

# 01 Introduction

## What is The Rowley Drive Masterplan?

The Rowley Drive masterplan is a vision showing how the area could be improved. It sets out a clear aspiration for change, with key principles and ideas about how this could happen.



It is not a detailed design or a planning application, but a flexible framework that will help to shape future plans for the community which has been, and will continue to be, shaped by residents.

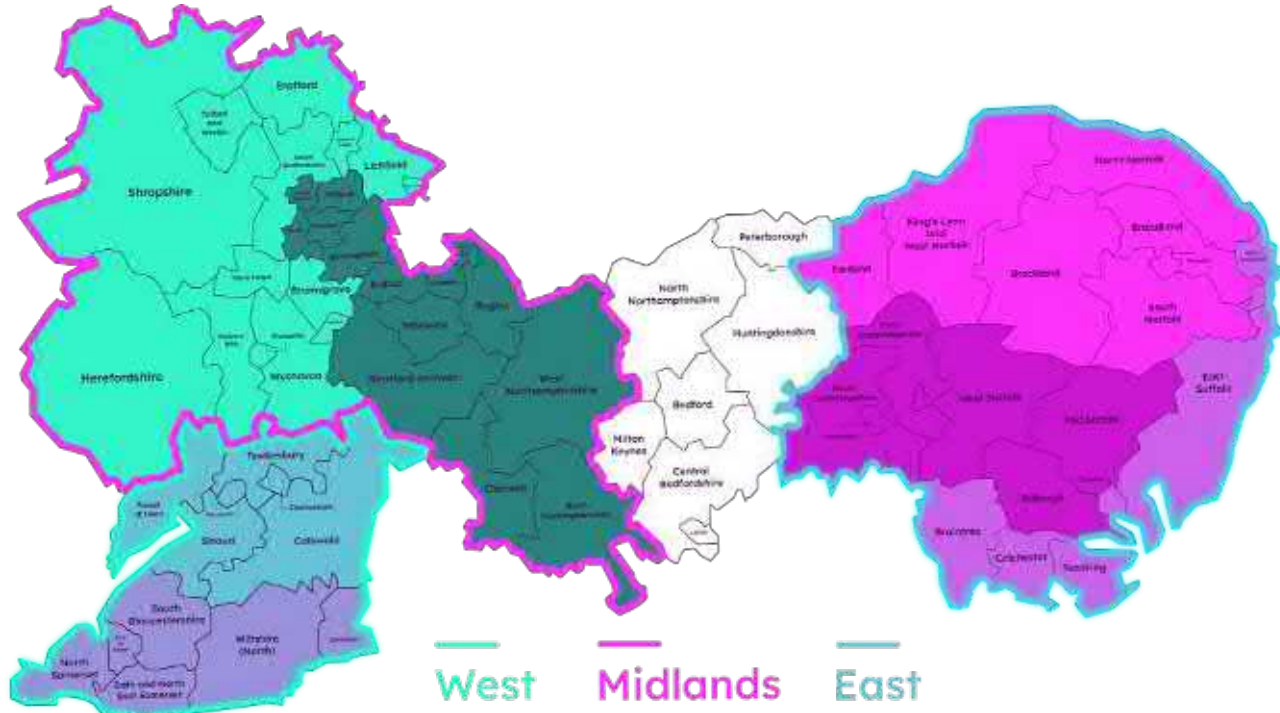
## What is in The Rowley Drive Masterplan document?



01	INTRODUCTION	→	The purpose of document and role of The Rowley Drive Masterplan.
02	ENGAGEMENT	→	An overview of the engagement undertaken in the preparation of The Rowley Drive Masterplan.
03	MASTERPLAN VISION	→	The Vision for The Rowley Drive Masterplan and key objectives that development in this area must achieve.
04	PLANNING POLICY CONTEXT	→	An overview of the planning policy context within which this Masterplan sits and key policy considerations.
05	SITE ANALYSIS	→	Detailed analysis of The Rowley Drive Masterplan Site today, including key strategic and planning designations.
06	DEVELOPMENT PRINCIPLES	→	The site wide principles of The Rowley Drive Masterplan, by theme, which development must adhere to.
07	CHARACTER AREAS	→	Place specific information about key character areas on The Masterplan, supplementing the Development Principles.
08	CONCEPT MASTERPLAN	→	The Concept Masterplan illustrates one way in which The Masterplan, its vision and objectives could be delivered.
09	CONCLUSION	→	Concluding remarks and next steps.
Appendix	A: PLANNING POLICY NUMBERS	→	Key policy numbers that have informed the preparation of The Rowley Drive Masterplan.

## Who are Flagship?






Map of where we work

We're Flagship. Part of Bromford Flagship, with over 80,000 homes across east, central and southwest England, and a commitment to deliver a further 2,000 homes each year for the next 30 years.

We're committed to investing significantly to improve our services. Through our locally focused and accountable teams, we tailor our approach to the different people and communities we serve. And by doing things differently, we make the greatest difference.

Customers' priorities drive our decision making and innovation. When people have quality homes and are part of caring communities, anything is possible. Through our scale and commitment, flexibility and investment, experience and imagination, we're enabling people to thrive.


## Who are Levitt Bernstein?




We are specialists in housing and like to work together with communities to improve their homes and neighbourhoods.

Our team includes: architects, landscape architects and urban designers who are all working together to deliver homes that enhance people's lives.

We were founded in 1968 on the principles of creating better, affordable homes for all. These principles are important to us and they continue to drive our work today.



Consultation event for The Abbey in Thetford



Community engagement at the London Festival of Architecture 2022



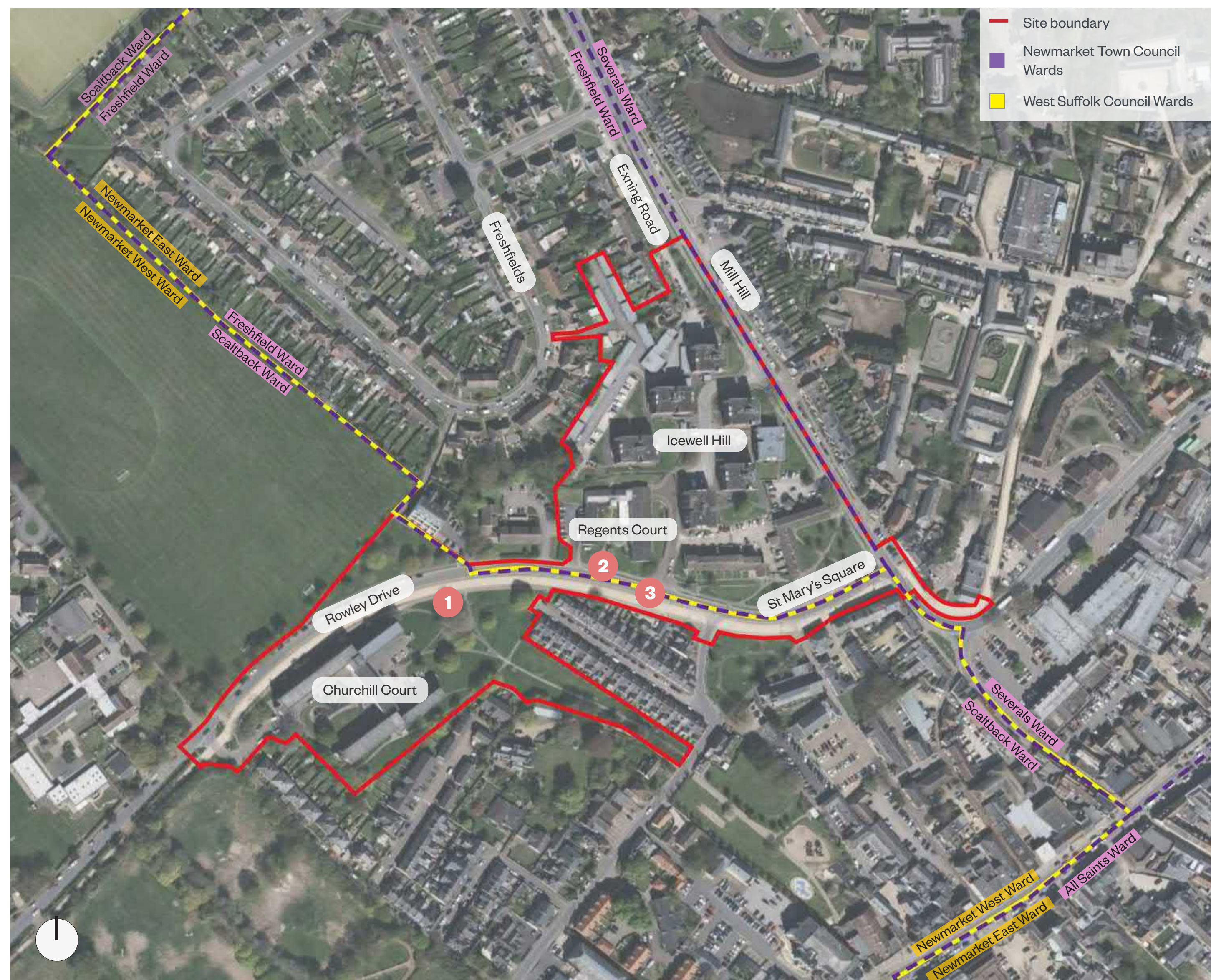
# 02 The Masterplan Study Area

The Masterplan Study Area is the area inside the red line boundary. It includes the Icewell Hill and Churchill Court housing estates, Regents Court, St Mary's Square and Exning Road homes, land along Rowley Drive and adjacent green spaces.

