

FEASIBILITY STUDY

DODDINGHURST ROAD, BRENTWOOD

Prepared for



COUNTRYSIDE

Places People Love

Prepared by



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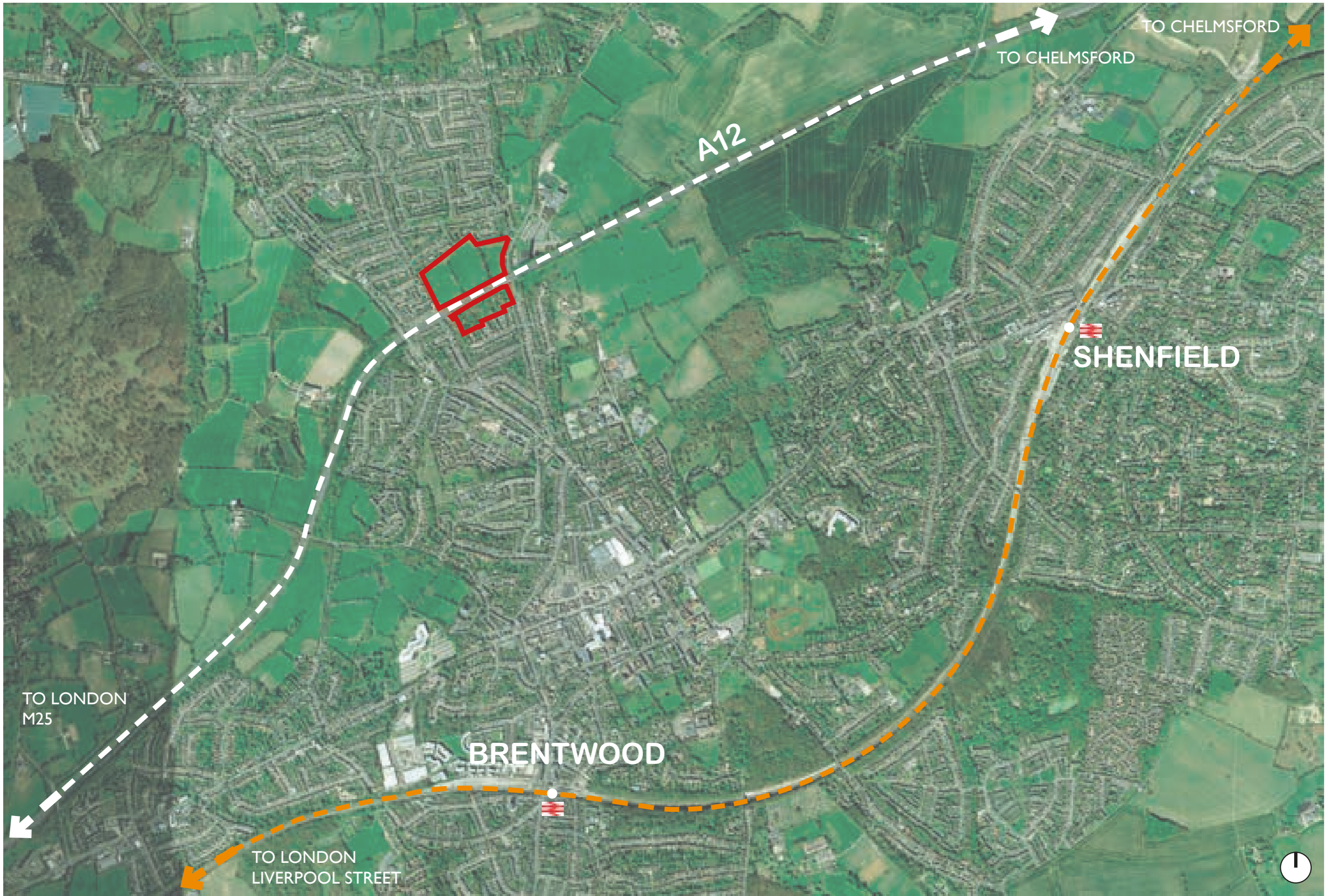
CONTENTS

1.	BACKGROUND	05
2.	SITE ANALYSIS	10
3.	DENSITY ANALYSIS	14
4.	JTP CASE STUDIES	16
5.	DESIGN PRINCIPLES	20
6.	DESIGN DEVELOPMENT	24
APPENDIX		
A.	JTP TRACK RECORD	33

