



Design Development Framework
NAGG'S HEAD LANE

Crest Nicholson LTD



Architect

Clague LLP

CLAGUE ARCHITECTS

Planning Consultant

Bidwells

BIDWELLS

Civil Engineering

Ardent Engineering

ARDENT CONSULTING ENGINEERS

Landscape & Visual Impact

Barton Willmore

BARTON WILLMORE

Ecology

Aspect Ecology

aspect ecology

Community Relations

Luther Pendragon

lutherpendragon
An independent integrated communications agency

Contents

01. Introduction

02. Planning Context

03. Design Concept

04. Technical Considerations

05. Economic Benefits

06. Conclusion

This document has been prepared by Clague LLP on behalf of Crest Nicholson Ltd, in support of the proposed residential development of land at Nag's Head Lane, Brentwood. The site is located to the east of Nag's Head Lane and south of Brook Street in Brentwood. This document seeks to demonstrate that the site represents a suitable, sustainable and, deliverable site for residential allocation in the emerging Local Plan.

Crest Nicholson is the leading housebuilder across the South of England and current National Housebuilder of the Year (two years running). Crest has a 50 year heritage of high quality, community focused development. For the Last three years Crest has been ranked in the top two developers under the independent sustainability audits sponsored by the Homes and Communities Agency. Crest's Eastern Region is a local business that has been based in Brentwood for over 10 years.

Crest has assembled a team of leading advisors to assist with developing proposals to make the very best of the unique opportunity to deliver a high quality and sustainable new residential development within Brentwood. The proposed development would contribute towards meeting the settlement-specific and the borough wide housing need.

This document is to be read in conjunction with the accompanying Written Representations.

The site is located to the south-west of Brentwood town centre, within Brentwood Borough Council (BBC) and wider Essex County Council.

Brentwood, is a principal settlement with almost 75,000 inhabitants and is therefore well served by a wide variety of necessary facilities and amenities. Close proximity to the M25 provides excellent access to London and beyond. The local settlements of Harlow, Chelmsford, Romford and Basildon are all within a 20 minute drive.

The site is very well served by an existing footpath network and bus services, with bus links to Brentwood town centre and Romford available from the nearby bus-stop on Brook Street. Brentwood railway station is also within a 25-minute walk, with regular services to London Liverpool Street, Southend Airport and regional hubs of Chelmsford, Southend, Colchester, Ipswich and Norwich.

There are a number of schools in the area, with a choice of high quality secondary schools available. Most are not within a short walk of the site however, they are served by a regular bus service available from Brook Street.

The site's location amidst a comprehensive and wide-reaching network of road, pedestrian and public transport links gives it excellent accessibility.

Introduction

The Site in Context



Site in Essex county



Site in Brentwood borough



Site on Nag's Head Lane

Introduction

The Site in Detail

01



Aerial photograph (taken from google earth imagery)

The site has its key frontage to Nag's Head Lane, linking Brook Street to Harold Wood across the M25. It is bounded to the south by a railway cutting, and to the east by existing dwellings at Mascalls Gardens. A number of small commercial units form the majority of the site's northern boundary, which is completed to the north-west by the rear gardens of a number of existing bungalows.

The site consists of vacant fields, sub-divided by mature trees and hedgerows. The site slopes, from a high point of approximately +63m AOD in the south-east, to approximately +53m AOD in the north west and +48m AOD in the south-west corners of the site.

Planning Context

Planning History & Planning Policy

Planning History

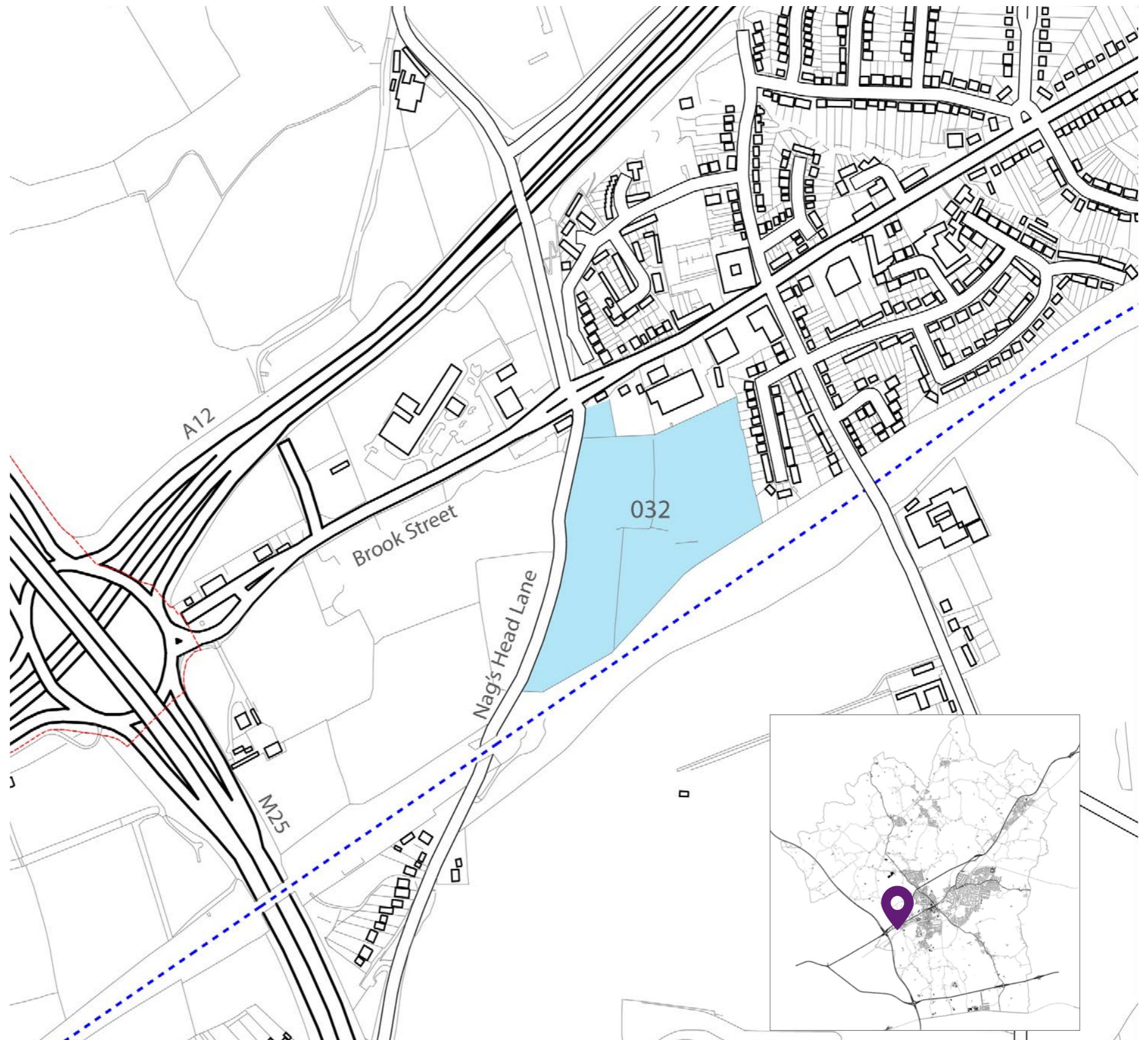
A search of the Council's planning records indicates there is no relevant planning history relating to the site or the neighbouring properties that would affect the determination of a proposal for land allocation or future development.