 5.54 Hectares

 263 Homes

 88 Garages



1 View of Churchill Court



2 View of Regent's Court with St David, Icewell Hill in the background



3 View of St Mary's Church from Rowley Drive



4 View of St Mary's Square



5 View of Icewell Hill from Mill Hill



6 View of garages on Icewell Hill with St George to the left and St Andrew to the right



# 03 Story so far

## Resident Engagement

Engaging with residents has been at the core of developing The Rowley Drive Masterplan. This engagement has included text messages, face-to-face workshops, online surveys, and more, which has enabled Flagship to gather almost 5,000 pieces of feedback. This comprehensive feedback has provided a baseline understanding of residents' real-life experiences, priorities and aspirations.

### You told us the issues and level of change you want

Understanding the issues

June 2022

September 2022

July 2024 Workshop 3

August 2024 Bus trips

November 2024 Workshop 5

Today Public Exhibition with proposed masterplan

2021

February 2022


July 2023 Workshop 1


November 2023 Workshop 2


September 2024 Workshop 4


January 2025 Youth Engagement 1

February 2025 Youth Engagement 2









Understanding the issues

Liked the idea of new homes

Fly tipping

Issues with homes (storage, dampness, energy bills)

Poorly lit at night

Lack of play and parking

Liked the proposals of better lighting

Unused garages

Not much of a sense of community, lack of a space for the community

Antisocial behaviour

Lack of places for parents to sit

Residents shared similar concerns about anti-social behaviour, unused garages and the lack of a sense of community, with many reminiscing about a time when the area had a more vibrant and social atmosphere.

How much change do people want?

19%

81%

Icewell Hill

16.5%

67%

Regents Court


47%


53%

Churchill Court

Through this extensive engagement and feedback, residents expressed that they want to see a high level of change.

Developing the vision

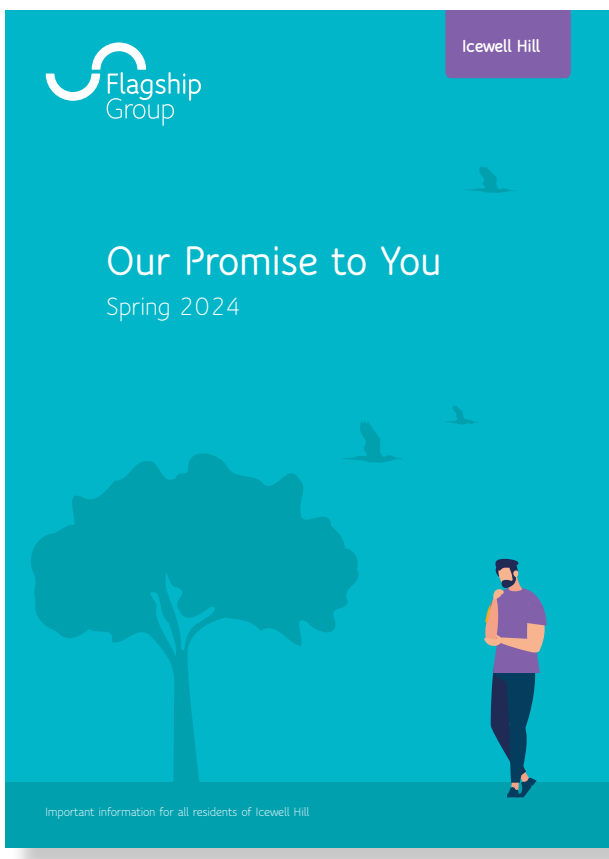
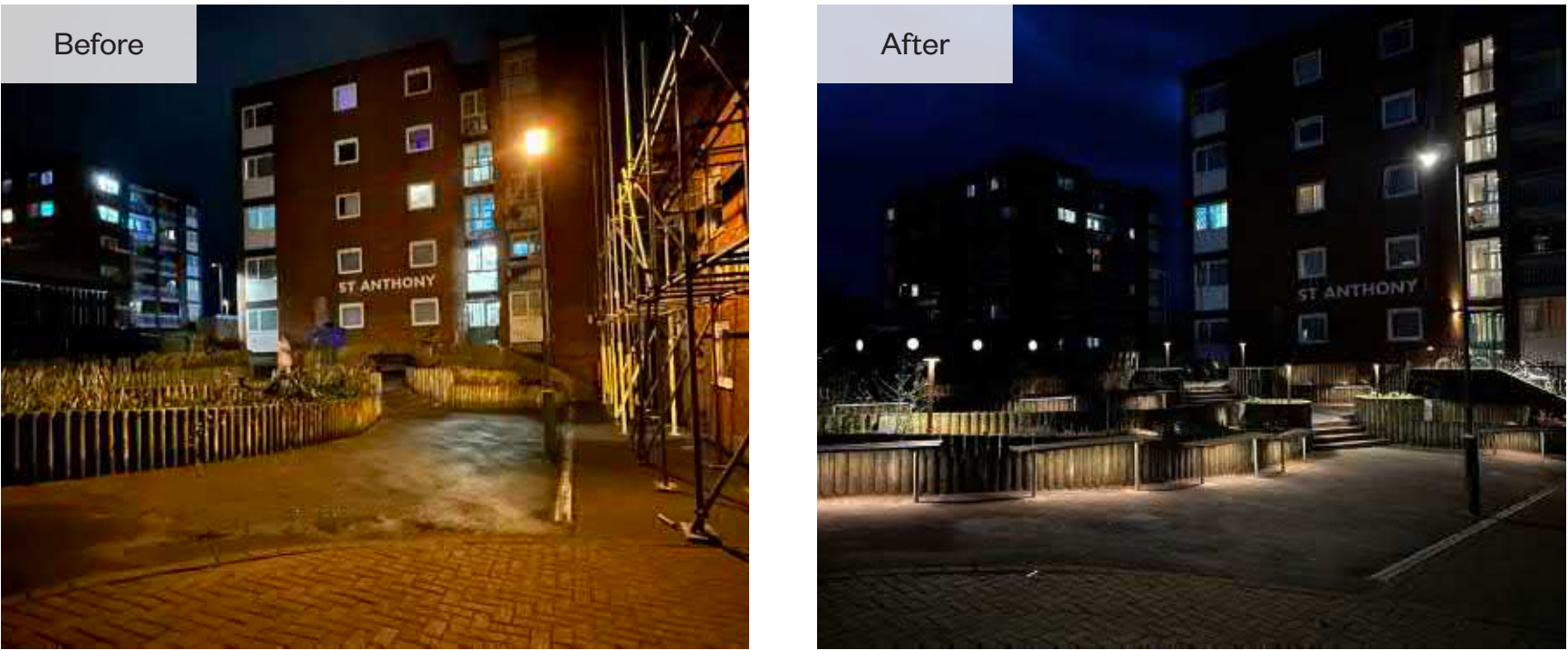




Flagship have worked with residents and asked key questions about what they'd like to see in a new development in order to best shape the new Masterplan.

### We made a promise and delivered change

In response to resident feedback, Flagship have taken immediate action to improve safety and parking, and improve lighting. These efforts have been well-received by residents.



Our Promise document

Flagship introduced 'Our Promise' which set out some early clear principles and commitments to residents from Flagship, if change were to take place.

