

Draft Local Development Plan



Public Consultation Questionnaire

Following consultation on the preferred options last summer, Maldon District Council has prepared a Draft Local Development Plan (LDP) which will help shape the future of the District over the next 15 years. The Council now wants to hear what *YOU* think about the main proposals in the Draft LDP. Information is provided in the leaflet and copies of the Draft LDP, Proposals Map and Sustainability Appraisal, are all available online at www.maldon.gov.uk and at the Council Offices. A series of exhibitions will be held throughout the District in September.

Comments should be made by completing this questionnaire and returning it to the Council in the attached stamped addressed envelope.

If you prefer, you can complete the questionnaire online on the Maldon District Council website at www.maldon.gov.uk

All responses must be received by 5pm on Monday 14th October 2013
[late responses will not be considered]

PART A - Your details (*anonymous responses cannot be considered*)

[Please print clearly in all written responses using **BLOCK CAPITALS** and **BLACK INK** else your data may be lost]

Name	<input type="text" value="KEVIN COLEMAN"/>	Address	<input type="text" value="MAJESTY HOUSE"/>
		Line 2	<input type="text" value="200 AVENUE WEST, SKYLINE 120"/>
Company <i>(if applicable)</i>	<input type="text" value="PHASE 2 PLANNING AND DEVELOPMENT ON BEHALF OF COUNTRYSIDE PROPERTIES"/>	Line 3	<input type="text" value="GREAT NOTLEY"/>
		Line 4	<input type="text" value="BRAINTREE, ESSEX"/>
Email address:	<input type="text"/>	Postcode	<input type="text" value="CM77 7AA"/>

If you would like to be added to the Local Development Plan mailing list to receive updates on the progress of the Plan, please tick here (*please ensure your details are written clearly above*)

PART B -

Reference is made to the appropriate Policy/Appendix numbers in the Draft LDP.

Q1 The overall vision is to improve the quality of life for people living and working in the District and to provide the new homes, jobs and infrastructure required to meet identified needs and support the local economy, whilst protecting the District’s heritage and environment.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the overall vision for the District set out in the Draft LDP? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q2 In order to ensure the LDP will meet the requirements set by Government, the Council has reviewed the amount of development required to meet identified housing and employment needs over the next 15 years. As a result, it has been necessary to increase the proposed number of new homes from 3,000 to 4,410 and to allocate 8.4 hectares of additional employment land.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the proposed level of growth in the District (Policy S2)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q3 The main urban areas of Maldon, Heybridge and Burnham-on-Crouch are considered to be the most appropriate locations for new housing. Following consideration of alternative options which are detailed in the Draft LDP (Appendix 6), the following distribution is now proposed.

Do you support the proposed distribution of new housing (Policy S2)?

(please tick one box per line)

<i>Settlement</i>	<i>Total number of dwellings</i>	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Maldon	1,830	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Heybridge	1,000	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Burnham-On-Crouch	450	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

If you disagree, is there an alternative distribution of new housing which you would prefer? [Please use BLOCK CAPITALS]

PLEASE SEE ATTACHED REPRESENTATIONS

Q4 It is proposed to develop two Garden Suburbs in Maldon and Heybridge which will be comprehensively planned to ensure the provision of a mix of housing, community and educational facilities, open space and new transport provision.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you agree with the proposals for development in Maldon and Heybridge (Policy S4)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

WE AGREE WITH THE PRINCIPAL OF GARDEN SUBURBS, BUT HAVE CONCERNS REGARDING SPECIFIC ASPECTS OF THE POLICY - SEE ATTACHED REPRESENTATIONS

Q5 The distribution of new housing in Burnham-on-Crouch has been reviewed in response to comments received during the last consultation. It is now proposed to distribute the new housing between three smaller sites instead of one large site.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the strategy for housing development in Burnham-on-Crouch (Policy S6)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q6 In response to comments made during the last consultation, the number of new dwellings to be accommodated in North Fambridge has been reduced from 300 to 75.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the strategy for housing development in North Fambridge (Policy S7)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q7 In order to provide for local housing needs and support local services, it is proposed to make provision for a total of 345 new dwellings in other rural villages in the District. A Rural Allocations Development Plan Document will be produced after completion of the LDP in consultation with local communities to identify appropriate sites for development.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the strategy for housing development in other rural villages (Policy S7)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

PLEASE SEE ATTACHED REPRESENTATIONS

Q8 A policy has been included in the Draft LDP to ensure that the use or display of advertisements do not have an adverse impact on amenity and public safety.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you agree with this approach (Policy D6)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q9 The Draft LDP seeks to provide adequate land to promote employment development, job creation and to allow for the expansion of existing businesses.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the proposals for new employment development in Maldon and the extension to the Burnham Business Park (Policy E1)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASE SEE ATTACHED REPRESENTATIONS

Q10 Increasing the supply of affordable housing is one of the Council's key priorities.

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you agree with the local requirements for affordable housing provision (Policy H1)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

PLEASE SEE ATTACHED REPRESENTATIONS

Q11 The Council is committed to working with our partners to improve healthcare facilities within the District

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support development on an appropriate greenfield location at the edge of Maldon if it were to deliver a new Community Hospital or similar healthcare facilities (Policy I2)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q12 Primrose Meadow is an area of green space situated off Mundon Road, Maldon

	<i>Strongly Agree</i>	<i>Agree</i>	<i>No Opinion</i>	<i>Disagree</i>	<i>Strongly Disagree</i>
Do you support the production of a Primrose Meadow Planning Brief to manage the future use of the site (Policy I3)? <i>(please tick one box)</i>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Q13 The Council has produced an updated Sustainability Appraisal to support the Draft LDP which is available on the Council's website. Do you have any comments on this? [Please use **BLOCK CAPITALS]**

ALTHOUGH WE HAVE NOT COMMENTED SPECIFICALLY ON THE SUSTAINABILITY APPRAISAL AT THIS STAGE, IT WILL BE EVIDENT FROM OUR REPRESENTATIONS THAT WE CONSIDER THAT AN UPDATED APPRAISAL WOULD BE REQUIRED AT SUBMISSION STAGE.

Q14 Do you wish to comment on the Proposals Map or any other Policies in the Draft LDP?

Please enter here which Policy Number / Paragraph number you refer to

Please enter your comments in the box below [Please use **BLOCK** CAPITALS]

PLEASE SEE ATTACHED REPRESENTATIONS REGARDING FIGURE 5A

Q15 If you wish to make any other comments on the Draft LDP, enter your comments in the box below [Please use **BLOCK** CAPITALS]

PLEASE SEE ATTACHED REPRESENTATIONS

Thank you for taking the time to complete this questionnaire. Your comments are important and will be fully considered. Please see Maldon District Council's website for future information about the progress of the LDP.

If you need further assistance please contact the Planning Policy Team by email at policy@maldon.gov.uk or by telephone on 01621 876202

This document can be made available on request in larger print, braille and audio and in languages other than English. To obtain a copy in an alternative format please contact the Planning Policy Team on 01621 876202.

Equality Monitoring

Maldon District Council is committed to providing services that meet the needs of its residents and to providing equal opportunity to all. In order to do this it is important that the Council understands who its customers are and who is using its services. The Council therefore asks for the following monitoring information.

Answering the questions below is entirely voluntary so please leave blank any questions that you are not comfortable answering. Any information you do give will be used to help us provide better services and to promote equality.

Information will only be used by Maldon District Council and its employees in accordance with the Data Protection Act 1998. Maldon District Council will not supply information to any other organisation or individual except to the extent permitted by the Data Protection Act and which is required or permitted by law in carrying out any of its proper functions.

Information given will be kept separately so that individuals cannot be identified and will be treated as confidential and only used for the purposes described. Any personal details given will not be used for any other purpose.

Please tick appropriate box(es).

Q16 Are you

Male	<input type="checkbox"/>	Transgender	<input type="checkbox"/>
Female.....	<input type="checkbox"/>	/Transsexual	<input type="checkbox"/>
		Prefer not to say.	<input type="checkbox"/>

Q17 Are you

Heterosexual.....	<input type="checkbox"/>	Lesbian or gay ...	<input type="checkbox"/>
Bisexual	<input type="checkbox"/>	Prefer not to say.	<input type="checkbox"/>

Q18 Age Group

Under 16.....	<input type="checkbox"/>	45-64.....	<input type="checkbox"/>
17-24.....	<input type="checkbox"/>	65 and over.....	<input type="checkbox"/>
25-44.....	<input type="checkbox"/>	Prefer not to say.	<input type="checkbox"/>

Q19 Which of the following best describes your marital status?

Single	<input type="checkbox"/>	Divorced.....	<input type="checkbox"/>
Married.....	<input type="checkbox"/>	Partner or co-habiting	<input type="checkbox"/>
Civil Partnership.	<input type="checkbox"/>	Prefer not to say.	<input type="checkbox"/>
Widowed	<input type="checkbox"/>		

Q20 What is your religion?

Buddhist.....	<input type="checkbox"/>	Muslim.....	<input type="checkbox"/>
Christian (all denominations)	<input type="checkbox"/>	Sikh.....	<input type="checkbox"/>
Hindu.....	<input type="checkbox"/>	No religion or belief	<input type="checkbox"/>
Humanist.....	<input type="checkbox"/>	Other.....	<input type="checkbox"/>
Jewish.....	<input type="checkbox"/>	Prefer not to say.	<input type="checkbox"/>

Q21 Do you consider yourself to have a disability?

The Disability Discrimination Act 2005 defines a person as disabled if he or she has a physical or mental impairment which has a substantial long-term adverse effect on his or her ability to carry out normal day-to-day activities. This would include progressive illnesses such as cancer.

Yes	<input type="checkbox"/>
No	<input type="checkbox"/>
Prefer not to say	<input type="checkbox"/>

Q22 What do you consider to be your ethnic origin?

White - British	<input type="checkbox"/>	Asian or Asian British - Bangladeshi.....	<input type="checkbox"/>
White - Irish	<input type="checkbox"/>	Asian or Asian British - Other.....	<input type="checkbox"/>
Mixed - White & Black Caribbean	<input type="checkbox"/>	Black or Black British - Caribbean.....	<input type="checkbox"/>
Mixed - White & Black African.....	<input type="checkbox"/>	Black or Black British - African.....	<input type="checkbox"/>
Mixed - White & Asian	<input type="checkbox"/>	Black or Black British - Other.....	<input type="checkbox"/>
Mixed - Other.....	<input type="checkbox"/>	Chinese	<input type="checkbox"/>
Asian or Asian British - Indian.....	<input type="checkbox"/>	Other (please specify in box below **).....	<input type="checkbox"/>
Asian or Asian British - Pakistani	<input type="checkbox"/>	Prefer not to say	<input type="checkbox"/>

** Other (please specify)

**Representations on behalf of Countryside Properties
to the Maldon Draft Local Development Plan**

October 2013



Phase 2
PLANNING &
DEVELOPMENT
LIMITED

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Appendices

Appendix 1	Flood Risk Technical Note
Appendix 2	Transport Technical Note
Appendix 3	Draft Masterplan (see separate document)

1. Introduction

- 1.1 In broad terms, Countryside Properties welcome the objectives of the Plan, and in particular the decision by the Council to base its housing requirement on the objective of at least stabilising the working age population, with the commensurate increase in provision to 4,410 units. The extent to which that figure meets the full objectively assessed needs (OAN) of the District is not clear, however, and based on our experience at Examinations elsewhere, the Inspector is likely to start from the position of the full OAN and then consider whether any alternative figure is justifiable. Indeed, the objectively assessed needs must be considered first, followed then by a consideration of restrictions; the constraint should not be considered until the housing need has been established.
- 1.2 The testing of that figure generally seems to start in advance of the Examination proper. We would suggest that an explanation as to how the 4,410 units compares to the full OAN is required at Submission stage.
- 1.3 The Government, through the National Planning Policy Framework has made it quite clear that it expects Local Planning Authorities to prepare their plans positively with a view to boosting significantly housing delivery and meeting objectively assessed needs, and we support the positive steps that the Council has taken in this regard.
- 1.4 Countryside Properties is also supportive of the principle of a ‘concentrated’ strategy for accommodating growth, with the main focus on the main urban areas and towns, and in particular we support a new neighbourhood to the north of Heybridge. A new neighbourhood in this location provides a basis to deliver a sustainable community with significant improvements including strategic flood alleviation and a Relief Road.
- 1.5 Countryside Properties are supportive of the concept of the main growth areas at Heybridge and South Maldon being designed as high quality ‘Garden Suburbs’, and as part of our submissions we enclose a draft Garden Suburb Masterplan for North Heybridge, showing how the principles set out in Policies S3 and S4 could be delivered in practice. There is significant common ground in terms of:
- Commitment to good design through an agreed Masterplan;
 - Strategic infrastructure delivery;
 - Careful and well-designed integration of that infrastructure within the Masterplan;
 - A genuine will to work in partnership with a number of agencies;
 - A balanced approach to implementation incorporating improvements in healthcare, education, foul water treatment, green infrastructure and community facilities.
- 1.6 However, although there is much that we support, there are also key elements of the Policies S2 and S4 that we object to, and which in our view render the draft LDP ‘unsound’. The remainder of this document identifies and explains our objections to these Policies.

1.7 Key points of difference relate to:

- the Masterplanning process and the effect of Figure 5A in:
 - (i) prescribing outcomes; and
 - (ii) (ii) fettering the design process, without an evidence base to support how infrastructure design can be reconciled with the constraints imposed by Figure 5A; and
- the 'balance' of growth north and south of Maldon/Heybridge.

1.8 Both points can be considered in the context of the test of 'soundness' and consistency with national policy which supports sustainable development. The Local Plan approach should facilitate, not fetter; it should 'enable' outcomes; it should lead positively towards implementation and delivery of sustainable development.

1.9 Moreover, the NPPF makes clear that achieving sustainable development means considering development scale and avoiding obligations and policy burdens that threaten viability. Good design and good planning can contribute to making places better for people. Policy can encourage innovation, but should not stifle through unsubstantiated requirements and unnecessary prescription.

2. Summary of Principal Representations

2.1 We object to the following aspects of the development strategy:

- (i) the inappropriate and unjustified split of new housing between South Maldon and Heybridge North, as set out in **Policy S2**;
- (ii) the decision to allocate more development in the rural areas in advance of making use of capacity at North Heybridge; and
- (iii) the spatial arrangements portrayed in **Figure 5A** and to specific aspects of the wording of **Policy S4** that unnecessarily and inappropriately fetter the proper Masterplanning of the Heybridge North Garden Suburb.

2.2 We explain our reasoning in more detail in these submissions, but in brief our principal objections to S2, S4 and Figure 5A can be summarised as follows:

Definition of the North Heybridge Masterplan area

- (a) In order to deliver a comprehensive Masterplan which properly achieves the “place shaping” objectives of Policy S3, there is a need both for sufficient land and land in the right places. The extended Masterplan area is welcomed, but the proposed development area set out in Figure 5A is contrived, illogical, unjustified by any evidence, and inappropriate to the proper task of Masterplanning. Our draft Masterplan document provides evidence as to the most appropriate form and land-take required to deliver the objectives of Policy S3 at North Heybridge; we believe the Masterplan principles should emerge from detailed analysis, and should not be fettered by artificial constraints.

Infrastructure Delivery

- (b) In order to be “Effective”, there must be certainty that the strategic growth locations are deliverable. North Heybridge is required to shoulder the greater infrastructure burden (in particular a major new Relief Road and strategic flood mitigation measures), but is required to do so on the basis of 50% less development to support it. South Maldon has a lower infrastructure burden, but is afforded twice as much development. For the reasons explained in our full submissions, the Viability Assessment produced by the Council appears to have miscalculated the likely development costs for North Heybridge.
- (c) In part, the infrastructure expected to be delivered from North Heybridge relates to an historic deficit (specifically, for example, in respect of the proposed flood alleviation works). The development will provide an infrastructure solution above and beyond the requirements of the development per se. Countryside Properties are willing and able to deliver that infrastructure in partnership with appropriate agencies and on the basis of proportionate and equitable sharing of costs, but the development needs to be of sufficient scale to deliver the additional infrastructure benefits sought;

Inconsistent approach to Garden Suburbs and density

- (d) The increase in development quantum at South Maldon makes the objectives of S3 and the achievement of a high quality Garden Suburb impossible to achieve. Put very crudely, in gross terms, both Masterplan areas are almost exactly the same size at 90 hectares, and both are subject to factors (such as overhead pylons and the need to deliver new infrastructure, open space and facilities) which will limit the net areas for development. Not only will the density of development at South Maldon as a whole exceed what can be delivered whilst adhering to proper Garden Suburb principles, but specifically, the decision to allocate 450 units to the Knowles Farm/Wycke Hill North site was taken without any reference to the capacity of the land to accommodate that level of development. Taking into account factors such as the overhead power line and the need for suitable landscape buffers, the site is simply not large enough to accommodate the scale of development proposed at an appropriate density;

Evidence and the decision making process in respect of South Maldon and the Rural Areas

- (e) There was and is no justification that supported the change in strategy between the July 2013 and August 2013 Council meetings, which saw 450 units reallocated from the North Heybridge site to the South Maldon site. There appears no evidence base to support this decision – a matter which puts at risk the prospect of the Plan being found sound - and there remains no justification as to the disparity between the quantum of growth assigned respectively to the two growth locations;
- (f) The options tested by the Council previously in general restricted allocations in the rural areas to 225 units (with an additional 75 units at North Fambridge, making 300 in total). The Council's draft Local Plan is founded on a clear settlement hierarchy, which seeks to direct new development to the most sustainable locations, whilst allowing for some limited growth in the rural areas commensurate with the scale and needs of those areas. On 11th July, Full Council resolved as part of its revised distribution to add 130 units to the rural allocations, but there was neither any evidence to demonstrate that such an additional allocation was necessary to sustain the rural communities, nor that this element of housing could not be met at Heybridge North, which is a 'priority' location according to the objectives of the Plan;

Flexibility and the need to be "positively prepared"

- (g) Through the technical work that we have previously carried out in liaison with the Highway Authority, Environment Agency, Anglian Water and others, the Council knows that there is no infrastructure capacity issue that restricts development at North Heybridge to 900 units. Equally, our draft Masterplan (which has been amended to address some of the concerns expressed previously by Members regarding development west of Maypole Road) shows that there is no design or landscape rationale for restricting development to 900 units, and we show how 1300 units can be achieved. The quantum of development required in the LDP is a minimum of 4,410 units between 2014 and 2029. Even taking account of windfalls, Policy S2 shows a capacity of 4,430 units, which represents a flexibility margin of 0.5%. Even if the development quantum at South Maldon remains unchanged, there is good reason for increasing the quantum of development at North Heybridge, both to help deliver the

infrastructure sought by the Council (otherwise at risk as per our separate comments on this matter), and to provide for a small element of flexibility in land supply, both of which meet the NPPF requirement for plans to be positively prepared.

3. Technical Evidence Submitted on behalf of Countryside Properties

- 3.1 We are aware that Members have previously expressed concerns regarding flood risk and highway capacity at North Heybridge, and that these were factors in the decision by the Council to increase development at South Maldon relative to Heybridge. We are also aware that some Members have previously expressed concern regarding the need to maintain separation between the new Garden Suburb and the village of Langford.
- 3.2 Appendix 1 to these representations contains a technical note demonstrating that existing surface water flooding issues have been examined and that proposals for managing flood risk form a key component of our proposals. A flood alleviation scheme has been devised which is compatible with the objectives of the Environment Agency, Essex County Council and Maldon District Council. These proposals will continue to be discussed and refined, working with the appropriate agencies. It is considered vitally important that such a scheme is considered in detail and in partnership. Countryside Properties looks forward to continued joint work with the Environment Agency, Essex County Council and Maldon District Council in delivering the long-awaited strategic relief to Heybridge.
- 3.3 Appendix 2 to these representations contains a technical note based on the work of the Highway Authority which demonstrates there is sufficient highway capacity, subject to appropriate mitigation, to accommodate the scale of development proposed by Countryside Properties.
- 3.4 Appendix 3 to these representations contains Countryside's draft Masterplan, which shows how a new Garden Suburb might be created in this area, which can deliver in excess of the 900 units identified in the Plan, whilst maintaining separation to Langford and delivering a high quality, low density scheme that meets the essential requirements of Policies S3 and S4. Specifically, that Masterplan shows, in addition to the 100 units identified by the Council for the land north of Holloway Road, capacity for some 1200 units on the balance of the land controlled by Countryside Properties, making a combined Garden Suburb of 1300 new homes.



Countryside Properties have been at the forefront of delivering sustainable new communities for many years, successfully delivering new homes alongside strategic infrastructure.

