



Masterplanning & Urban Design

Our Expertise, Services
and Experience

“

“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”.

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Masterplan for Manchester
Northern Gateway



Introduction

About Us

The Carter Jonas Masterplanning and Urban Design team is an integrated part of the Planning and Development offering 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.



At a Glance



8

masterplans for garden village scale developments in the past 3 years

5

major town centre masterplans in the past 3 years

27

different local authorities we have experience working with

80%

of our business comes from repeat clients

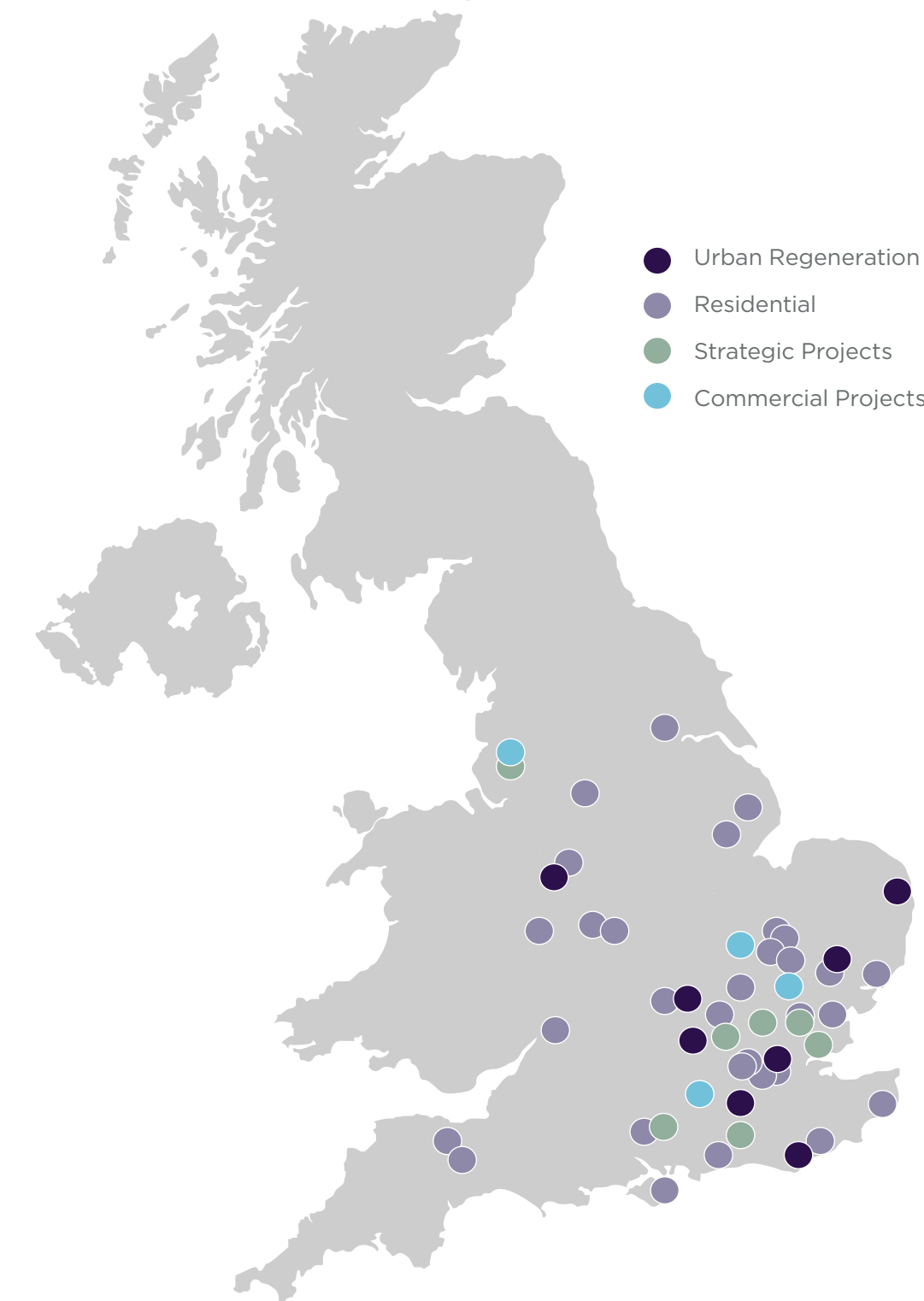


900

property specialists nationwide serving across 34 offices

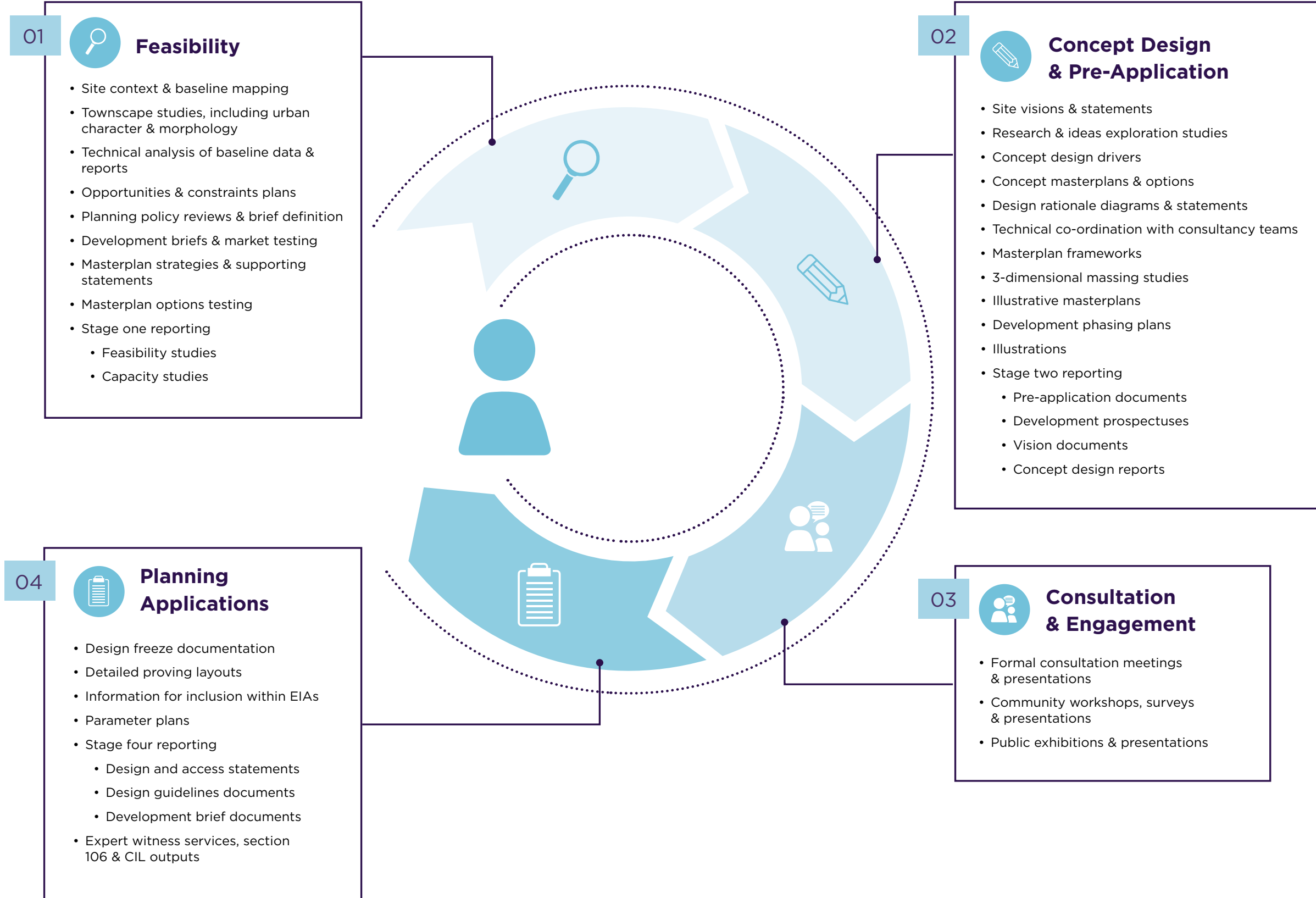


land for over 22,700 new homes masterplanned



Our Core Services

Carter Jonas Masterplanning team work between RIBA Stages 0-3, from feasibility studies through to full planning applications.