PROJECT CODE	01460
CREATED BY	ABL/DOS
CHECKED BY	DEC
ISSUE TYPE	DRAFT
ISSUED ON	MARCH 2018

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A12

TO CHELMSFORD

TO CHELMSFORD

SHENFIELD

TO LONDON
M25

BRENTWOOD

TO LONDON
LIVERPOOL STREET





ARTIST IMPRESSION

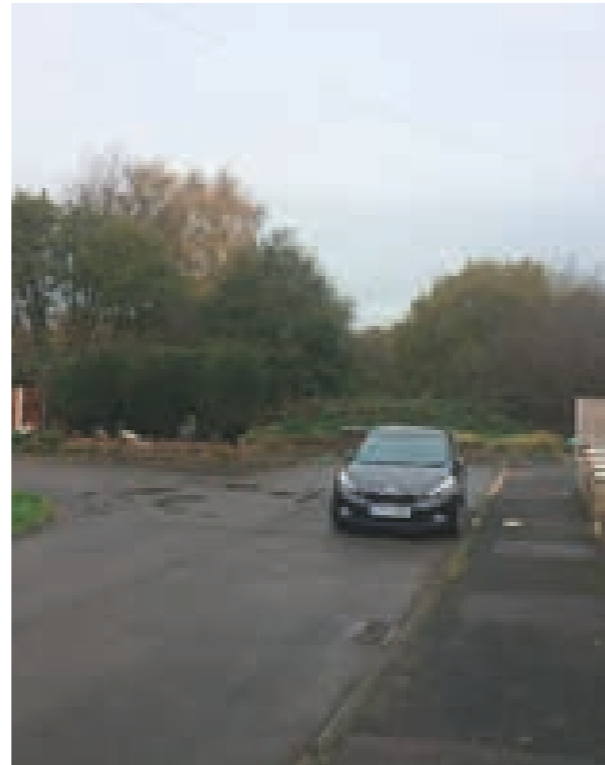
THE SITE AND ITS SURROUNDINGS

The site is an undeveloped piece of land surrounded by low-density residential and leisure developments of Brentwood. Brentwood town centre sits less than a mile to the south and is accessible by public footpaths and by car or bus.

Most notably, the site is split in two by the A12, and currently connected by two neighbouring underpasses, which are not within the red line boundary. The northern parcel is larger in size and is divided by two hedgerows with a slight cross fall running from west to east. The southern parcel is currently covered in dense vegetation with its access via two existing streets.

The residential developments around the site are mostly two-storey and a mixture of contemporary and 1930s style homes. To the east of the northern parcel there is a Dog Training Facility and The Brentwood Centre which is a community facility.

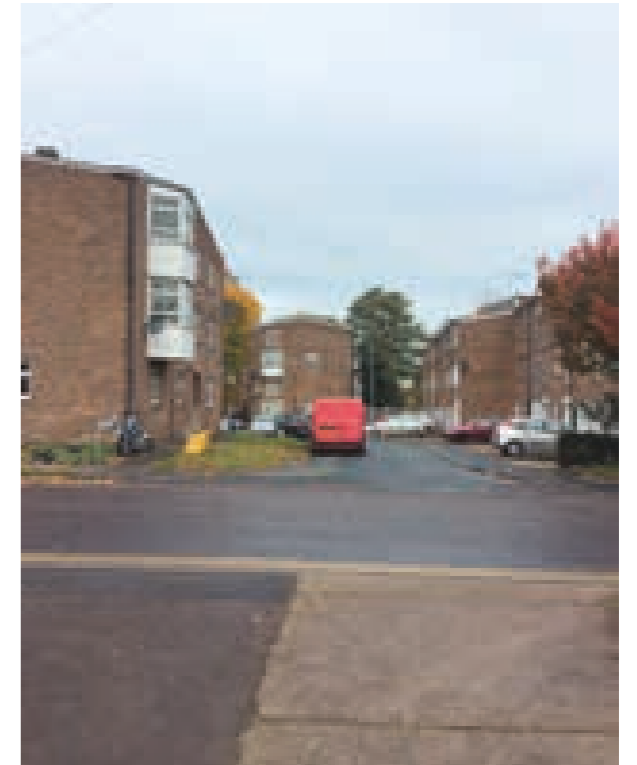
BACKGROUND SITE PHOTOS



1



2



3



4



5



6

BACKGROUND SITE PHOTOS



8



9



10



11



12



13

BACKGROUND SITE PHOTOS



A



B

BACKGROUND SITE PHOTOS



SITE ANALYSIS

BUILDING USES



SITE ANALYSIS BUILDING HEIGHTS



SITE ANALYSIS

CONSTRAINTS

CONSTRAINTS

The site is constrained by a multitude of factors, mainly relating to noise, drainage, overlooking, and terrain.