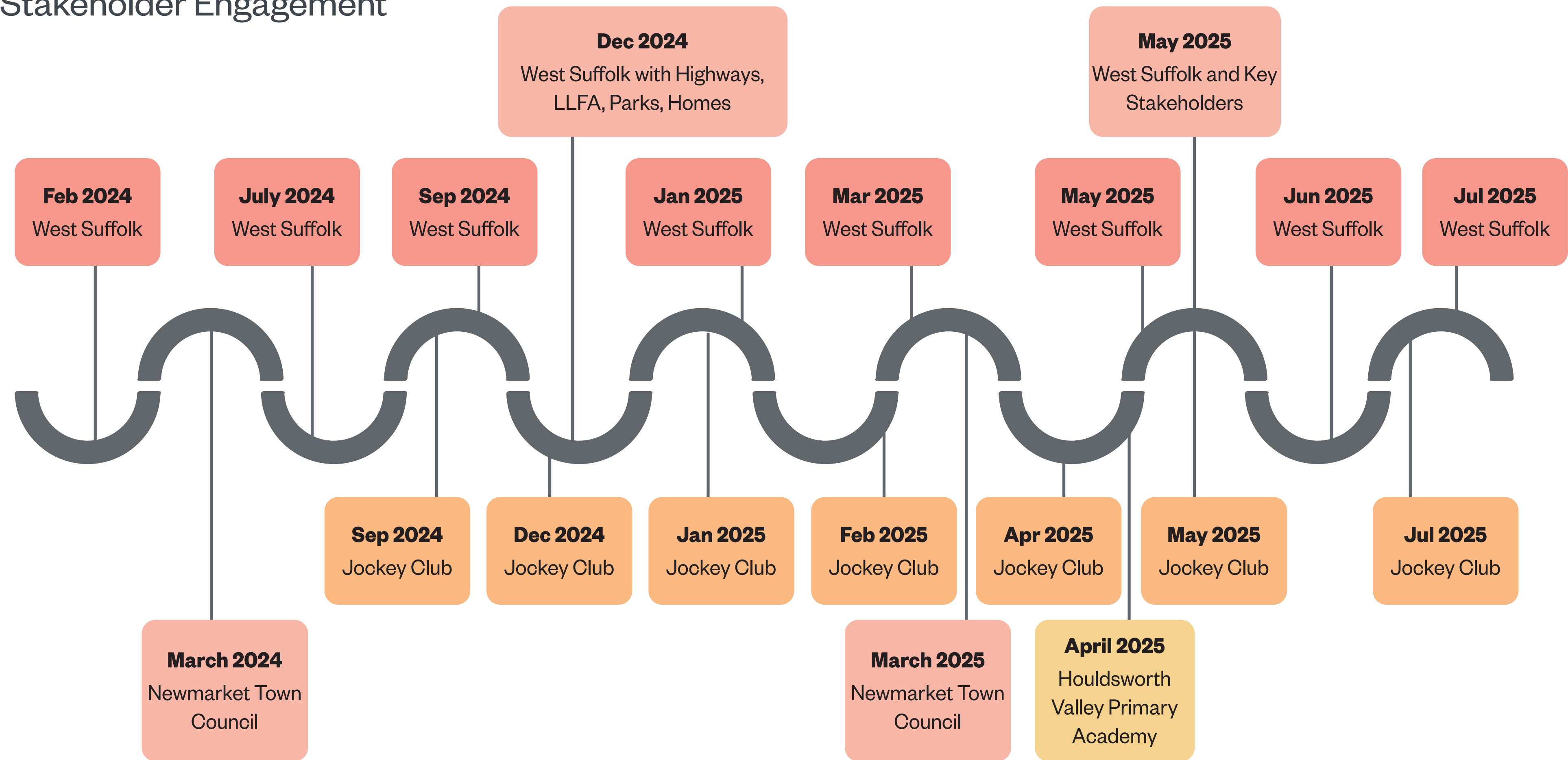
These included commitments such as: nobody will be worse off financially as a result of anything Flagship do; that Flagship will continue to listen and engage with the community throughout this process; and if new homes are built, they will be the same size as existing homes, if not bigger.

This promise was vital to continue Flagship's commitment to be transparent with the community and to give residents any reassurance they may have required at this stage.



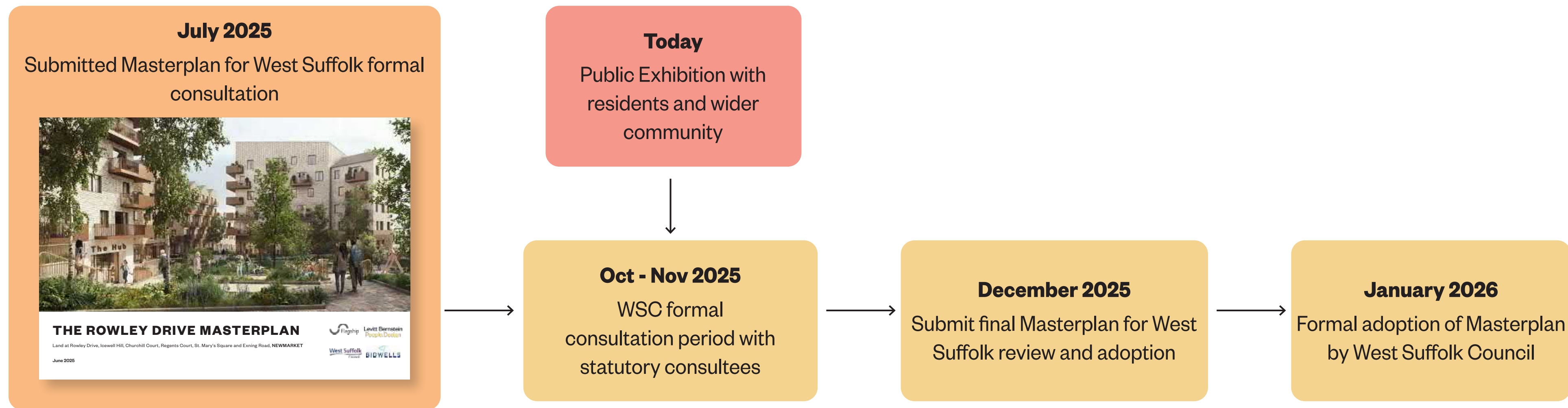
# 04 Story so far

## Stakeholder Engagement



Flagship and key stakeholders such as The Jockey Club, West Suffolk Council, and Newmarket Town Council have worked together to ensure that a shared, collective vision for the future of The Rowley Drive Masterplan was created. Additional engagement with other key stakeholders within the Newmarket community such as Newmarket Charitable Foundation, the Police, local schools, and other key organisations who form part of the Newmarket Locality Group has supported this.

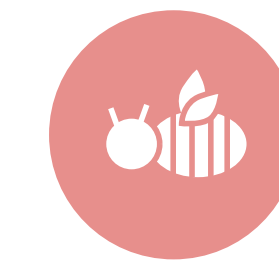
## What is the document’s timeline?



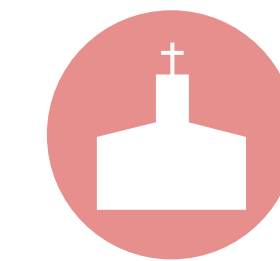




Create the greatest possible benefit for the Community



Put environment and sustainability at the forefront of the design



Build on the historic character of the site and the town

Concept Masterplan - an example of how development principles could be implemented