A Selection of our Clients

Public Sector Bodies & Strategic Landowners



Land Promoters

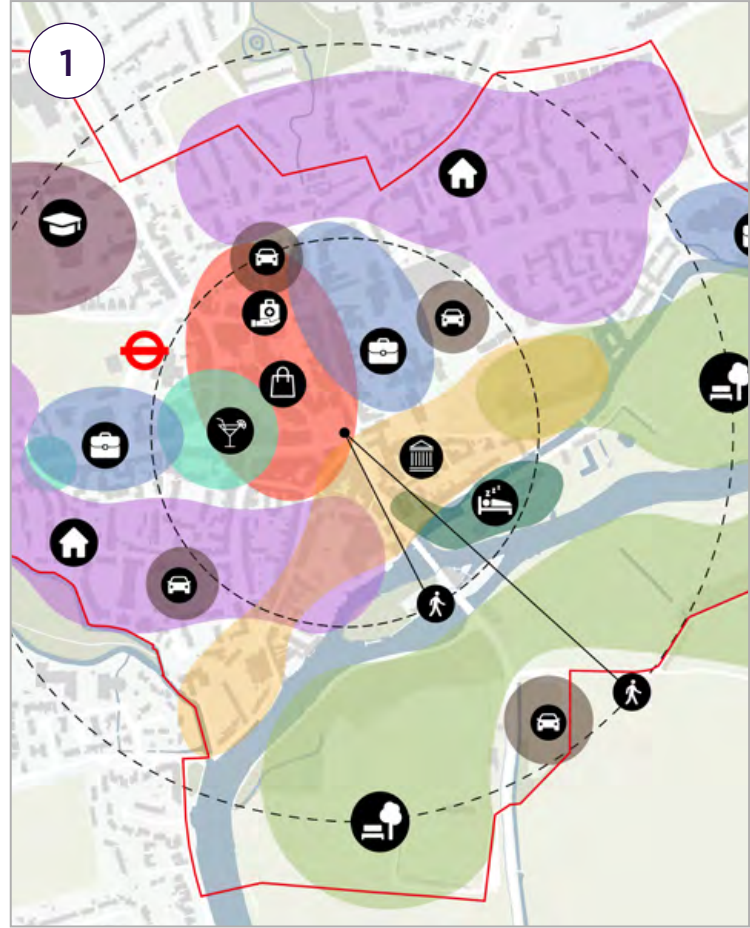


Developers



Local Authorities





Core Sectors

1. Urban Regeneration

Our masterplanning team specialises in creating community led visions and development frameworks for existing towns and urban areas. Making great places from scratch is difficult, as is evident from the multitude of uninspiring new urban environments across the country.

2. Mixed Use / New Settlements

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.

3. Rural Diversification

Rural areas are capable of providing space and infrastructure for a wide range of uses to meet local needs. In more recent years, this has included rural farm shops; shared work spaces; farm holiday stays & work experience; and small business campuses. We have experience of working on a range of residential and mixed-use projects in rural settings.

4. Employment and Education Campuses

We work closely with the Carter Jonas Commercial Team across the country supporting our client ambitions for new places of education and learning, offices, light industrial and distribution uses. We understand that to be successful, commercial development needs to viable and masterplans must respond to the needs of the client brief.

5. Residential Developments

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.

6. Feasibility / Capacity Studies

We have prepared many feasibility studies at the early stages of a planning project in order to help our clients better understand the full capability of a site, and at the same time also be aware of the constraints and opportunities that exist in order to successfully develop a site.



Specialisms

Expert Witness Services

Acting as an Expert Witness for a client requires experience and a good grasp of planning, urban design and relevant statutes and frameworks such as the National Planning Policy Framework. In the past few years in particular, we have experience of representing a range of clients and winning appeals based on our efforts. We are seeking to build further on these services going forward and representing a wider range of clients, whether private or public sector.

Building For Life / National Design Guide Assessment

Building for a Healthy Life and the National Design Guide form guidance that are used widely across the country, especially by local authorities assessing a development proposal in their area. We can provide a full assessment of a site using either guidance and have experience of preparing well over 100 such assessments for a national affordable housing provider, Helyo Housing, one of the UK's leading shared ownership providers. We will seek to expand this service and approach other housing providers, national housebuilders and local authorities with this service offer.

Design Coding

The team specialises in the production of design codes as part of outline planning applications, development briefs and plot passports for smaller schemes.

We regularly produce design codes for a range of residential-led sites across the country, working closely with our clients and local authorities to produce high quality, highly visual documents.



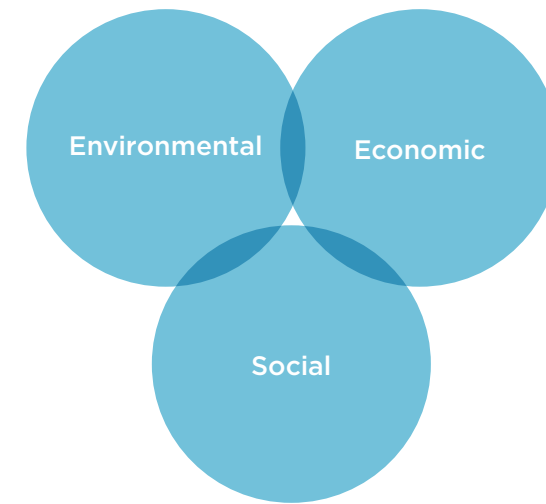
Our design philosophy is quite simple - **we want to create great places, which work brilliantly for the people who use them**, and in doing this we provide an exemplary service for our clients, with minimal delay through the planning system. Whether designing new greenfield communities or repairing 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.