There are proposals for a network of sewers, ditches and swales to cover the site, which while not finalised, would considerably shape any designs on the site. There are also existing Anglian Water pipes and sewer that cross the site, serving neighbouring properties.

The terrain on the southern site is largely flat, with a moderate incline passing the northern site, with a total height difference of approximately 7 metres.

A noise impact study has identified two bands neighbouring the A12 where development would not be permitted other than for landscaping or car parking, as well as a recommended minimum extent of acoustic barrier neighbouring the road.

On the southern site there is currently dense vegetation, while the northern site there are mature trees on the edges of and bisecting the site.

There are multiple neighbouring residential properties where possible overlooking onto back gardens will be considered.

- Site boundary
- Potential surface water sewer and swales (to be confirmed)
- Possible attenuation
- Possible infiltration ditch
- Anglian Water existing FW sewer
- Anglian Water existing SW sewer
- Existing trees
- Noise buffer zone from A12
- Recommended minimum extent of acoustic barrier
- Topography lines (1m increments)
- Neighbouring back gardens - possible overlooking



SITE ANALYSIS OPPORTUNITIES













OPPORTUNITIES

Despite the number of constraints there are even more opportunities to be explored which will assist in creating a high quality place to live.

The existing landscape features will help shape the proposals and there is plenty opportunity to add to the green infrastructure as noted on the diagram opposite.

The site benefits from multiple potential access points that connect to the surrounding residential area. Some of these have been highlighted as potential 'Gateways' into the development and will be designed to reflect their prominence within the wider masterplan and surrounding area.

-  Potential Site Entrances
-  Opportunity for Key Gateway / Marker Buildings
-  SUDs / Ponds as a feature element
-  Development Parcels of varying character
-  New Key Frontage
-  Potential to retain Existing Trees to create unique housing layout
-  Existing hedgerows retained and improved to define character areas
-  Potential to create Attractive Landscape buffer / features
-  Improved cycling and pedestrian routes
-  Opportunity to create views and vistas within the development -

DENSITY ANALYSIS

DENSITY STUDY

DEVELOPABLE AREA PLAN

A study on the Developable Area has been produced based on the constraints diagram shown on the opposite page.

It proposes that the most significant existing trees and foliage are retained. The potential site entrances and the areas initially allocated for attenuation correspond with the possible solutions suggested in the Site Appraisal document (September 2015).

The existing landscape features of Parcel A (to the north of A12) have naturally formed three developable areas of a regular shape. This will enable an orthogonal street pattern and regular frontage, and a more efficient layout of a potentially higher density.

Parcel B (to the south of A12) has more constrained access opportunities and an elongated, irregular shape due to the present underground services. This will lead to a more organic layout of a potentially lower density.



- Developable Area
- Existing Trees + Root Protection Areas (RPA)
- Easements
- Attenuation / Drainage

