

*Examination of the
Maldon District Local Plan*

**Matter 5: Strategic Housing
Growth – Burnham-on-Crouch
Strategic Allocations**

January 2014



Matter 5: Strategic Housing Growth – Burnham-on-Crouch Strategic Allocations (S2, S3 and S6)

Issue 1: Whether policies S2, S3 and S6 with their associated text dealing with the Burnham-on-Crouch Strategic Allocations is justified by the evidence, consistent with national policy, and effective

- 1.1 We have serious concerns that the spatial strategy for Burnham-on-Crouch has failed to reflect national planning policy and is not justified. Specifically there are a number of previously developed sites that have not been considered by the Council as potential strategic allocations.
- 1.2 Our clients are promoting land at Belvedere Road, Burnham-on-Crouch for a mixed-use development comprising residential and a range of commercial uses. The Council has known for a number of years that this site is available for development and could deliver significant housing growth.
- 1.3 This site would represent a sustainable development that could be included as a strategic allocation with the ability to accommodate in excess of 200 dwellings and 2,000 sq m of commercial floorspace. This site represents a ‘reasonable alternative’ site that has not been explored by the Council and as such the LDP has not been fully justified.
- 1.4 As the Council has not included this site as a reasonable alternative, the public have not been given the opportunity to comment on this proposal.
- 1.5 Land at Belvedere Road is located in close proximity to Burnham-on-Crouch Town Centre and a variety of public services and retail facilities, all of which would be within a walkable distance and contribute to the vitality of the town centre. A



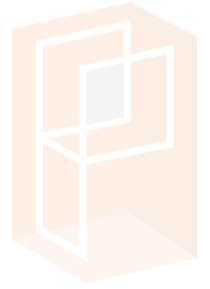
mixed-use development at this location would also have the potential to significantly boost the tourism offer and seize opportunities that will arise from the Wallasea Island project.

- 1.6 The proposed development would also represent the effective use of a site that is no longer commercially viable and does not have a long-term economic future.
- 1.7 One of the core principles in the NPPF (Paragraphs 17 and 111) states that planning should encourage the effective use of land by reusing land that has been previously developed (brownfield land), provided that it is not of high environmental value. The Council has failed to meet this principle as its strategy for Burnham-on-Crouch is to release greenfield land and ignore the potential of previously developed sites such as the land at Belvedere Road. This is a fundamental flaw in the plan preparation.
- 1.8 The sites that the Council has put forward as strategic allocations in Burnham-on-Crouch are all on greenfield land and are all located away from the town centre with few or no opportunities for a successful integration with the existing built form. The Council has clearly not prioritised previously developed land for development despite this being a key principle in the NPPF and this land being available in Burnham-on-Crouch.
- 1.9 It is also important to note that the Sustainability Appraisal has not assessed the merits of this proposed scheme. Therefore, contrary to SA requirements, the sustainability appraisal has not assessed all the potential 'reasonable alternatives' to the Local Development Plan proposals.
- 1.10 Development on the land at Belvedere Road represents a 'reasonable alternative' option that has not been assessed by the Council, nor have the public been given an opportunity to comment on it.



www.plainview.co.uk

contact@plainview.co.uk



- **Cheltenham:** 5 Strand Court, Bath Road, Cheltenham, GL53 7LW
T: 01242 501003 / E: cheltenham@plainview.co.uk
- **Chelmsford:** Oliver House, Hall Street, Chelmsford, CM2 0HG
T: 01245 201226 / E: chelmsford@plainview.co.uk
- **Horsham:** The Courtyard, 30 Worthing Road, Horsham, RH12 1SL
T: 01403 330737 / E: horsham@plainview.co.uk
- **London:** 1 Warwick Row, London SW1E 5ER
T: 0203 3769547 / E: london@plainview.co.uk

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