Our Placemaking Expertise

Sustainability

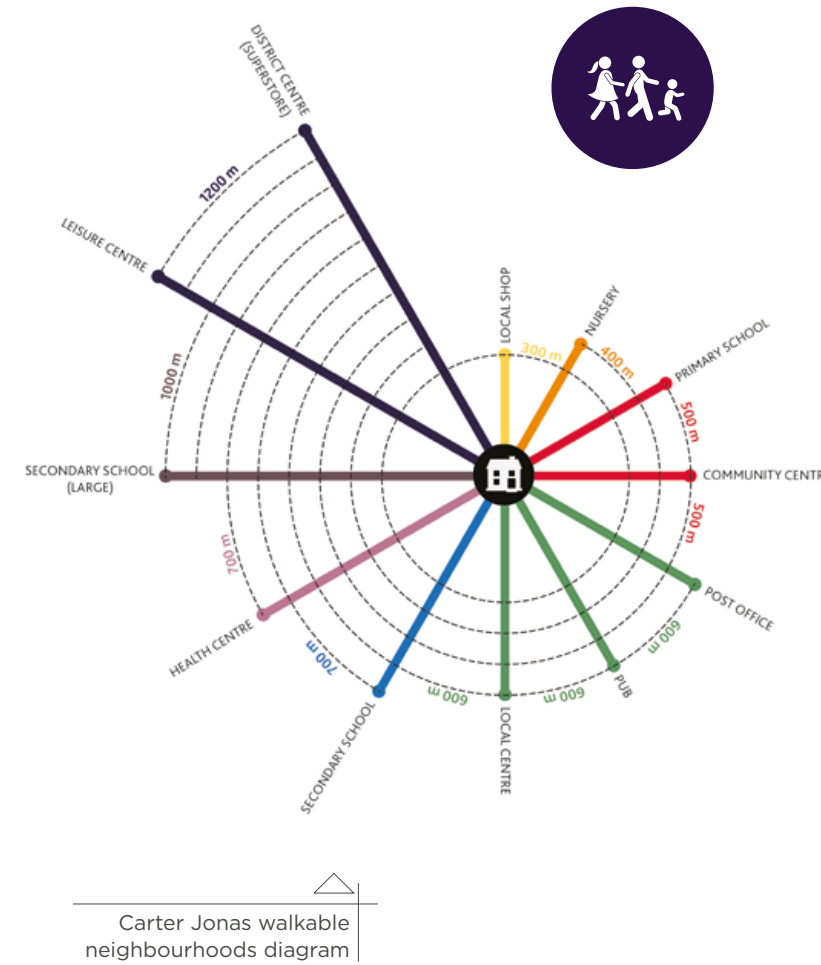
As urban designers we tend to focus more on the environmental and physical aspects of sustainable development rather than economic or social concerns. However, we do understand the vital importance of encouraging mixed use environments as well as employment areas which can help to promote social interaction,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

Creating accessible places



Fostering a sense of community



The highest possible design standards



The highest standards of sustainability



A strong sense of place & character



Integration with the existing built up area



A mix of supporting uses



Protecting & enhancing existing heritage assets



A network of connected green spaces



A safe & secure place



Access to a range of supporting facilities



Well-connected, integrated sustainable transport links



Enabling local people to have a meaningful input

Community Engagement

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.**



"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



Delivery

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 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.

Our Experience

Project Case Studies

- Cringleford Phase 2
- Foot's Farm, Billericay
- Drayton Water, Chichester
- Winterbourne Fields, Swale
- Knowledge Gateway, Colchester
- Hall Road, Rochford
- Land at Linton, South Cambs
- Shootersway, Berkhamsted
- Land at Greenway, Campton
- Emmanuel Knoll Village
- Central Abingdon, Oxfordshire



Cringleford Phase 2, Norwich

- Barratt David Wilson Homes
- Cringleford, Norwich
- South Norfolk Council
- Residential Hybrid Application, 386 in full and 20 self build plots
- December 2024 application with resolution to grant in November 2025

Carter Jonas masterplanning team have delivered a full application for 406 homes at Cringleford to the southern edge of Norwich. The proposals form phase 2 of a previous Barratt David Wilson Homes housing scheme.

Project Summary

- 407 new market and affordable (mixed tenure) home; and
- 12 hectares of publicly accessible open space, including:
 - Community allotments;
 - NEAP and LEAP play areas; and
 - Extensive areas of natural landscape creating new habitats and providing major biodiversity gains.



Community facilities map



Artist's impression



Technical analysis



Access and movement



Detailed housing layout

Foot's Farm, Billericay, Essex

- Basildon District Council
- Obsidian / Diocese of Brentwood
- October 2025 application
- 1,100 home new neighbourhood

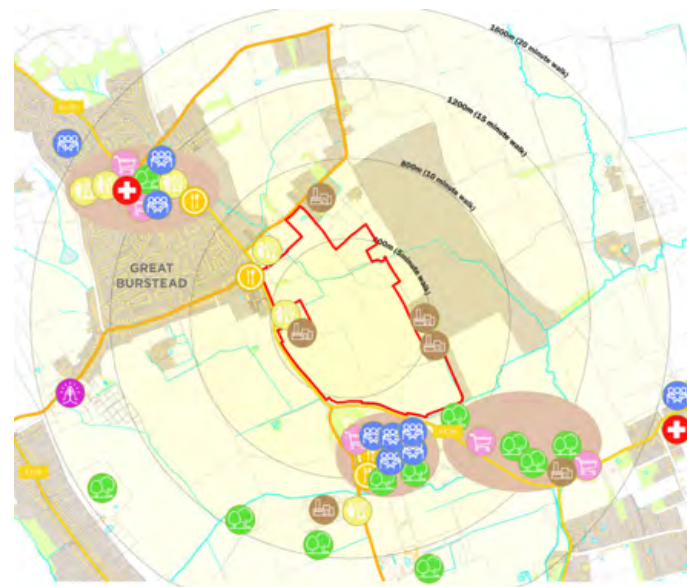
Over an 18-month period, Carter Jonas have created a mixed-use masterplan to support a new neighbourhood at the edge of Billericay close to Great Burstead village.

The proposals include a new neighbourhood park, a network of pocket parks and play areas, a 2km+ long walking trail, areas of biodiversity enhancements including woodland, native grassland and SUDs. 1,100 houses are proposed, together with a new local centre containing a convenience store / retail lets, a village green, and children's play areas.

The planning application was submitted in October 2025.

Project Summary

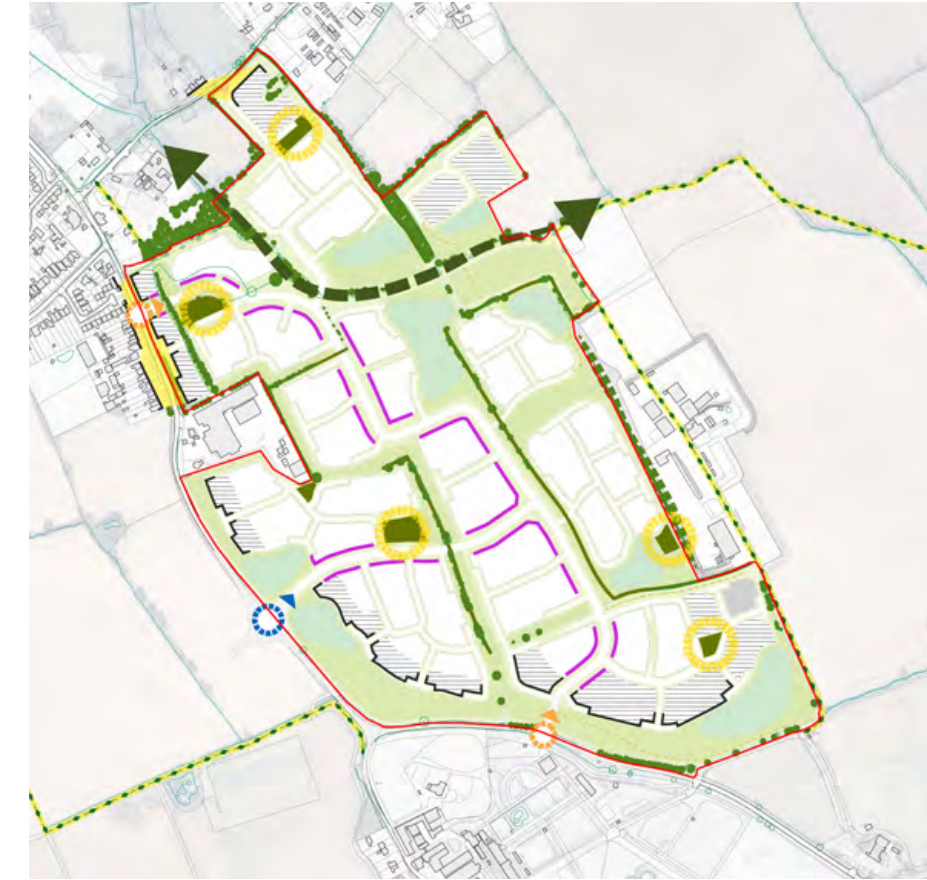
- Up to 1,100 new homes (of which 40% will be affordable);
- A community local centre; and
- Large areas of open space and biodiversity enhancements.