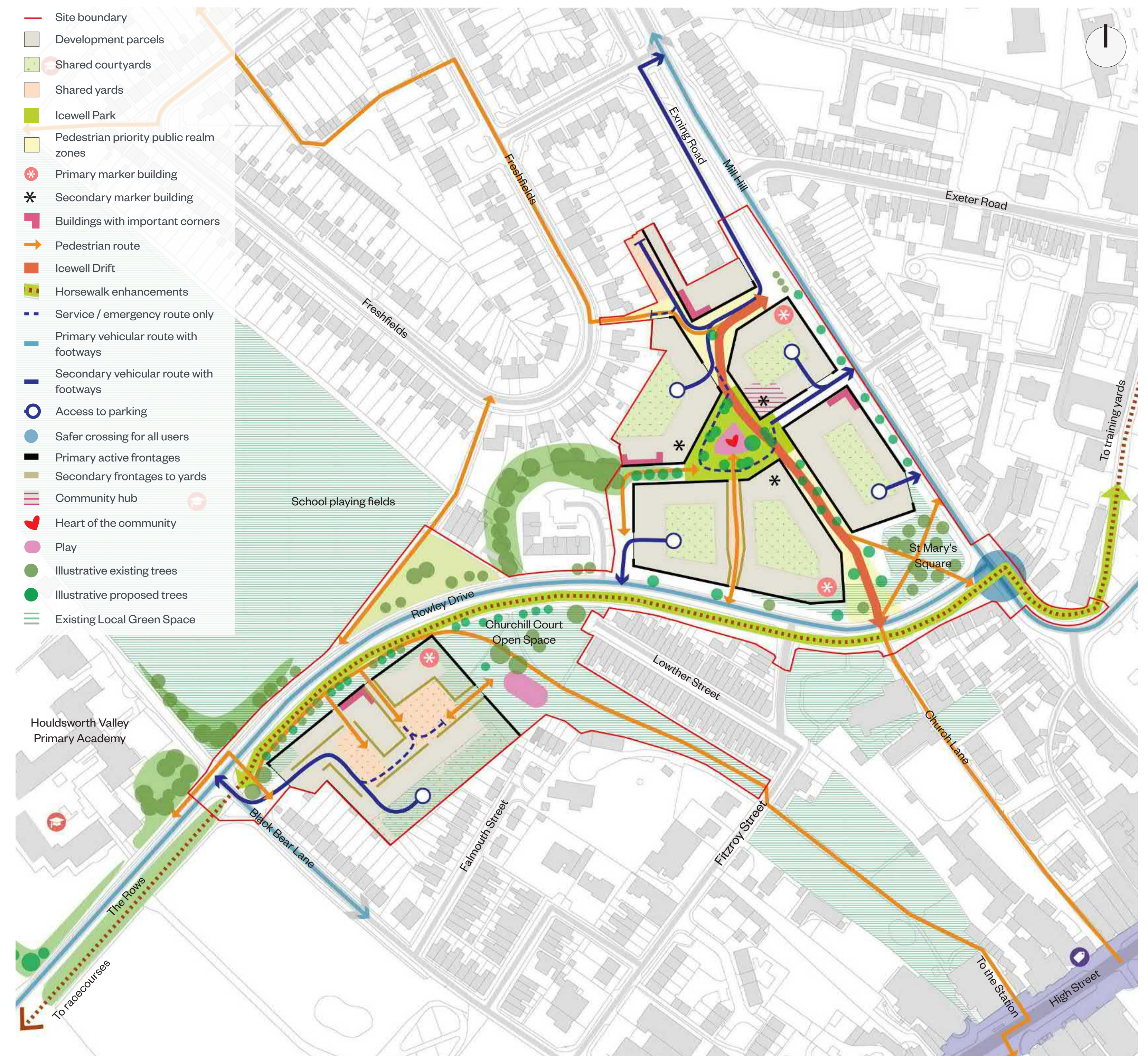
# 06 Masterplan vision

## Development Principles

Development principles are a set of guidelines within the masterplan which will help to shape how new buildings, public spaces and streets should look, feel and function. They act like a recipe, making sure every element—homes, shops, parks, paths—works together to create a high-quality neighbourhood.

### Key objectives of The Masterplan

- Put people at the heart of the design.
- Create a diverse community.
- Create a neighbourhood which is well connected to the town.
- Address anti-social behaviour issues.
- Promote environmental enhancements.
- Provide communal amenity spaces which foster a sense of community.
- Create a child friendly neighbourhood.
- Provide high quality open space and green connections.
- Create an environment which respects and enhances its relationship with equestrian users.
- Provide opportunities for play.
- Promote inclusive design and an inclusive community.
- Create a network of blue and green infrastructure.
- Promote active lifestyles.
- Create warm and welcoming streets which enhance local connections for pedestrians and cyclists.
- Improve health outcomes and life expectancy.
- Promote a circular economy.
- Create and unlock better opportunities for residents.
- Architecture that celebrates local heritage.
- Provide high quality, sustainable homes.
- Create a safe place to be throughout the day or night.
- Provide affordable tenure choices.
- Connect residents to nature and promote biodiversity and ecology across the Masterplan.

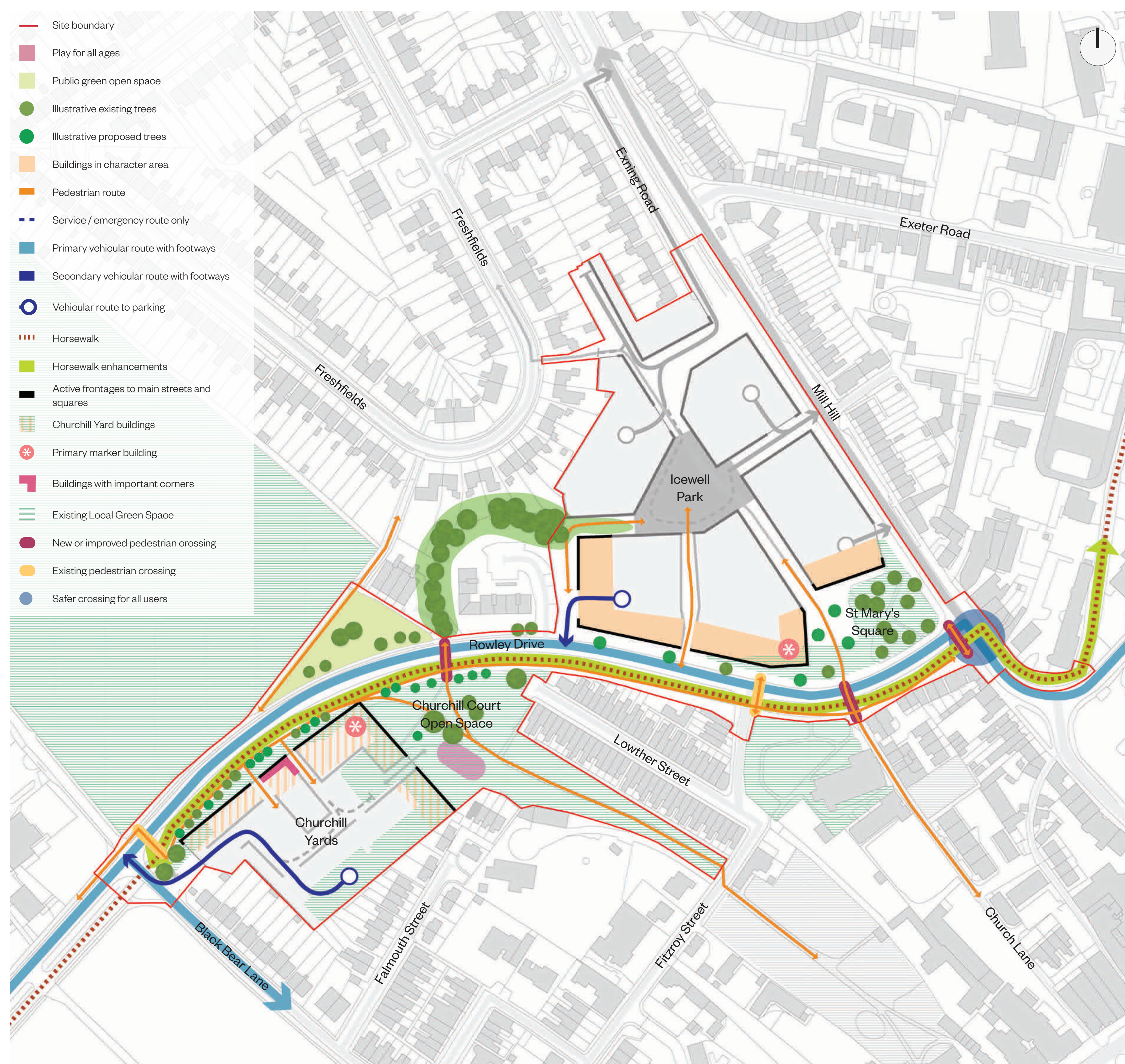




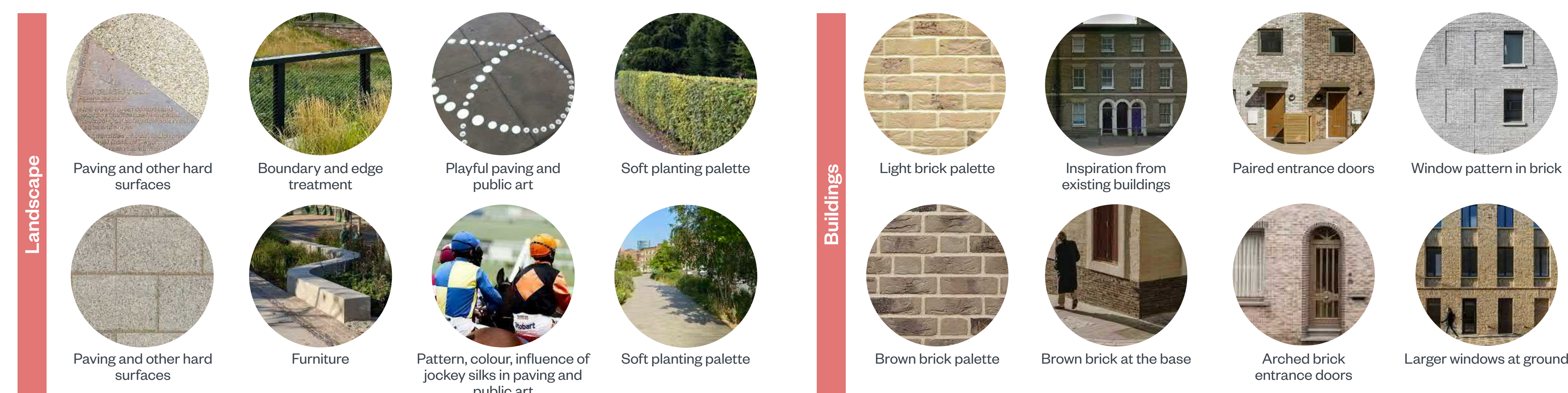
# 07 Character Areas - Rowley Drive

How Rowley Drive could be transformed

The Rowley Drive Character Area offers an opportunity to connect The Masterplan into its surrounding context by bringing physical enhancements and interventions that tap into Newmarket's rich heritage and will help to lift the future identity of the town.