4. Main Representations

4.1 Definition of the North Heybridge Masterplan Area

- 4.1.1 Whilst we broadly support the general extent of the North Heybridge Garden Suburb as shown in Figure 3, we object to the manner in which this same area is depicted in Figure 5A.
- 4.1.2 We note a distinction in how the respective Garden Suburbs are illustrated in Figures 5A and 5B. Figure 5B provides flexibility to achieve a Masterplan, whilst the Figure 5A has been artificially subdivided to create a 'development area' and an area for landscaping/country park/flood alleviation. We find this illogical and inconsistent, fettering the Masterplan process and without considering the appropriate technical evidence base which is necessary to achieve good design.
- 4.1.3 Figure 5A for North Heybridge relies upon the interpretation of two lines: one depicting an extended Masterplan area and the other delimiting the extent of developable area. What appears is an allocation within an allocation; lines which even at this interim stage:
- Seem to be being interpreted by as full-and-final expressions of policy; yet
 - have not been determined with the benefit of an evidence base, particularly in relation to flood alleviation engineering, Masterplan principles, place-making; and land budgeting
- 4.1.4 It appears that notwithstanding Masterplanning Workshops on 7th May and 17th September and on-going dialogue with stakeholders, a policy framework is emerging without the necessary flexibility to effect the policy outcomes of Draft Policies S3 and S4. With a lack of evidence and internal inconsistency, the emerging plan is not sound.
- 4.1.5 There is no rationale or logic behind the definition of the outer boundary of the area marked as 'Masterplan area' on Figure 5A. The area shown was once defined by a different alignment of the new Relief Road, which had indicatively linked Broad Street Green Road with Maypole Road. As a result of previous technical work, all the main parties agree that the better route for the Relief Road is to join Langford Road with Broad Street Green Road. With the Relief Road realigned as shown indicatively in Figure 5A, having a curved Masterplan boundary that cuts through the middle of open fields along the line of the now rejected route without any justification makes no sense. This artificial demarcation of the Masterplan area should be removed, and the area treated as a single entity for Masterplanning purposes, in similar vein to South Maldon.
- 4.1.6 Our objection on this matter is simply to the unnecessary and inappropriate subdivision of the land shown in Figure 5A. We agree in principle with the indicative alignment of the new Relief Road between Langford Road and Broad Street Green, and we support the importance of having a well-landscaped corridor and the incorporation of significant areas for surface water attenuation to address historic problems. Our draft Masterplan includes such features.

- 4.1.7 There can be no basis for including the arbitrary distinction between the ‘Masterplan’ area and the open space area. Whatever other changes the Council may or may not make between Preferred Options and Pre-Submission, the anomaly of this arbitrary boundary should be corrected.
- 4.1.8 Whilst commenting on the Masterplan area boundary, the Council will note that for the purposes of developing our Masterplan (Appendix 3), we have not constrained ourselves, when looking at landscape and flood alleviation solutions, to the rather artificial “boundary” created by the pylon line or the curve of the Relief Road to the north of Heybridge Wood either.
- 4.1.9 Specifically, our working area for the Masterplan departs from that shown by the Council in Figure 5A for three specific reasons:
- **Flood Risk Alleviation** – the Environment Agency has already identified the benefits of using the new Relief Road as a barrier to the surface water run-off that currently flows down from the higher land to the north and causes significant problems in Heybridge. Figure 5A identifies an area to accommodate the flood alleviation measures but without an understanding of the technical function of such alleviation or the volumes required. As a Proposals Map, Figure 5A is flawed and contributes significantly to fettering design and limiting options to properly address flood alleviation. Put simply, an effective flood alleviation system must fit within a wider network of water flows and not be restricted to a policy area emerging from a Full Council debate on 8th August. The volume of water that needs to be stored north of the new Relief Road is significant, and therefore the land needed for holding that water back is also significant. Further to our own analysis, which mirrors that of the County Council, our Masterplan area therefore extends further to the north, to incorporate the land we need for flood alleviation;
 - **Landscape Structure** – Draft Policy S4 states that “significant landscape buffering shall be applied to all sides of the new relief road”, and therefore in our emerging Masterplan we have sought to identify the most appropriate areas for introducing new landscaping to ensure that this objective is met. In some areas, our proposed landscaping extends beyond the indicative boundary of the Council’s Masterplan shown in Figure 5A. A central principle in our Masterplanning work is to seek to ensure that the new Relief Road is appropriately designed in landscape and highways terms – a road which is designed within the landscape. Our draft Masterplan explains how the road is intended to pass through a series of landscape ‘rooms’ that help to provide both a framework and places of interest along the route. Rather than simply a wide and featureless landscape strip, or an alien line of planting, the landscape ‘rooms’ have different functions and characters, and will help both to soften the impact of the road on the wider landscape and provide the impression of a road passing through a landscape, rather than a landscape designed around a road;

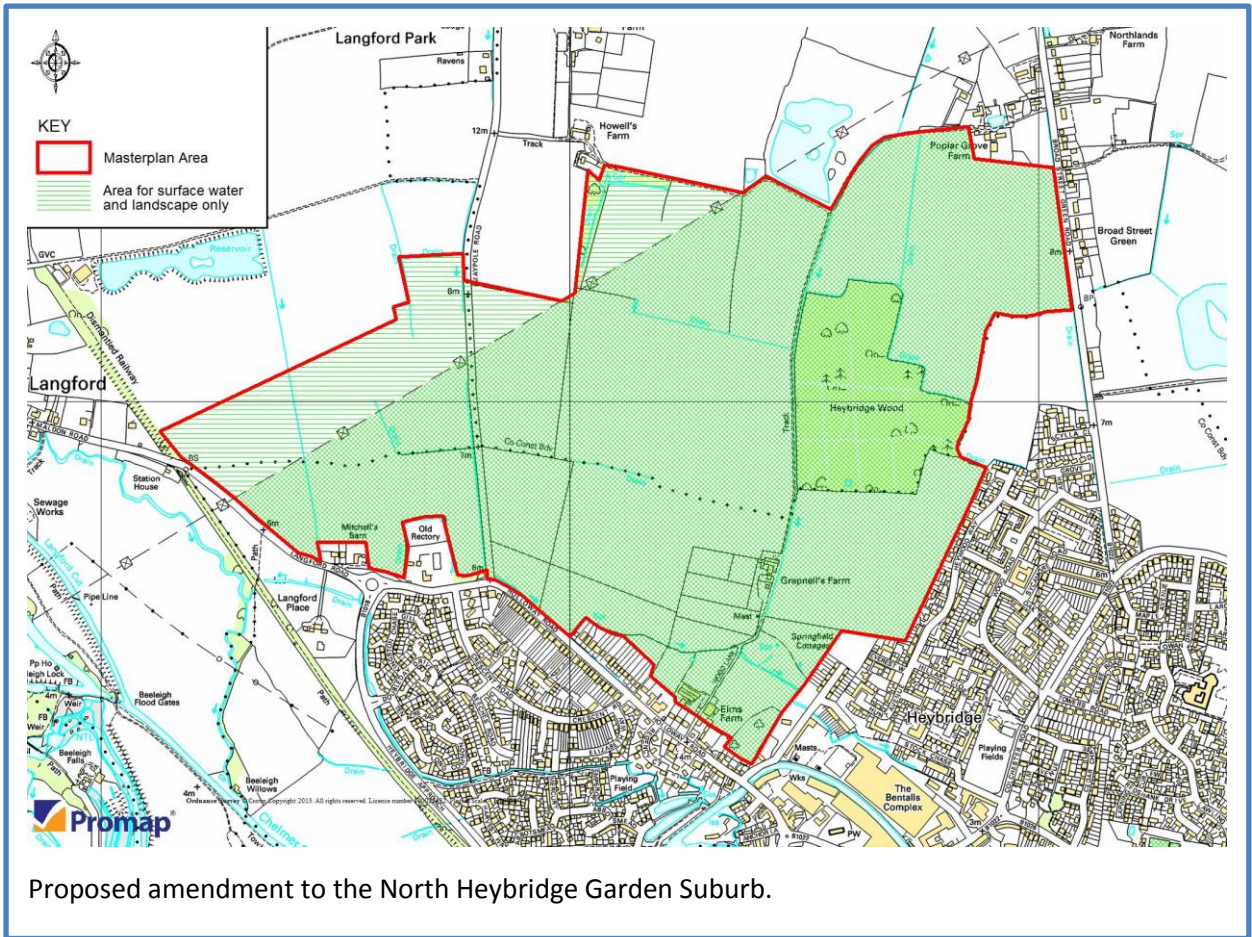
- **Variety of treatment and defining “the Greens” at Broad Street Green** – one technique that can be used to reduce the impression that the road forms a by-pass and a barrier is to have an area where development exists both to the north and the south of the road. Our Masterplan identifies a small area of land north of the new road at the Broad Street Green end where a limited development can make a positive contribution both by introducing a different character treatment (with the new road passing *through* the development, rather than the road defining its extent), and by helping to give a strong sense of place in urban design terms to the new “village greens” that the Masterplan seeks to create around the entrance to the development from the Broad Street Green end.

4.1.10 For all of the above reasons, we consider that an amended Garden Suburb boundary is required, one which shows the land needed for development and the land needed for strategic flood attenuation and landscaping.

4.1.11 The Plan on the following page shows the revised boundary, which is based on our Masterplan, and our technical work. We accept that land north of the pylon line would only be used for flood attenuation and landscaping, and therefore if necessary, this area could be annotated differently to make that distinction – our plan shows two different hatchings with that in mind.

4.1.12 We cannot overstate the importance of this issue – it is simply not possible to accommodate all of the surface water attenuation required north of the Relief Road without additional land beyond that shown in Figure 5A.

4.1.13 Moreover, it is considered wrong to prescribe in policy terms that which can only be delivered through engineering and Masterplan analysis. The District Plan should enable, not prescribe outcomes.



4.2 Infrastructure Delivery

- 4.2.1 One of the significant advantages of the North Heybridge Garden Suburb in terms of infrastructure delivery is that the vast majority of the Masterplan area falls within the control of a single developer, Countryside Properties. There is a second parcel of land under the control of Mr Dalby, but working arrangements are being put in place to ensure a consistent approach both to physical planning and the delivery of infrastructure.
- 4.2.2 Provided that the overall development package is viable, Countryside Properties therefore has the land control to ensure that the appropriate infrastructure is provided alongside the new development.
- 4.2.3 The infrastructure requirement is, however, considerable as shown below.

Principal Social and Physical Infrastructure Requirements for North Heybridge

- The construction of the Langford Road to Broad Street Green Relief Road;
- Significant areas of surface water attenuation to remedy historical problems of flooding in North Heybridge;
- Education contributions, including the provision of a primary school site and what will no doubt be significant contributions to secondary education provision;
- Other social and community infrastructure;
- Affordable Housing;
- The provision of a new Country Park and significant strategic landscaping;
- Enhancement of utility infrastructure, in particular increased capacity for foul water flow;
- Other off-site highway improvements, the extent of which and share of which with South Maldon remains to be determined.

- 4.2.4 By contrast, the infrastructure burden for South Maldon appears to be less. In respect of many of the above items, both developments might expect to pay equally on a pro-rata basis, but in terms of strategic infrastructure, it is North Heybridge that has the main new strategic road to deliver, and North Heybridge that has the strategic flood alleviation works to deliver.
- 4.2.5 But on the basis of the Council's proposed distribution of new development, North Heybridge is being expected to contribute a greater infrastructure burden than South Maldon, but with 50% less of the development value.
- 4.2.6 It will also be noted that in part at least, the new infrastructure being required of North Heybridge is designed to deal with an historic infrastructure deficit (certainly true in terms of the flood risk alleviation), and so exceeds what the developer might ordinarily be expected to fund.

- 4.2.7 Table 7.3 of the Council's Viability Assessment sets out the projected infrastructure costs for the various potential strategic sites. In respect of North Heybridge, it calculates a total infrastructure burden of £13.88m.
- 4.2.8 The basis for some of the figures is not entirely clear and it would be helpful to have a fuller explanation, and there are a number of assumptions that we would wish to look at in more detail in due course. However, two things are immediately apparent:
- (1) Missing from this analysis is the cost of implementing the strategic flood alleviation scheme – it is simply not listed anywhere as a development cost;
 - (2) The appraisal appears to assume that 50% of the highways cost associated with development in the Heybridge area is shared with sites H1, H4, BS1 and BS2, which the appraisal assumes would deliver 700 units on top of the 900 units within the main Masterplan area. But none of these sites have actually been allocated, and therefore the entire burden of the cost of the highways infrastructure falls back on North Heybridge.
- 4.2.9 So the estimated infrastructure cost of £13.88m appears to be a significant underestimate, and the appraisal requires reconsideration. Even just adding in the 'missing' 50% of the Relief Road costs (i.e. ignoring flood relief works) would, on the basis of the Viability Assessment, push the Heybridge infrastructure cost up to circa £20m, and over the £16.392m figure estimated for South Maldon.
- 4.2.10 Leaving the anomalies of the missing part of the Relief Road and the missing strategic flood alleviation works aside, the £13.88m for North Heybridge represents a burden of around £15,500 per unit (including affordable units), based on 900 homes. By comparison, the infrastructure burden for South Maldon is £16.392m, which represents a cost of only around £13,000 per unit.
- 4.2.11 The decision to increase the number of units at South Maldon to 1,710 units further decreases the infrastructure cost per unit at South Maldon, leaving North Heybridge shouldering a disproportionate share of the infrastructure costs (particularly once the total burden is corrected for strategic flood management and highway costs).
- 4.2.12 The Plan itself recognises that a sufficient scale of development at the growth locations is required for the successful delivery of infrastructure. Under the heading 'General Issues' (p.148) the first bullet point states:
- "The allocation of lower levels of growth can reduce the possibility of development being financially capable of providing additional community benefits alongside housing growth, including the provision of key infrastructure and affordable housing."*

4.2.13 This goes on to say:

“Where large and potentially costly infrastructure is required, its delivery through developer contributions would require a significant level of housing growth to make the scheme financially viable.”

4.2.14 Under the heading ‘Growth at North Heybridge and South Maldon’, the Plan states:

“Focusing a substantial level of growth at either North Heybridge or South Maldon would provide the opportunity to have a more comprehensive masterplan for the area, and would provide greater potential for developer contributions to include a link road, appropriate SuDS measures, a high level of affordable housing, a new primary school, local centre, district park/open space, and health care facilities”

4.2.15 The decision to reduce the scale of development at Heybridge North therefore creates an internal inconsistency within the Plan – the Plan on the one hand recognises that a sufficient scale of development is needed, and on the other hand fails to provide that sufficient scale at Heybridge North.

4.2.16 We understand that the Council might consider cross-funding infrastructure at North Heybridge from other developments. However, the willingness and ability of other developments to do this is not proven. Any such initiative would need to meet the CIL regulations as regards the extent to which such cross-subsidy may be justified, and the number of parties involved, and there would also remain doubt as to timing and the quantum of development that would have to be delivered elsewhere first to release funds (and of course all other developments will have their own infrastructure to provide first). It does not seem likely to be a workable proposition. In any event, achieving the overall quantum of funding is only half of the issue, since cash flow is as important as total funding.

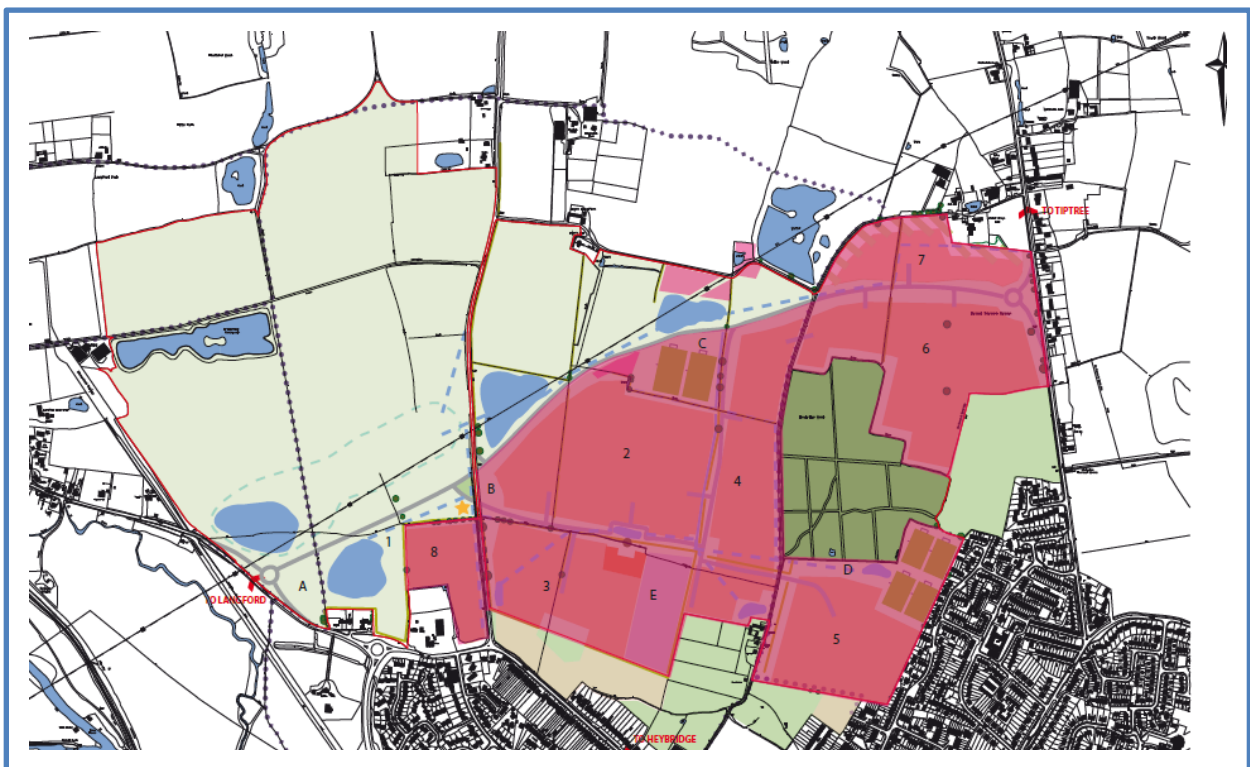
4.2.17 If the Council is serious about delivering major infrastructure from North Heybridge, it needs to make sure that this site takes its fair share of the value generating development to deliver it. The current distribution of housing between North Heybridge and South Maldon is not only inequitable, but also does not serve to ensure that the total infrastructure burden expected for North Heybridge is deliverable.

4.3 Inconsistent Approach to Garden Suburbs and Density

- 4.3.1 Countryside Properties support the concept of using Garden Suburb principles in the design of the new neighbourhoods at North Heybridge and South Maldon.
- 4.3.2 A key principle of Garden Suburbs is the incorporation of green space. Tree lined roads, public open space, front gardens, and green linkages all feature in our interpretation of the Garden Suburb, and our draft Masterplan seeks to incorporate such features. But these features do affect the gross density of development.
- 4.3.3 There is no evidence that the consideration of the distribution of dwellings between North Heybridge and South Maldon has had regard to how such development can actually be accommodated on the sites identified, nor does there appear to have been any consideration of what land is actually needed to deliver the numbers required.
- 4.3.4 Specifically, the Council's decision in July to allocate 450 additional units to the Wycke Hill North/Knowles Farm site was not based on any assessment of the capacity of that area to accommodate 450 units in any sensible or appropriate fashion. Part of that site is segregated by the pylon line that crosses it, part is identified in the Masterplan brief for employment purposes, and part we understand is in alternative uses already. That site simply does not have the capacity to accommodate both a new Relief Road and deliver 450 units, given the constraints it faces, and given the objective of creating attractive Garden Suburbs.
- 4.3.5 Even were that additional 450 units spread across the remainder of the site, there can be no certainty that South Maldon can accommodate 1,710 units within the area shown, at an appropriate density. The decision to progress with a Strategic Masterplan Framework because of the disparate land ownerships, rather than a proper Masterplan, means that the design process will not be able to achieve the same level of comfort as there can be for North Heybridge that the site is actually large enough to deliver a development that will meet the requirements of draft Policies S3 and S4.
- 4.3.6 Since a Masterplan for South Maldon has yet to be developed, it is difficult to make comparisons on a detailed basis. However, looking at the two Masterplan areas in 'gross' terms, it can clearly be seen that the quantum of development currently envisaged at South Maldon is going to be difficult to deliver.
- 4.3.7 Firstly, the broad areas shown on the Key Diagram for North Heybridge and South Maldon can be seen to be roughly the same size. Both are in fact broadly speaking about 90ha in area.
- 4.3.8 Both the North Heybridge and South Maldon Garden Suburbs have areas of land within them that cannot be developed.



- 4.3.9 For example, at North Heybridge, Heybridge Wood represents a large area of constrained land, plus there are constraints near the pylon corridor, and there is a need to maintain separation to Langford. At South Maldon, there is a substantial area of land at risk of flooding, two additional watercourses with their own flood risks, there is a nature reserve on and adjacent to the old railway, and also a pylon line.
- 4.3.10 Co-incidentally, the gross development areas (i.e. excluding the principal constrained areas) also works out to be very similar. The gross development area at North Heybridge (i.e. the land to the south of the Relief Road, including the Road itself, but excluding Heybridge Wood, as shown below) is around 73 ha. Our estimate of the same gross development area at South Maldon is 76 ha.