Planning Policy Context

In accordance with paragraph 83 of the National Planning Policy Framework (NPPF) Green Belt boundaries can be altered in exceptional circumstances through the preparation of the Local Plan. We consider that exceptional circumstances exist in Brentwood Borough because there is an undersupply of suitable brownfield land and no reasonable alternative other than greenfield land within the Green Belt to accommodate the Borough's objectively assessed need. This is discussed in more detail within the Written Representations accompanying this vision document.

In 2011 the Council's Strategic Housing Land Availability Assessment (SHLAA) assessed potential residential sites including those in the Green Belt. In relation to Land at Nag's Head Lane, the document states that the site "would be suitable for residential development as it is located on the edge of the Brentwood built area and therefore bounded on one side by residential development. Development would have a minimal impact upon the open countryside. The site is located in close proximity to services on London Road, which is served by public transport."

BBC has confirmed the site's suitability by allocating it in the Draft Local Plan (February 2016) for approximately 150 homes.



Confirmation of Allocation within Draft Local Plan 2016



View looking south from site, across railway



View looking east along southern boundary, to existing dwellings

We support BBC's Draft Local Plan proposal to remove Land at Nag's Head Lane from the Green Belt through the Local Plan review process and allocate it for residential development. Approximately 150 homes could be delivered without significant impact on visual amenity, heritage, transport, environmental quality or the Green Belt (considering the five purposes of the Green Belt set out at paragraph 80 of the NPPF),

The method of defining Green Belt boundaries through the Local Plan process is reaffirmed by paragraph 85 of the NPPF; local planning authorities should not include land which is unnecessary to be kept permanently open, and boundaries should be clearly defined using physical features that are readily recognisable and likely to be permanent.

We therefore consider that the Site provides an excellent opportunity to deliver much needed new market and affordable housing which can make a valuable contribution to meeting the Council's OAN, in a way that accords with the principal Green Belt considerations outlined above and in the Written Representations.

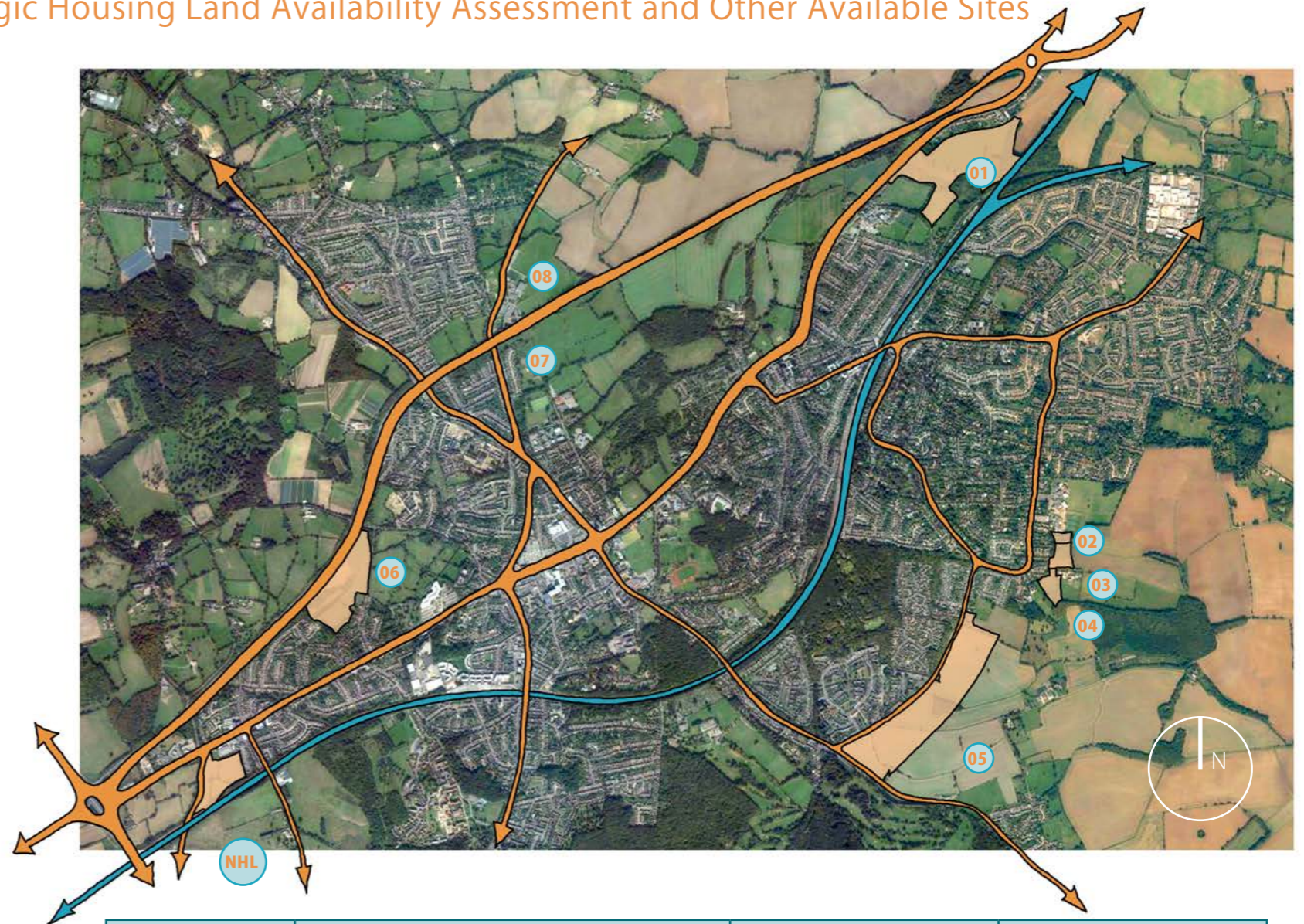
Planning Context

Strategic Housing Land Availability Assessment and Other Available Sites

There are a number of other Green Belt locations on the edge of the Brentwood/Shenfield urban area also considered suitable in BBCs SHLAA. We have selected the eight most prominent and highlighted the potential benefits and constraints for each to understand how they compare with land at Nag's Head Lane.

In undertaking this brief assessment we propose that land at Nags Head Lane could be delivered with less impact on existing countryside uses, within a less sensitive location that benefits from strong defensible boundaries and is deliverable sooner than these alternative sites.

This means it could make a valuable contribution toward the Council's housing land supply particularly in the first 5 years of the new Plan period.