Materials Rowley Drive might use

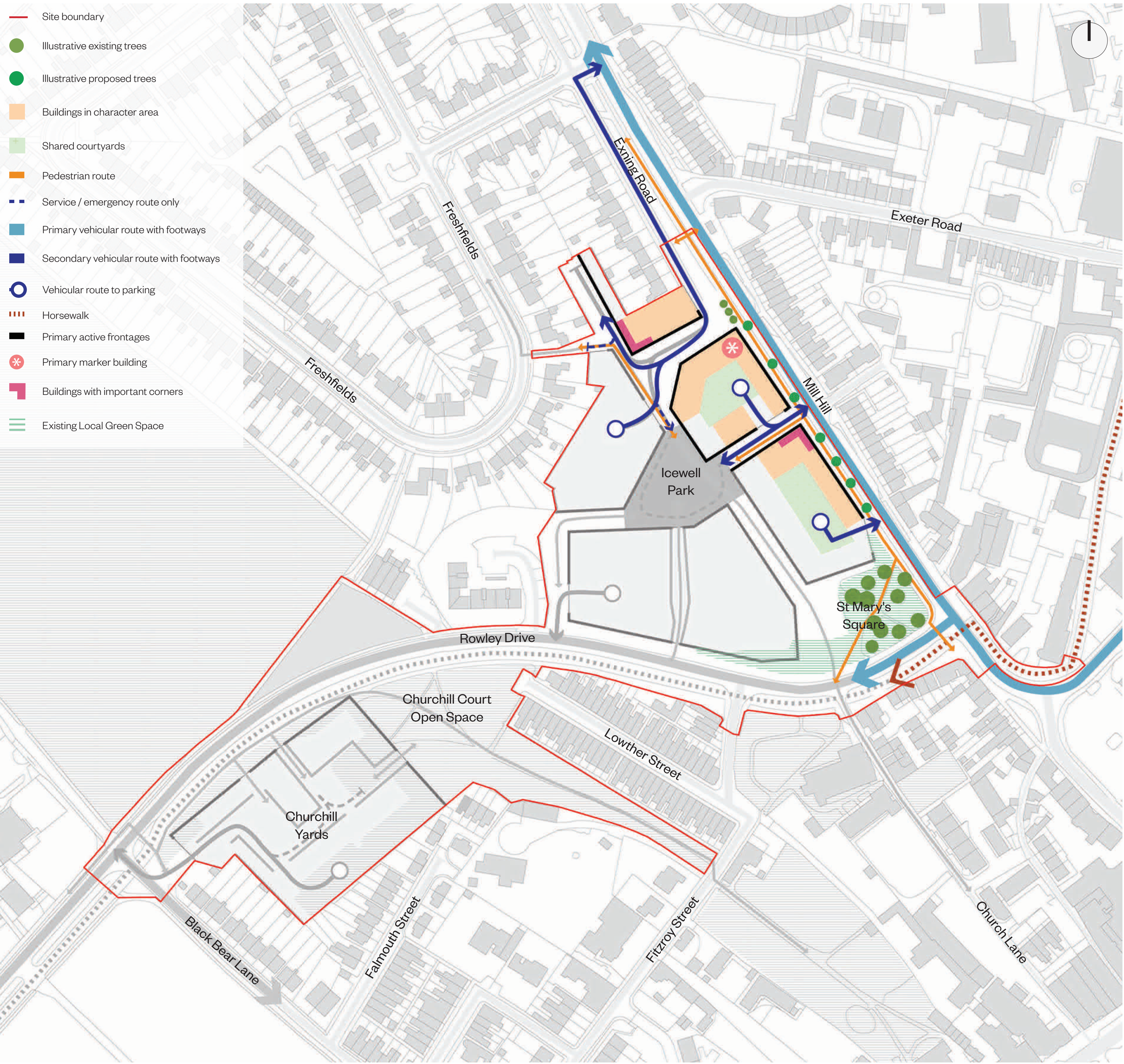




# 08 Character Areas - Mill Hill

## How Mill Hill could be transformed

The Mill Hill Character Area will see enhancements to the neighbourhood by reinstating the historic frontage along Mill Hill. This will improve the pedestrian experience along the street, by ensuring better overlooking and passive surveillance, and promoting connections to the Town Centre. A gateway at the intersection of Mill Hill and Exning Road will create an improved entrance into The Masterplan.



## Materials Mill Hill might use

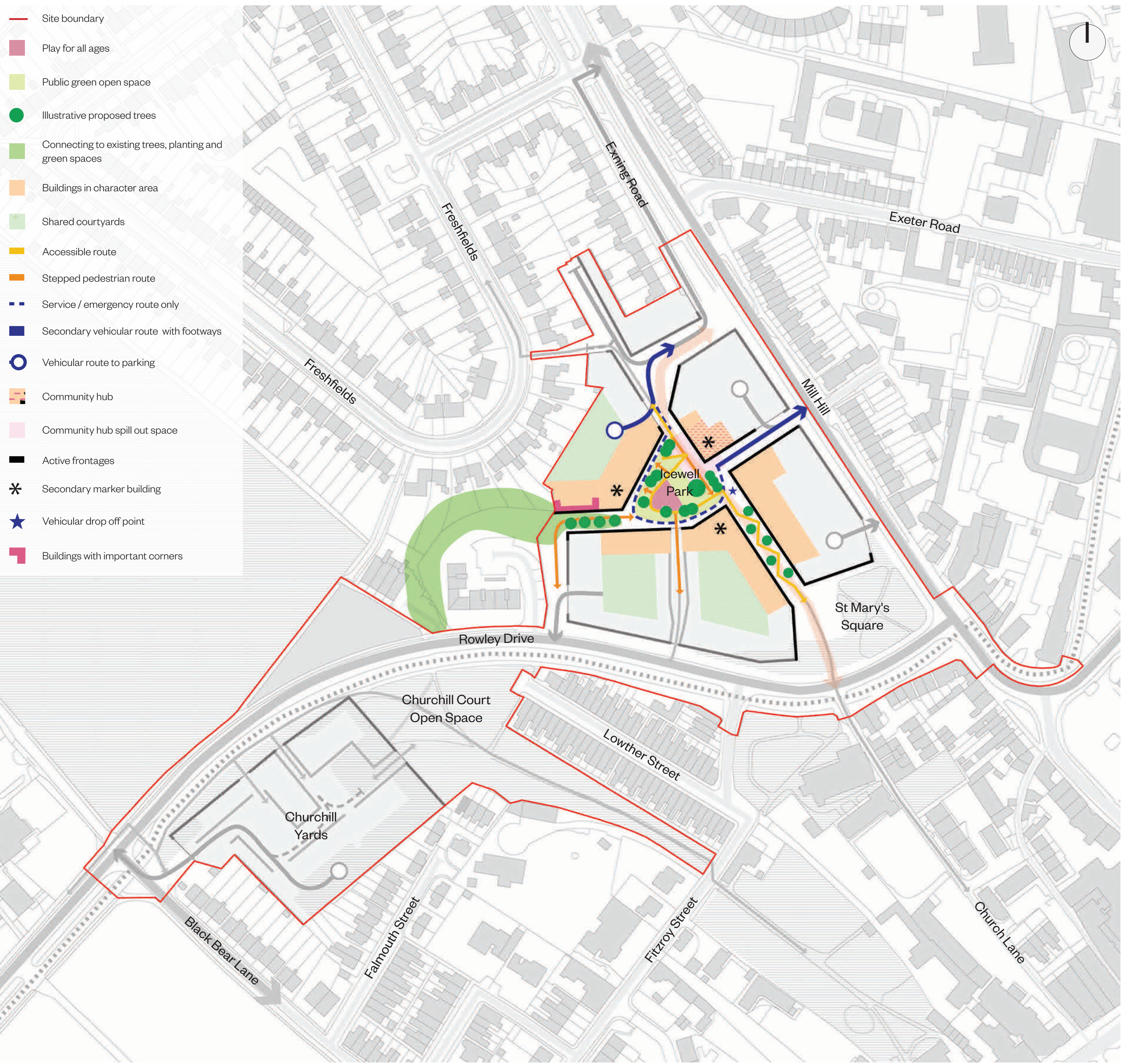
Landscape					Buildings				



# 09 Character Areas - Icewell Park

## What Icewell Park could be

Icewell Park will be a new public space and the communal heart in the centre of a re-imagined Icewell Hill. It will offer places to sit, gather, meet friends and family, and spaces for play. Significant level changes and a more contemporary approach to design will characterise its identity, making it unique within The Masterplan and resulting in an attractive and inviting addition to the neighbourhood.