- 4.3.11 Our Masterplan for North Heybridge can accommodate 1200 units in the shaded area (in addition to the 100 on the land north of Holloway Road owned by Mr Dalby). This works out at an average **gross** density of 16.5 dwellings per hectare. This gross density takes account of the fact that the development needs to provide green routes through it, provide open space and a school site, and provide all of the associated infrastructure required of a well-planned Garden Suburb. We know from our Masterplanning work that this is the sort of gross density that will work and will deliver the sort of quality environment that the Council is seeking.
- 4.3.12 By contrast, the gross density of 1710 units on 76 ha means an average **gross** density of 22.5 dwellings per hectare. At first glance, this may not seem high, but as with North Heybridge, the development will still need to provide quality open spaces, green infrastructure and land for other uses. At such different densities, the quality of development cannot be the same – so what will be sacrificed at South Maldon to achieve the same quality as North Heybridge?

4.3.13 The situation at Wycke Hill North is even more dramatic. That site has a total area of some 18ha, but the pylon line segregates the site and reduces the gross residential developable area by some 2.5 ha, plus there is around 1 ha set aside for employment purposes. The gross residential area is therefore around 14.5 ha. That produces an average gross density for the residential element of 31 dph, which implies that there is no space whatsoever on that site for landscaping, open space, or other green infrastructure (except crammed under the pylon line).

4.3.14 Our Masterplan work shows that it is possible to deliver in excess of 900 units at North Heybridge, using land within the broad area shown in Figure 5A, and still provide plenty of land for open space, landscaping and water attenuation. Our draft Masterplan shows how 1300 homes can be delivered (1200 on the land controlled by Countryside Properties plus 100 at Holloway Road on adjoining land), and that this can be done whilst still providing a high quality scheme that meets Garden Suburb principles and provides appropriate land for open space, landscaping, and water storage. What evidence is there to demonstrate that South Maldon can deliver 1,710 homes within an area of the same physical size?

Accommodating open space and green infrastructure requires land, which needs to be factored in to capacity assessments and density calculations.



4.4 Evidence and the Decision Making Process in respect of South Maldon and the Rural Areas

4.4.1 On 9th July 2013, Members of the Planning and Licencing Committee were presented with a report that set out a 'baseline' position for the emerging LDP which, alongside a residual supply of circa 400 units and windfalls of 330 units, resulted in the distribution shown below.

- South Maldon – 1,250
- North Heybridge – 1,000
- Burnham on Crouch – 450
- North Fambridge – 75
- Other rural allocations – 225

4.4.2 The report noted that this level of supply represented a shortfall of just under 700 units compared to the requirement of 4,410, and set out a number of different possible options as to how this shortfall might be addressed.

4.4.3 Based on the Officer's report and the debate at that meeting, Members resolved to meet the additional 700 units by adding:

- 450 units at North Heybridge;
- 120 units at Broad Street Green;
- 130 units at South Maldon.

4.4.4 Two reserve sites were also identified, one at South Maldon (Wycke Hill) and one to the east of Burnham on Crouch.

4.4.5 Full Council on the 11th July was presented with the same report and the outcome of the Planning & Licensing Committee's decision, but resolved instead to change the pattern of growth by providing:

- 570 units at South Maldon (Wycke Hill North and South);
- 130 units to the rural areas.

4.4.6 Increasing the scale of development at South Maldon via intensification within the Masterplan area was one of the options presented to Members for consideration, as was increasing the number of rural allocations.

4.4.7 Our concern, however, is that there was no substantive evidence to underpin either of these decisions. In particular:

- There has been no analysis of the capacity of South Maldon to accommodate a total of 1,710 units within the Masterplan area whilst still meeting the objectives for a Garden Suburb. We know that basic capacity testing in terms of highways, education and drainage took place, but there was no design capacity testing. As set out elsewhere in these submissions, it is our contention that this scale of development is simply not achievable within the South Maldon area at an appropriate density;

- There was no analysis of the impact on deliverability of reducing the scale of development at North Heybridge – we know that the Council’s Viability Assessment shows that, even on the basis of under-estimated infrastructure costs at North Heybridge, North Heybridge is bearing a higher burden of infrastructure delivery but with a lower share of the development to fund it; and
- The Council has adopted a ‘concentration’ strategy which seeks primarily to direct new development to the larger and more sustainable settlements first, with a more limited allowance for development in the rural areas to meet local needs. On the basis of that strategy, Maldon and Heybridge are “priority” locations. Since we have demonstrated capacity at North Heybridge in excess of 900 units, where evidence is there to support the increase in the Rural Allocations by 130 units in advance of that development being accommodated at North Heybridge?
- By meeting the increased rural areas allowance through a separate and distinct Policy Document, the Council has ‘offset’ the responsibility of the ‘strategic’ Local Plan, rendering it most unclear how the Council is to meet the Plan requirement for 4410 homes. The reliance on ‘windfalls’ and the unspecified rural areas allowance accounts for 16% of the total requirement.

4.4.8 We appreciate from the debate that Members at Full Council wished to see a reduction in the scale and extent of development at North Heybridge, compared to the decision made by P&L Committee. However, there was no substantive information before the Council to justify the motion as presented and the final decision made, other than perceived impacts .

4.4.9 So, for example (and without prejudice to our view that there is no infrastructure constraint to 1450 units at North Heybridge), alternative scenarios could have been considered; for example, decreasing the scale of development to 1400, or 1300, or 1200, or 1100. It was a very blunt instrument to correct the perceived over-concentration of development at North Heybridge by reallocating all 450 units to South Maldon, bringing into question, whether or not the increase can be accommodated, rather than exploring a proper balance between the two locations based on actual evidence and the delivery of road and flood alleviation infrastructure.

4.4.10 For the above reasons, we are concerned that the decision making process has shown a lack of rigour, and an absence of evidence, which has resulted in an over-concentration of development at South Maldon, which is not the most appropriate strategy, having regard to both the capacity at South Maldon and the need for effective delivery at North Heybridge.

4.4.11 As drafted, the emerging Local Plan is inconsistent and evidentially deficient. There is no substantive evidence to support the housing distribution and no evidence to justify the unnecessary fettering of the Masterplan process via Figure 5A.

4.5 Flexibility and the Need to be “Positively Prepared”

- 4.5.1 The draft Local Plan identifies a requirement for a *minimum* of 4,410 homes between 2014 and 2029 (draft Policy S2). The NPPF requires LDPs to be based upon achieving the objectively assessed housing need of the district, and although the increase to 4,410 is significant and welcomed, it remains to be seen whether that figure, when tested, will be found sound.
- 4.5.2 The land supply identified in Policy S2 includes all existing committed sites, all the strategic allocations, and an allowance for windfall development. The combined total of all of those sources of supply is 4,430 units, meeting the minimum target with only 20 units to spare.
- 4.5.3 There is therefore no flexibility in the land supply, no scope for contingency, and no alternative should delivery from one or more of the allocations or existing commitments not come forward as expected.
- 4.5.4 Through the technical work that we have carried out, in liaison with the Highway Authority, Environment Agency, Anglian Water and others, we are able to demonstrate that there is no infrastructure capacity issue that restricts development at North Heybridge to 900 units. We have previously tested 1500 units, and shown that even a development of this scale could be delivered alongside appropriate infrastructure upgrades (the only issue we are unable to verify at this scale is secondary education capacity, but that very much depends upon the overall quantum of development at Heybridge and Maldon, rather than being a site specific issue).
- 4.5.5 Equally, our draft Masterplan shows that there is no design or landscape rationale for restricting development to 900 units. Our Masterplan shows, for example, that some 1300 units could be accommodated in an appropriate manner, and in accordance with the principles for a Garden Suburb set out in Policies S3 and S4.
- 4.5.6 Irrespective therefore of the development quantum at South Maldon, there is good reason for increasing the quantum of development at North Heybridge, both to help deliver the infrastructure sought by the Council, and to provide for a small element of flexibility in land supply, both of which meet the NPPF requirement for plans to be positively prepared.

5. Detailed Representations on Other Matters

- 5.1 In addition to our objection to the distribution of development (Policy S2) and the area for the North Heybridge Garden Suburb (Figure 5A), we also have some specific objections to the detailed wording of Policy S4 and its supporting text, and to Policies E1, H1 and I1.

Policy S4 (Maldon and Heybridge Strategic Growth)

- Country Park – the policy makes specific reference to a “new” country park, and that this should be focussed to the west of Maypole Road. Rather than a ‘new’ country park, one option might be to link to and extend the existing Elms Farm Park Country Park/Blackwater Rail Trail. It might also be possible to provide a country park in a location other than west of Maypole Road. Unless there is specific evidence to justify the words “new” and “west of Maypole Road”, we consider these references should be removed.
- Open Space/Flood Mitigation/Landscaping area – in accordance with our main representations, the last bullet point in S4 which cross refers to Figure 5 should be deleted (along with paragraph 2.56). In its place, we suggest the following:

“The Masterplan for North Heybridge should avoid coalescence between the new Garden Suburb and the village of Langford, make appropriate provision for open space, landscaping and flood mitigation, and investigate the potential for linkages to the existing green infrastructure network at Elms Farm Park including the extension of the Blackwater Country Park south of Langford Road and the Blackwater Rail Trail.

- Delivering the strategic flood alleviation measures requires more land than is available within the area shown on Figure 5A, specifically more land north of the pylon line. In addition, in order to ensure that the Relief Road passes through a well-designed landscape corridor, additional strategic landscaping will be required beyond the area shown in Figure 5A. If the Council does not extend the Garden Suburb area as per our submissions, then we suggest an additional bullet point should be added to S4, as follows:

“The Council recognises that the Masterplan for North Heybridge may include strategic flood alleviation works and landscaping to the north of the pylon line i.e. outside the Masterplan area shown on Figure 5A”

Policy E1 (Employment)

- The opening paragraph of the policy refers in the second sentence to the locations for new employment sites, and refers to these being at strategic allocations and “garden suburbs”. In fact, the new employment space identified in the policy is specifically at the South Maldon Garden Suburb, and in the interests of clarity, the policy should refer to:

“... at the strategic allocations and South Maldon garden suburb and other high quality and sustainable locations.”

Policy H1 (Affordable Housing)

- Policy H1 looks to the provision of 40% affordable housing in Garden Suburbs, though flexibility is afforded based on viability assessment and a relaxation of the requirement is permitted in principle. This flexibility is welcomed and clarity is expressed in paragraphs 5.7 and 5.8 in terms of the possibility of commuted sums and the need for a demonstrable case for an alternative form of provision or a variant level of provision. However, if the outcome of the updated Viability Assessment work is such as to demonstrate that, with the level of infrastructure required compared to the quantum of development, 40% affordable housing is not deliverable at Heybridge North, then the policy should be amended to reflect what can realistically be delivered.

Policy I1 (Infrastructure and Services)

- The second part of the policy refers to Developer Contributions. Countryside Properties do of course support the proper use of developer contributions towards the provision of new physical and social infrastructure, and in particular support the specific recognition that individual sites within the main development areas should make a proportionate contribution to collective infrastructure. The policy does need to recognise however, that the provision of contributions has to have regard to viability, and therefore we suggest that the opening sentence of this part of the policy is rephrased to state:

“Subject to viability, developers will be required to contribute”

6. Proposed Amendments

6.1 In addition to the specific wording changes set out in Section 5 above, the amendments sought by Countryside Properties to remedy the main matters raised in these representations are:

1. Removal of the arbitrary sub-division within Figure 5A between the area annotated as the Masterplan area and the area identified for open space/water storage – the Masterplan process can determine the most appropriate form of the development, and the most appropriate locations for green space/open space/surface water attenuation, and it should not be constrained by an illogical and unjustified boundary set by the Policy. To be consistent with South Maldon, the whole of the area shown should be identified in the key as “Masterplan area”.

2. An increase in the dwelling allocation at site S2(d) North Heybridge from 800 to 1200 (i.e. 1300 in total for the Garden Suburb) - our proposed amendment is supported by the evidence provided with these representations that confirms such a scale of growth is compatible with local infrastructure, is deliverable in a well-planned form that meets the requirements of Policy S3, and indeed is necessary and desirable in the context of the successful delivery of key objectives of the plan. The increase in unit numbers at North Heybridge that we propose would either:

(a) be counter-balanced by a commensurate decrease in either the South Maldon and/or Rural Allocations; or

(b) be added to the Plan irrespective of any change to those other elements, to provide an appropriate level of flexibility to ensure that the minimum housing requirement can be met.

3. An amendment to the Masterplan boundary at North Heybridge to provide a more logical area for the purposes of Masterplanning (as set out in Section 3.1 of this document).

The Heybridge North Development site comprises greenfield land to the North of Heybridge Essex and generally south of a ridge of higher ground in the vicinity of Wickham Bishops, Great Braxted and Great Totham. The proposed development site falls moderately from the north to the south. As a result, rainfall flows into a ditch and pond network

The development site is drained by five watercourses which all flow from the north to the south and ultimately outfall to the Chelmer/Blackwater Estuary to the south after passing through Heybridge. If a significant rainfall event occurs within this catchment it is clear that the surface water system within Heybridge would not be able to cope with the flows and flooding within Heybridge would likely follow. There is a history of flooding on Holloway Road to the south of the site.

The proposed development can incorporate a surface water disposal system that ensures that the flood risk can be addressed by reducing flow rates off the site, complying with national and local flood risk policy for Sustainable Urban Drainage Systems.

This would be achieved by capturing and diverting high flows in the existing watercourses through the site to the west, where they could outfall to the Blackwater Chelmer system at Beeleigh via a new watercourse and culvert system

The principles of this flood relief infrastructure system have been discussed with officers of the Environment Agency and Essex County Council who are supportive of this concept.

A new water course system will be constructed which will flow from the east to the west to allow water from the existing systems to be diverted in high flow conditions. This water course will also allow capture any overland surface water from the north. A set of water storage areas will also be constructed which will remain dry for most of the time. Parts of these areas may be constructed at lower levels such that they can remain permanently wet and offer an amenity.

The volume of water stored in a 1 in 100 year event will be in the region of the 120,000m³ (Approximately 40 Olympic sized swimming pools). The design for this system will be refined as more information on the capacity of the existing drainage systems in Heybridge is published by the Environment Agency and Essex County Council who, respectively, have studies on-going at present. These will provide additional information on the condition and capacity of the surface water infrastructure in Heybridge.

Within the development a Sustainable Urban Drainage System (SUD) will be provided. Such systems hold back surface water within the development itself and then allow it to reach the receiving surface water system at a rate that this system can convey. The SUD system will make use of rainwater harvesting, permeable paving, infiltration where ground conditions permit as well as storage of water above and below ground. This set of measures is known as a SuDS Train and it is anticipated that this will be adopted by ECC in their future role as SuDS Approval Body (SAB).

Countryside Properties' Team looks forward to working in partnership with Maldon District Council, Essex County Council and the Environment Agency in effecting a technically robust flood alleviation strategy.

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Land North of Heybridge, Maldon

**Transport Submission to demonstrate the
deliverability of Land at North Heybridge on
Transport Grounds**

October 2013

1. INTRODUCTION

- 1.1 Countryside Properties has under its control some 425 acres (170 hectares) of land to the north of Heybridge (between the B1019 Langford Road in the west and the B1022 Broad Street Green Road in the east), part of which falls within an area of land identified within the Draft LDP as a proposed allocation to meet development needs over the period 2014 to 2029. This Transport Submission forms an appendix to the 'Representations on behalf of Countryside Properties to the Maldon Draft Local Development Plan', prepared by Phase 2 Planning & Development Ltd.
- 1.2 The Land North of Heybridge site has been identified for 900 residential units, in the Local Development Plan Preferred Options Document.
- 1.3 This Submission has been prepared, on behalf of Countryside Properties, to demonstrate the transport arguments, as to why Heybridge is suitable for the provision of at least 1400 residential units, in the form of 1200 at Land North of Heybridge along with 100 units on the Heybridge Swifts site and 100 units on the Dalby Land, immediately north of the Holloway Road.
- 1.4 A Transport Strategy for the site has been prepared, of which the details are set out in Section 2. Furthermore, detailed modelling work has been undertaken by Essex County Council, the Highway Authority, which is set out in Section 3.

2. TRANSPORT STRATEGY FOR LAND NORTH OF HEYBRIDGE

2.1 The allocation on Land at North Heybridge would be supported by a clear and deliverable Transport Strategy.

2.2 The proposed strategy involves;

- (i) Making the Relief Road the Signed Route between the A414 and Broad Street Green Road.
- (ii) Facilitating Improvements at the following junctions, along with other development proposals;
 - Slip lanes on Heybridge Approach to Langford Rd (south to west) and Langford Rd to Langford Rd (west to east)
 - Slip lanes on A414 to B1018 (south west to north west) and B1018 to A414 (north west to south east)
 - Slip lane on A414 Spital Rd to A414 (south to north)
 - Signalised 'hamburger' junction at the Maldon Road/Chelmsford Road junction.
- (iii) Improving Bus Services
- (iv) Improving Cycle Connections
- (v) Reducing Traffic Flows at the Southern end of Maypole Road through introduction of traffic calming measures and signing the Relief Road as the alternative route

2.3 The Strategy is shown in Figure 1. The detailed Junction Improvements are shown in Figure 2.

2.4 This Strategy can be delivered by Countryside Properties in partnership with appropriate agencies and on the basis of proportionate and equitable sharing of costs.

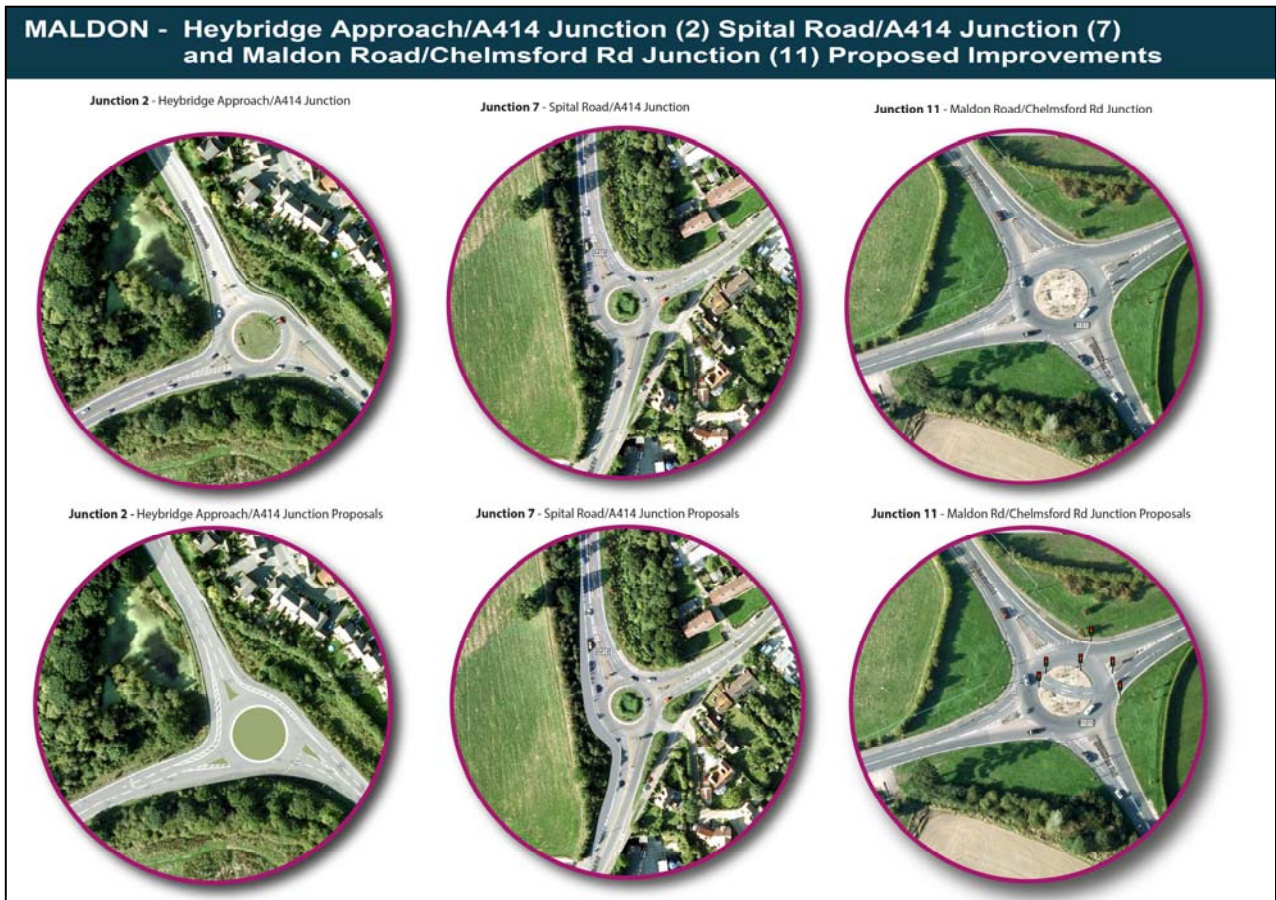


Figure 2: The Detailed Junction Improvements

2.5 It must be noted that comprehensive strategies to encourage trips on foot, by cycle and by public transport have made considerable differences in terms of reducing background traffic. For example, with reference to the results of the DfT Smarter Choices Programme, the results shown below were obtained;

The Results of the Dft Smarter Choices Programme

The Dft undertook measures in Worcester, Peterborough and Darlington to encourage trips to be made by more sustainable modes.