Site Reference (SHLAA Reference)	Site Location Town	Site Area (ha)	Delivery timescale suggested in SHLAA
NHL (G087)	Land to east of Nag's Head Lane Brentwood	5.8	5 - 10 years
01 (G091)	Officers Meadow, East of Chelmsford Road Shenfield	20.4	15 years
02 (G032)	Hove Close, Adjacent to Bayley's Mead, Brentwood	0.61	10 years
03 (G065)	Land at Bayley's Mead, Hutton	2.35	10 years
04 (G072)	Home Meadow, Adjacent to 12 Tyburns, Hutton	1.8	10 years
05 (G040)	Land East of Brentwood, Brentwood	26.5	15+ years
06 (G007)	Land at Honeypot Lane, Honeypot Lane, Brentwood	10.9	5 - 10 Years (200 dwellings) 10 - 15 Years (125 dwellings)
07 (G013)	Land at Sawyers Hall Farm, Sawyers Hall Lane, Brentwood	20	5 years
08	Land at The Brentwood Centre, Doddinghurst Road, Brentwood	16	unknown

Site 1 - Benefits:

- Capacity to deliver a large number of new homes
- Well located to Shenfield and associated services
- Well located to secondary school
- Partially defined boundaries – less impact on Green Belt and open countryside

Site 1 - Constraints:

- Potentially needed for Crossrail car park
- Adjoins Local Wildlife Site – potential impact?
- A small portion of the site within Flood Zones 2 and 3
- Exclusion zone along stream reduces developable area crossing the middle of the site
- Sensitive to surface water flooding
- Given surface water concerns – impact of large area of impermeable surface for Crossrail car park
- Traffic congestion along Chelmsford Road
- Likely considerable impact on A12 junction 12?
- Mixed local feeling – significant number of objections

Sites 2, 3 and 4 - Benefits:

- No flood risk constraints
- Minimal impact on open countryside
- Access satisfactory – although note constraint below

Sites 2, 3 and 4 - Constraints:

- Access to site G032 reliant on site G065
- 3 sites all share same schools catchment with no capacity – cumulative impact?
- Separate ownerships but linked impacts – joint masterplan best approach but will delay delivery beyond first 5 years

Sites 2, 3 and 4 - Constraints Continued:

- Susceptible to low-intermediate levels of surface water flooding
- Areas of woodland and mature hedgerows
- Landscape Character Area – includes ancient woodland, with moderate to high sensitivity to change
- Local opposition

Site 5 - Benefits:

- Capacity to deliver a large number of new homes
- Access satisfactory, but additional required

Site 5 - Constraints:

- In agricultural use
- Identified as a County and Local Wildlife Site
- Minerals safeguard – would delay delivery
- Landscape Character Area – includes ancient woodland, with moderate to high sensitivity to change
- Cumulative impact to schools and local road network congestion in conjunction with sites 2,3 and 4 – surmountable but likely to delay delivery beyond first 5 years
- Part of the site within Flood Zone 3
- Susceptible to surface water flooding
- Local opposition

Site 6 - Benefits:

- Well located to services
- No flood risk
- Impact on Green Belt and open countryside not significant
- Relatively low level of opposition

Site 6 - Constraints:

- Access problems – pinchpoint on Honeypot Lane restricts road width to single vehicle. Subsequent visibility concerns
- Could require removal large part of a mature hedgerow
- Large site for single access point
- In agricultural use
- Impact on a Local Wildlife Site and allotments?
- Significant level of local opposition

Site 7 - Benefits:

- Well located relative to existing services
- Contained within the town centre side of the A12

Site 7 - Constraints:

- Visually exposed and extends into green wedge between Brentwood and Shenfield, causing apparent Green Belt harm
- Noise / air quality issues with proximity to A12
- Location of development could add to town centre congestion

Site 8 - Benefits:

- Adjacent to existing community sports facility
- Would utilise an existing access

Site 8 - Constraints:

- Location of development could add to town centre congestion
- Visually exposed causing apparent Green Belt harm
- Lack of defensible Green Belt boundary giving rise to sprawl

03

Design Concept

Existing Site Conditions

The site comprises several pastoral fields, separated by existing mature hedgerow and tree planting. The site falls from the high point on its eastern boundary and is heavily planted with trees and shrubs along its southern boundary with the mainline railway.

The existing dwellings at Mascalls Garden back onto the site, and although they have a defined boundary (typically fenced), there is little mature planting.

There is some mature tree planting to the northern boundary with the commercial units, though there is little to no planting to the rear gardens of the dwellings on Brook Street.

The boundary with Nag's Head Lane is also reasonably well planted, with the hedges allowed to grow out and create a green corridor along the road, though there are a number of existing access points through for farm access and maintenance.

The site, given its location and topography, has a unique set of constraints which have informed the evolution of a number of design-led development opportunities (see constraints plan overleaf).

The Site is relatively well contained with very limited visibility of the Site from the surrounding area resulting from the existing framework of vegetation adjacent to the Site and in the wider landscape.