Community facilities plan



Artist's impression



Urban design strategy



Access and movement



Framework plan



PRoW network and neighbourhood park



Landscape strategy



Density plan

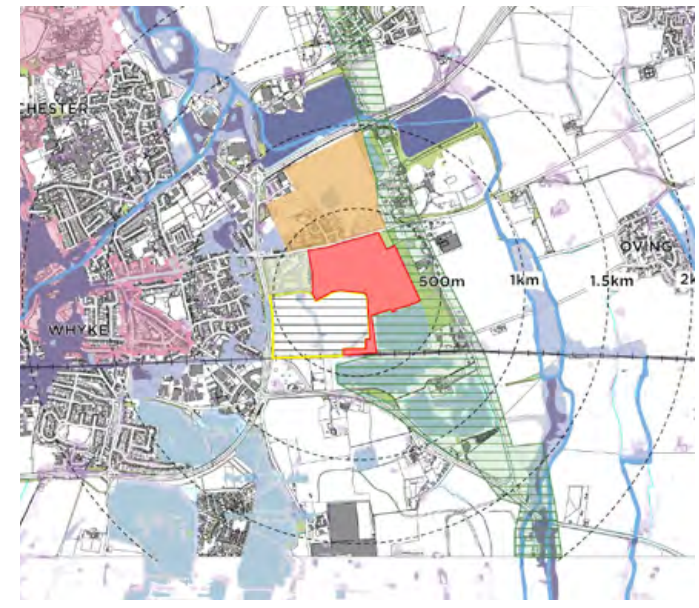
Drayton Water, Chichester, Sussex

- Chichester District Council
- Obsidian Strategic
- May 2025 application
- 370 homes, mixed use neighbourhood

Carter Jonas Masterplanning team have represented Obsidian Strategic to progress an outline planning application for 370 homes, a community centre and a convenience store, set within a network of public open space at the eastern edge of Chichester. The 2-year project has involved extensive amounts of consultation with Chichester District Council through a PPA agreement, stakeholder and community consultation events, culminating in a Members Briefing event prior to the application submission in July 2025.

Project Summary

- 370 homes (of which 40% will be affordable);
- A mixed use local centre; and
- Over 10 hectares of publicly accessible open space including children's play areas, community allotments, SUDs and parkland / amenity space.



Site location plan



Artist's impression



Landscape masterplan



Urban design strategy plan



CGI proposals

Winterbourne Fields, Swale, Kent

- Dunkirk, Kent
- Swale Borough Council
- Shaptor Capital
- Outline Planning Application and Design Code
- March 2024 application
- 81 Ha. / 1,815 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.

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.

Project Summary

- 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.



Masterplan Framework



Artist's impression



Illustrative masterplan



Access and movement



Masterplan framework

Knowledge Gateway, University of Essex

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

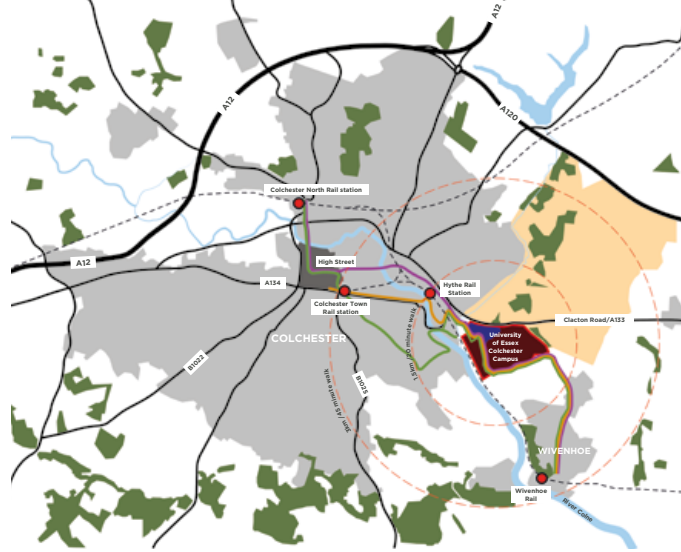
The University of Essex is a leading university in research, ranked in the top 20 within the UK. In 2023, the university directly provided over 1,870 jobs and had approximately 15,000 students. There is an aspiration to increase the number of students to 25,000 students by the end of 2033 which is the 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.

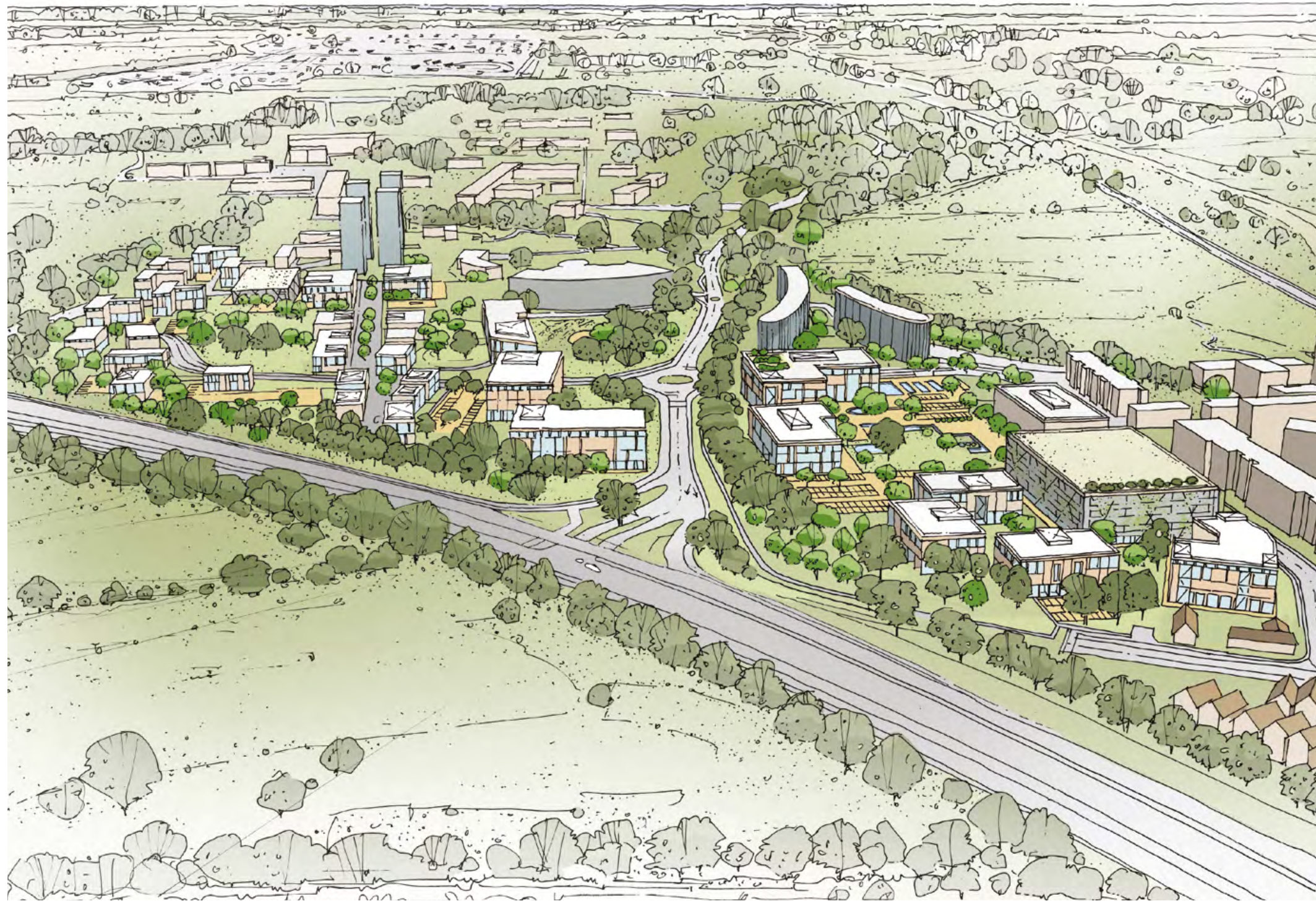
Over 50% of the site will be enhanced to provide new parkland, public realm and biodiversity enhancements, with integrated cycling and walking routes.