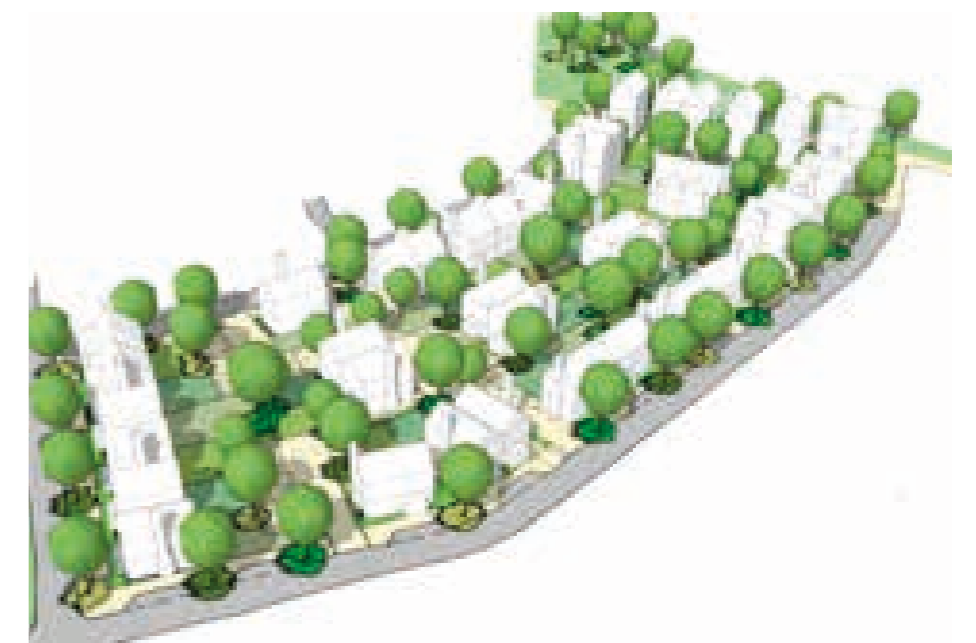
DENSITY ANALYSIS DEVELOPABLE AREA



Total Developable Area = 6.17 Ha
Density of Developable Area = 40.5 dph
Total number of units = 250

KEY CHARACTERISTICS:

- Dwellings will be predominantly 2, 2.5 and 3 storey, with key corners and frontages featuring up to 4 storeys;
- Balance of apartments blocks, semi-detached and terraced houses will be proposed, with terraced homes used to provide enclosure and definition to primary routes and spaces;
- Where proposed buildings face a primary route, a consistency and rhythm to the parcel edge will be proposed through building line, regular spacing of dwellings, and repeated typologies



JTP CASE STUDIES

DENSITY 34 DPH

GRAYLINGWELL PARK

No of houses: 111
Net developable area: 3.3 ha
Overall Density: 34



JTP CASE STUDIES

AVERAGE DENSITY 37 DPH



KEW RIVERSIDE, KEW

No of houses: 218
Net developable area: 5.9 ha
Overall Density: 36.9 dw/ha



JTP CASE STUDIES

DENSITY 38 DPH

GUILDFORD BARRACKS

No of houses: 524
Net developable area: 13.8 ha
Overall Density: 37.9 dw/ha



JTP CASE STUDIES DENSITY 43 DPH



HOLBOROUGH LAKES

No of houses: 153
Net developable area: 35.8 ha
Overall Density: 42.7 dw/ha



DESIGN PRINCIPLES

MASTERPLAN SEQUENCE



01. THE SITE AND EXISTING FEATURES

As discussed previously in the document there are a number of existing landscape and drainage/services features that will need to be considered and integrated from the outset.



02. SITE ENTRANCES & GATEWAYS

There are multiple opportunities for access into the site. This will improve the connectivity of the site to the surrounding area. There is the potential for 'Gateway' style entrance to mark the main entrances into the development.



03. CONNECTIVITY & WAYFINDING

There should be a clear hierarchy of routes through the masterplan to improve legibility and wayfinding. The design of the streets can be expressed in different scales and materials in order to reinforce this desired hierarchy and the level of pedestrian priority.



04. GREEN INFRASTRUCTURE AND LINKAGES

The existing landscape features should be enhanced to reinforce the idea that this is a landscape led development. The existing hedgerows will act as landscaped buffers that separate the different character areas. These can also serve as areas of public open space. The landscape buffers to the A12 will also be an important feature.

DESIGN PRINCIPLES

MASTERPLAN SEQUENCE



05. FRONTAGES

The landscape and street network then set the building frontages. This layout will also need consider the topography of the site.



06. MARKER BUILDINGS

Marker buildings should be located at key views and terminate vistas. This will also help improve legibility and wayfinding.

DESIGN PRINCIPLES ILLUSTRATIVE MASTERPLAN



A LANDSCAPE LED MASTERPLAN

The illustrative masterplan accommodates 250 new homes of varying typologies. The landscape led proposals will offer views to existing features as well as introducing new areas of landscape and public open space.