Nag's Head Public House at Brook Street / Nag's Head Lane junction



View South along Nag's Head Lane



View North-East across site

Design Concept

Constraints & Opportunities

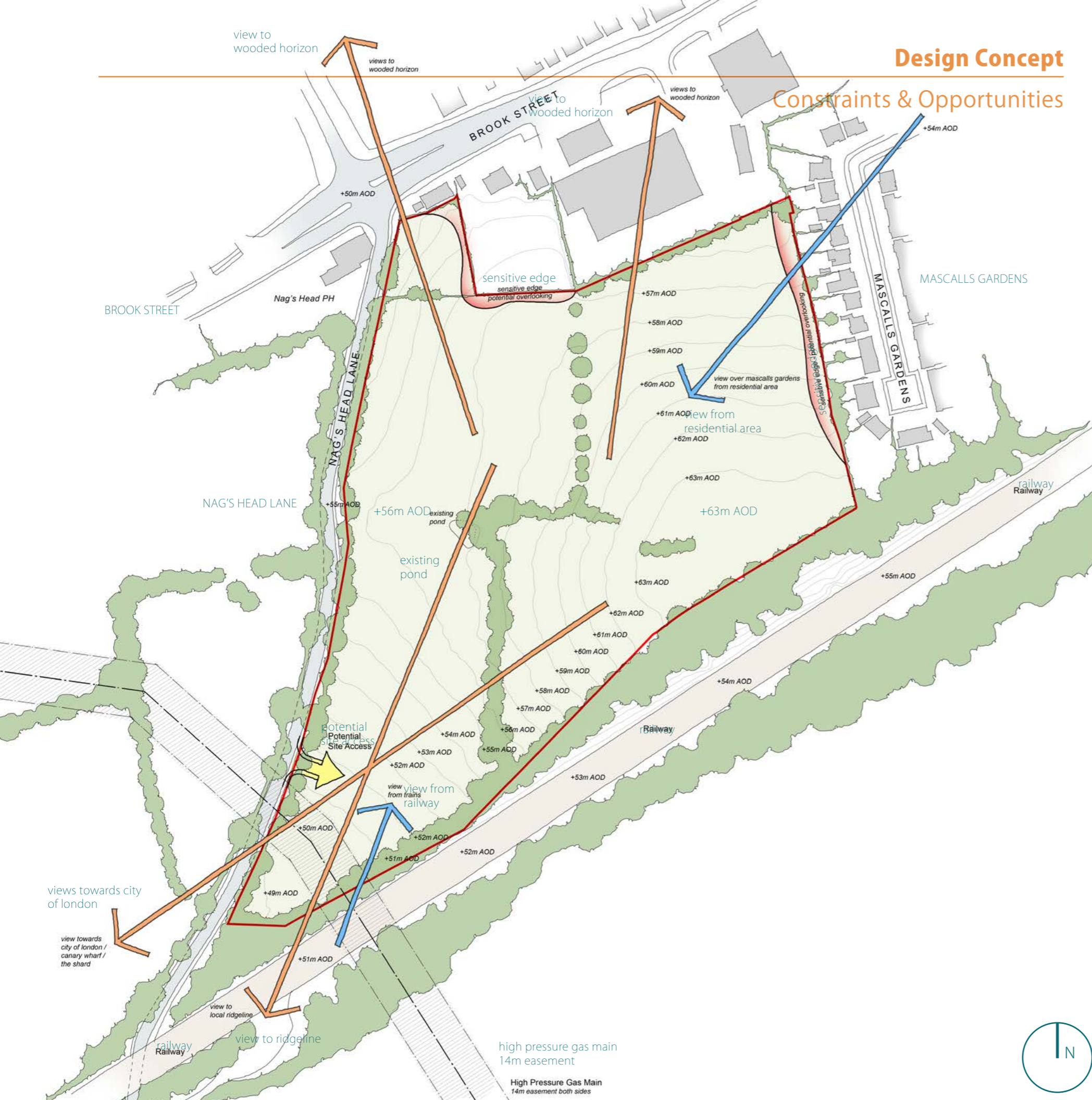
03

The sloping nature of the site means that it benefits from spectacular long views to the west from the highest point of the site (+63m AOD) to the City of London, including The Shard and Canary Wharf. There are also views to wooded horizons to both the north and south-west.

The landscape character of the site is largely defined by the existing network of hedgerows and trees, which create a compartmentalised and well-contained setting. There is also potential for reinforcement of the green infrastructure network, especially to contribute to a locally characteristic wooded horizon within the site. Existing neighbouring development on the northern and eastern edges of the site provide urbanising influences, as does the rail line to the south-west.

There is potential for the creation of a landscape gateway to the development from Brook Street, potentially enhancing the character of the Brook Street/Nag's Head Lane crossroads. Green infrastructure should also be used to soften views into the Site from the railway to create a distinct edge to the development and avoid the perception of the proposed development linking with existing development to the south of the railway bridge.

The proposed drainage strategy will use Sustainable Drainage Systems such as permeable paving, swales and ponds to reduce the discharge rate from the site to below the existing greenfield run-off rate.



03

Design Concept

Green Strategy & Topography / Principal Views

Based on a thorough interrogation of the site's existing constraints and opportunities, as represented briefly on the previous pages, a detailed set of Development Strategies have been used to help define the Concept Layout Plan.

Due to the site's strong landform and potential for connecting green infrastructure, a considered Green Strategy has been at the heart of concept proposals. A number of 'green' spaces have been identified around the site's edges, with a key central green focused on the main intersection of the existing mature planting. Each of these smaller 'satellite' greens are linked back to the central green with green corridors through the development, which in turn allow a network of drainage swales to run to the lower parts of the site (feeding drainage attenuation ponds) whilst retaining the principal views into and out of the site.

Where possible, the existing network of vegetation will be 'tied' back into the mature boundary planting to reinforce the site's distinct 'compartmentalised' landscape character.

The site's sloping topography has also informed proposals, with key building frontages designed to run in line with contours wherever possible, allowing a more natural form of development.



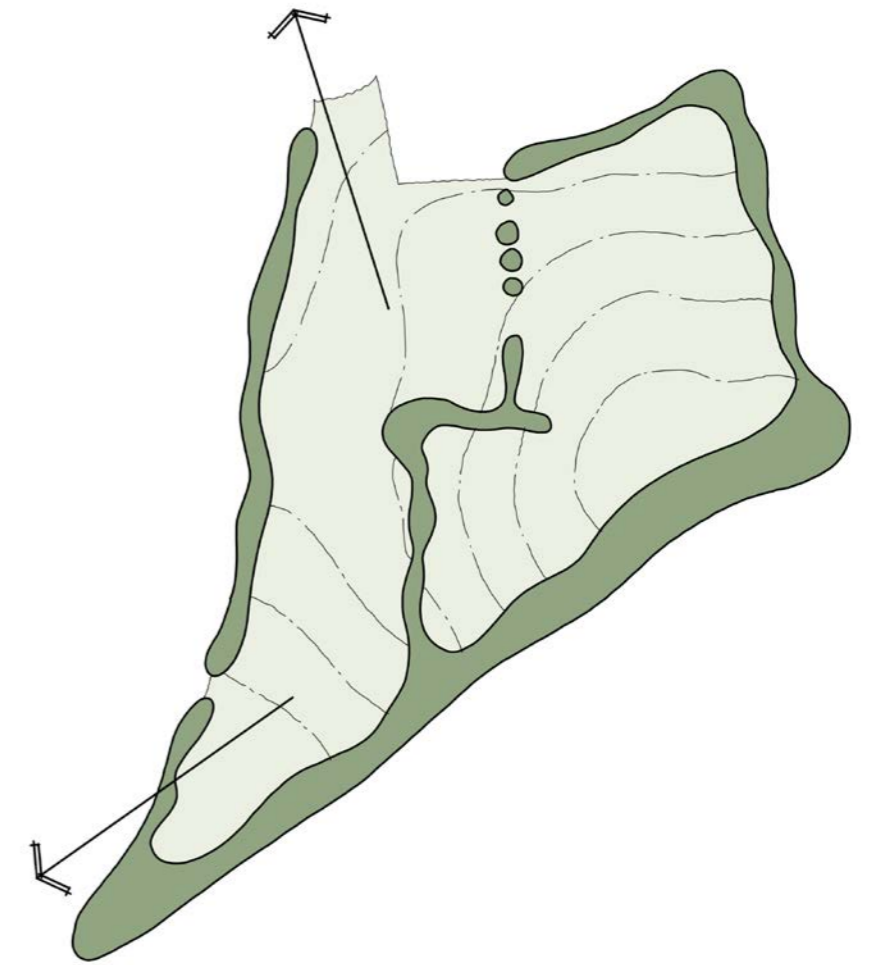
Green Strategy

Existing mature tree planting along boundaries to be retained and reinforced

Existing mature trees and hedgerow crossing site to be retained in Central Green

Drainage attenuation ponds in lower parts of site fed by swales throughout

Green corridors linking public open spaces



Topography & Principle Views

Development maximising opportunities created by existing site topography

Gaps in development to preserve and emphasise existing long views

To further reinforce and integrate the site's existing character, movement through the site has been carefully considered to be sympathetic to existing planting and topography. Given the site's natural compartmentalisation, it will be necessary to break through the existing planting in numerous locations. This will be offset by ensuring that the existing central green is linked to the boundary planting wherever possible.