The Results through the Introduction of the Measures were;

- Reduction in Car Journeys – 9%
- Reduction in Traffic Volumes – 7 to 8%
- Increase in Bus, Walking and Cycle Trips – 10% to 30%

Details of a new Bus Service to serve the site

- 2.6 There are currently regular bus services that run near to the site; however the existing services have a low frequency.
- 2.7 Therefore, to encourage the use of sustainable travel, it is proposed to provide a new bus service to run through the site, and to serve the town centre. The proposed service will have a 30 minute frequency Monday-Saturday, with an hourly service on a Sunday. The proposed bus route is shown in Figure 3.

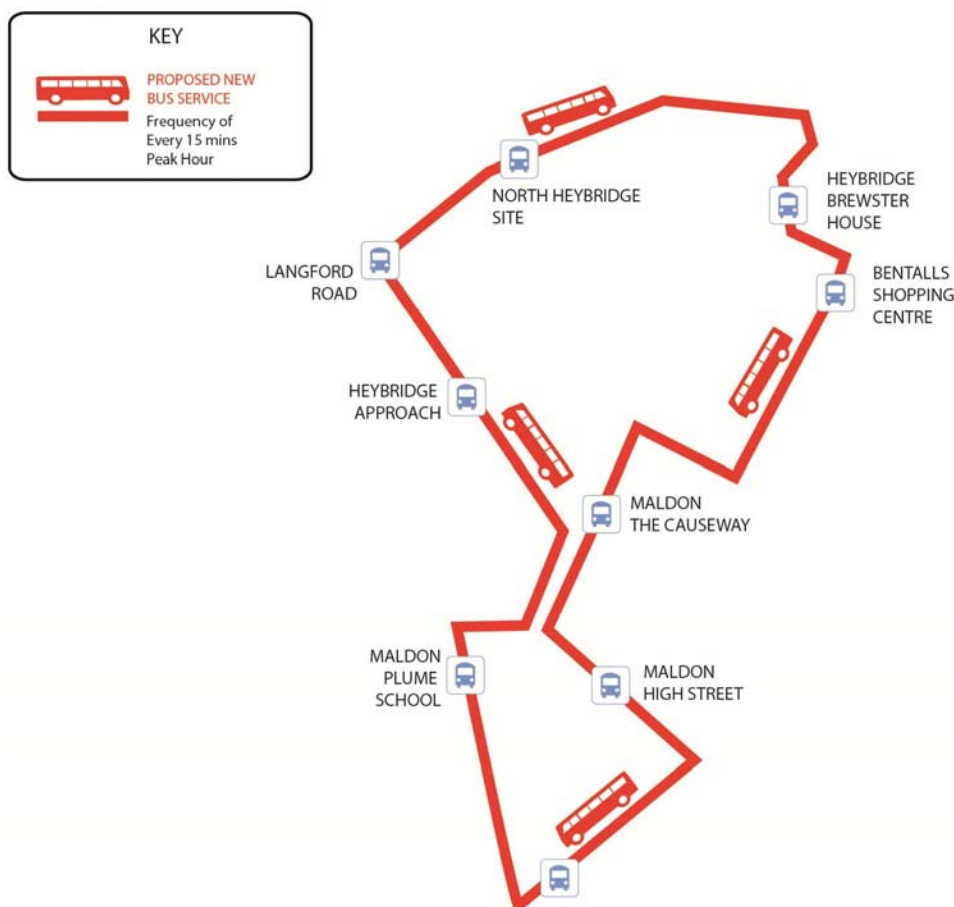


Figure 3: Proposed New Bus Service

- 2.8 The new bus service will be marketed to residents and users of the site to sustainable travel from the outset. The site is of a sufficient quantum of development to ensure that a service entering the site could be commercially viable on a long term basis.

Wider Area Impacts

2.9 We note Chelmsford City Council's comments in relation to the development in Maldon, in their Development Committee Report, dated 19th September 2013, in relation to concerns over the highways implications between Maldon and Chelmsford on the A414 through Danbury. In particular, Paragraph 2.1 of the Committee Report states;

“...The increase in population at Maldon and Heybridge is likely to result in increased pressure and congestion in the Chelmsford City area. As acknowledged in a traffic study undertaken by MDC, a large proportion of highway demand in the morning and evening peaks is between Chelmsford and Maldon, along the A414 through Danbury. This route is the main corridor between Chelmsford and Maldon. The A414 through Danbury is already congested during peak periods and the City Council has serious concerns that this will be further exacerbated by reason of the planned growth at Maldon and Heybridge to the detriment of Chelmsford residents. Furthermore, the City Council is uncertain whether appropriate mitigation measures can be implemented to alleviate the potentially significant traffic and congestion problems that will be experienced along the A414, particularly at the already busy roundabout at Eves Corner.”

2.10 Therefore, in consultation with the Highway Authority, it would be proposed to identify improvements to the bus corridor, connecting to the existing and proposed North East Chelmsford railway station, which will provide a wider traffic reduction benefit including to the existing residents of Danbury, as shown in Figure 4.

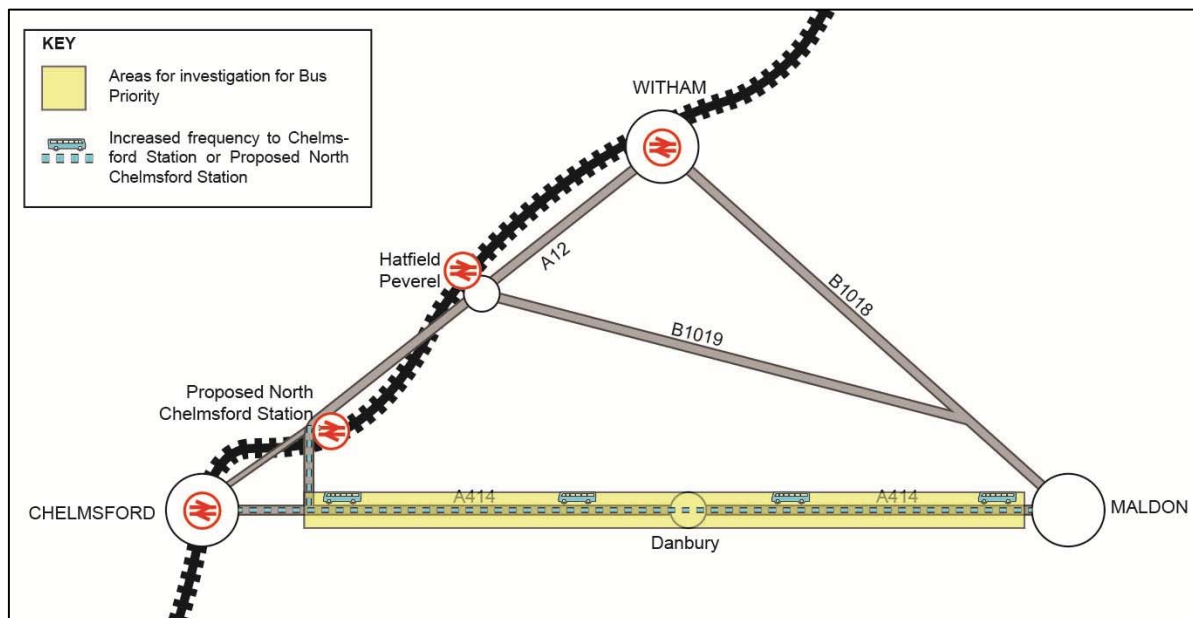


Figure 4: Bus Priority Area for Investigation

3. MODELLING WORK UNDERTAKEN BY ESSEX COUNTY COUNCIL

3.1 Essex County Council has undertaken a number of studies and provided advice in respect of the allocation of land north of Heybridge, which are discussed below. In particular, the studies are;

- a. Consideration of 1000 Units
- b. Consideration of 1157 Units
- c. Advice in respect of a higher quantum
- d. Study for Mayer Brown testing the impacts of 1750 Units

a. Tests for 1000 dwellings at Land North of Heybridge

3.2 Modelling work has been undertaken by Essex County Council, working together with Maldon District Council, to understand the highway impacts of allocated sites in Maldon. Essex Highways (EH) recently provided a report titled '*Assessment of Impact of Proposed Development Sites in Heybridge, South Maldon and Burnham-on-Crouch on Highway Network*', dated May 2013 on the potential impact on the highway network of 1,000 dwellings in Heybridge, which assumed that all dwellings will be accessed via the proposed Relief Road linking Broad Street Green Road with Holloway Road / Langford Road), as opposed to previous assumptions. This was tested along with 1250 dwellings at South Maldon.

3.3 The following junctions were tested;

- B1018 Langford Road / B1018 Heybridge Approach / Holloway Road Roundabout
- B1018 Heybridge Approach / A414 Roundabout
- A414 / Fullbridge Roundabout
- B1018 The Causeway / The Square / B1022 The Street Roundabout
- B1022 Colchester Road / B1026 Goldhanger Road Roundabout
- A414 / Spital Road Roundabout
- A414 / B1018 Limebrook Way Roundabout

- Limebrook Way / Fambridge Road Roundabout
- Limebrook Way / Mundon Road / Park Road
- Proposed A414 Bypass / South Maldon Development Access Junction (west of Limebrook Way Roundabout)
- Proposed A414 Bypass / Wycke Hill Junction
- A414 and B1019 Impact
- A414 Oak Corner Junction

3.4 A summary of the principal findings, which are contained in Section 9 of the ECC report, which states;

“Heybridge

The December 2010 study assumed that some of the proposed 1,000 dwellings would access the road network along Holloway Road. This study has assigned all development trips (and relevant background trips) to the proposed Heybridge link road. The resultant changes in traffic flows on the highway network were considered negligible in terms of affecting the performance of junctions in the locality.

Heybridge and South Maldon

Junction assessments were carried out at the same locations as the December 2010 study, but were supplemented by 3 additional sites on the south and west of Maldon. The findings showed that a ‘nil detriment’¹ scenario could be attained at all junctions assessed previously, plus 2 of the 3 additional sites if a) all Heybridge development traffic is assigned to the proposed link road, b) an A414 bypass route is provided to avoid the A414 / Limebrook Way junction, and c) mitigation measures identified in the December 2010 study are retained at B1018 Heybridge Approach / A414, A414 / Spital Road and A414 / B1018 Limebrook Way roundabouts (described in main text).

However, the A414 Oak Corner junction has been shown to operate above capacity in both peak periods in 2026 with the addition of traffic from proposed developments at Heybridge and South Maldon. Mitigation measures are therefore predicted to be required at this location.

Furthermore, whilst it appears feasible to design a junction which will serve the proposed A414 bypass to the west of Maldon satisfactorily, the study has confirmed that a sizable junction would be necessary at the northern end to link into Wycke Hill. This may entail more

detailed feasibility work and entering an agreement with developers to ‘free up’ additional land.”

3.5 The report identifies that the A414 Chelmsford Road / A414 Maldon Road / B1010 Burnham Road / A1418 Southend Road (Oak Corner Roundabout) are predicted to require mitigation. Suitable improvements to the above junction have been identified by Mayer Brown as shown in Figure 2.

3.6 ECC stated that the findings show that a **‘nil detriment’ scenario could be achieved**. However, paragraph 32, bullet point 3 of the National Planning Policy Framework states;

*“improvements can be undertaken within the transport network that cost effectively limit the significant impacts of the development. Development should only be prevented or refused on transport grounds where the residual cumulative **impacts of development are severe**.”*

3.7 Therefore, the ECC conclusion that ‘nil detriment’ can be achieved with 1000 units in North of Heybridge, clearly demonstrates that in transport terms a much higher quantum of development could be provided in accordance with the criteria set out in NPPF.

b. ECC Study of 1157 Units at Heybridge

3.8 Following the submission of the May 2013 report, Maldon District Council requested further assistance from ECC to evaluate additional development proposals. This is considered in their report titled *‘Further Assessment of Impact of Proposed Development Sites in Heybridge, South Maldon, Burnham-on-Crouch, North Fambridge, Latchingdon, Southminster and Rural Locations on Highway Network’*, dated June 2013.

3.9 Section 3.2 of the report relates to a study of 1,157 dwellings at Heybridge and 1,291 dwellings at South Maldon. The report states, at Paragraphs 3-5 of Section 3.2:

“The combined total for both these areas is 2,448, an increase of almost 200 over the earlier assessment work. South Maldon has increased by 41 dwellings and EH do not consider this to be a material difference. In this case the findings in the May 2013 report should still apply in terms of junction performance on the highway network.

By contrast, an increase of 157 dwellings in Heybridge is likely to have an impact on the performance of the B1019 Langford Road / B1018 Heybridge Approach junction. In fact, the cumulative effect of this increase in dwellings planned in the Maldon urban area (41 + 157) would, as stated in Section 3.1, be very likely to lead to mitigation measures being required in this location.

However, it should be acknowledged that this assessment was based on a link road being provided between Broad Street Green Road and Holloway Road / Langford Road, i.e. east of the current junction. If the link road is extended slightly so that it connects to the B1019 Langford Road west of the existing junction, i.e. between the roundabout and the junction with Witham Road further west, it may be possible to offset the need for mitigation. This is because a proportion of development traffic would be able to bypass the junction. It should be noted that, although any such realignment would assist in reducing demand at the Langford Road / Heybridge Approach junction, the alignment should not be such that traffic from the B1022 Broad Street Green Road bound for the A414 towards Danbury and Chelmsford would not switch from the B1022 and B1018 through the already congested, central Heybridge area.”

- 3.10 The alignment for the Relief Road as set out in Paragraph 5 above has been accepted by Countryside Properties. Therefore ECC confirmed that 1157 units at Heybridge would be acceptable.

c. Advice in Respect of an additional 700 dwellings in Maldon District Area

- 3.11 Section 6 of the ECC report, ‘Further Assessment of Impact of Proposed Development Sites in Heybridge, South Maldon, Burnham-on-Crouch, North Fambridge, Latchingdon, Southminster and Rural Locations on Highway Network’, dated June 2013, sets out the Highway’s Considerations of an additional 700 dwellings for Maldon District Area. Section 6.1 states;

“MDC have indicated that there is a need to accommodate a further 700 dwellings in the district in addition to the new baseline projections. They have identified the following potential locations on a drawing entitled Growth Capacity Testing (which is included in Appendix B):

- *GO1 (Heybridge) – Sites H1, BS1, BS2 and H4;*
- *GO2 (South Maldon) – Sites M1 (Masterplan site) and M2;*
- *GO3 (Burnham-on-Crouch) – Sites B1, B2 and B4 plus Masterplan site;*
- *GO4 (non-specific Rural allocation);*
- *GO5 (North Fambridge) – F3 and F4;*
- *GO6 (Latchingdon) – L1;*
- *GO7 (Southminster) – S3, S4 and S5*

The key considerations relating to the highway network within the MDC area for each of these locations is considered in turn in the following subsections; those relating to neighbouring districts are considered subsequently in Section 7.”

3.12 The plan indicated above, which is contained in Appendix B of the ECC report, is shown in Figure 5.

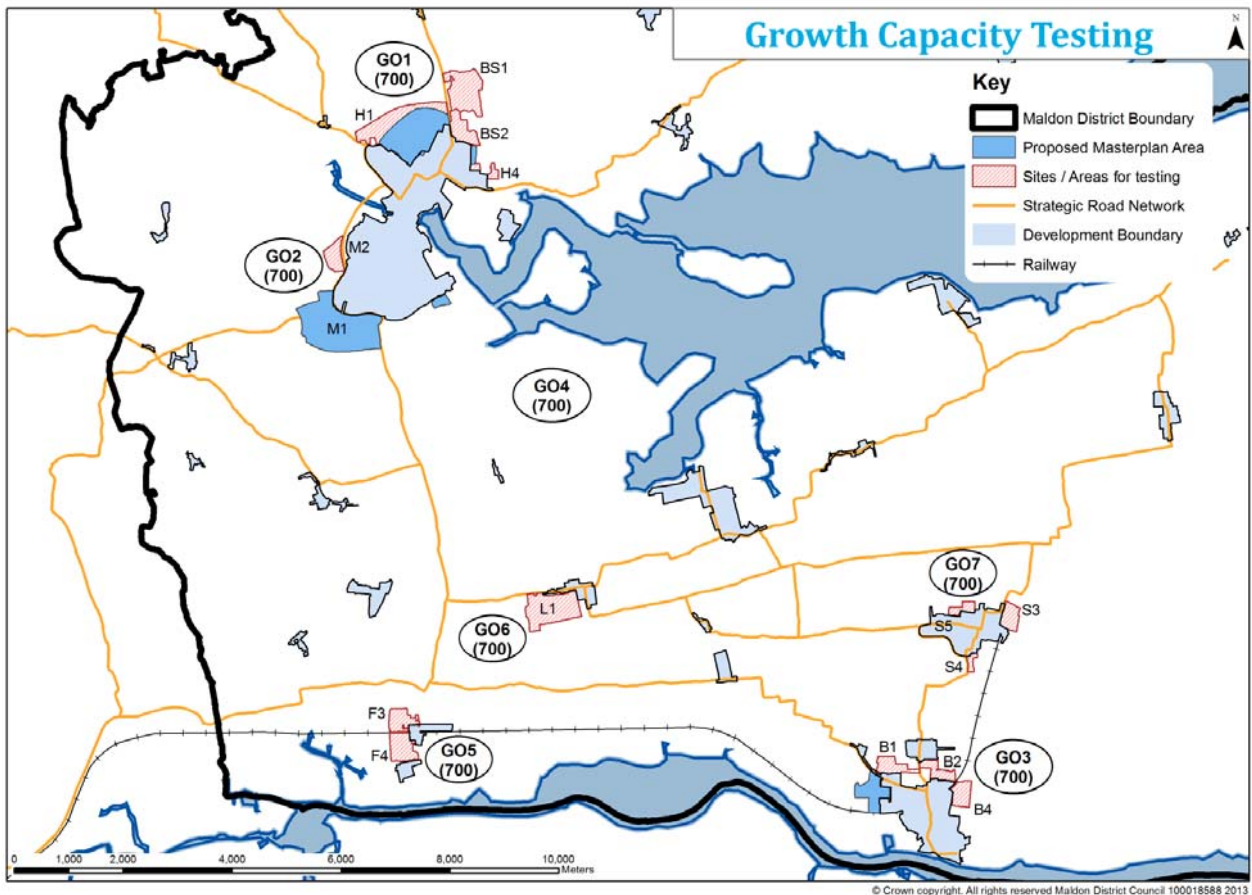


Figure 5: Potential Locations of 700 Additional Dwellings (ECC June 2013 Report Appendix B)

3.13 The plan shows that site H1 relates to the Land North of Heybridge site. In relation to this site, Section 6.2 states;

“There is a concern about the impact of any development that exceeds the 1,000 dwellings considered in the May 2013 study. However, as described in Section 3.2, there may be scope to offset these concerns with a slightly extended alignment for the proposed link road. This is

on the condition that the link road does not extend to the point where traffic would not switch to the new route from the existing route through the centre of Heybridge.

The addition of 700 dwellings to the 1,157 already put forward as the new baseline scenario would raise very significant concerns for the highway network within Heybridge. The previous study concluded that the introduction of a link road in Heybridge would enable both the B1018 The Causeway / The Square / B1022 The Street and B1022 Colchester Road / B1026 Goldhanger Road junctions to operate with a 'nil detriment' compared to the 2026 Background traffic scenario.

However, these junctions would experience notable congestion with only 1,000 dwellings. If this were to be increased to 1,857 dwellings, it would lead to very severe delays in the area and potentially also adversely affect other junctions such as the A414 / B1018 The Causeway / Fullbridge. Moreover, any further growth in this location would result in increased westbound traffic using the B1019 and A414 towards Hatfield Peverel, Chelmsford and the A12 (cf. Section 7 for further details).

However, if MDC wish to pursue additional housing in Heybridge, EH would offer the following comments on the individual sites:

H1 – This would be the least problematic location for any further development from a highways viewpoint. If the majority of the allocation is located towards the western end of the proposed link road, this would reduce the number of trips through the middle of Heybridge and thus lessen the impact on the junctions where mitigation is not possible.”

3.14 As stated above, ECC concluded that the H1 site would be the least problematic in terms of highway impact, for additional development.

d. The Impacts of Increasing the Quantum of Development in Land North of Heybridge

3.15 Mayer Brown, on behalf of Countryside Properties, commissioned ECC to undertake the modelling work, for 1750 dwellings for the Land North of Heybridge.