PROPOSAL SUMMARY

Total Number of Homes:	250
Total Developable Area:	6.17 Ha
Avg. Density of Developable Area:	40.5 dph

DESIGN DEVELOPMENT KEY PRINCIPLES

CREATING A SENCE OF ARRIVAL

The new development should create a sense of arrival. The gateways into each parcel should have their own unique character but should be derived from the local vernacular of Brentwood. This could be achieved by key buildings that mark the entrances



DESIGN DEVELOPMENT KEY PRINCIPLES

LINKING GREEN SPACES

The site currently has mature hedgerows and trees that should be incorporated into a successful development and respect the existing farmland character. To further enhance this, additional green spaces should be interwoven throughout the scheme. These should vary in formality, size and character. These new spaces will also help with navigating through the scheme.

The green infrastructure will play a key role in providing screening from the A12 and creating a desirable place to live.



DESIGN DEVELOPMENT KEY PRINCIPLES

STREETS AS WAYFINDERS

The streets are the life of the development. They will be vibrant and distinctive allowing residents and visitors alike to navigate with ease. The streets will have a clear hierarchy that responds to their importance within the masterplan. The layout should also provide opportunities for views and vistas that celebrate the streetscape and green spaces.



DESIGN DEVELOPMENT KEY PRINCIPLES

VARIETY IN SCALE AND DENSITY

In order to achieve a certain richness the scheme should be a mixture of housing typologies of varying scales. Areas that are close to the neighbouring developments should soften as they reach this boundary, where as harder edges could accommodate a more robust housing type. Getting the combination of scale and density will be key in creating a sense of place.



DESIGN DEVELOPMENT KEY PRINCIPLES

FEATHERED EDGES

As the scheme reaches the edges of the site the urban form should be less formal and allow the layout to bleed into the landscape.

This softer edge will provide a positive interaction with the surrounding neighbours.



DESIGN DEVELOPMENT KEY PRINCIPLES

CHARACTER AREAS

In order to enhance the sense of place there will be a variety of character areas across the development. These will be subtle changes in material, form and layout that will give each area its own identity thus create a desirable place to live.

The existing landscape features will help inform the boundaries of these suggested character areas.





An aerial photograph of a residential neighborhood, showing a mix of single-story and two-story houses with various rooflines and landscaping. The entire image is overlaid with a semi-transparent teal color. The text is positioned in the lower-left quadrant of the image.

APPENDIX

JTP TRACK RECORD... OUR EXPERIENCE



TRACK RECORD
OUR EXPERIENCE



An exceptional site given exceptional treatment and great attention to detail.

Urban Design Group Awards



EDENBROOK, FLEET, HAMPSHIRE A NEW NEIGHBOURHOOD IN A PARKLAND SETTING

Located on the borders of Surrey and Berkshire, the market town of Fleet is surrounded by beautiful countryside.

The 9 ha site is located on the edge of the flood plane on the outskirts of the town.

The neighbourhood, for developers Berkeley Homes, is being implemented in three phases. The first of these phases is Edenbrook.

Project Delivery

- The masterplan is characterised by an organic approach to masterplanning which retains and enhances natural landscape features and uses them to cluster homes into distinct character areas.
- Sustainable community of 300 new homes clustered around 'green fingers' of woodland.
- A mix of house types and tenures, ranging from one and two-bedroom apartments to five-bedroom detached homes.
- 40% affordable homes pepper-potted throughout the development.
- Provision of a 24 ha Country Park and Visitor Centre, as well as 18 ha of formal and informal recreation open space including eight football pitches.
- Incorporation of existing landscape features such as streams and trees to create distinct character areas.
- Development of a comprehensive system of footpaths and cycleways serving both the new neighbourhood and wider community.

Client

Berkeley Homes (Southern)

Awards

National Urban Design Awards 2014
Developer Award – Commended





TRACK RECORD
OUR EXPERIENCE



A sensitive development providing a great range of character areas and spaces, with existing buildings cleverly incorporated to make it feel more like a place and less an estate.

Urban Design Group



GRAYLINGWELL PARK, CHICHESTER

THE LARGEST CARBON NEUTRAL DEVELOPMENT IN THE UNITED KINGDOM

Graylingwell is a former hospital site located to the north-east of Chichester city centre. The 34 ha site is designated as a Conservation Area and contains two Grade II listed buildings, a Scheduled Ancient Monument, 472 protected trees and is a Registered Historic Park and Garden.

