will address key desire lines between the development area and the western access point. Informal paths will offer leisure routes for users and residents to enjoy the Community Park and its views. The immediate connection to the park through the Arrival Street (see point 10) ensures that this space is easily accessible and visible for all users, including the existing community.

3 Community Growing

The orchard is a community-focused green space within the site, offering an opportunity for community building around food growing activities. The presence a community growing feature also calls back to the historical orchard that existed within the site, originally located within the western field.

4 Northern Gateway

The pedestrian/cycle access point in the northern part of the site is a key arrival location for pedestrians and cyclists arriving to the site from the town centre through Mounton Road. Therefore, there is an opportunity to create a sense of arrival, namely by retaining high quality trees and existing low stone walls and by introducing new planting and seating.

This will lead into a tree lined pedestrian/cycle route, connecting into the scheme’s central node.

5 Western Slopes

The western field within the site contains a potential pedestrian/cycle access which may connect into national cycle route 4 on Mounton Road, dependent on the ability to cut through tree planting to the north. Additional planting will differentiate the character of the western slopes compared to the Community Park, which will be more sparsely planted.

6 Wetland Meadow

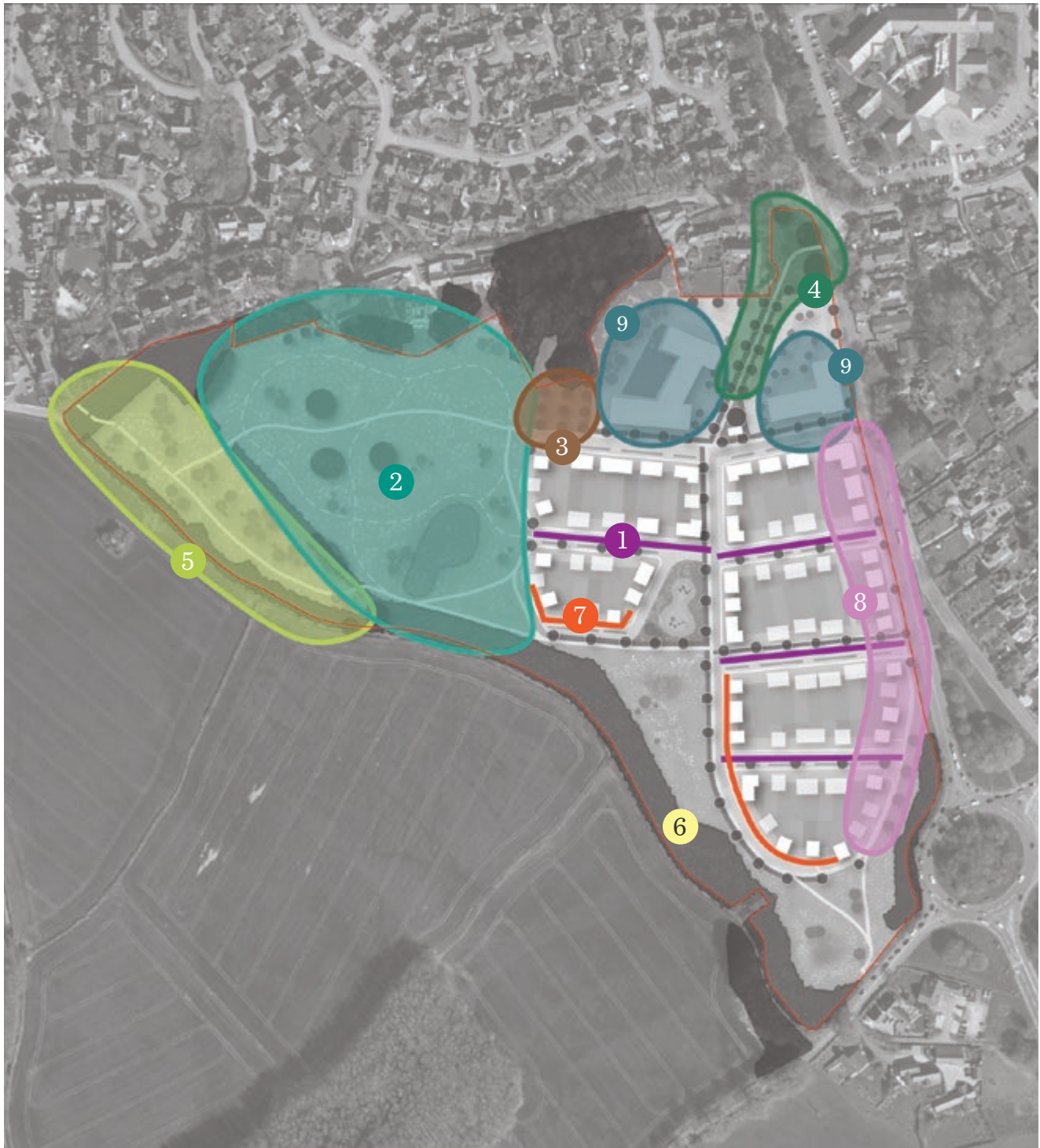
The green space in the southern part of the site is characterised by blue infrastructure and meadow planting. This will provide sustainable drainage that is well integrated within attractive landscape planting on the south western edge of the scheme, helping to create a sensitive transition to the countryside.

7 Southern Frontage

The dwellings facing south-westwards will form part of a strategy to address the green wedge, located directly south west of the site. This requires a considered approach to materials and building line. Building forms and material choice will be inspired by more rural characteristics found at High Beech Lane.