3.16 Essex County Council have tested the impact of 1750 Units at Heybridge North on their spreadsheet model and have provided the results of the spreadsheet to be included in the detailed Junction Assessment Models, which includes allowances for growth to the year 2026, committed developments and rerouting associated with the proposed bypass.

3.17 The details tested in the Spreadsheet Model are:

(i) The Relief Road with a design speed of 40mph

- (ii) Reduction of link speed of Maypole Road to 20mph between the Relief Road and Langford Road/Holloway Road.
- (iii) The indicative distribution of Development to be tested;
 - Area 1 = 200 units connected to the new Relief Road roundabout
 - Area 2 = 750 units connected to the new Relief Road roundabout at the Maypole Road junction
 - Area 3 = 400 units connected to Area 2
 - Area 4 = 400 units connected to the Broad Street Green

3.18 Assessments have been carried out for two peak hours;

- Weekday AM peak - 07:45 to 08:45
- Weekday PM peak - 17:00 to 18:00

3.19 In particular, a comparison of flows between 1750 and 1000 Units, using the ECC Model is shown below. The ECC assumptions which have been used are for a split of 29% flats to 71% houses, and with 30% of those affordable units and 70% private. The Trip Rates used by ECC are shown in Table 1, with the flows for 1000 and 1750 units shown in Table 2.

	Assumptions	Trip Rate AM		Trip Rate PM	
		Arrivals	Departure	Arrivals	Departure
Flats Rented	29% Flats 30% Affordable	0.0055	0.0109	0.0106	0.0079
Flats Privately owned	29% Flats 70% Private	0.0091	0.0363	0.0302	0.0140
Houses Rented	71% Houses 30% Affordable	0.0275	0.0501	0.0575	0.0366
Houses Privately owned	71% Houses 30% Private	0.0780	0.2271	0.1993	0.1168
Total Trip Rates		0.1201	0.3244	0.2977	0.1754

Table 1: ECC Assumptions and Trip Rates

	ECC Trip Rates	Trips for 1000 units	Trips for 1750 units	Difference
AM Arrivals	0.1201	120	210	+90
AM Departures	0.3244	324	568	+243
PM Arrivals	0.2977	298	521	+223
PM Departures	0.1754	175	307	+132

Table 2: Difference in Trips between 1000 and 1750 Units

- 3.20 It can be seen that the difference between 1000 Units and 1750 Units was projected by ECC to be 333 in the am peak and 355 in the pm peak.
- 3.21 As set out in the introduction, this submission has been prepared to demonstrate that the highway network can accommodate 1400 units at Heybridge, consisting of 1200 units at Land North of Heybridge, along with 100 units at Heybridge Swifts and 100 units at Dalby.
- 3.22 Using the ECC trip rates and assumptions, as set out in Table 1, we have calculated the additional number of trips that would result from 1400 units at Heybridge. This is shown in Table 3, along with the difference from 1000 units.

	ECC Trip Rate	Trips for 1000 units	Trips for 1400 units	Difference
AM Arrivals	0.1201	120	168	+48
AM Departures	0.3244	324	454	+130
PM Arrivals	0.2977	298	417	+119
PM Departures	0.1754	175	245	+70

Table 3: Change in Trips for 1400 units

- 3.23 Table 1 shows that there would be an additional 178 trips in the am peak and an additional 189 trips in the pm peak, for an additional 400 units at Heybridge.

Conclusions to this section

- 3.24 ECC have undertaken a number of studies on behalf of Maldon District Council, to consider the highways impacts for the allocation of development within Maldon District Area.
- 3.25 In particular, the May 2013 ECC report tests the impacts of 1000 units at Heybridge at 1250 units at South Maldon, which show that with the Relief Road provided as part of the development at Land North of Heybridge, ***that a nil detriment could be achieved over the 2026 background traffic scenario.***
- 3.26 It is noted that the test set out in NPPF is set out in paragraph 32 '*Development should only be prevented or refused on transport grounds where the residual cumulative impacts of development are severe*' and it can be seen that the Highway Authority considered that 1000 Units could be allocated with an impact considerably less than that set out in NPPF.
- 3.27 Furthermore, in their June 2013 study, the Highway Authority tested the impacts of 1157 units at Heybridge, or which they concluded that with the different alignment for the Relief Road, which has been accepted by Countryside Properties, that 1157 units could be located at the Land North of Heybridge Development.
- 3.28 ECC also looked at the impacts of an additional 700 units in the Maldon District Area, from which they concluded that the H1 area of investigation (located on the Land North of Heybridge site) would be the least problematic in terms of highway impact for growth in Maldon, which they stated, as set out at Paragraph 3.13, '*if the majority of the allocation is located towards the western end of the proposed link road, this would reduce the number of trips through the middle of Heybridge*'.
- 3.29 We have looked at the impacts of an allocation of 1400 units at Heybridge, based on the agreed ECC assumptions and trip rates. This shows that there would be an additional 178 trips in the am peak, and 189 trips in the pm peak. From this, we have concluded that, with the mitigation measures proposed, as set out in Section 2, there would be no severe harm as a result of this.
- 3.30 We have also tested the impacts of an allocation of 1750 at Heybridge, along with 1250 units at South Maldon. This was tested with the proposed Relief Road and mitigation measures, and from this we have concluded that there would not be any severe harm on the surrounding highway network.

4. THE ALIGNMENT OF THE RELIEF ROAD

- 4.1 The specification and the alignment of the Relief Road has been the subject of discussion with ECC, the Local Highway Authority.
- 4.2 In consultation we have been advised that two alignments could be considered, for which the preferred alignment would be confirmed through the development of the Master Plan. The alignments considered appropriate by ECC are;
- (i) A 40mph speed limit road operating from a new junction on Langford Road to a new junction on Broad Street Green Road - ***The proposal put forward by Countryside Properties***
 - (ii) A new 40 mph speed limit road operating from the Langford Road/Heybridge Approach Junction to a new junction on Broad Street Green Road.
- 4.3 The criteria, we understand that the Local Highway Authority consider appropriate in confirming the alignment includes;
- (i) That the road is designed to a 40mph speed limit and therefore meets design standards as set out in DRMB.
 - (ii) That the road design would allow for traffic reduction on the southern section of Maypole Road.
 - (iii) Confirmation that an alignment joining Langford Road, west of the Heybridge Approach/Langford Road corridor would not lead to an increase in traffic on the B1019/B1018 as opposed to the A414 corridor.
 - (iv) Confirmation that the Relief Road is deliverable in respect of cost and availability of land.
- 4.4 Considering each in turn;
- (i) **That the road is designed to a 40mph speed limit and therefore meets design standards as set out in DRMB**
- 4.5 The Countryside Master Plan has been prepared with a 40 mph design speed road, which meets the design requirements as set out in DRMB. The alignment will be the subject to technical review and safety audits in accordance with the normal requirements to implement works under a S278 Agreement. The principle of the Highway Authority requirement is met with the Countryside Master Plan proposal.

-
- 4.6 We note that a restriction on crossing points for pedestrians and cyclists may be sought. We consider that the provision of a controlled crossing point is not inconsistent with the objectives of the road, with an example being the new Radial Distributor Road in Chelmsford, which is part of the trunk network. It will have controlled crossing points and will become part of the Strategic Route between Southend and Stansted Airport.
- (ii) That the road design would allow for traffic reduction on the southern section of Maypole Road.**
- 4.7 The Countryside proposal allows for the southern section of Maypole Road to be reduced in status with traffic instead using the new Relief Road.
- (iii) Confirmation that an alignment joining Langford Road, west of the Heybridge Approach/Langford Road corridor would not lead to an increase in traffic on the B1019/B1018, as opposed to the A414 corridor.**
- 4.8 The Countryside proposed Master Plan involves a new junction 250 metres from the Langford Road/Heybridge Approach Junction. In that context modelling work is very unlikely to show a difference in routing between the two corridors. However, we consider there will actually be a benefit to the operation of the A414 corridor which will reduce the propensity to use the B1019/B1018 corridors namely;
- a. The proposed improvements along the A414 at the Heybridge Approach/A414, Spital Road/A214 and Maldon Road/Chelmsford Road junctions
 - b. The positive impacts of improved bus services along the corridor in reducing traffic flows
- 4.9 Notwithstanding the above, Countryside would work carefully with the Highway and Planning Authorities to identify signage, monitoring and if required traffic calming measures to mitigate any impacts.
- (iv) Confirmation that the Relief Road is deliverable in respect of cost and availability of land.**
- 4.10 An alignment which ties into the Langford Road/Heybridge Approach Roundabout requires 3rd party land, which the land holder has no interests in. Land searches with the Highway Authority have confirmed that this is categorically not highways land. This would frustrate the timely development of land North of Heybridge in accordance with the Council's Plan. The interest is purely one of ransom and clearly under Stokes-v-Cambridge, the party could seek a penal payment for the release of that land to deliver the Relief Road if it ran to the Langford Road/Heybridge Approach Roundabout.
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- 4.11 This alternative alignment post-dates the District Councils endorsement of the alignment shown on the Local Plan Proposals Map (Figure 5A).
- 4.12 There are powers to secure land for road building projects that are available to the Highway Authority. However, that requires a CPO to be made, and most likely an Inquiry. In addition even once an order has been made, there will still be a value associated with the land in terms of its role as a development access road. It is clear that there would be considerable delays in delivering an alignment which connects to the Langford Road/Heybridge Approach Roundabout and even if that were to be delivered using powers available to the Local Highway Authority, the costs are likely to outweigh the delivery of an alignment connecting to Langford Road which are not effected by ransom.

In Conclusion

- 4.13 It is clear that the alignment proposed by Countryside Properties can fully meet the criteria discussed with the Highway Authority in respect of the function of the Relief Road. There are other benefits in relation to the drainage strategy, which are considered elsewhere in the submissions, but we consider that the key point is that there is not a clear path to demonstrate how an alignment different to that proposed by Countryside Properties is deliverable and in that context that will impact on the soundness of the plan.

5. CONCLUSIONS

- 5.1 Countryside Properties have under their control some 425 acres (170 hectares) of land to the north of Heybridge (between the B1019 Langford Road in the west and the B1022 Broad Street Green Road in the east), which falls within an area of land identified within the Draft LDP as one of the four Strategic Growth Locations required to meet development needs over the period 2014 to 2029. This Transport Submission forms an appendix to the 'Representations on behalf of Countryside Properties to the Maldon Draft Local Development Plan', prepared by Phase 2 Planning & Development Ltd.
- 5.2 The Land North of Heybridge site has been identified for 900 residential units, in the Local Development Plan Preferred Options Report.
- 5.3 This Submission has been prepared, on behalf of Countryside Properties, to demonstrate the transport arguments, as to why Heybridge is suitable for the provision of at least 1400 residential units, in the form of 1200 at Land North of Heybridge along with 100 units at the proposed neighbouring Heybridge Swifts allocation and 100 units at the neighbouring Dalby allocation.
- 5.4 This report has demonstrated that a Transport Strategy has been prepared that is deliverable and would accommodate any development at Land North of Heybridge.
- 5.5 This submission has looked at the Impact on the Highways Network, and analysed the studies undertaken as part of the consultation process. In particular;
- ECC have undertaken a number of studies on behalf of Maldon District Council, to consider the highways impacts for the allocation of development within Maldon District Area.
 - In particular, the May 2013 ECC report tests the impacts of 1000 units at Heybridge at 1250 units at South Maldon, which show that with the Relief Road provided as part of the development at Land North of Heybridge, **that a nil detriment could be achieved over the 2026 background traffic scenario.**
 - It is noted that the test set out in NPPF is set out in paragraph 32 'Development should only be prevented or refused on transport grounds where the residual cumulative **impacts of development are severe**' and it can be seen that the Highway Authority considered that 1000 Units could be allocated with an impact considerably less than that set out in NPPF.

- Furthermore, in their June 2013 study, the Highway Authority tested the impacts of 1157 units at Heybridge, or which they concluded that with the different alignment for the Relief Road, which has been accepted by Countryside Properties, that 1157 units could be located at the Land North of Heybridge Development.
- ECC also looked at the impacts of an additional 700 developments in the Maldon District Area, from which they concluded that the H1 area of investigation (located on the Land North of Heybridge site) would be the least problematic in terms of highway impact for growth in Maldon.
- We have looked at the impacts of an allocation of 1400 units a Heybridge, based on the agreed ECC assumptions and trip rates. This shows that there would be an additional 178 trips in the am peak, and 189 trips in the pm peak. From this, we have concluded that, with the mitigation measures proposed, as set out in Section 2, there would be no severe harm as a result of this.

5.6 It is clear that the alignment proposed by Countryside Properties can fully meet the criteria discussed with the Highway Authority in respect of the function of the Relief Road. There are other benefits in relation to the drainage strategy, which are considered elsewhere in the submissions, but we consider that the key point is that there is not a clear path to demonstrate how an alignment different to that proposed by Countryside Properties is deliverable and in that context that will impact on the soundness of the plan.

5.7 In overall conclusions, this submission has demonstrated that in highways terms, there are no reasons as to why an allocation of 1400 units could not come forward at Heybridge, and that there would be no severe harm on the highway network with the Relief Road and mitigation measures proposed.



Countryside
Properties

Thinking beyond today



Heybridge North - A New Garden Suburb

For Maldon District

October 2013

Internationally recognised as one of the finest examples of early twentieth century domestic architecture and town planning is Hampstead Garden Suburb.

The eminent architectural historian, Sir Nikolaus Pevsner, described it as

'the most nearly perfect example of that English invention and speciality, the garden suburb'



*COTTAGE by HARRISON
TOWNSEND, A.R.I.B.A.*

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Box 1
Garden City principles



The Garden Cities were underpinned by a famously strong vision developed by the TCPA's founder, Ebenezer Howard, who in his seminal text of 1898, *To-morrow: A Peaceful Path to Real Reform*, described how *'the advantages of the most energetic and active town life, with all the beauty and delight of the country, may be secured in perfect combination'*.

At the heart of the Garden City ideals is the development of holistically planned new settlements which enhance the natural environment and provide high-quality affordable housing and locally accessible jobs in beautiful, healthy and sociable communities. The Garden Cities were among the first manifestations of attempts at sustainable development. Key Garden City principles include:

- strong vision, leadership and community engagement;
- land value capture for the benefit of the community;
- community ownership of land and long-term stewardship of assets;
- mixed-tenure homes that are affordable for ordinary people;
- a strong local jobs offer in the Garden City itself, with a variety of employment opportunities within easy commuting distance of homes;
- high-quality imaginative design (including homes with gardens), combining the very best of town and country living to create healthy homes in vibrant communities;
- generous green space linked to the wider natural environment, including a mix of public and private networks of well managed, high-quality gardens, tree-lined streets and open spaces;
- opportunities for residents to grow their own food, including generous allotments;
- access to strong local cultural, recreational and shopping facilities in walkable neighbourhoods; and
- integrated and accessible transport systems – with a series of settlements linked by rapid transport providing a full range of employment opportunities (as set out in Howard's vision of the 'Social City').

Extract from *'Creating Garden Cities and Suburbs Today'*
TCPA, May 2012

Introduction

This document has been prepared in response to the desire by Maldon District Council to see the creation of a ‘New Garden Suburb’ on the Land known as Heybridge north.

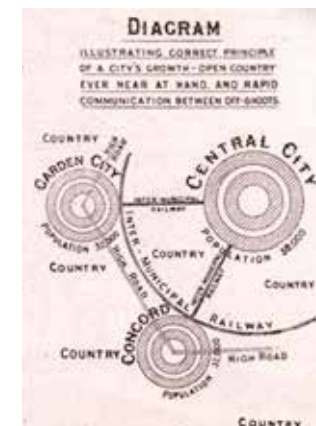
This document provides a short summary of the Garden City movement and the development of Garden Suburbs and their design principles, but it should be noted that these were developed before the level of use and ownership of the private car that exists today. Therefore, in order to bring these principles more in line with current lifestyles a list of urban design principles set out by HRH The Prince of Wales in his “Vision of Britain” publication (which were developed after detailed studies of the Garden City movement) have also been included.

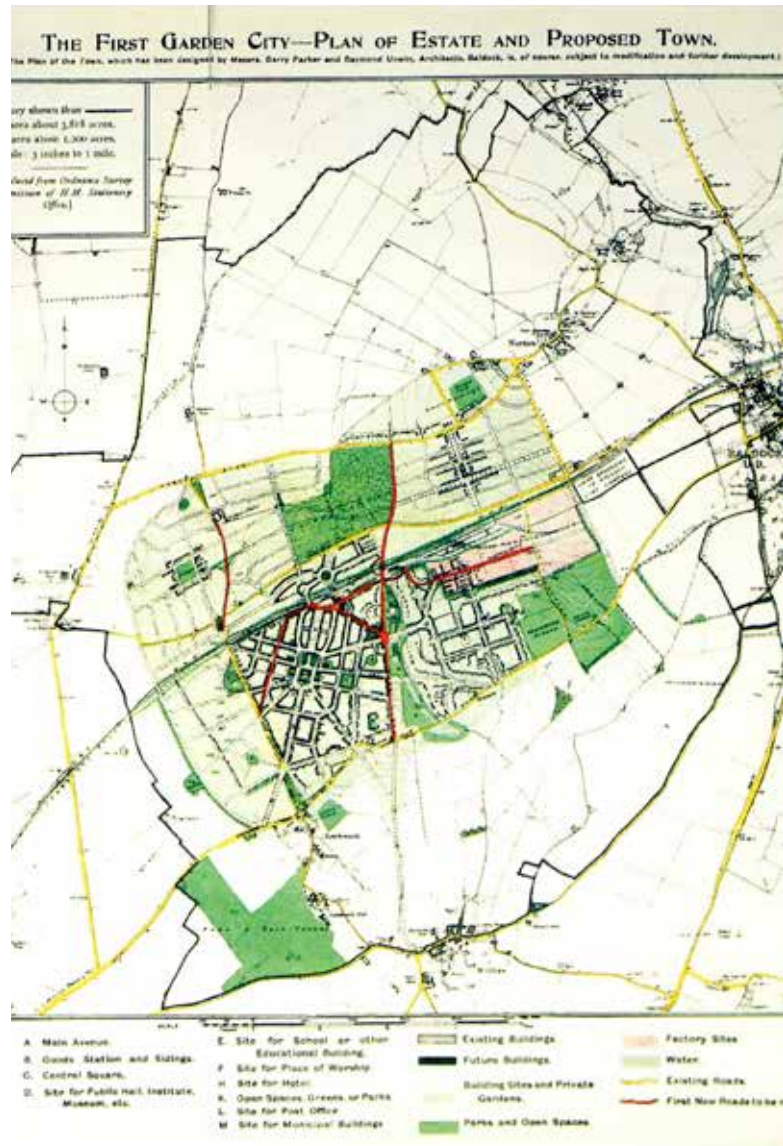
From these studies, a set of distinct Garden Suburb characteristics have been identified, which are summarised on page 13, from which the Countryside Properties Garden Village Urban Design Principles are formed.

The document shows how these principles can be applied to the detailed design of the masterplan for land at Heybridge North, Maldon

The NPPF sets out how local authorities can plan to meet housing need in a strategic manner, and clearly endorses Garden City Principles as a potential way of achieving this objective – the first time that Garden Cities have been directly referenced in national planning policy for over 40 years. Paragraph 52 states:

‘The supply of new homes can sometimes be best achieved through planning for larger scale development, such as new settlements or extensions to existing villages and towns that follow the principles of Garden Cities’





The Garden City Concept:

In 1898 Ebenezer Howard published, with the aid of a £50 loan, a description of his 'invention', the Garden city, under the title:

'To Morrow: a Peaceful Path to Real Reform'

(re edited in 1902 as 'Garden Cities of Tomorrow').

Howard's ideas were built upon the experience of the utopian socialist tradition and were to have a far reaching impact throughout the twentieth century, from the foundation of the first Garden City at Letchworth in Hertfordshire in 1903 to the creation of numerous new towns (and suburbs) worldwide. He clearly hoped to bring about profound transformation in the social structure through change in the physical structure.

In 1903 the First Garden City Ltd took possession of a plot of over 3826 acres in Hertfordshire. It was the future site of Letchworth, the worlds first garden city built upon 1300 acres. Howard remained closely involved in the creation of the first garden cities but the role of the architects, Barry Parker and Raymond Unwin at Letchworth and Louis de Soissons at Welwyn Garden City from 1920 now became paramount.

At Letchworth, Howard's geometrical plan was replaced with a more organic treatment, which respected the natural form of the terrain, and the separation of the industrial from the residential area by rail tracks. Parker and Unwin shared Ruskin and Morris' penchant for the medieval world and were heavily influenced by the Arts and Crafts Movement in England which can be seen in their architecture.

Many Garden Suburbs, which differed considerably from Garden Cities in that they did not contain the functions of a true city, also claim to be the offspring of Ebenezer Howard.