The existing residential neighbourhoods of Summersdale and Richmond Park bound the site to the north and south. Chichester University and St Richards Hospital are adjacent to the development.

Project Delivery

- A masterplan developed using Collaborative Placemaking processes involving over 350 local people and stakeholders.
- A development layout that achieves a sense of enclosure while maximising south facing buildings and roof areas for energy generation. Phase 1 homes with south facing roofs have 25 sq m of photovoltaic units.
- Embedded sustainability measures that address movement, landscape and open space, drainage, ecology as well as reduction of energy use and renewable energy supply.
- Retention and enhancement of the core hospital buildings and layout. Conversion of former farm buildings into accommodation for the creative industries.
- Provision of 750 new homes (40% affordable), over 24,000 sq ft of community uses and approximately 64,000 sq ft of commercial space.
- Code for Sustainable Homes Level 6 for energy and Level 4 in other categories. A combined heat and power plant within the existing water tower.
- Preservation of 622 trees and planting of 1,428 new trees in an open space network incorporating new bus routes, new cycle tracks and footpaths.
- Formation of a Community Development Trust to manage the community facilities and open space.

Client

Linden Homes and Affinity Sutton in conjunction with the Homes & Communities Agency

Awards

National Urban Design Awards 2014
Developer Award – Commended

What House? Awards 2013
Best Sustainable Development - Gold
Best Brownfield Development - Silver

Green Apple Awards 2012
Gold Award for Best Mixed Use
Development

Building Awards 2012
Sustainability Project of the year
(Shortlisted)

What House? Awards 2011
Best Sustainable Development - Gold
Best Brownfield Development - Silver

CHPA Awards 2011
Community and Residential Award

RTPI Planning Awards (South East) 2010
Community Engagement Award

Sustainable Housing Awards 2010
Sustainable Larger Social Housing Project
of the Year

The Housebuilder Awards 2010
Best Low or Carbon Zero Initiative





TRACK RECORD
OUR EXPERIENCE



QUEEN ELIZABETH PARK, GUILDFORD CONNECTING COMMUNITIES

A former Ministry of Defence barracks and depot in Guildford has been transformed into a mixed-use development of 525 new homes.

A variety of house types, from one bed flats to five bed detached houses, designed to be spacious and open plan, with balconies and roof terraces connect to the landscape. A new village green creates a central focus, within a network of pedestrian and cycle routes through green corridors to give pedestrian priority and new footpaths to the local school.

Client

Linden Homes and Laing Homes South West Thames

Awards

Building For Life Awards 2004
Gold Standard Award Winner

Housing Design Awards 2004
Highly Commended

Your New Home 2004
Best Development for Family Living

Evening Standard Awards 2003
Best Three Bedroom House
Best Home of the Year





TRACK RECORD OUR EXPERIENCE



We are creating a neighbourhood, a community; a place with genuine roots that will grow and flourish over many years.

Newhall Projects Ltd.



NEWHALL PHASE 2, HARLOW, ESSEX REFLECTING THE CHARACTER OF NEWHALL

Newhall is a significant urban extension to the town of Harlow in Essex. Harlow as a settlement was founded on Frank Gibberd's pioneering principles of distinct neighbourhoods set in a framework of landscape and local centres, promoting community identity. Newhall is the latest of these neighbourhoods and Phase One (about 20% of the planned development) is now complete. Phase Two will form the remainder of the neighbourhood and include some 2,300 homes, a new primary school and nursery, parkland and recreation areas, employment space and a district centre.

The development, including the most recent phase 'Be', constructed by Linden Homes, has received multiple awards in recognition of its approach and realisation. It is noticeable for the variety in its striking, contemporary design and innovative solutions to higher density living.