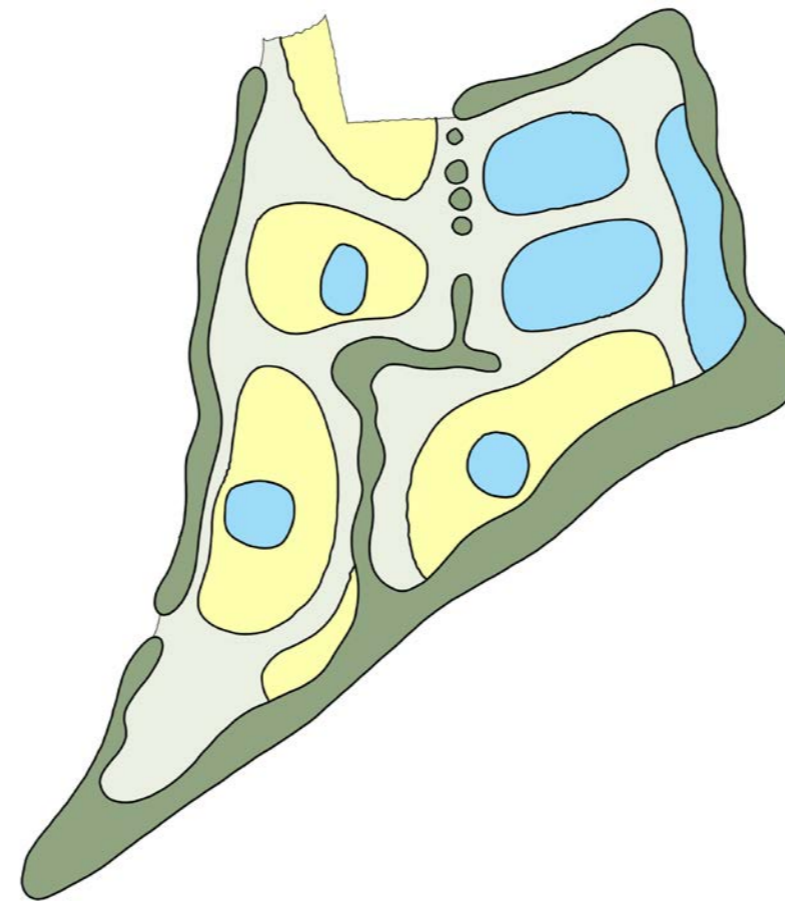
A clear hierarchy of routes has been established, to ensure that movement through the site is in a logical and legible manner befitting the site's sensitive nature. The site's proximity to Brook Street in the north presents the opportunity for a pedestrian 'gateway' connection: focused around a small green and linked back to the central green via a green corridor, helping to improve the character of the junction.

The density of development, although only indicative at this stage, is based on not only the opportunities and constraints of the site itself, but also its urban grain context. Relatively low-density dwellings, likely to be larger detached and semi-detached homes, will be located to benefit from the existing views and proposed green spaces. Medium-density development, most likely to be smaller semi-detached dwellings, will be located to strengthen the edges of the proposed green corridors. Care will also be taken to protect the amenity of the existing dwellings at Mascalls Gardens, with considerate building separation and massing in accordance with local Planning Policy and Design Guidance.



Movement Strategy

- Existing vehicular route
- Proposed main route
- Proposed secondary route
- Proposed pedestrian route
- Proposed informal pedestrian link



Development Density

- Low density detached dwellings located to maximise benefit of views
- Medium density semi-detached dwellings located to strengthen edges of green spaces



03

Design Concept Concept Layout Plan

The design of this proposed development has evolved and developed as a result of a rigorous analysis of context, constraints and opportunities. The proposal is very much design-led and has been informed by initial technical appraisals.

The Indicative Plan envisages a sense of 'journey' through the site, utilising a range of different character areas to be experienced as one moves around the development. The Plan demonstrates that approximately 150 homes can be delivered in a high quality, low density, generously-landscaped environment, in accordance with BBC's Draft Local Plan allocation.

These character areas are distinct because of their location, topography, framing of views, or the way in which they address a particular edge. They will inform how the architectural styles, materials and features are implemented at a later design stage.

We believe that this proposed development is one that is of a well-considered and high quality design. It is befitting of the site and its surroundings, and will make a positive contribution to the existing local character and within the wider context of Brentwood.



Places that are attractive and enjoyable to live in contribute to the well-being of all residents, and are more sustainable as they assist in fostering community and create pride amongst residents.

It is the belief of Crest Nicholson and their design team that the key to successful place-making is a critical understanding of a site and its wider context. This then informs a structured and legible approach to all levels and scales of design: all the way from the masterplanning of the site, down to the finer detailed elements of construction.

Brentwood and its wider locale has a broad mix of construction methods and building materials: from red brick to timber boarding, tile hanging, slate and tile roofs.

The proposed development at Nag's Head Lane will continue this diversity, but in a logical and considered manner that is mindful of hierarchy, scale, edge conditions and movement.

This will ensure that the site is interpreted as a legible and natural part of the local architectural composition, rather than large-scale pastiche.



Indicative view across central green



Indicative view into green corridor

04

Technical Considerations

Access & Highways

An appraisal of access opportunities carried out by Ardent Consulting Engineers demonstrates that a residential development of around 150 dwellings can be accessed safely from Nag's Head Lane via a priority 'T' junction located along the southern part of the site. Pedestrian access to Nag's Head Lane can be provided from the northernmost point of the site to create a more direct and desirable link to Brook Street.

There is a footway on Nag's Head Lane along the entire site frontage. This connects to footways alongside the A1023 Brook Street and London Road, which provide access to local bus stops, a convenience store with post office, public houses and restaurants. The A1023 provides a direct route to Brentwood Town centre, which is around 2.2km east of the site.

There is an opportunity to provide a controlled pedestrian crossing across the eastern arm of Brook Street at its signal junction with Nags Head Lane and Wigley Bush Lane to improve pedestrian connectivity to local bus stops and facilities. This will complement the existing controlled crossing on the western arm of Brook Street at its junction with Mascalls Lane and Spital Lane.

Route 136 on the National Cycle Network is accessible a 2.5km cycle ride south-west of the site via Nags Head Lane, and is a largely traffic-free route that connects Rainham and Noak Hill via Upminster.