8 A466 Frontage and Gateway

The A466 frontage creates a sense of enclosure onto this movement corridor, and announces the development to passersby - a gateway to the town. The northern half of this frontage will have 2.5 storey dwellings, fronting directly onto the road, with access from the back. A distinctive 5m wide tree-planted verge will exist between properties and the A466. In time the tree canopy will be seen above the roofline to soften views of the development from the west.

*Placemaking Plan*

9 Mixed Use Gateway

The buildings in the north eastern corner of the site will be of a greater scale and massing due to their nature as mixed use buildings. The care home to the east and the hotel to the west will be maximum 3 storey, and they will incorporate landscaped parking for users and employees. Due to their difference in

scale, these buildings will be landmark buildings within the site and the surrounding area. These uses are located at the north east corner of the site where they are easily accessible to the existing community and offer visual profile to enhance commercial interest and further announce arrival in Chepstow.

10 The Arrival Street

The 'Arrival Street' will create an immediate sense of place upon arrival, with its leafy 5m verge and visual connection to the Community Park that invites people into the development to access this new destination for the town. This 'boulevard'-style street is immediately accessed from the only vehicular access point into the site. With larger scale 3 storey mixed use buildings on one side, and maximum 2.5 storey dwellings on the other, the street will be well enclosed.

11 Central Node

This core space is located at a key junction of vehicular and active travel routes. It incorporates hardscape and landscape features, as well as potential seating areas to create a focal point within the scheme, where users can relax. Landscape features include a triangular green space, marked by a mature tree. This tree will serve as a landmark within the site, punctuating the change from the formal avenue lined by a mix of uses in the north, to residential areas to the south. The space will incorporate a mobility hub, creating an opportunity for activity at all hours.



Placemaking Plan





Artists rendering of streetview, looking west down the avenue

12 Play Area

A green space containing a Local Equipped Area of Play (LEAP) is located centrally within the site, where it is most accessible to all residents. This space will function using both green and hard surface features, to create an interesting place for children and their caregivers. Dwellings front onto the space on three sides, creating a sense of enclosure and safety. To the south, the play area opens out onto the wetland meadow space below it.

LEAPs include play facilities for younger children who would typically be accompanied by an adult or are exploring independent play. Fields in Trust guidelines state that developments of 100-500 homes should provide a LEAP as part of a balanced mix of play including informal play spaces, which are to be located within the Community Park.





Artists rendering of streetview, looking north west towards the central play area

5.4 GREEN AND BLUE INFRASTRUCTURE

The proposed landscape measures aim to enhance biodiversity, whilst providing recreational spaces for community wellbeing.

LANDSCAPE AND HABITAT

The proposed landscape and habitat measures for the site include several key elements designed to enhance biodiversity and provide recreational spaces:

- **Tree and Vegetation Retention:** The majority of existing trees and vegetation will be retained and enhanced with additional planting to increase separation and privacy between the site and surrounding areas.
- **Public Park Creation:** The parkland in the north-west quarter will be transformed into a public park, protecting existing mature trees and adding new planting to ensure the succession of these trees. This area will also feature flowering meadows and open grassland to create new habitats.
- **Community Orchard:** A formal community orchard will include fruit trees serving residents, adding biodiversity value and forming a point of interest upon entry to the Park.
- **Increased Tree Planting:** Significant new tree planting will occur, especially in the field to the west of the parkland, to mitigate tree removals and provide diverse habitats. This may include fruit trees to offer foraging opportunities for both people and wildlife.
- **Pedestrian and Cycle Connectivity:** Enhanced routes through the site will improve accessibility and permeability, with shallower gradients for easier movement.
- **Woodland Buffers and Ecotones:** Buffers will be provided around retained woodland to protect root areas and features like badger setts. These buffers will include additional woodland planting and the creation of 'ecotones' (transition areas between two biological communities) to increase

habitat diversity.

- **Sustainable Drainage Systems (SuDS):** Features such as swales and attenuation basins will be incorporated to manage water and enhance ecological value. These will be planted with wetland-tolerant species to provide additional foraging opportunities and benefits to climate regulation, adaptation and resilience.
- **Lighting:** Sensitive lighting and construction practices will be implemented to minimise disturbance to species like bats and dormice.

These measures aim to create a diverse and resilient green infrastructure that supports both biodiversity and community well-being.

WATER MANAGEMENT




















The site is located within Flood Zone 1 and is indicated to be at low risk of flooding from all sources based on the Flood Risk Assessment Wales mapping. The development proposals are considered 'highly vulnerable' which is deemed appropriate development within Zone A from a sequential perspective.

Surface water generated by the development will be drained via SuDS, utilising infiltration techniques and incorporating a treatment train of drainage features providing both amenity and biodiversity benefits along with quality and quantity control.

The development is in compliance with the requirements of TAN15 ensuring the development will not cause or be subject to significant flood risk issues.



Landscape Strategy Plan

	Site Boundary		Existing Tall Ruderal Vegetation		Wildflower Meadow		Secondary Road
	Residential Plots		Existing Hedgerow		Area of Play		Walking/Cycle Route
	Residential Care Facility		Proposed Tree		Attenuation Basin		Informal Footway
	Hotel Facility		Amenity Grassland		Swale/Rain Garden		Community Orchard
	Existing Woodland		Wildflower Meadow		Primary Road		