The urban design characteristics of Letchworth and Welwyn Garden City are set out in Unwin's publication of 1912 called 'Nothing Gained by Overcrowding' as:

1. A well planned town structure with efficient definition of blocks for development and routes for movement.
2. Larger development blocks with substantial enclosed areas of green space for gardens, allotments or recreation
3. Green tree-lined streets, often characterized by a section comprising road, parking, tree-lined verge, footway, soft boundary treatment, front garden and home
4. Well-designed groups of homes within the street (including excellent three dimensional development of the masterplan into quality first-class domestic architecture and landscape design).



Hampstead Garden Suburb by W Ratcliffe c.1920

Garden Suburb Concept:

On 6th March in 1906 Henrietta Barnett set up the Hampstead Garden Suburb Trust with rules: addressing the following:

1. Cottages and houses should be built at an average density of eight dwellings per acre (20 dwellings per hectare).
2. Streets should be 40 feet (13.2m) wide and the facades of houses should be at least 50 feet (16.5m) from each other with gardens in between.
3. Plots should not be separated by walls, but with hedges or trees or fences.
4. All streets should be lined with trees whose colours should harmonise with those of the hedges.
5. Woods and public gardens should be free for all residents independently of the amount of rent they paid.
6. Houses should be designed in such a way that they should not spoil each other's view or beauty.

Henrietta Barnett appointed Raymond Unwin and Barry Parker as chief architects with Edwin Lutyens as a consultant.

Raymond Unwin's sketch of February 1906 and then his plan of 1909 took account of Henrietta Barnett's wish that every home should have a panorama or view of the open countryside. Most houses are thus grouped around a park and sited so as to be able to see Hampstead Heath.

Unwin laid down a strong structure in his plan and set out some design rules; A dense centre, diversified residential areas, marking of entrances, closes, notion of limits, hierarchy of spaces, an axis, a landmark, morphologically differentiated districts and picturesque buildings.

As Hampstead developed toward the north-east, in subsequent years many of Unwin's rules were followed but there is considerable reduction in picturesque treatment which is what gives the place its character.



A view over the original Arts and Crafts houses at Hampstead Heath

The Prince's Foundation

In 1988 HRH The Prince of Wales's growing concerns about the evident urban crisis of the post war era prompted him to produce a BBC Documentary 'A Vision of Britain' followed by a book. This publication marked a key moment in the assessment of contemporary planning and architecture in the context of British tradition.

"Everywhere I go, I get a very strong impression that most people know the sort of buildings they like. They are buildings that have grown out of our architectural tradition and that are in harmony with nature"

"I have a feeling that there is a sincere desire now for buildings and their settings and layout, which will raise our spirits once again and give us joy by their scale and their attention to every detail. Such attention to detail and to human scale creates that elusive quality of character, and every nationality has a subtle way of expressing it differently"

'A Vision of Britain' suggested the need for planning and architecture to be guided by fundamental and universal rules which are set out on the facing page>



PLACE Design that respects the complex character of a place and takes into consideration its history, geology, transportation links and its natural landscape.

Encourages: Individual character and sense of belonging to a place.

PUBLIC SPACE A recognition that the design of the public areas including 'street furniture'. Signage and lighting, is as important as the design of private spaces, and should be designed as part of the harmonious whole.

Encourages: Harmonious and legible public areas.

PERMEABILITY Urban design in which blocks of buildings are fully permeated by an interconnecting street network.

Encourages: Ease of access and greater spread of traffic movement.

HIERARCHY A clear and legible ordering system which recognizes a hierarchy between types of buildings or roads and their individual parts in relation to the whole.

Encourages: An understanding of the relative significance of parts of a building or town and easy navigation within each.

LONGEVITY Design that creates streets and buildings that will cope with a variety of uses during their lifetime.

Encourages: design solutions based on examples that have adapted well to change.

VALUE Design that creates a valuable asset in economic, social and environmental terms.

Encourages: Long term investment in buildings, towns and cities.

SCALE Towns and buildings which, whatever their size, relate to human proportions.

Encourages: A relationship between people and their built environment.

HARMONY Design that sounds its own ;note; and yet blends with the local and natural environment.

Encourages: Buildings and towns whose various parts work together and respect the value of the whole.

ENCLOSURE Design which establishes clear distinction between town and country, public and private space, thus encouraging appropriate activities within each.

Encourages: Safe environments and the full and appropriate use of available space.

MATERIALS Design that uses materials that are, wherever possible, indigenous, have a natural harmony with the landscape, and which are selected with care to ensure they improve with age and weathering.

Encourages: Buildings that have a natural resonance with their environment and that can easily be repaired.

DECORATION Design whose decoration not only enhances the quality and beauty of a building but helps engender emotional value and personal and cultural relevance.

Encourages: Visual identity and interest, as well as fine craftsmanship.

CRAFTSMANSHIP The care and attention with which a building is made rewards both the maker and the user and makes them likely to last and be valued by future generations.

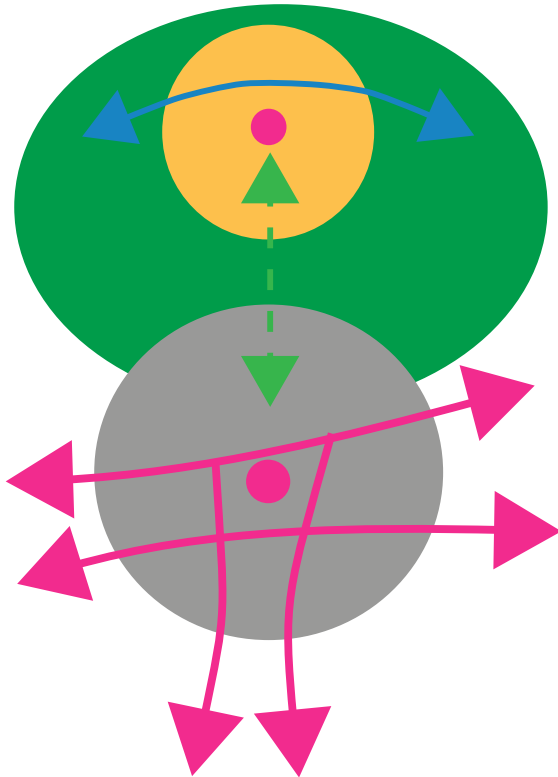
Encourages: Longevity, the inspiration of generations of potential practitioners of building crafts as an art form.

COMMUNITY The carefully facilitated , early involvement of the local community in order to create places which have a civilizing influence, which meet peoples' needs, desires and aspirations, and engender civic pride.

Encourages: A provocative, holistic approach to planning.

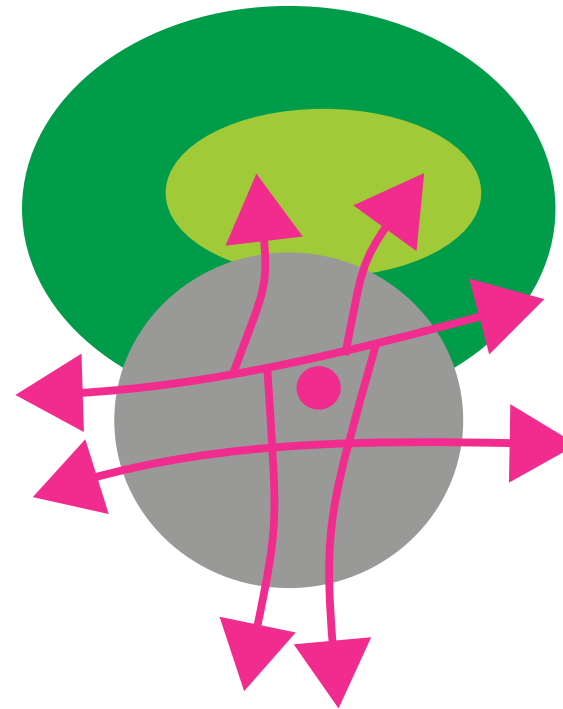
Garden Cities:

- independent from the neighbouring city
- an autonomous, self-contained settlement
- surrounded by countryside
- residential, industrial, commercial and agricultural uses
- satellite to the neighbouring city



Garden Suburbs:

- acts as an expansion of the main settlement
- provides additional accommodation extends into the countryside
- depends on industrial and commercial activities close by
- has modest facilities



General Principles for a New Garden Suburb

Over 100 years after Letchworth Garden City and Hampstead Garden Suburb were created, we are returning to some of the values and design principles that shaped them.

Our New Garden Suburbs must of course be able to accommodate vehicles, meet all the statutory design requirements and, just as with the original Garden Cities and Suburbs, they must be commercially viable.

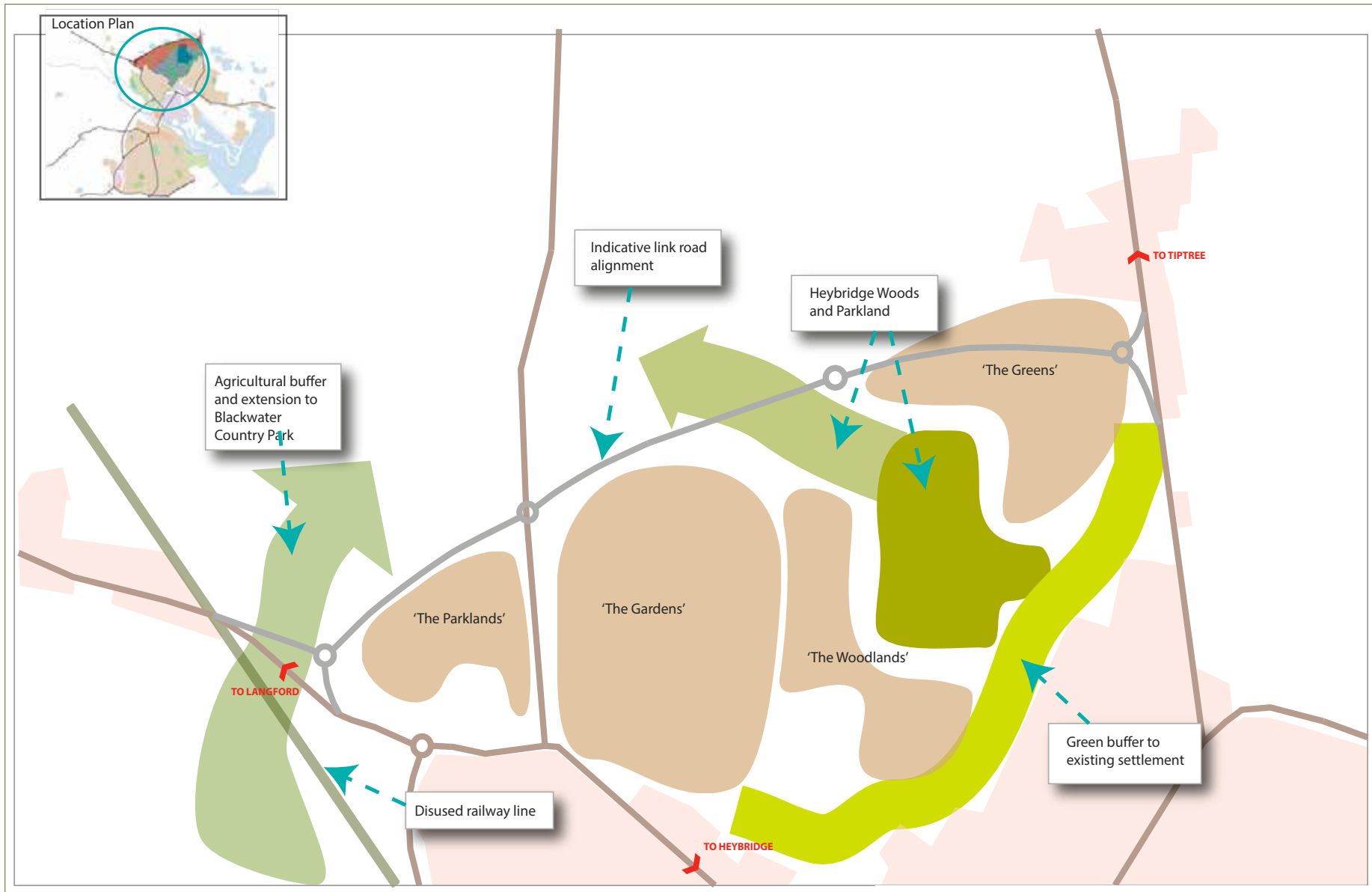
A Garden Suburb is a place that is an expansion of an existing settlement, provides additional accommodation for that settlement, extends into the countryside, depends on the industrial and commercial activity within the existing settlement and provides modest facilities.

The characteristics of a Garden Suburb may have developed from and parallel to the ideals of combining city and country that were part of the Garden City Movement.

These characteristics are still very relevant in the twenty first century. They include, low density (8 to 10 dwellings per acre) residential areas set within the countryside with views of green parks and open spaces served by tree lined avenues.

The architecture is characterful. Homes have large gardens, some with front gardens as well as rear gardens. Boundaries are 'soft', (hedges and fences rather than walls and railings).

Houses are grouped into small closes or are arranged along streets or around open spaces.



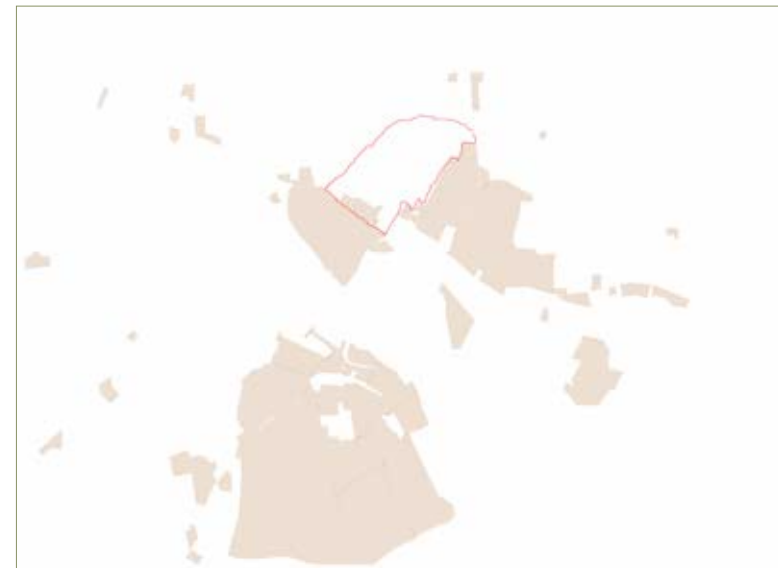
The Concept Plan

This early concept plan shows green buffers, the approximate alignment of the new road and four character areas and it set out our early ideas for the proposed masterplan in strategic terms.

The character areas named and relate to their immediate context. As the design evolves we will return to this early concept to ensure that the final design is rooted in its context.

The character areas will become more and more refined as the design develops and more detail is introduced so that, for example, 'The Greens' will be based on the townscape, landscape, materials and character of the village greens in the surrounding area, such as Great Totham, Braxted and Wickham Bishops, whilst 'The Gardens' are the ideal location to develop the core of the Garden Suburb and site the local centre and school.

The small diagram shows the location of the site in relation to Maldon and Heybridge and the red line indicates the allocation.



Landscape Strategy

As part of the character of a Garden Suburb Heybridge North will have good access to green spaces, tree lined streets and front gardens defined by hedges.

The wider landscape strategy for Heybridge North is in three inter-related parts; strategic landscape, road corridor setting and open spaces.

Strategic landscape

The strategic landscape provides the large scale framework within which the development sits.

- The strategic landscape framework retains and uses existing hedges, ditches and trees;
- Restoring old field boundaries and areas of woodland and recreating new elements to enhance the landscape and provide a setting and quality environment for the housing;
- The creation of a green wedge between Langford and the western edge of Heybridge North, including an extension to the Country Park and improved rights of way;
- The setting of the relief road in a comprehensive landscape setting; and
- The provision of the surface water management system.

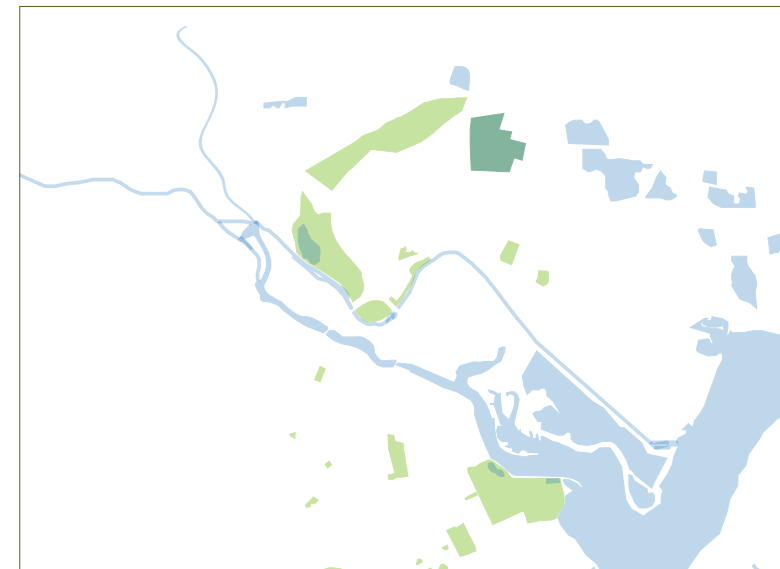
Road corridor setting

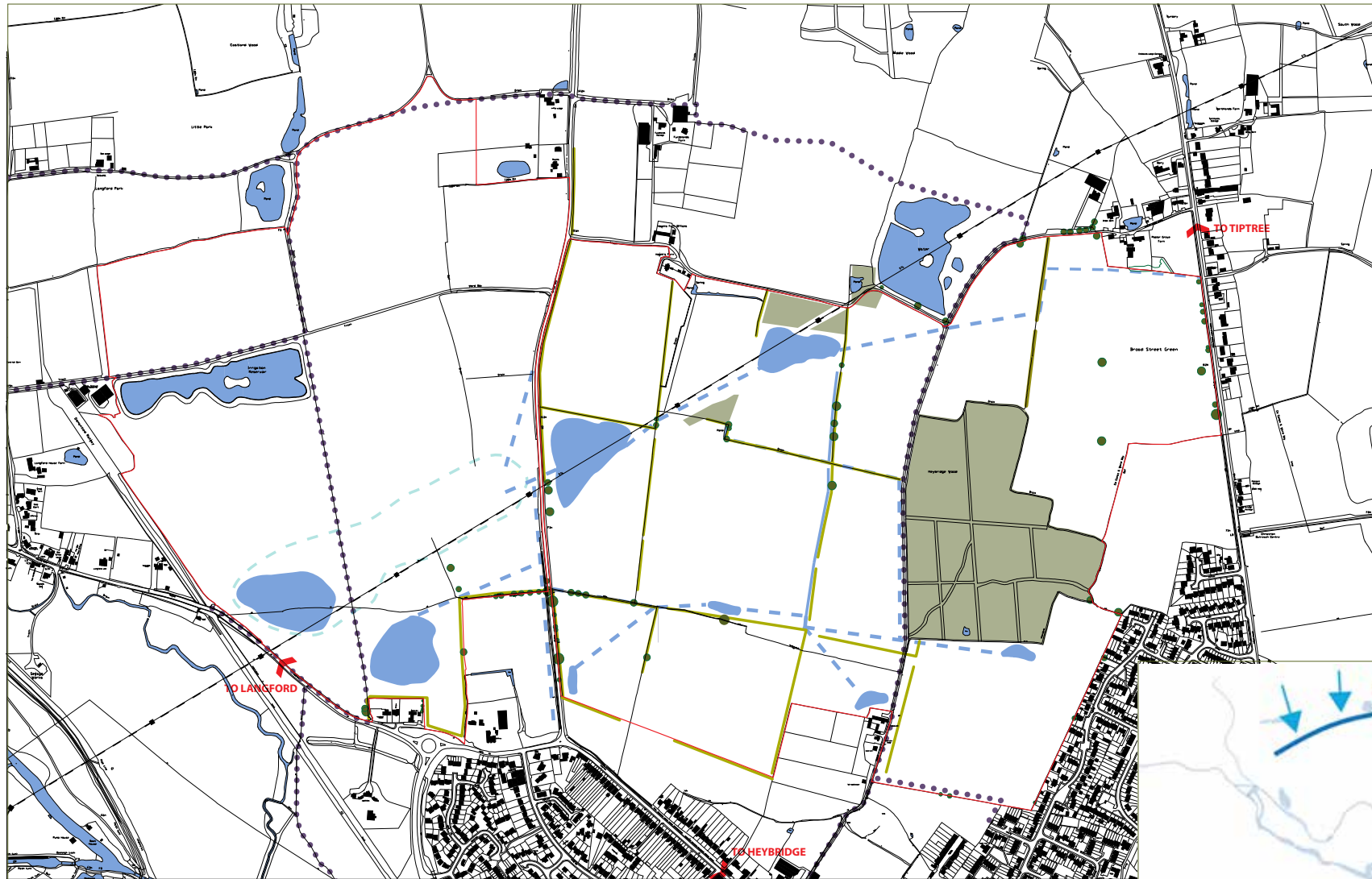
The road corridor setting has been designed to integrate the road within the landscape, rather than impose it. This has included some detailed work regarding the alignment and junctions.