Project Summary

- 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.



Site location plan



Artist's impression



Technical analysis

Concept masterplan



Land use plan



Legibility and wayfinding



Landscape strategy plan

Hall Road, Rochford, Essex

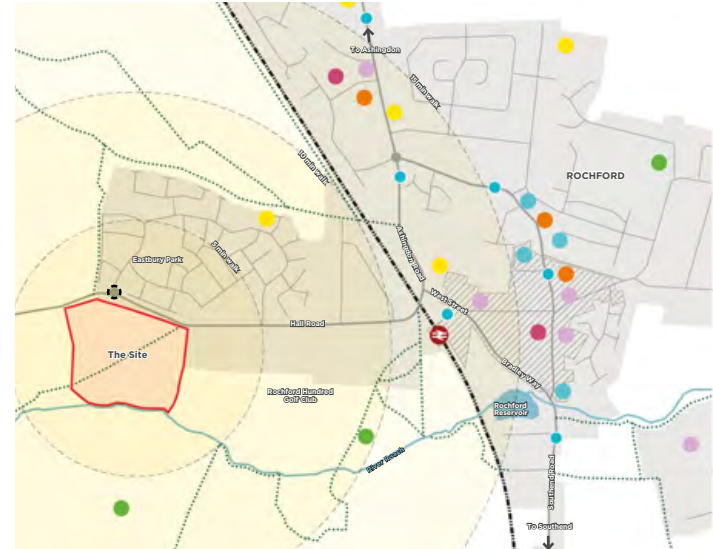
- David Wilson Homes
- Rochford, Essex
- Rochford District Council
- Masterplanning and Urban Design
- October 2025 application
- 200 homes

Carter Jonas masterplanning and urban design team has created proposals for a 200 home housing scheme at the western edge of Rochford in Essex. The development presents the opportunity for delivering new sustainable development including much needed new market and affordable homes and public open space to complement Rochford, all within convenient walking and cycling distance of the town.

The Site will also connect directly to the centre of Rochford via Hall Road and to the Roach Valley Way, a local footpath connecting this edge of Rochford to other public footpaths north of Eastwood/Southend-on-Sea. The masterplan provides a strong landscape-led approach, supporting and enhancing ecology, biodiversity, natural play and sustainable drainage.

Project Summary

- 200 high-quality new market and affordable homes
- 4.7 hectares of publicly accessible open space
- New walking and cycling routes linking the development with Hall Road and into Rochford town centre in 10 minutes
- 10% biodiversity net gains through new woodland, hedgerow and meadow grass habitats



Community facilities plan



Aerial location plan



Masterplan framework



Illustrative testing layout

Land at Linton, Cambridgeshire

- Bloor Homes
- Linton, Cambridgeshire
- South Cambridgeshire District Council
- Masterplanning and Urban Design
- October 2025 application
- 220 homes

The development of Land north of Cambridge Road, Linton presents the opportunity for delivering new sustainable development including much needed new market and affordable homes and community facilities to complement Linton, all within convenient walking and cycling distance of the village.

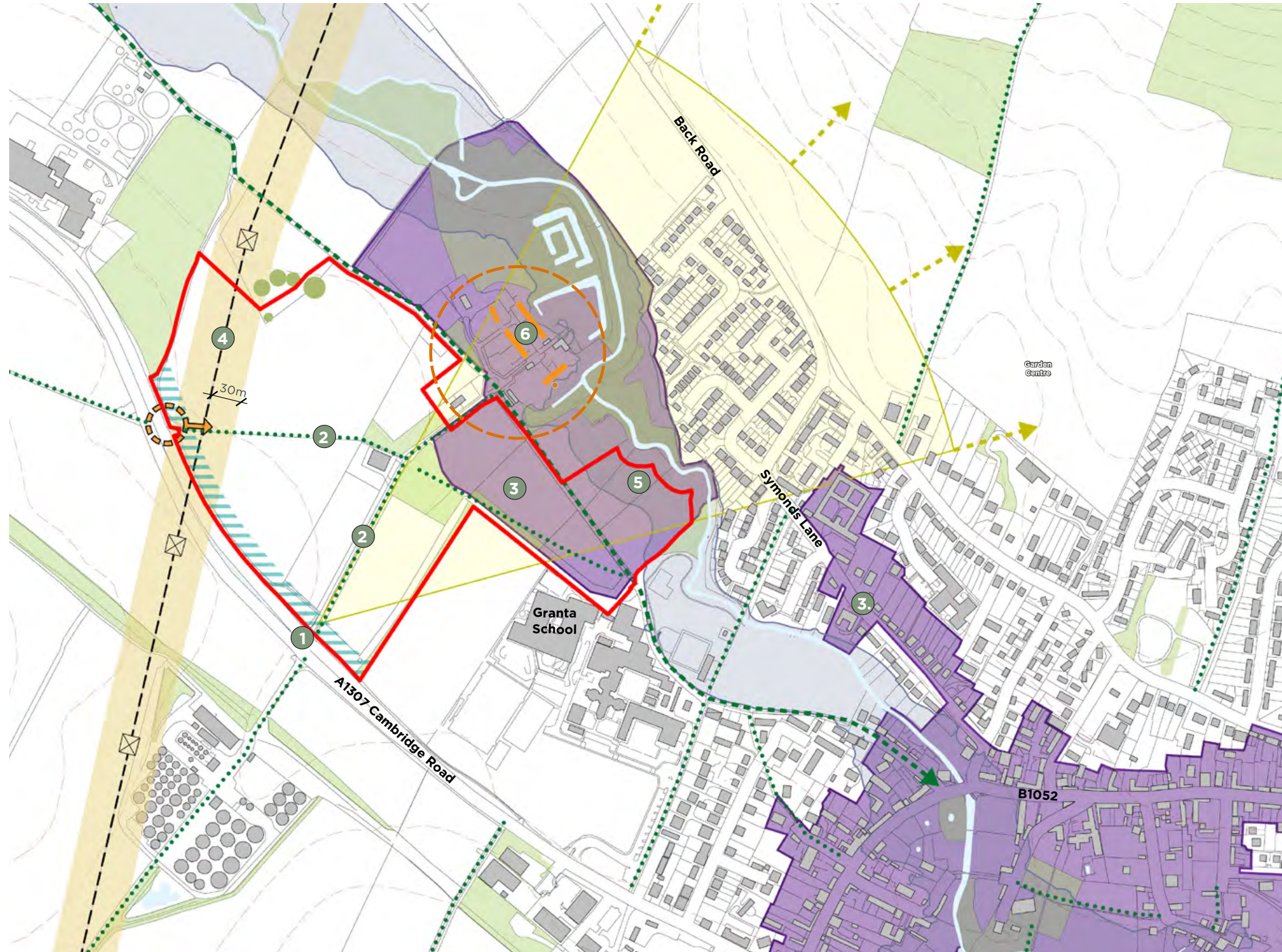
The proposal has the potential to support land to deliver a new, modern doctor's surgery to benefit local residents. The Site will also connect directly to the new Linton Greenway planned to link Linton with Granta Park and other villages and destinations into Cambridge. The masterplan provides a strong landscape-led approach, supporting and enhancing ecology, biodiversity, natural play and sustainable drainage, while at the same time preserving the setting of existing Listed Buildings.