The closest bus stops to the site are located on Brook Street, east of Nag's Head Lane. Both stops have shelters with seating. The westbound bus stop is located within a 6-minute walk of the centre of the site, and the eastbound bus stop within a 4-minute walk. One frequent service is available (the 498), which operates at a 20 minute daytime frequency Monday to Saturday. This route provides convenient access to Brentwood Town Centre as well as

neighbouring settlements such as Harold Wood, Gidea Park and Romford.

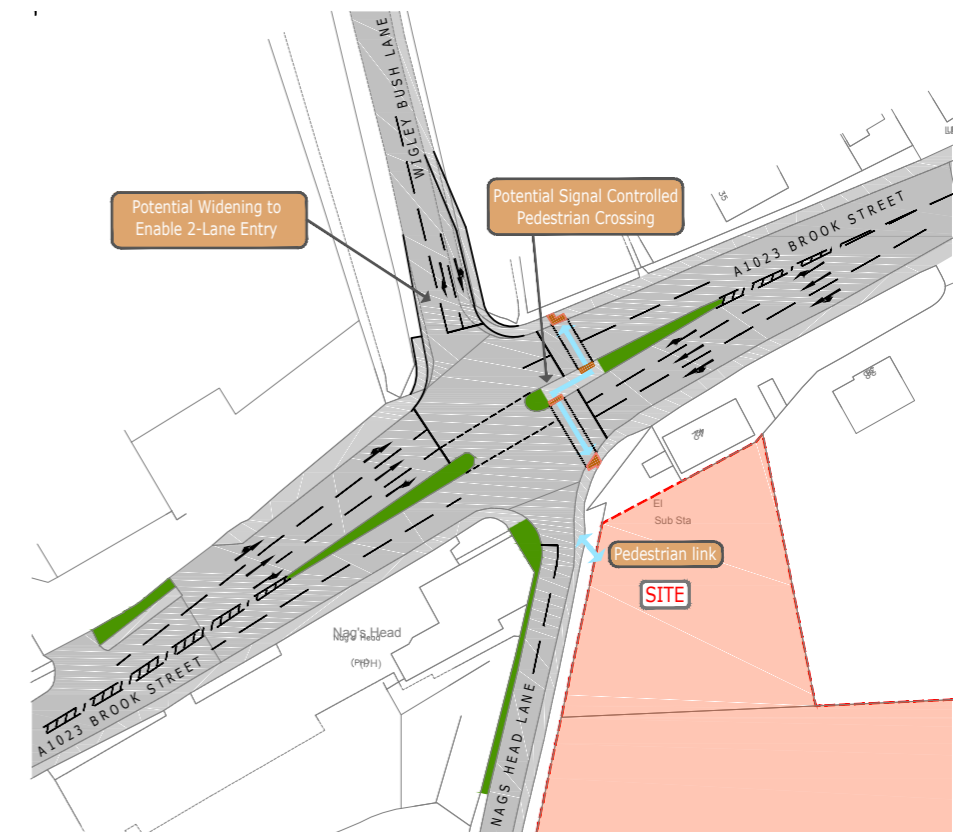
Brentwood Rail Station is located 2.5km east of the site, with services operated by Abellio Greater Anglia. Metro services to London Liverpool Street and Shenfield run every 10 minutes at peak times. From late 2018/early 2019, the new Crossrail service will connect Brentwood directly with the West End, Heathrow, Slough and Maidenhead.

The closest primary schools to the site are St Peters Church of England School, a 1.2 km walk distance north of the site, and Holly Trees, a 2km walk due east. The site is located within the catchment of Brentwood County High School, some 3.5km from the site to the south of the town centre. Two more secondary schools are located approximately 3km away due east; Brentwood Ursuline RC High School for girls and The Brentwood School (Independent).

The potential impact of development traffic on the operation of the Brook Street/Nag's Head Lane/Wigley Bush Lane signal junction has been assessed based on contemporary traffic turning count data. Whilst the forecast increase in traffic through the junction would be imperceptible, consideration has been given to modifications to improve the future operation of this junction. A proposed improvement scheme has been assessed, which comprises an additional short lane for ahead and left traffic on the Wigley Bush Lane approach, increased kerb radius and exit taper for the left turn into Wigley Bush Lane that allows the stop line to be moved closer to the junction, and a pedestrian crossing on the eastern arm of Brook Street. Junction capacity analysis has shown that the proposed improvements would more than mitigate the impact of development traffic, the result being an overall net benefit to junction capacity.

The Government has committed funding for significant improvements to M25 Junction 28 (Brook Street Roundabout) as part of its 2014 Road Investment Strategy. This comprises upgrading the interchange with the A12 to provide dedicated left turn lanes and improvement of the gyratory system, which is expected to be delivered by 2019/20.

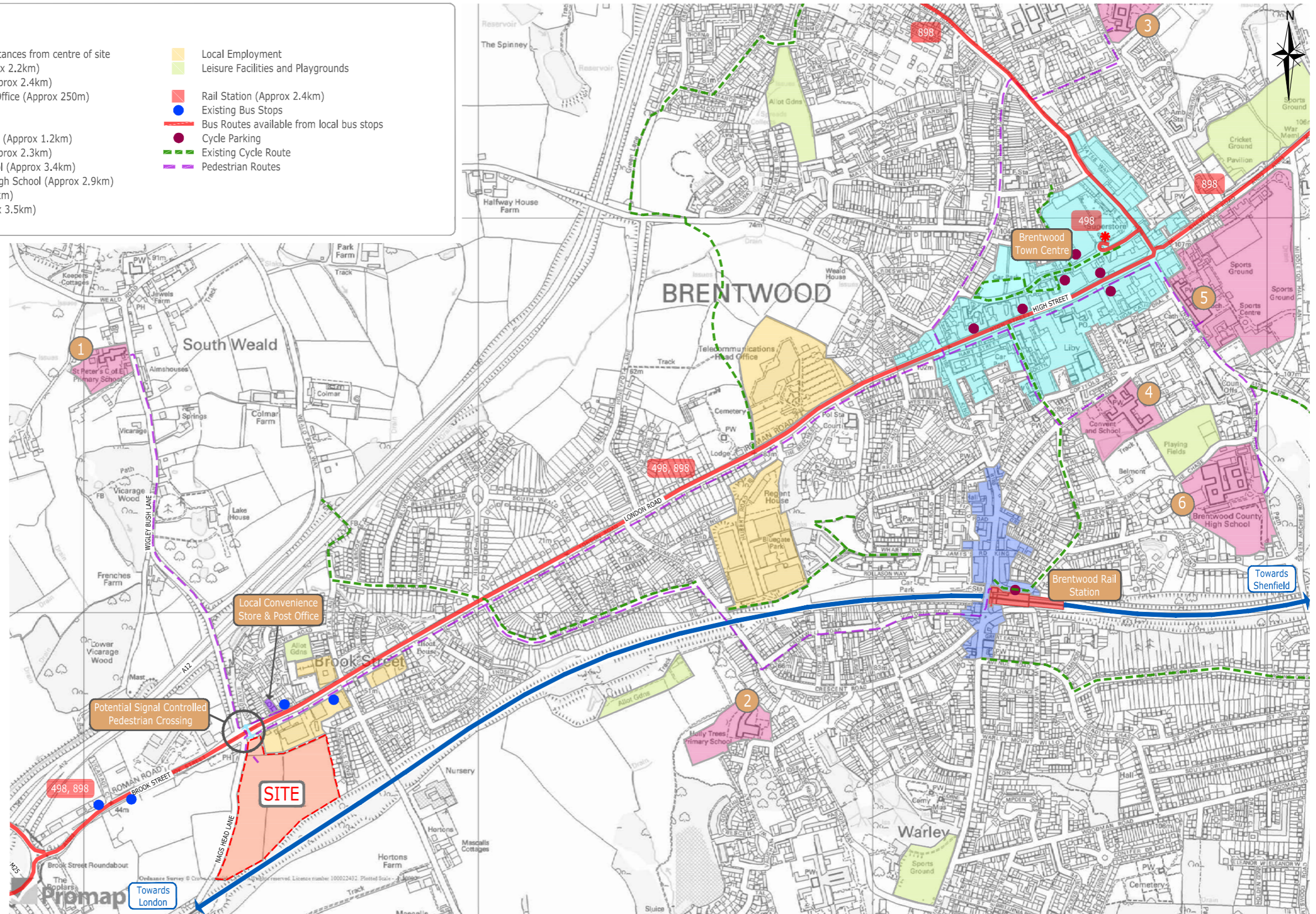
In view of the above described level of site accessibility for 'non-car' modes of travel, the site is well suited to residential development with many local facilities close by, including bus services and local shops. The proposals are therefore compliant with policy guidance on transport and land use planning at both a national and local level and would have a positive impact in terms of junction capacity and pedestrian connectivity.