- The setting provides a sequence of landscape types or “rooms” along the line of the road to give variety to residents and drivers;
- It provides a defined edge and quality environment for the housing; and
- The provision of the surface water management system.

Open spaces

The open spaces within the Heybridge North are an integral part of the Garden Suburb character. They will include playing fields, play areas, green links and buffers. Heybridge Wood lies at the heart of the site and offers invaluable recreational and landscape resource.





Drainage strategy

The Heybridge North Development site comprises greenfield land to the North of Heybridge Essex and generally south of a ridge of higher ground in the vicinity of Wickham Bishops, Great Braxted and Great Totham. The proposed development site falls moderately from the north to the south. As a result, rainfall flows into a ditch and pond network

The development site is drained by five watercourses which all flow from the north to the south and ultimately outfall to the Chelmer/Blackwater Estuary to the south after passing through Heybridge. If a significant rainfall event occurs within this catchment it is clear that the surface water system within Heybridge would not be able to cope with the flows and flooding within Heybridge would likely follow. There is a history of flooding on Holloway Road to the south of the site.

The proposed development can incorporate a surface water disposal system that ensures that the flood risk can be addressed by reducing flow rates off the site, complying with national and local flood risk policy for Sustainable Urban Drainage Systems.

This would be achieved by capturing and diverting high flows in the existing watercourses through the site to the west, where they could outfall to the Blackwater Chelmer system at Beeleigh via a new watercourse and culvert system

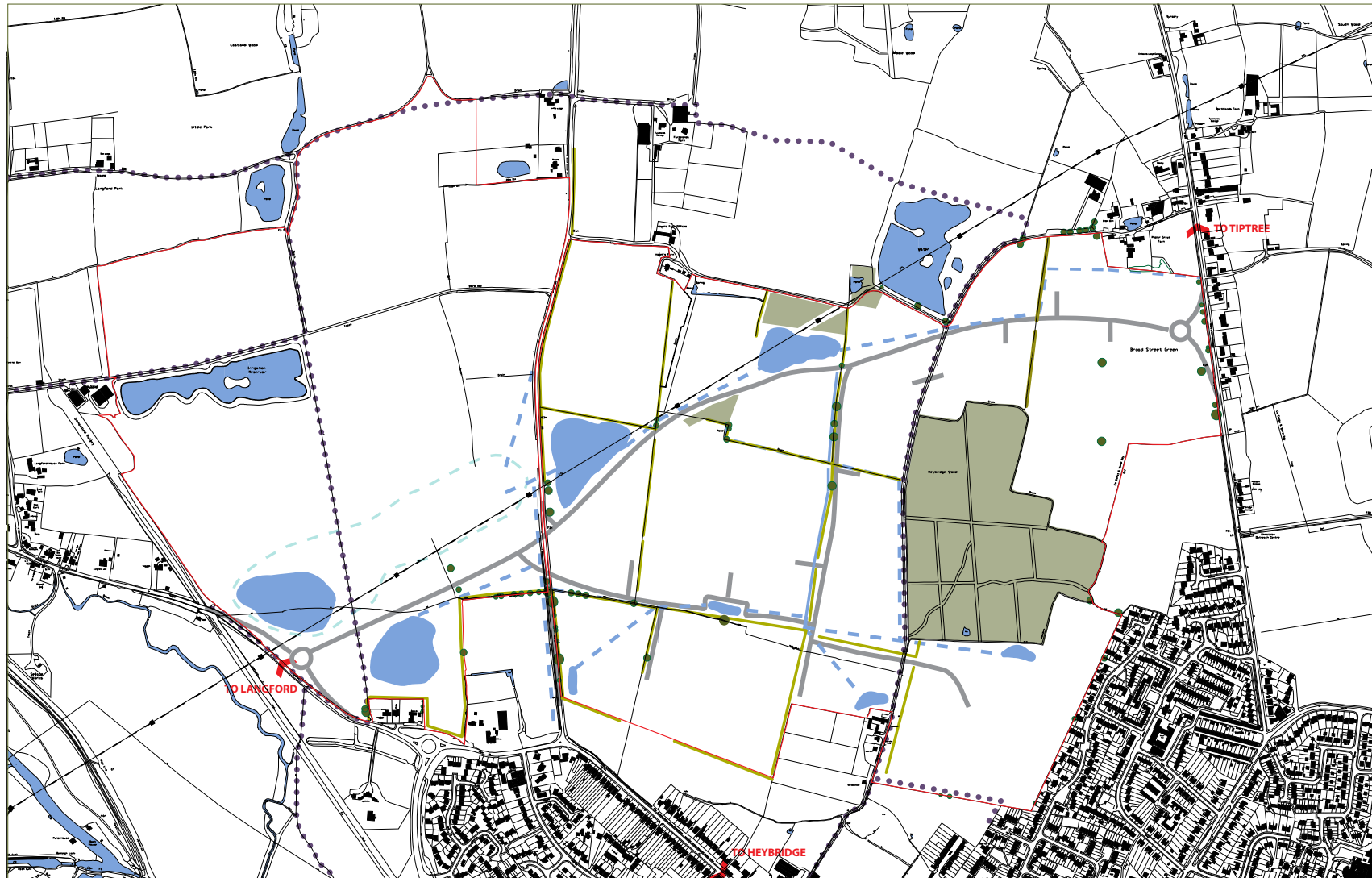
The principles of this flood relief infrastructure system have been discussed with officers of the Environment Agency and Essex County Council who are supportive of this concept.

A new water course system will be constructed which will flow from the east to the west to allow water from the existing systems to be diverted in high flow conditions. This water course will also allow capture any surface water from the north. A set of water storage areas will also be constructed which will remain dry for most of the time. Parts of these areas may be constructed at lower levels such that they can remain permanently wet and offer an amenity.

The volume of water stored in a 1 in 100 year event will be in the region of the 120,000m³. The design for this system will be refined as more information on the capacity of the existing drainage systems in Heybridge is published by the Environment Agency and Essex County Council who, respectively, have studies on-going at present. These will provide additional information on the condition and capacity of the surface water infrastructure in Heybridge.

Within the development a Sustainable Urban Drainage System (SUD) will be provided. Such systems hold back surface water within the development itself and then allow it to reach the receiving surface water system at a rate that this system can convey. The SUD system will make use of rainwater harvesting, permeable paving, infiltration where ground conditions permit as well as storage of water above and below ground. This set of measures is known as a SuDS train and it is anticipated that this will be adopted by ECC in their future role as SuDS Approval Body (SAB).

Countryside Properties looks forward to working in partnership with Maldon District Council, Essex County Council and the Environment Agency in effecting a technically robust flood alleviation strategy.



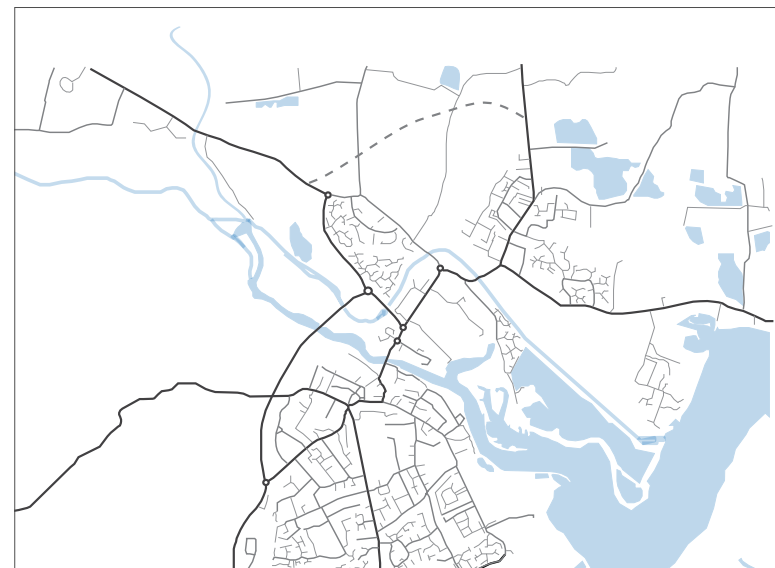
Movement Strategy

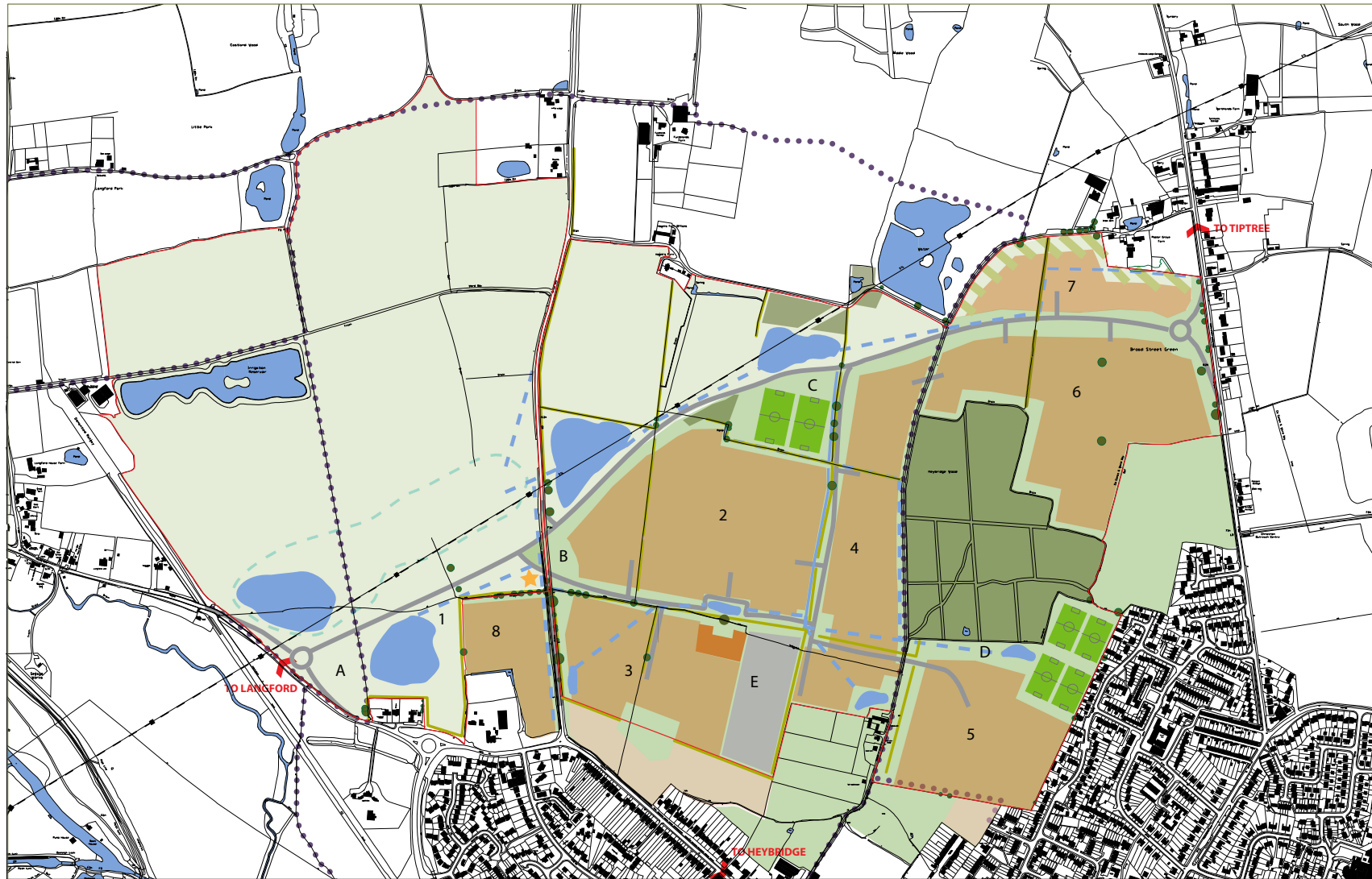
The opportunity exists for highways and flood alleviation engineering to be coordinated with Garden Suburb design principles.

The overall masterplan approach incorporates a relief road from Langford Road to Broad Street Green Road, according with the approach taken by Maldon District Council and Essex County Council.

Whilst this will provide congestion relief and improve the network, a successful and coordinated design should draw upon the following objectives:

- a road set within a strong landscape-led setting; not merely an edge to a development
- retention and augmentation of existing landscape structure
- reconciling this with a carefully-designed flood alleviation strategy
- junctions to existing roads forming attractive 'gateways' which can calm traffic entering the existing and new neighbourhoods





Land Use Strategy

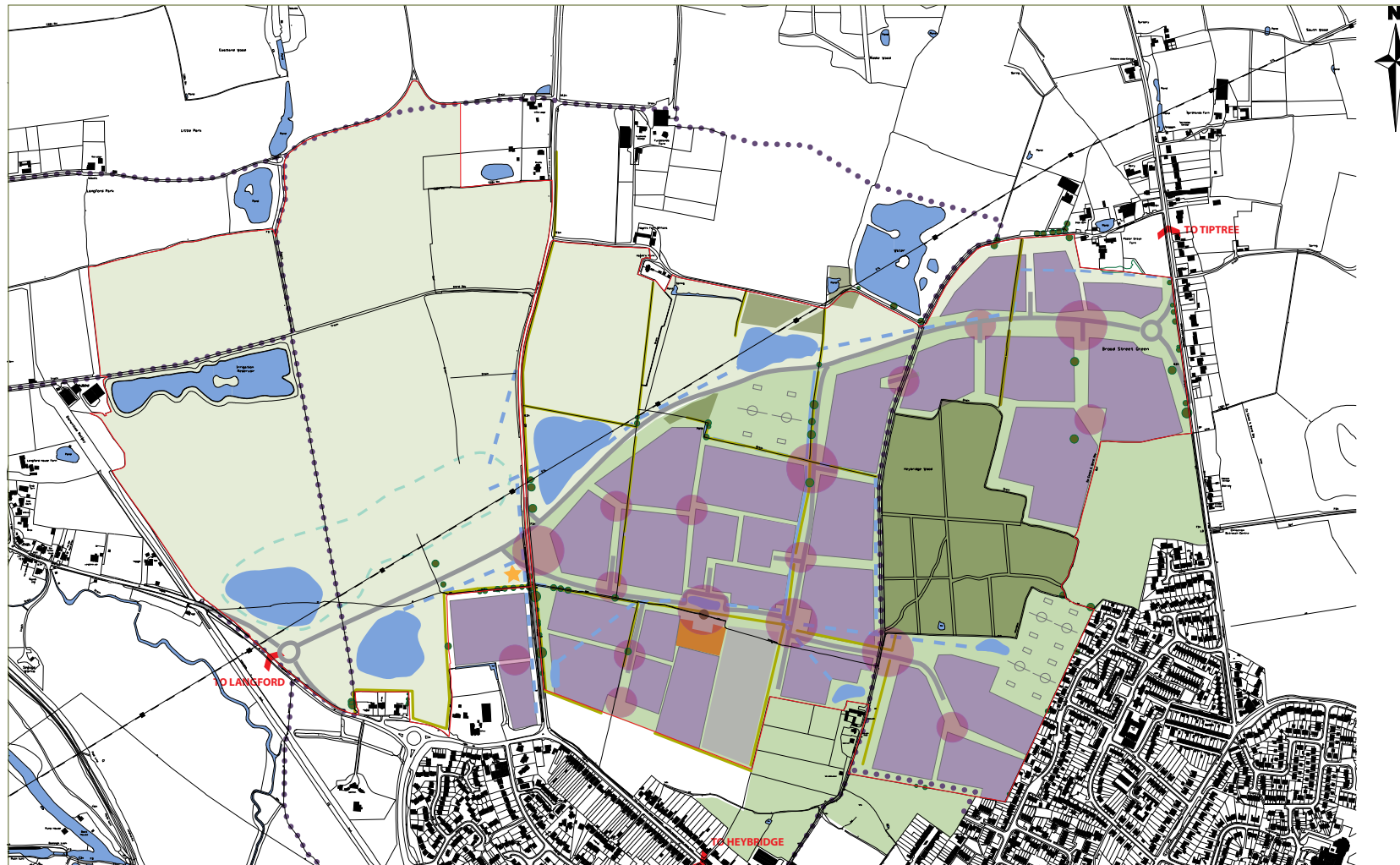
The Land Use plan is made up of the plans illustrated on previous pages. It shows a link road from Langford Road to Broad Street Green and a number of secondary roads within the development area, following the alignment of existing hedgerows and water courses.

It illustrates the water meadows and lakes which are part of the strategic drainage proposals and shows playing fields, a modest local centre and a primary school site.

The residential land is shown as brown and the remaining land inside the red line boundary will be parkland or agricultural land, providing a 'green buffer' to the north and west of the development.

The map adjacent illustrates the existing areas of buildings in Heybridge and Maldon in dark brown and the proposed development in lighter brown. This useful image helps to show how the proposed development will re-connect the disjointed parts of Heybridge and 'complete' the town.





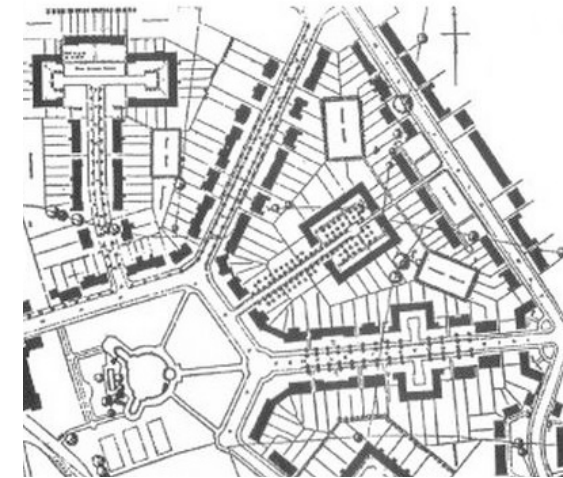
Place Making

The urban block diagram on the page opposite shows the residential area sub-divided into urban blocks (coloured purple). These will not necessarily be the final urban block shapes or sizes but the idea is to identify ‘node’ points on the plan which can then be the subject of further detailed design.

For the development to be a contemporary Garden Suburb we need to ensure that there is a spatial narrative which is unique to this place. The node points may be cross roads, greens, squares, gateways or entrances.

These are the places where key buildings and marker buildings or large trees will be located and it is important that there is a visual link from one node point to another. Sometimes there will be a pedestrian route or a road linking the nodes and this helps one navigate through the development by making the journey a unique series of experiences.

By recognising the node points at this stage in the design process we can develop a clear hierarchy of routes and spaces. This is a distinctive characteristic of the Garden Suburb as illustrated on the extract from the original Hampstead garden Suburb layout adjacent.



Extract from the original Hampstead Garden Suburb layout

Box 6

The approach to layout used in the original Garden Cities and Suburbs

The urban design characteristics of Letchworth and Welwyn, and of the early Garden Suburbs, are fundamental to their success. In the final section of *Everything to be Gained*,¹ the TCPA's publication featuring a reprint of Unwin's pamphlet *Nothing Gained By Overcrowding!* (originally published in 1912), these characteristics are set out as:

- a well planned town structure with efficient definition of blocks for development and routes for movement;
- larger development blocks with substantial enclosed areas of green space for gardens, allotments or recreation;
- green, tree-lined streets, often characterised by a section comprising road, parking, tree-lined verge, footway, soft boundary treatment, front garden, and home; and
- well designed groups of homes within the street (including excellent three-dimensional development of the masterplan into quality first-class domestic architecture and landscape design).

¹ *Nothing Gained By Overcrowding! A Centenary Celebration and Re-exploration of Raymond Unwin's Pamphlet - 'How the Garden City Type of Development May Benefit both Owner and Occupier'*. TCPA, 2001. http://www.tcpa.org.uk/data/files/Nothing_Gained_By_Overcrowding.pdf

Extract from 'Creating Garden Cities and Suburbs Today'

TCPA, May 2012



Design Rationale

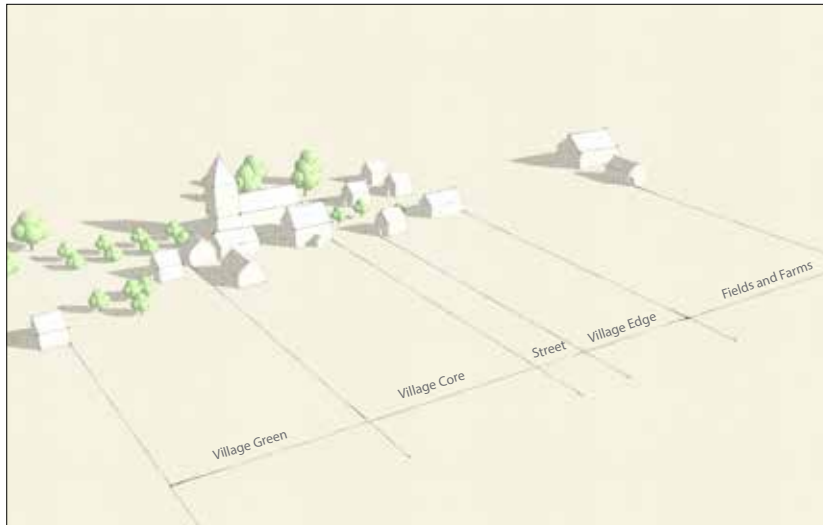
Maldon and Heybridge are distinctive places, being rural and estuarine, agricultural and industrial, residential and commercial. Steeped in history, much of it maritime related, this part of Essex has strong links to London where the red-sailed Maldon barges can still be seen today, perhaps not taking cargo up the Thames, but an important part of local identity.