Project Summary

- 220 new homes to meet a range of needs including first time buyers, families and older people
- A new, modern, purpose built GP surgery for the village
- Around 12 hectares of publicly accessible open space including community allotments and childrens play areas



Location plan



Considerations plan



Framework Plan



Urban design framework



Detailed housing layout

Shootersway, Berkhamsted, Hertfordshire

- Croudace Homes
- Berkhamsted, Hertfordshire
- Dacorum
- Masterplanning and Urban Design
- October 2025 application
- 200 homes

The development of land south of Shootersway will provide a new high quality, sustainable residential neighbourhood. A neighbourhood that is integrated with and well connected to Berkhamsted, living within a healthy green environment where everyone has direct access to open space and walking / cycling routes.

The development will facilitate an extensive, accessible linear park, including children's play facilities and protection of all valuable site vegetation. Over 6 hectares of new landscaped public open space will be incorporated to significantly enhance site biodiversity.

Project Summary

- Up to 200 new high-quality new homes, of which 50% are affordable
- 7.6 hectares of public open space
- New walking and cycling routes, connecting with the wider network



Community facilities plan



Artist's impression

Croudace
HOMES.CO.UK



Framework plan



Access and movement



Illustrative testing layout

Land at Campton, Central Bedfordshire

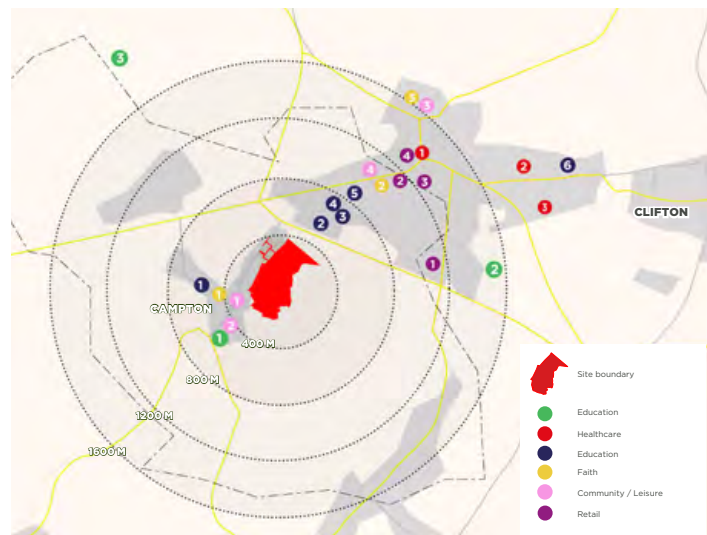
- Land at Campton
- Central Bedfordshire District Council
- Richborough
- Dec 2025 application
- 26.1 Ha. / 260 homes

Carter Jonas Masterplanning team have submitted an outline application at Campton in Central Bedfordshire. Land East of Greenway, Campton is a new neighbourhood extension to the village of Campton, intended for high quality new homes linking conveniently to the existing village and beyond, including to the town of Shefford north of the A507.

The homes and streets of this new neighbourhood will be inspired by the existing housing in Campton, so that this extension knits in with the local character of the area. Campton is a sustainable place to live because it has excellent links to nature, transport routes and amenities. This new neighbourhood will be inspired by that healthy lifestyle choice, and the new homes will be set in attractive surroundings designed to respect and improve the existing natural features of the area through improved native tree and hedgerow planting.

Residents will continue to enjoy the woodland to the east of the Site, the Polehanger Farm River Woodland, including the River Hit running through the Woodland just east of the Site.

New opportunities will be provided for children to enjoy natural play and access to open space, all of which support residents to achieve higher standards of health and well-being. In addition, there will be opportunities for food growing through the provision of a new allotment at the southern end of the Site. The proposals will include new safe green routes through the neighbourhood, not currently available onto public access, thus improving opportunities for safely walking, cycling and using other sustainable ways of travel for existing and new residents.



Site location plan



Illustrative masterplan

Richborough



Artist's impression 1



Artist's impression 2



Artist's impression 3

Godmanchester, Cambridgeshire

- Land East of Roman's Edge, Godmanchester
- Godmanchester, Huntingdonshire
- Huntingdonshire District Council
- Plaza Land Limited
- Ongoing site promotion
- 106 Ha. / 1,300 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 up to 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.

Project Summary

- Up to 1,300 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.



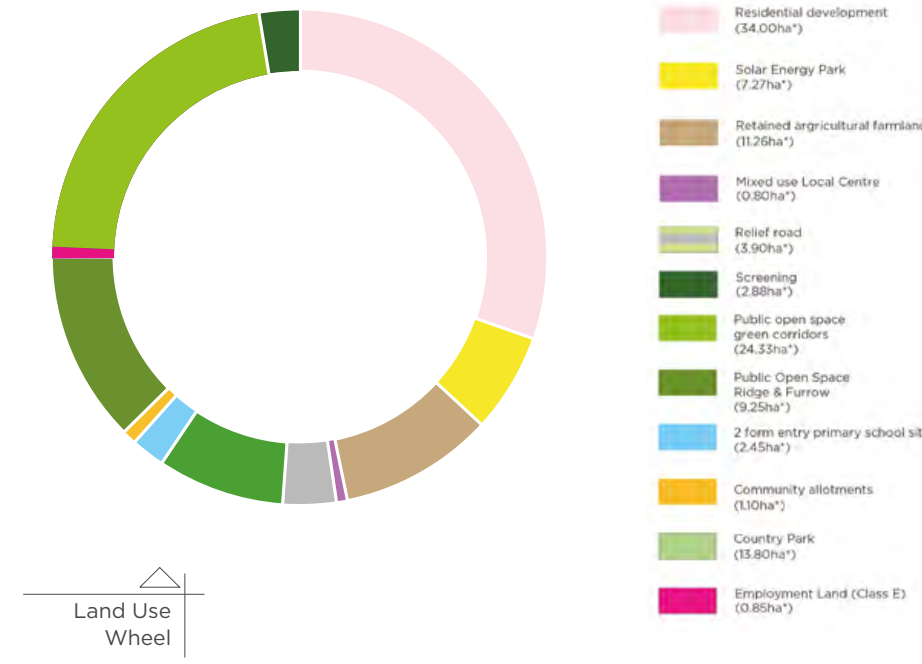
Artist's Impression



Artist's Impression



Site location plan



Land Use Wheel



Land use budget plan



Framework plan

Central Abingdon Regeneration Framework

- Abingdon, Oxfordshire
- The Vale of White Horse and South Oxfordshire District Councils
- January 2023
- 112.6 Ha.