Consideration has been given to modifications to improve the future operation of the Brook Street / Nag's Head Lane / Wigley Bush Lane signal junction.

KEY:

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ■ Local Facilities & walk/cycle distances from centre of site ■ Brentwood Town Centre (Approx 2.2km) ■ Local Shops on Kings Road (Approx 2.4km) ■ Local Convenience Store/Post Office (Approx 250m) | <ul style="list-style-type: none"> ■ Local Employment ■ Leisure Facilities and Playgrounds ■ Rail Station (Approx 2.4km) ● Existing Bus Stops — Bus Routes available from local bus stops ● Cycle Parking - - - Existing Cycle Route - - - Pedestrian Routes |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
-
- | |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"> ■ Local Education Facilities 1 St Peter's C of E Primary School (Approx 1.2km) 2 Holly Trees Primary School (Approx 2.3km) 3 St Helens Catholic Infant School (Approx 3.4km) 4 Brentwood Ursuline Convent High School (Approx 2.9km) 5 Brentwood School (Approx 3.2km) 6 Brentwood High School (Approx 3.5km) |
|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|



Technical Considerations

Utilities & Drainage

All utilities companies known to operate in the vicinity of the site have been contacted to confirm the location and details of any plant in the area. Local diversions may be required to accommodate an access to the site from Nag's Head Lane, however UK Power Networks, Essex and Suffolk Water and National Grid have all confirmed that no upgrade or reinforcement works are required to serve the development.

National Grid has confirmed a High Pressure (HP) Gas Main runs beneath the south west corner of the site (illustrated on the plan below). A 28m corridor has been provided above the HP Main to allow for future access and maintenance and limit the risk of damage to the main. Following discussions with National Grid, the Health and Safety Executive has confirmed in writing that they would not object to the current indicative layout if it was submitted for planning.



Site Location Plan with high pressure gas main and 28m corridor highlighted.



Drainage attenuation ponds



Integrated landscaped swales



Mixture of permeable paving surfaces

A network of adoptable Foul Sewers will be constructed on site, connecting to the Thames Water sewer within Nags Head Lane.

Subject to a full geotechnical investigation, it is anticipated that the site will drain either to soakaways, permeable paving, swales or other Sustainable Drainage Systems. If the geotechnical investigation demonstrates that the underlying soil cannot accommodate soakaways then Thames Water will be contacted to organise a sewer requisition to the nearest watercourse or sewer with sufficient capacity. Any discharge from the site will be limited to a rate of less than the existing greenfield run-off from the site to reduce flood risk to the surrounding area.