## Materials Icewell Park might use

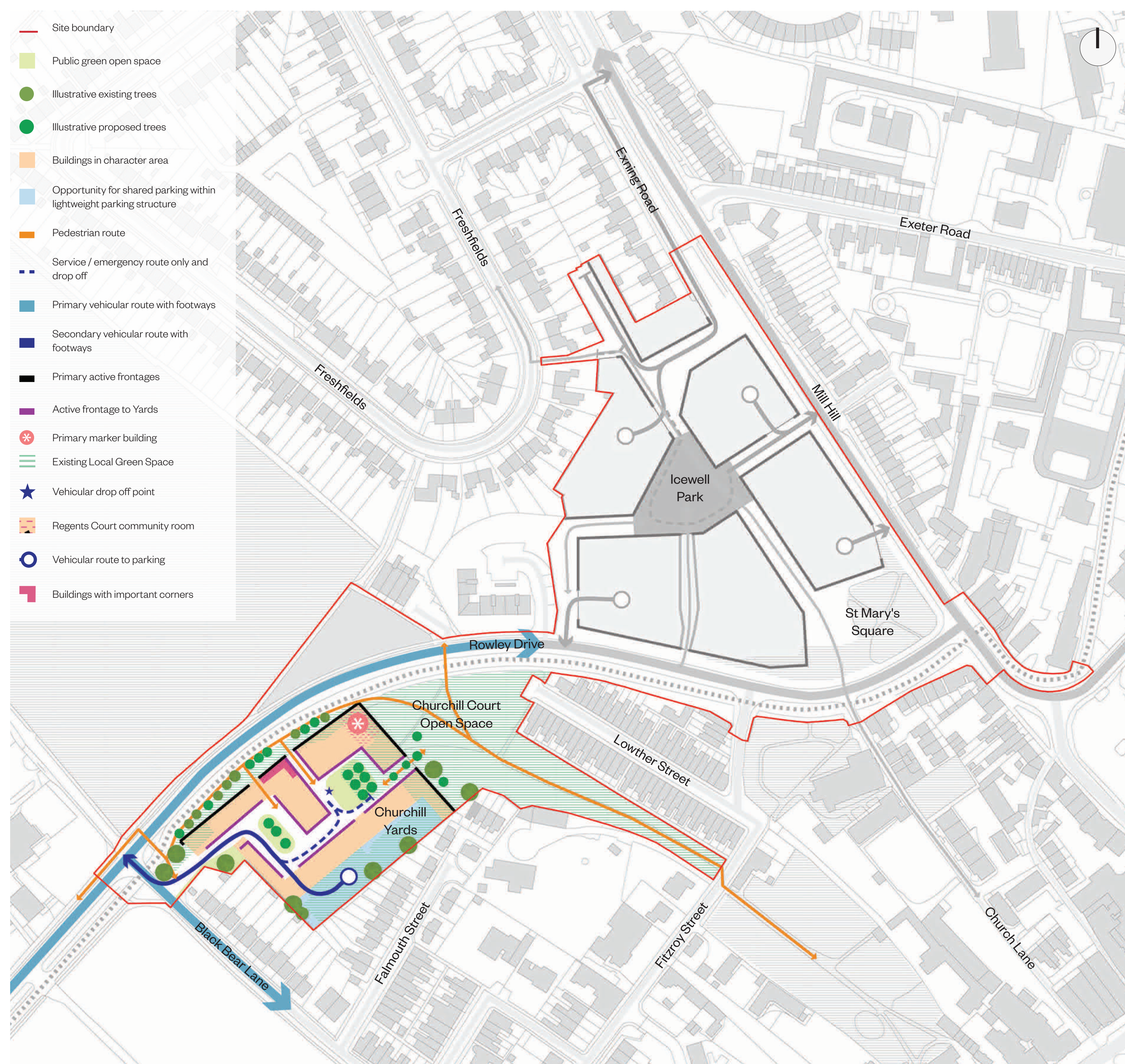




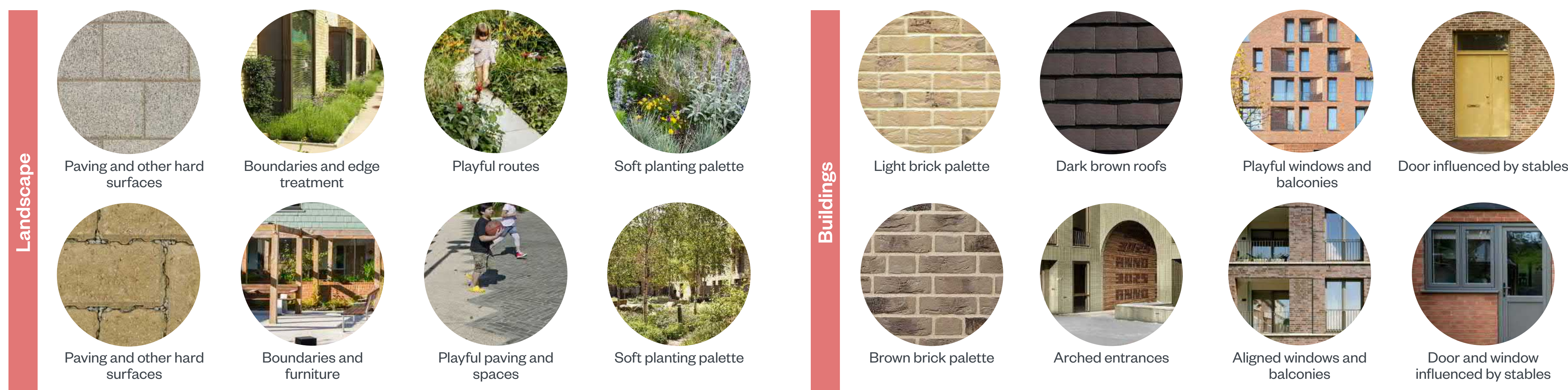
# 10 Character Areas - Churchill Yards

What Churchill Yards could be

Churchill Yards is defined by new distinctive yard spaces, and their surrounding buildings, located along Rowley Drive and adjacent to Churchill Court Open Space. Taking influence from the historic stable yard vernacular evident in Newmarket, this modern reinterpretation creates a neighbourly environment with family homes and spaces for play and recreation for people of all ages and abilities.