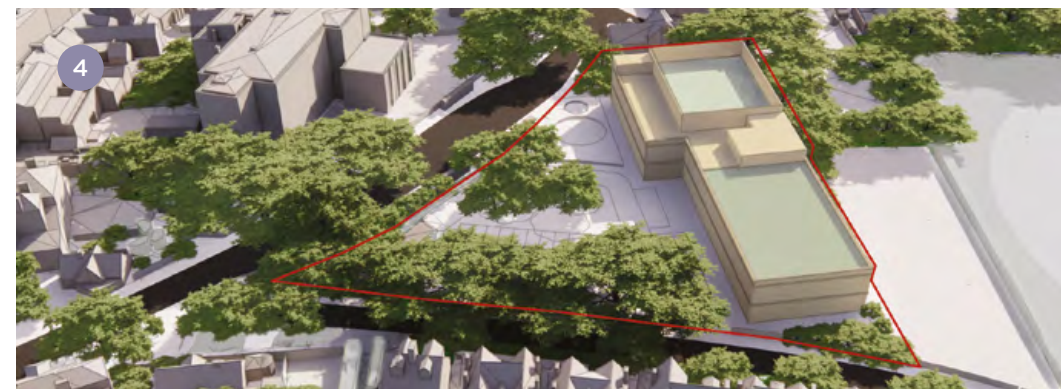
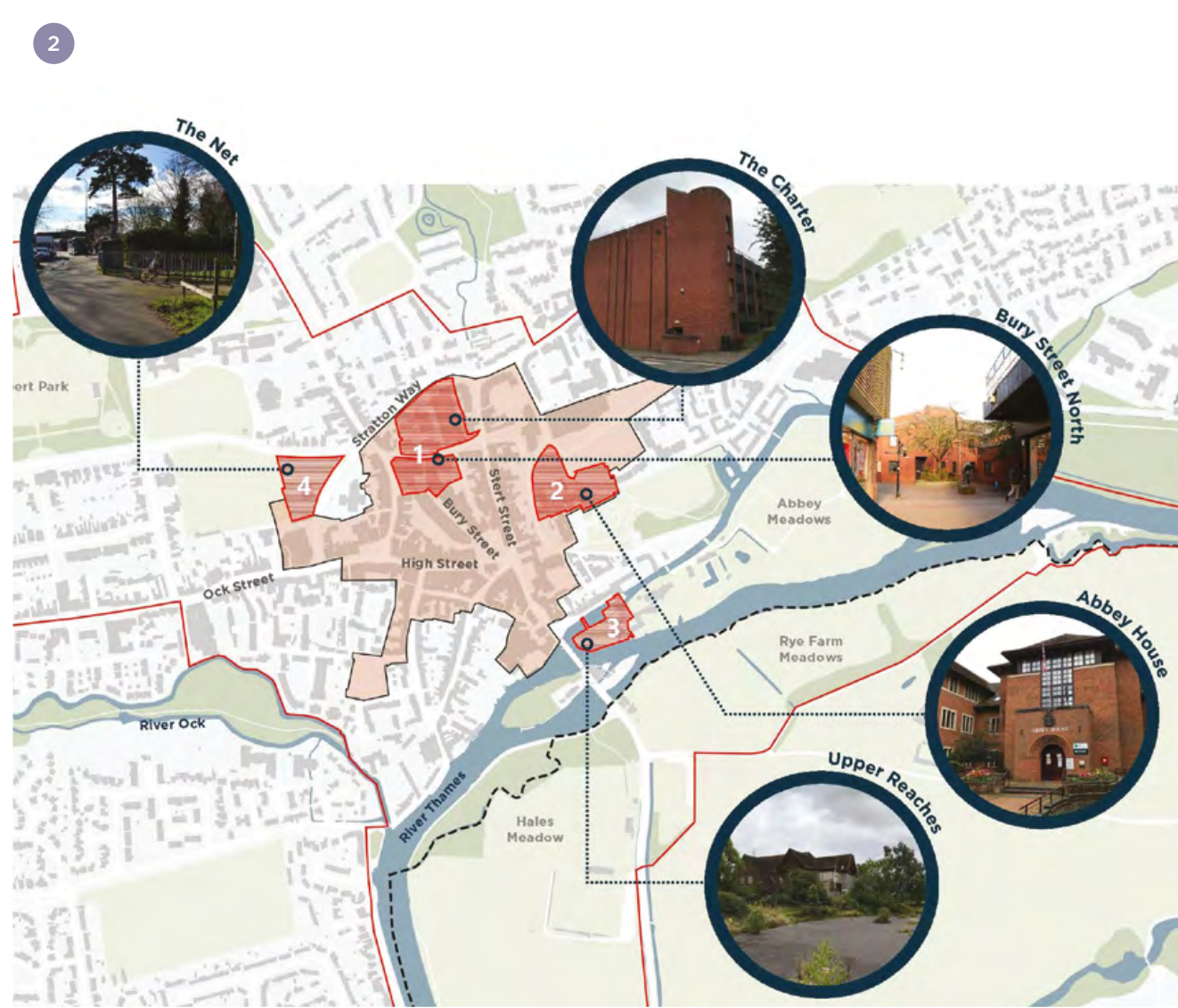
The Carter Jonas masterplanning team, together with colleagues from our planning and town centres teams, prepared a long-term regeneration framework for improvements to the town centre of Abingdon, a town along the River Thames in The Vale of White Horse. The team undertook significant engagement and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

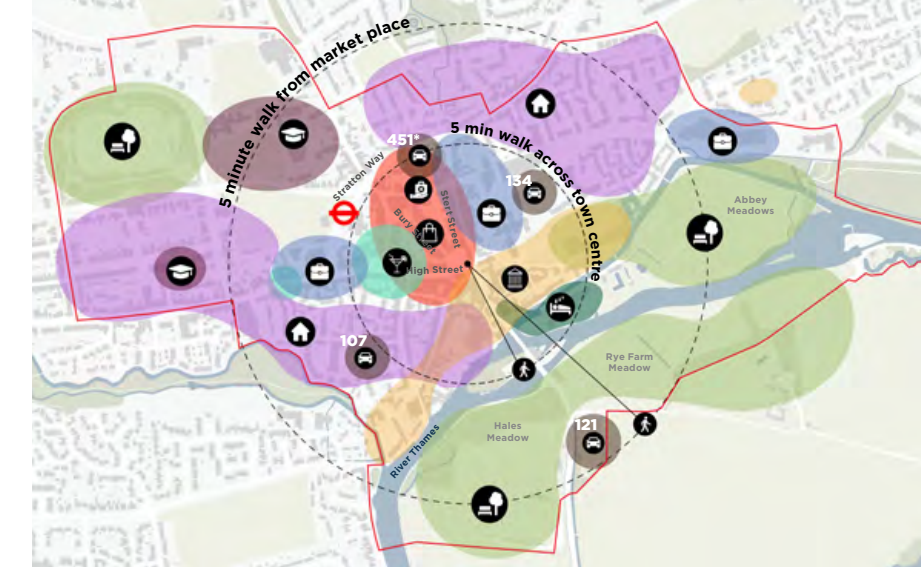
1. The Charter Proposal
2. Key Town Centre Sites
3. Upper Reaches Proposal
4. The NET Proposal