Technical Considerations

Flood Risk & Noise

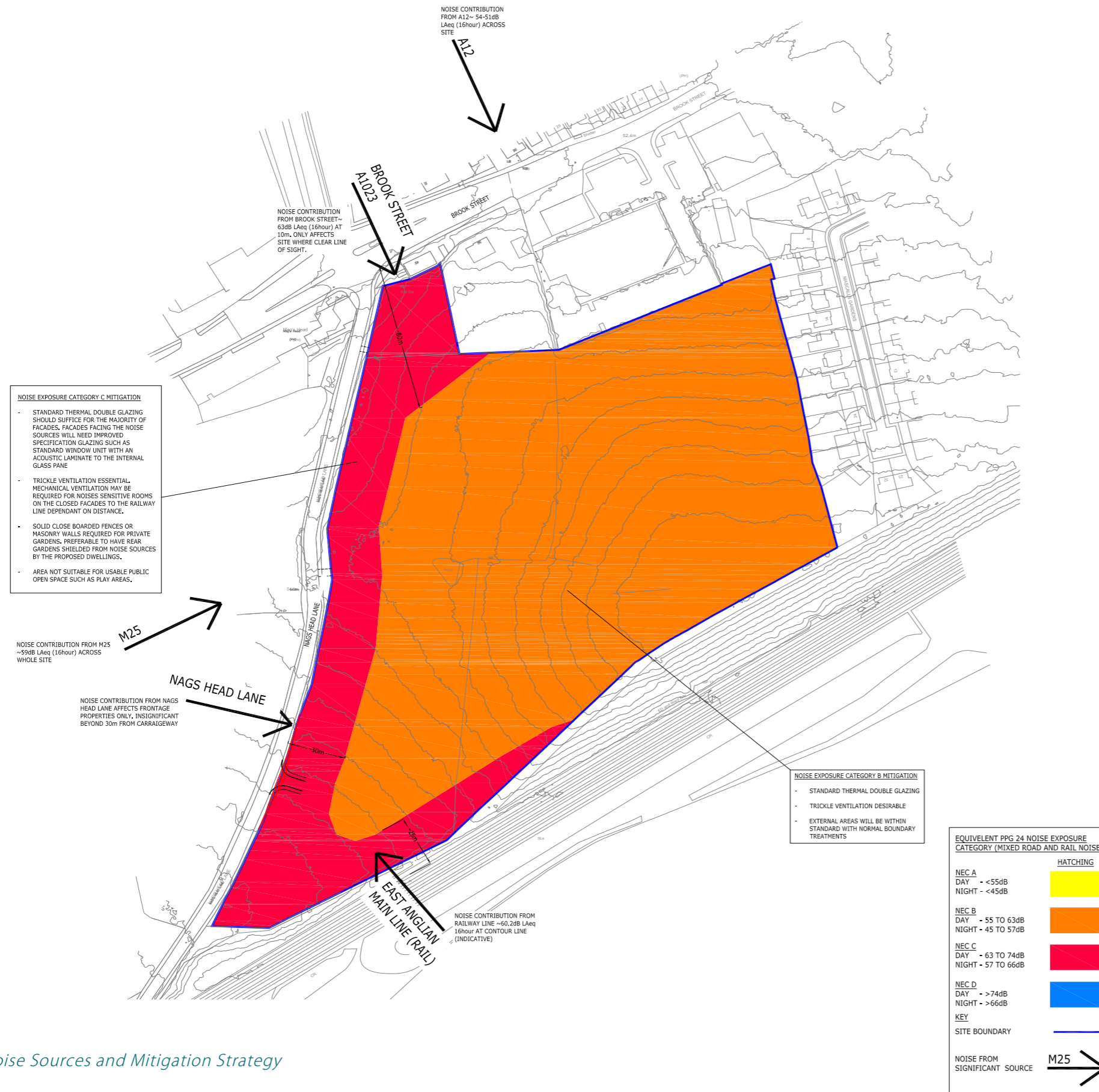
04

The Environment Agency consider the site to be in Flood Zone 1, with an annual risk of coastal and river flooding of less than 1 in 1,000. Within the National Planning Policy Framework, Residential Development is considered as 'More Vulnerable' and is acceptable within Flood Zone 1.

Local noise sources have been considered in a preliminary desk top assessment undertaken by Ardent. The primary local noise sources are road traffic from the M25, A12, A1023 and Nags Head Lane, and railway noise from the adjacent Great Eastern Mainline.

The preliminary assessment shows that no single noise source is dominant and that with appropriate layout and noise treatment to the most exposed properties, both internal and external ambient noise levels will be within the desirable range and will meet with applicable standards. For example, appropriate noise treatments for the most sensitive locations could comprise:

- Thermal double glazing with acoustic laminate where necessary
- Trickle ventilation or mechanical ventilation if required
- Solid close boarded fences or masonry walls for private gardens



Noise Sources and Mitigation Strategy



150 New Homes including
53 Affordable Homes

The Economic Benefits of the proposed development at **Nags Head Lane, Brentwood**

150 new homes offers the opportunity to stimulate economic growth, help reduce the impact of local authority budget cuts and assist in meeting Brentwood Borough Council's objectively assessed housing need.

01 CONSTRUCTION BENEFITS

75 Jobs
Direct Employment
[estimated to create **233** person-years of temporary construction employment over the **3** year period of the build]

115 Jobs
Indirect/Induced Employment
[**115** 'spin-off' jobs could be supported in the supply chain per year of construction]

18 Jobs
New Operational Jobs supported by increased resident expenditure in the local Brentwood area



Construction Value
[estimated total cost of construction]



Economic Output
[expected additional GVA per annum from direct and indirect jobs]

02 EXPENDITURE BENEFITS

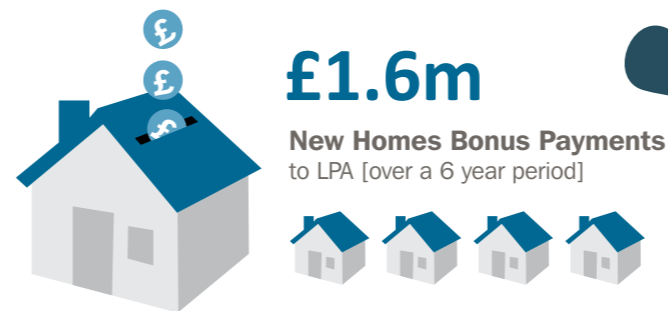


First Occupation Expenditure on goods and services to make a house 'feel like home' a proportion of which would be captured locally



Total Gross Expenditure generated by new residents to the scheme

03 LOCAL AUTHORITY REVENUE BENEFITS



New Homes Bonus Payments to LPA [over a 6 year period]



Additional Council Tax Revenues [per annum]



Estimated Planning Contributions

Economic Benefits

Local Benefits

Housing on the site would bring **more business** to Londis and to the Post Office. This entire area **needs development and investment.**

Furesh Tahva Owner
Brook Street Londis & Post Office

Ignoring the west of Brentwood is short-sighted, and there needs to be **continued investment** in the area, particularly around the M25 gateway. A development on the land south of Brook Street would be **a boost** for business and the local area. **Chris Cooper** Store Manager
Topps Tiles Brentwood

More local homes would **increase business** to the Garden Centre, and Brook Street in general - a key route into Brentwood itself off of the M25. **Investment and development is clearly needed.**

Nick Pine General Manager
Brentwood Garden Centre

More investment into the M25 gateway can only be **a good thing** for the local area and the wider Brentwood area and economy.

Gavin Hawkes Branch Manager
Aston Martin Brentwood

A development on this Brook Street site is **a good, sensible idea.** More investment is needed this side of Brentwood generally, and housing on that site would certainly boost business for the pub, which is **a local social centre.**

James Davis Pub Manager
Nag's Head Public House

POTENTIAL ENHANCEMENTS TO BRENTWOOD GATEWAY

As part of the development there is also an opportunity to enhance the underwhelming gateway into Brentwood through the erection of new signage and /or public art.

05

The team has engaged closely with local stakeholders regarding the principle of developing the site for housing and have received very positive feedback. A number of these are detailed opposite.



Nag's Head Lane public house



Londis & post office, and Topps Tiles



Aston Martin and Jaguar dealerships

This document presents our preliminary ideas as to how the site could be delivered to meet the requirements for the emerging Local Development Plan. It will be used as a basis for discussions with the Borough Council, local community and key stakeholders by Crest Nicholson and the landowners as the process evolves.

This vision for the land at Nag's Head Lane aims to create an aspirational and sustainable place for living and create a new gateway for Brentwood whilst respecting the existing character of the site.

The proposals will provide a range of private and affordable homes to meet the town and borough's housing and socio-economic needs.

Using inspiring architecture and landscape design, we believe this site offers the opportunity to create a unique, desirable, locale which will strengthen the existing community.

Conclusion



indicative view of green corridor



indicative view along entrance avenue



Site Layout Plan
1:1000 @ A1



CLAGUE ARCHITECTS

Document prepared by Clague LLP.

62 Burgate, Canterbury, Kent, CT1 2BH
01227 762060
01227 762149

info@clague.co.uk
www.clague.co.uk

All drawings, diagrams and photographs produced by Clague LLP, unless otherwise noted.

All drawings and diagrams reproduced for reference only. Do not scale.
Please refer to drawings accompanying this document for full details.