Materials Churchill Yards might use





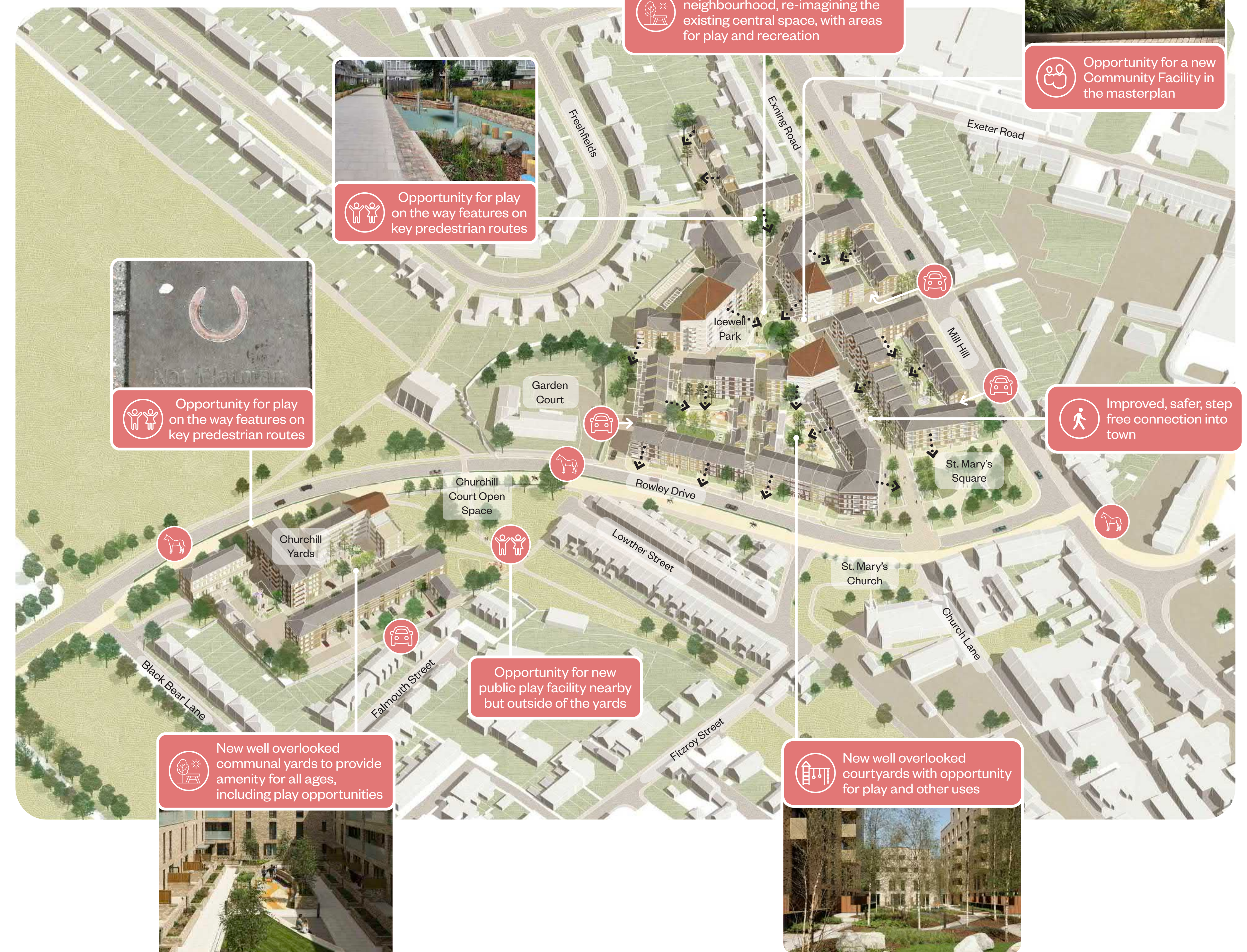
# Parking, Play and Outdoor Space

The Masterplan looks to ensure that enhancements are delivered to the outdoor spaces, making them more usable and providing opportunities for play, relaxation and socialising. Vehicle movement and parking will be carefully controlled to allow pedestrian movement to be prioritised.

## Access strategy



## Outdoor Space Enhancements

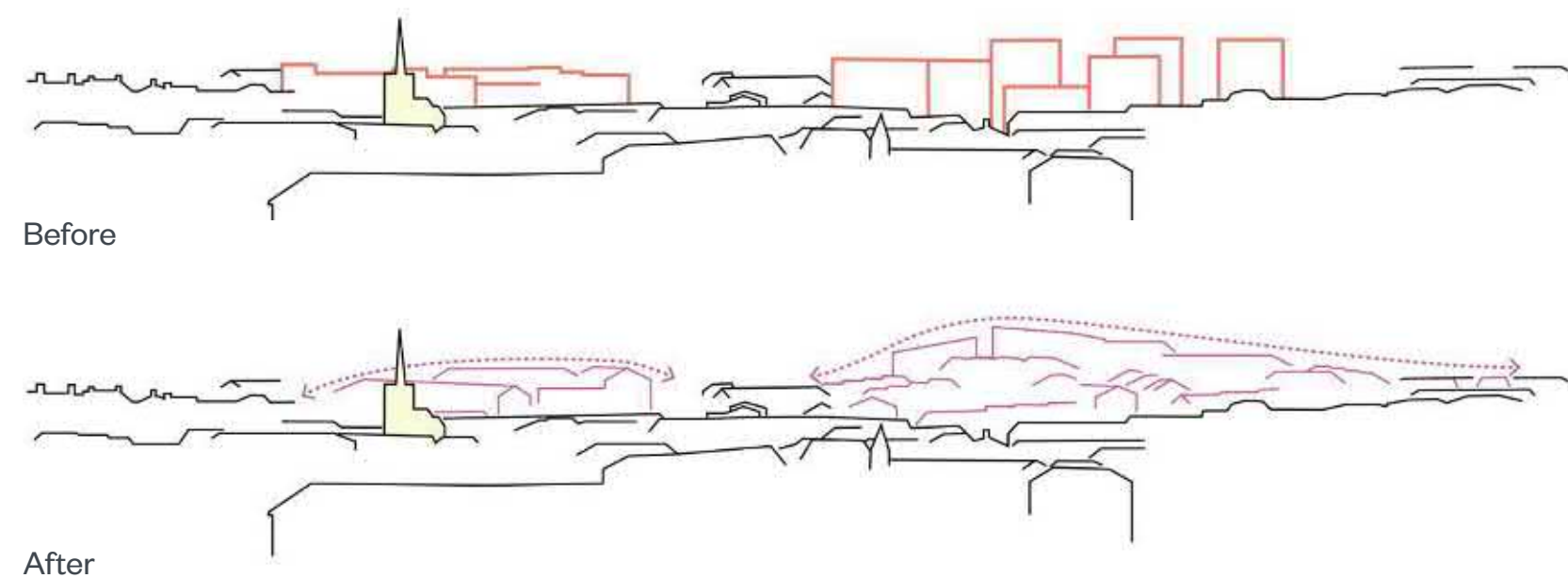




# 12 Built Form

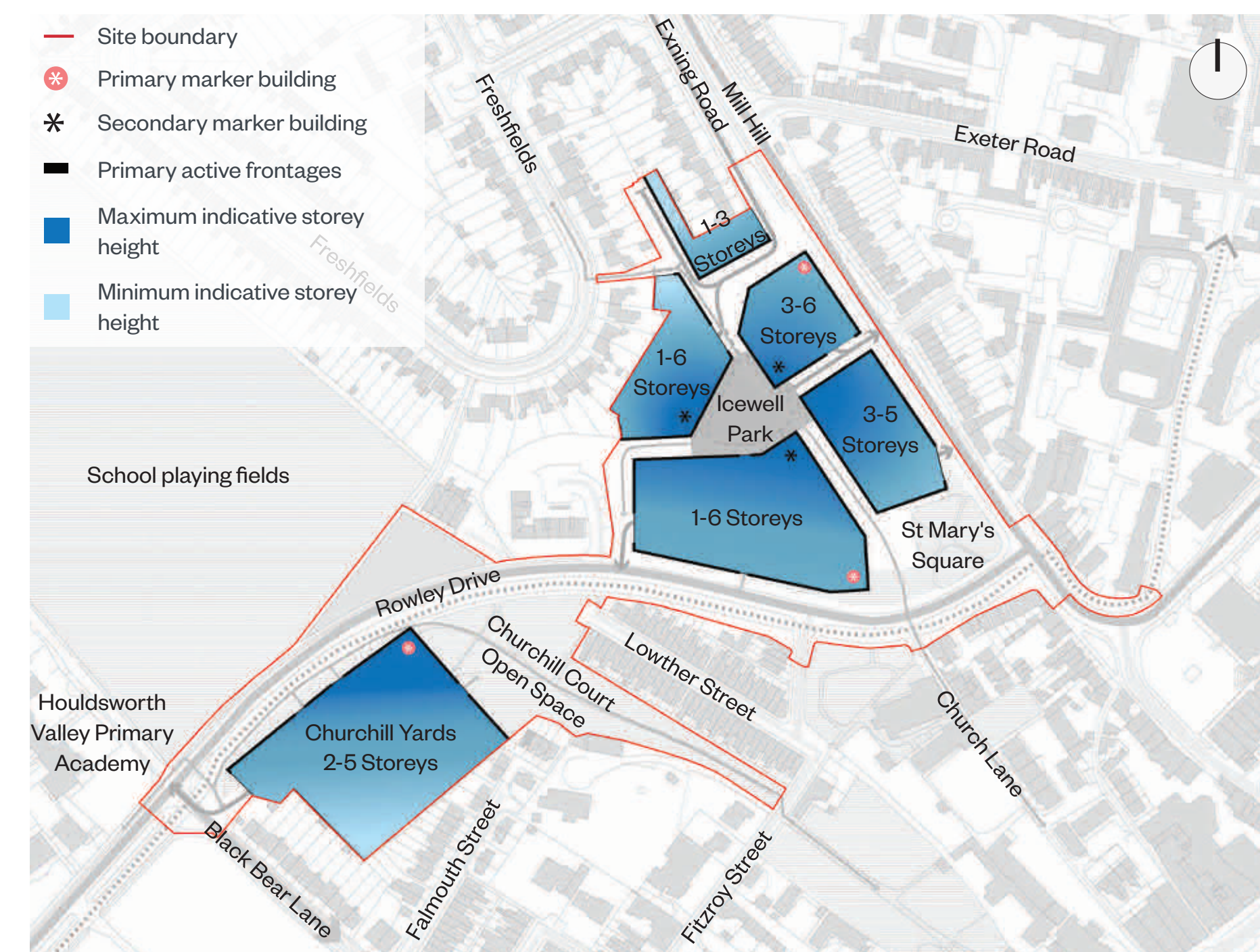
The Masterplan strives to deliver built form which fits well into its context, is sensitive of existing buildings and heritage assets, supports the urban design strategy with buildings marking key streets and spaces, and adding character and variety to streets.