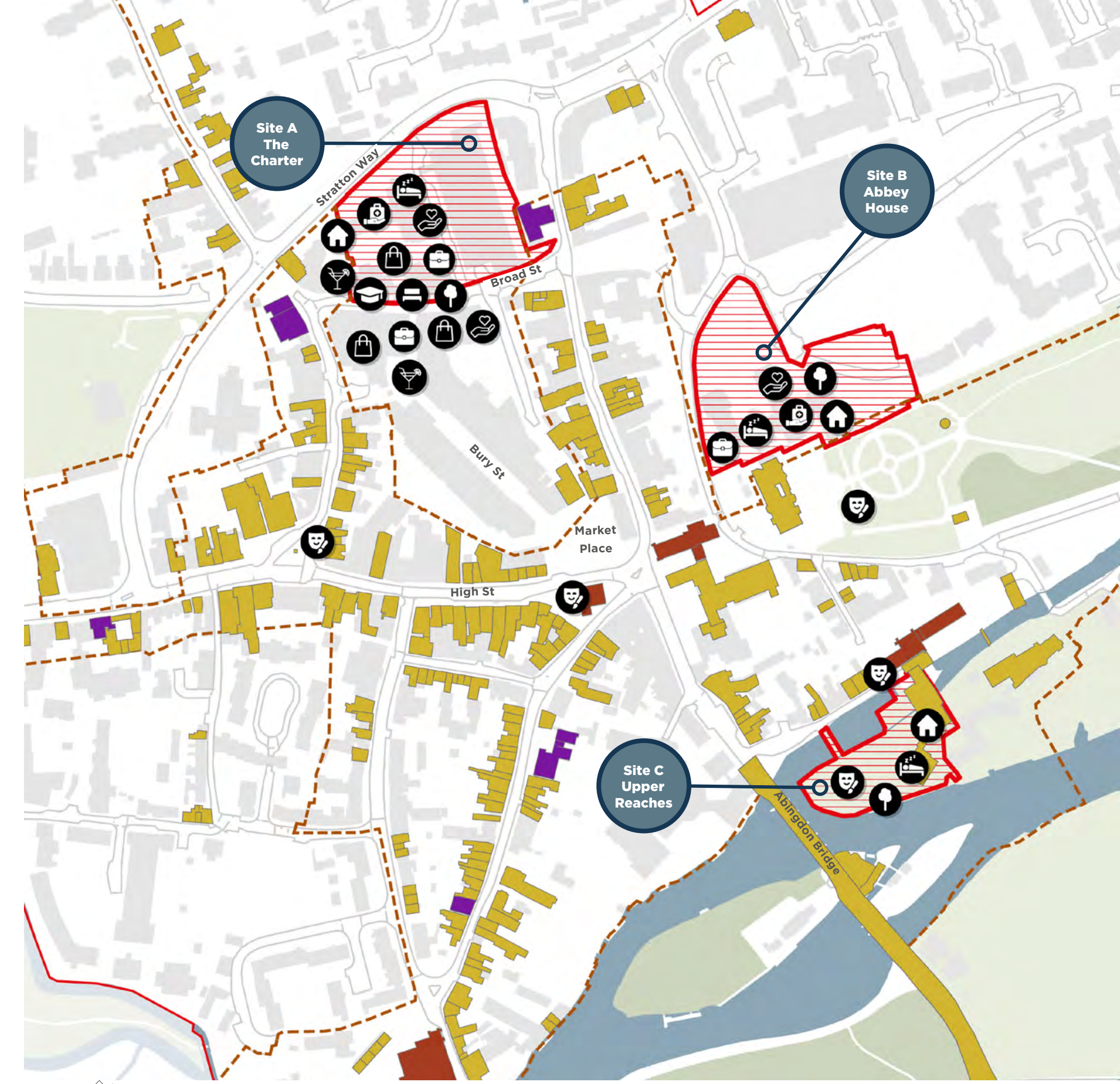
Key identified sites



River and destinations



Concept plan



Land use plan

Our Team

Our Design Team



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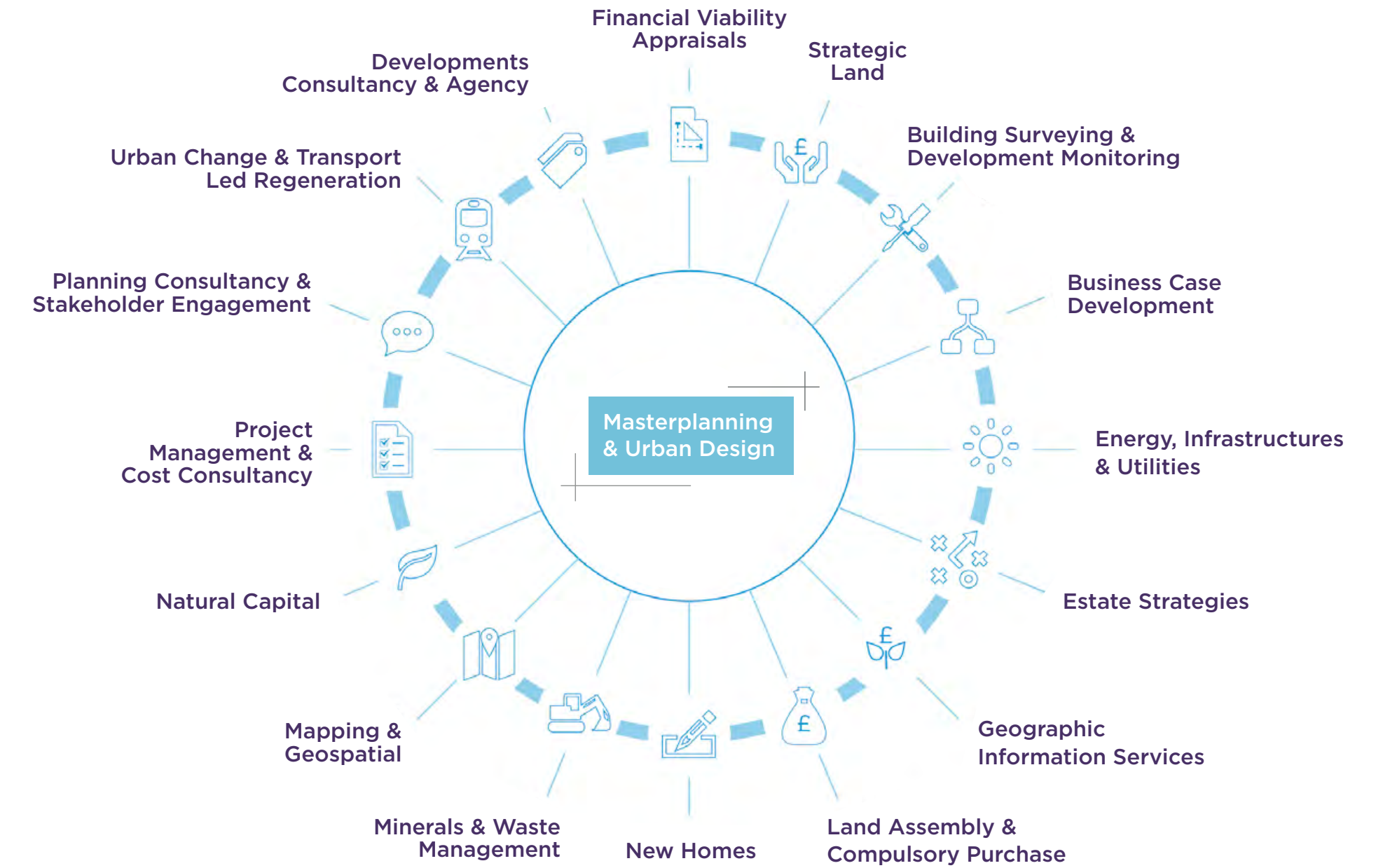


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Wider Carter Jonas Services

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 site’s context.”

Jacob Taylor, Director, RO Group



34 offices across the country, including 9 in central London

Bath	North Wales
Birmingham	Northampton
Bristol	Oxford
Cambridge Central	Peterborough
Cambridge	Shrewsbury
Edinburgh	Swansea
Harrogate	Taunton
Leeds	Truro
Maidstone	Warrington
Manchester	Winchester
Marlborough	Winchester Residential
Newbury	York
Nottingham	
Barnes	Parsons Green
Chapel Place	Kensington and Chelsea
Fulham	Southfields
Marylebone	Wandsworth
Mayfair	



Great Chishill streetscape view

Please scan QR code for further masterplanning content