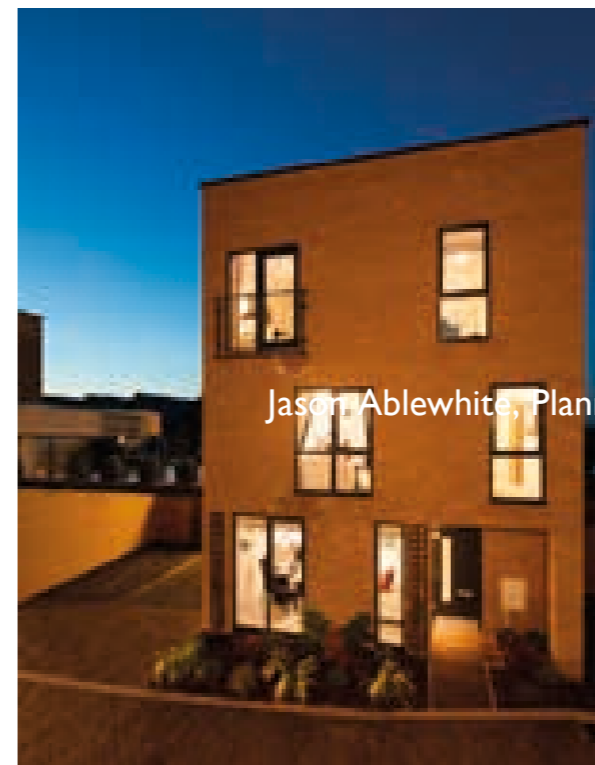
On behalf of Linden Homes, JTP designed the first parcel of this next phase; the largest so far at Newhall comprising 328 homes in an area of 10 ha. The proposals seek to bring a contrasting and complementary neighbourhood adjoining the completed phases; one that takes its cues from the established architectural character but set in a greener landscape framework alongside the mature trees of Barnsley Wood.

Project Delivery

- A carefully considered response to overall Newhall masterplan created by Studio REAL, resulting in Harlow's planning committee unanimously granting approval of a detailed Reserved Matters application in June 2013.
- A rich mix of bespoke housetypes designed specifically for this phase at Newhall.
- Clusters of larger family homes towards the south of the site, alongside the mature woodland and the existing watercourse.
- Innovative high-density courtyard houses and townhouses in an 'urban quarter' towards the north of the site and future development phases.
- Integrated landscape with green swathes and SuDS features running towards a central 'village green' at the heart of the new neighbourhood.
- A highly permeable pedestrian-friendly framework across the site, with extensive shared surface streets and numerous long range views across open landscape and woodland.

Client

Linden Homes (Eastern)



Jason Ablewhite, Planning Authority for Huntingdonshire District



TRACK RECORD OUR EXPERIENCE



Alconbury Weald delivers much needed high quality space to support the growth of the Huntingdonshire and Greater Cambridge economy, enabling companies to grow on from space in the City.

Jason Ablewhite, Planning Authority
for Huntingdonshire District Council



ALCONBURY WEALD, HUNTINGDON TRANSFORMATION OF A FORMER COLD WAR AIRFIELD

At Alconbury Weald in Cambridgeshire, Urban&Civic is transforming a 575 ha brownfield site, providing over 5,000 homes, an employment Enterprise Campus, new schools, transport linkages, energy infrastructure and community facilities – all integrated within over 280 ha of open space. A large proportion of the site is represented by the former airfield of RAF Alconbury, the history and layout of the airfield having directly influenced the outline proposals for which consent was granted in 2014.

The site benefits from a strategically significant location on the central spine of the UK, with access to major transport connections and plans for a future Alconbury Weald train station being developed.

JTP's role has extended from 'big picture' strategic placemaking moves, through to the preparation of detailed implementation strategies and developer briefing packs, and on to the design of a new range of innovative high-density housetypes for Urban&Civic, as they move directly into housebuilding for the first time.

Project Delivery

- Masterplan design and production (alongside David Lock Associates) of a full Design Code for Key Phase I, which will deliver 1,400 homes and a mixture of dedicated employment spaces and mixed uses, including the first primary school
- Analysis of 'where to begin' and how to make the vital first impression: creation of a placemaking strategy for locating and delivering the first new homes and school at Alconbury Weald, and the creation of a new sense of arrival
- Design of a detailed masterplan and planning application for Urban&Civic's site parcel, comprising 137 contemporary homes in a variety of bespoke housetypes, employment buildings, a nursery, café and foodstore
- Preparation of a Developer Briefing Pack to distil information into concise, relevant guidance for the developers of the first housing parcel, supported by a detailed site layout and housing mix (including sample housetypes)
- Advanced structural planting of shelter belts, or 'landscape curtains' around the first parcel to enclose the first phase of housing and establish its character, as well as to provide a more comfortable microclimate

Client
Urban&Civic





architects
masterplanners
placemakers