## Draping skyline strategy



Proposals could 'drape' across the skyline, reducing impact on the skyline compared to existing

## Heights principle



## Marker building strategy



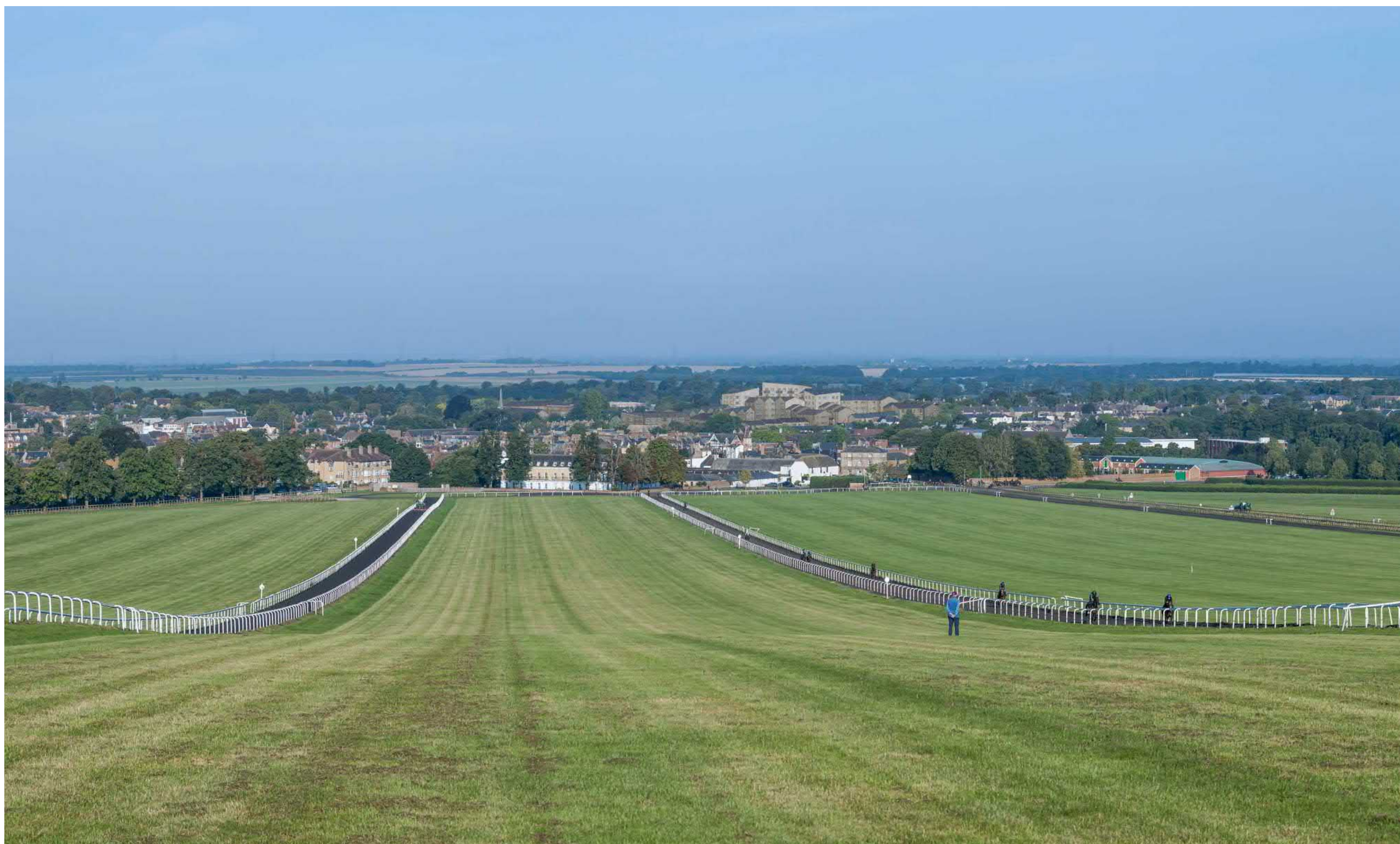


# 13 The Newmarket Skyline

The view from Warren Hill today

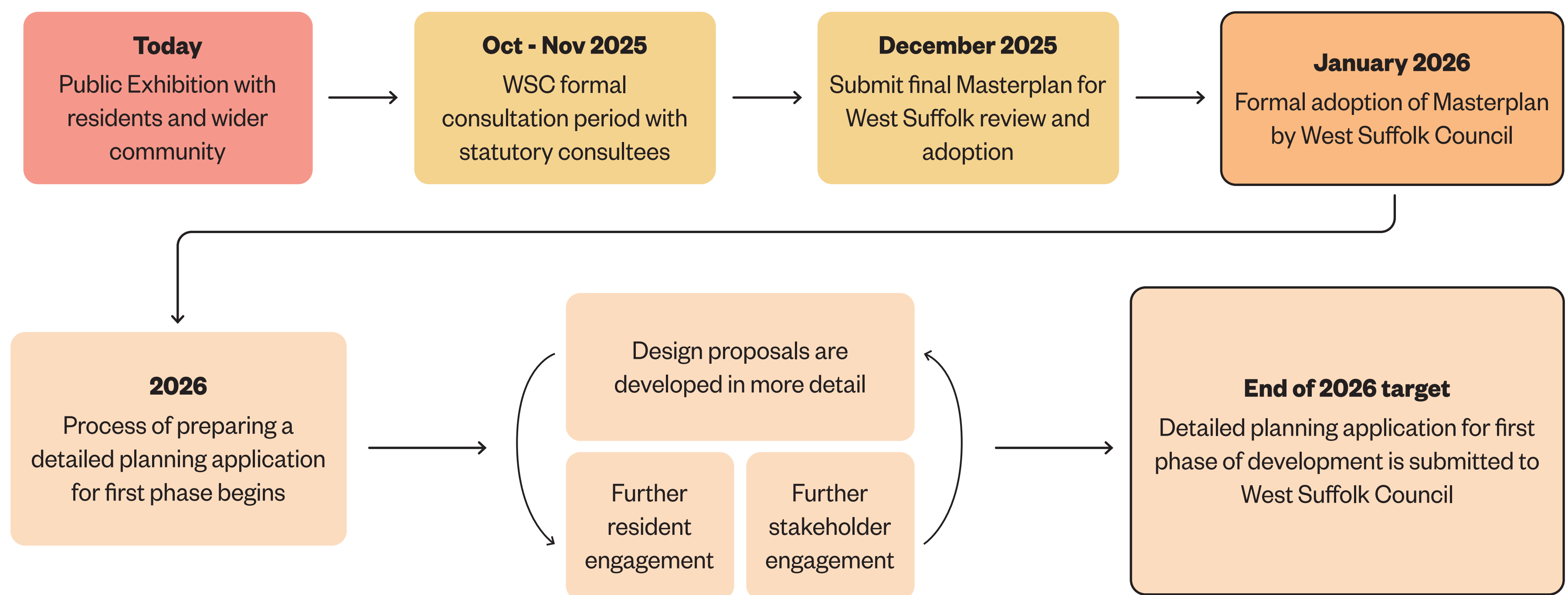


What the view from Warren Hill could look like in the future





# 14 Next steps



## Phasing

The Rowley Drive Masterplan would likely need to be delivered in phases to reduce the disruption to residents and the surrounding community. One way in which this could be done, would be to split it into three phases starting with Churchill Court and finishing with the improvements to Rowley Drive.



**We want to hear your views!**

Please collect a feedback form and let us know your thoughts