We have drawn from a rich variety of landscape and townscape contextual influences in the shaping of this masterplan. One of the most significant design issues relates to water and our strategic drainage proposal will mean the creation of new water meadows and lakes which are very characteristic of the area surrounding the site and the town.

The existing landscape structure of fields, ditches and hedgerows with small blocks of woodland has also been recognised and enhanced in our masterplan.

The surrounding villages of Great Totham, Wickham Bishops, Braxsted, Langford and Ulting have all been studied in terms of townscape, village greens, roads, landscape, countryside edges, building types, boundary treatments and materials to ensure that the proposed detailed designs will be in keeping with and therefore very much part of the existing character of the town.





Historically most of the villages in the Maldon District have grown around focal points, such as churches, cross-roads, market squares or inns. The interface with the open countryside is characterised by a dispersed urban form. There may be a village green, there is most certainly a village core and a main street and there might be farms and fields associated with the village or a manor house on the outskirts of the village.



A garden suburb is pre-planned and laid out to meet the requirements of the people who will live there. Streets are straight and sometimes tree-lined. There are parks and open spaces, focal buildings and a clear hierarchy of roads ranging from grand and formal to tight knit and intimate. The plan is efficient and the 'softness' comes from the planting, boundary treatment and characterful architecture.

The design aspirations for The Heybridge North Garden Suburb are listed below:

- a 'village' at the edges
- a 'garden suburb' in the middle
- an extension to Maldon and Heybridge
- urban forms that are reflective of Maldon and Heybridge
- a relief road that does not appear to be a relief road
- a new accessible country park
- footpath and cycle paths connecting to the existing settlement
- strategic and local drainage solutions
- a community heart
- a school
- modest commercial and employment facilities
- playing fields and amenity spaces
- a managed woodland
- retention and augmentation of the characteristic field boundaries, hedges and ditches
- characterful architecture
- a range of dwellings to address the needs of a broad range of requirements.

Box 3 Key Government policies

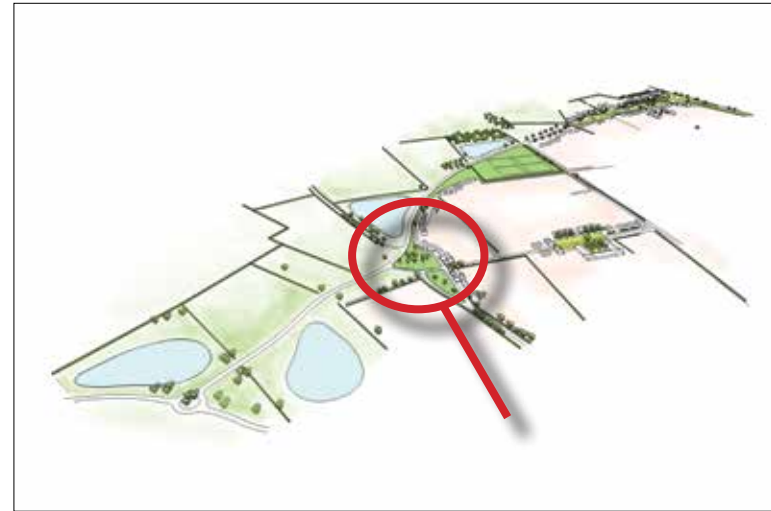
Government policies that are particularly relevant in delivering new Garden Cities and Suburbs include the following:

- **The Localism Act 2011:** The Localism Act sets out a number of planning reforms, including the introduction of a new 'duty to co-operate' on strategic planning and a new community tier of neighbourhood planning. It also sets out a number of measures designed to give local communities and community groups powers to control the way some services and facilities are run in their area.
- **The National Planning Policy Framework:** The NPPF sets out how local authorities can plan to meet housing needs in a strategic manner, and clearly identifies Garden City principles as a potential way of achieving this objective – the first time that Garden Cities have been directly referenced in national planning policy for over 40 years. Para. 52 states: *'The supply of new homes can sometimes be best achieved through planning for larger scale development, such as new settlements or extensions to existing villages and towns that follow the principles of Garden Cities.'*
- **The Housing Strategy:** *'Locally planned large scale development'* is identified in the Housing Strategy as a tool for securing better-quality development on major new sites, based on real community ownership, a clear local vision, and stronger incentives for investors. A competition to promote the development of a wave of larger-scale projects *'where there is clear local support and private sector appetite'*ⁱ will commence in 2012. The Government is also supporting individuals and communities who want to build their own homes through a £30 million new funding programme for self-build or 'custom build'.
- **Enterprise and local growth:** Local Enterprise Partnerships (LEPs) are involved in helping to prioritise infrastructure investment, for example through the Growing Places Fund.ⁱⁱ LEPs could make the case for new and expanded villages, towns and cities by linking housing to economic growth and jobs. Enterprise Zones within LEP areas offer businesses simplified planning and business rate incentives designed to respond to specific local challenges.
- **The transition to a green economy:** The Coalition Agreement included proposals for a range of measures to fulfil *'ambitions for a low carbon and eco-friendly economy'*. A major advantage of planning a large-scale development is that low- and zero-carbon solutions can be laid down across a whole town, so that individual buildings can be incorporated in combined solutions, rather than each building being developed in isolation. Planning for low-carbon solutions at scale can use tools such as the Government's Feed-in Tariff, the definition of zero carbon, and the Code for Sustainable Homes. The Green Investment Bank is intended to complement other green policies and help accelerate the flow of capital into green infrastructure. It could be the key to providing long-term, low-interest loans for sustainable infrastructure for new communities.

ⁱ *Laying the Foundations: A Housing Strategy for England.* HM Government. Department for Communities and Local Government, Nov. 2011. <http://www.communities.gov.uk/documents/housing/pdf/2033676.pdf>

ⁱⁱ *Growing Places Fund. Prospectus.* Department for Communities and Local Government, Nov. 2011. <http://www.communities.gov.uk/publications/regeneration/growingplacesfund>

Extract from 'Creating Garden Cities and Suburbs Today'
TCPA, May 2012



Maypole Road - A rural edge

The proposed development will provide a new edge to Heybridge and a transition between the countryside and the town. It would be appropriate to re-create a village green at this location, which we are proposing on Maypole Road.

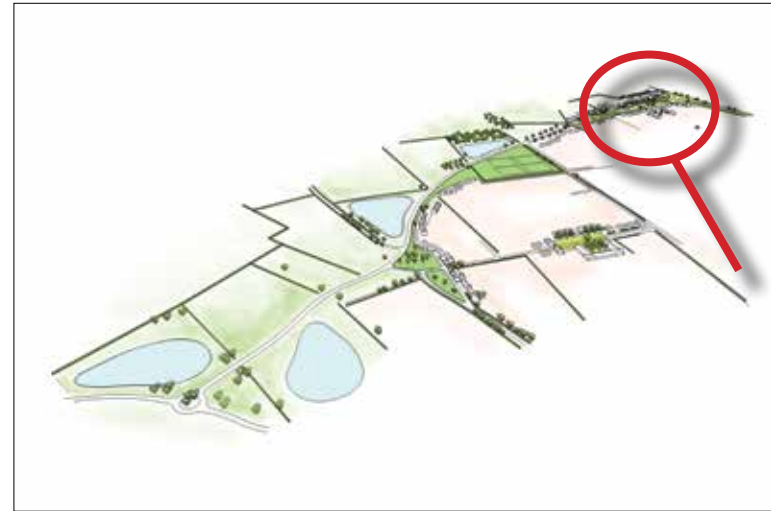
This will also have the benefit of traffic calming the straightest stretch of Maypole Road and give priority to the new relief road. By forming two priority junctions we can create a gateway and a village green as well as an entrance to the new development.

The illustrations on the opposite page show views of how this space could be designed. The buildings are indicative and serve to communicate scale rather than detail.

Approaching from Wickham Bishops one will travel along Maypole Road, flanked by mature hedgerows and trees whose canopies form a “green tunnel”. Our proposed village green will open out immediately after this, creating an sense of arrival that is entirely in keeping with settlements in the area.

From the Village Green one can travel south to Holloway Road, north towards Wickham Bishops, north east along the new relief road or east into the proposed new development.





Broad Street Green - A village green

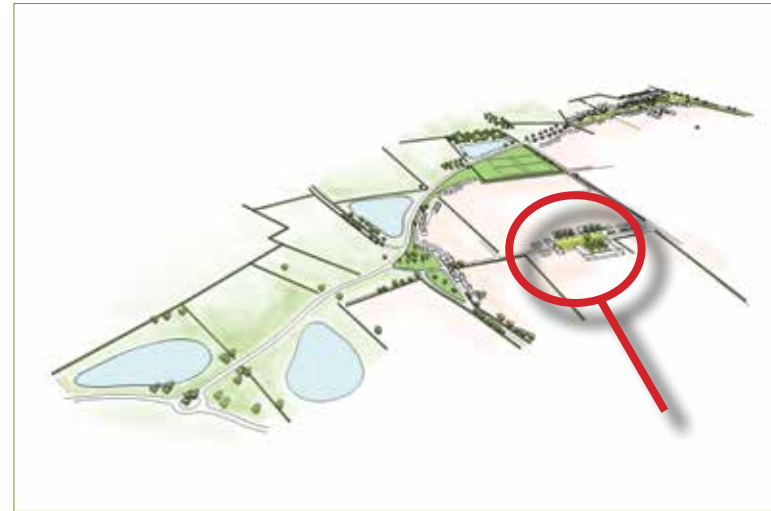
The north eastern part of the site touched the hamlet of Broad Street Green which although, it once had a village Green now longer does. Our proposal intends to 'put the green back' and to create an area characterised by a series of village greens.

The three dimensional sketch model illustrated opposite shows how this village green character could be created on either side of the new relief road by varying the spaces between building facades and by using hedges, trees, fences and walls to create a variety of different scales of spaces, some open and some intimate.

This part of the site would be very different to the western part and to the experience one would get as one travelled east along the new road. Because of the way it would integrate with the existing settlement, it would feel very much as though one was entering Broad Street Green.

Approaching this part of the site from Heybridge or from Great Totham, along Broad Street Green Road there would be a sense of arrival as one approached the new green. It would be a little more formal than the village green on Maypole Road, because it becomes part of an existing hamlet.





The Local Centre - the community heart

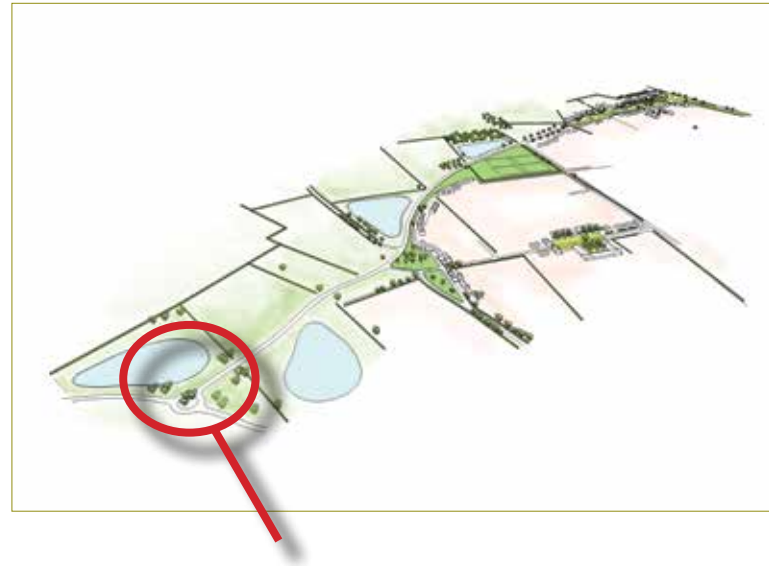
The proposed local centre would be located on one of the main roads within the development and would combine a town square, the local facilities (to be agreed) and the new school. This would be designed very much in line with the design principles of the Garden Suburb, with wide streets, trees lined avenues, green verges and soft boundaries of either hedges or fences.

The local centre would be small scale and domestic in appearance, surrounded by residential properties. Design influences are drawn from Great Totham and Danbury.

The position of the local centre would mean that it would be accessible for the existing residents of Heybridge to the south and the east. Footpath and cycle-path connections will provide safe routes to the school and the facilities.

The location of the Local Centre has also been chosen and carefully organised around a mature Oak Tree. This forms a focal point in the centre of the village square and is visible from the three roads that lead to the square, from the north, west and east.





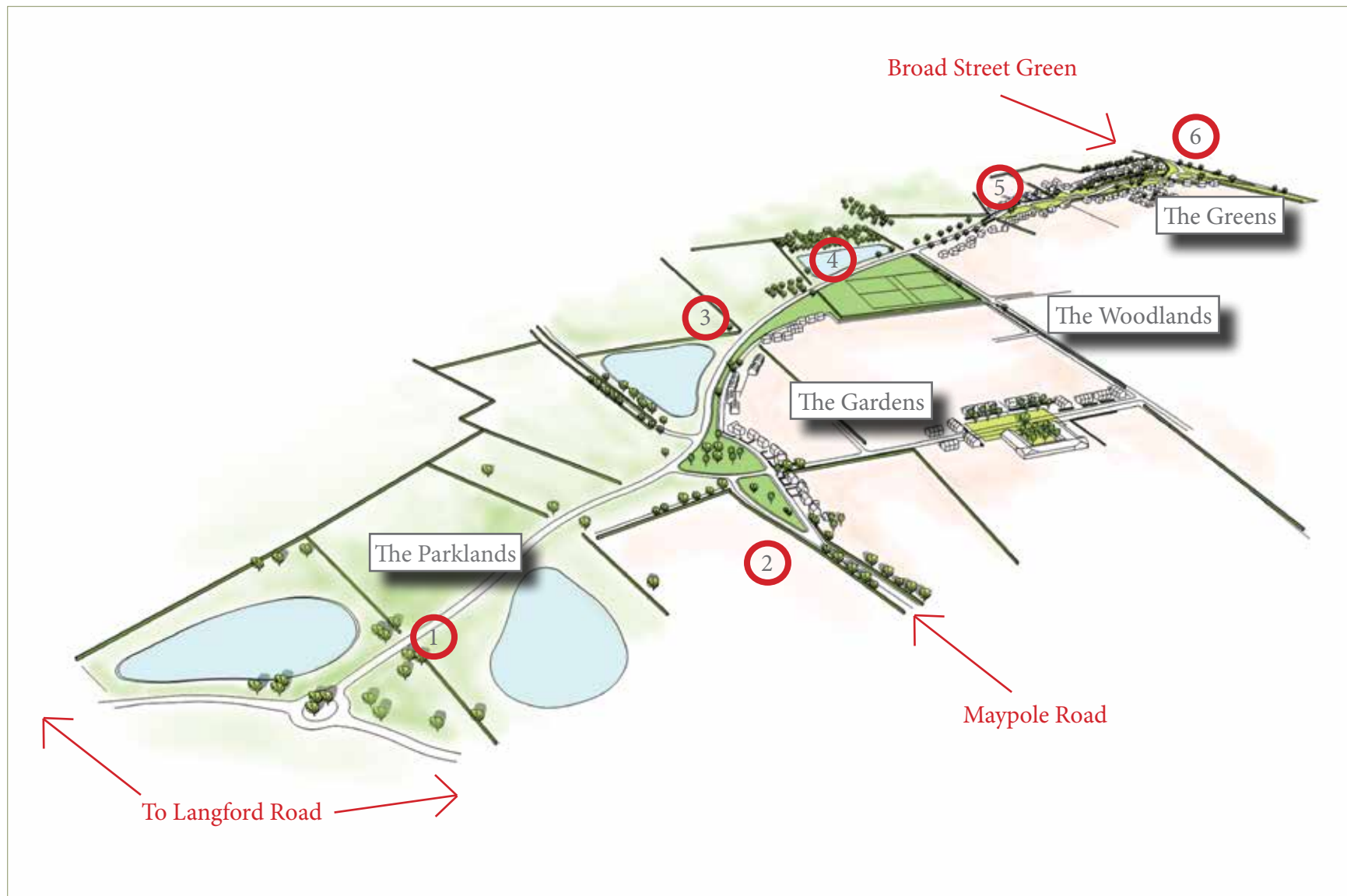
Langford Road - The approach to the country park

The illustrations opposite show the scale of the new water meadows and lakes (full details are yet to be designed) and the 'green' buffer to the west of the proposed development between Langford and Maypole Road.

The new relief road would start here in the western part of the site and join Broad Street Green Road in the north east.

The Country Park would be focussed south of Langford Road, being an extension to the Blackwater Country Park and the popular area around Beeleigh Falls and the Chelmer & Blackwater Navigation.





The New Relief Road

The large illustration on the opposite page shows a design approach for the new relief road, with a few buildings modelled in places alongside it. This has been done to help to explain the series of ‘Landscape rooms’ that have been designed along the route.

These ‘rooms’ are illustrated with rough massing models adjacent, and are identified by their corresponding numbers (1 to 6 on the plan) and explain the different landscape and townscape characters that could be achieved through considerate design of the spaces adjacent to the new relief road

The large illustration has also been labelled with the four character areas as shown on the concept plan on Page 14:

- The Parklands,
- The Gardens,
- The Woodlands
- The Greens



1



2



3



4



5



6

New Garden Suburb Design Principles:

1. A clear hierarchy of spaces
2. A clear hierarchy of roads
3. The layout must follow urban design good practice
4. Pedestrian movement should be safe and direct
5. All homes should have a view of green space, trees or countryside
6. Architecture should be characterful
7. Residential areas should each have their own identity
8. Dwellings should be arranged in groups to form mini neighbourhoods
9. Cars should be parked on plot wherever possible
10. Main streets should be tree lined with trees planted in grass verges separating the footway from the road.
11. All homes to have gardens. Dwellings fronting onto a main street should have hedges as boundaries to their front gardens.
12. The layout should be designed to create gateways, landmarks and vistas
14. The development edges should be lowest density whilst the centre should accommodate the highest densities.
15. All homes should have access to a network of high quality multi functional green spaces.

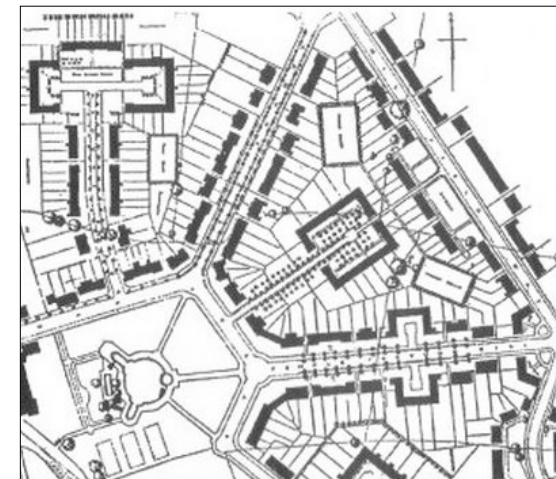
Conclusions

The proposed development site at Heybridge North has the potential to be an exemplar contemporary garden suburb, meeting the requirements of all stakeholders and significantly benefitting the town and the community.

The new link road must be designed within a landscape and townscape setting to be appropriate for its location in the Maldon District. The quantum of development must be sufficient to enable the additional benefits that this development could bring to the community and of an appropriate density to enable the design of a contemporary Garden Suburb, where car parking, transport, safety and a sense of community may also be considered.

Creating a clear hierarchy of movement, spaces and building typologies will make this an easily navigable place with its own unique identity. Creating short streets and mini-neighbourhoods by grouping homes around semi private landscaped spaces will encourage residents to foster a sense of belonging and pride in the space outside their own front doors. Providing small green spaces for people to stop and meet one another helps to build mini-communities within the larger new community and it is this that makes people feel a sense of ownership, feel safe and feel as though they belong. This can only be achieved if there is enough space and therefore the density of development is a critical factor.

We believe, through our design work so far, that the allocation at Heybridge North can accommodate more than 900 new homes. We believe that there is room for 1400, 1200 of which can be accommodated on the site described in this document on the land illustrated on our masterplan.



Extract from the original Hampstead Garden Suburb layout

bluepencil
DESIGNS
