



WINCER KIEVENAAR



Our Ref: AH/BBC/cw

Date: 11th March 2018

**BRENTWOOD PREFERRED SITE ALLOCATIONS 2018
CONSULTATION DOCUMENT JANUARY 2018**

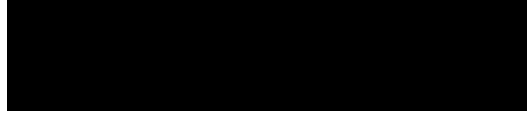
RESPONSE BY MAGDALENE FARMS

WINCER KIEVENAAR ARCHITECTS LIMITED TRADING AS WINCER KIEVENAAR
REG NO. 09561627 REGISTERED OFFICE ABOVE

DIRECTORS: PHILIP BRANTON CRAIG WESTERN BA(Hons) MA Dip Arch RIBA ASSOCIATES: CHRIS HYAM ACABE JAMES RUSH ACIAT
CONSULTANT ARCHITECTS: PAUL KIEVENAAR BSc (Jt Hons) Dip Arch RIBA MARK WINCER BA (Hons) Dip Arch RIBA



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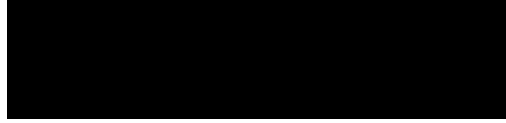
- 1. Site location plan**

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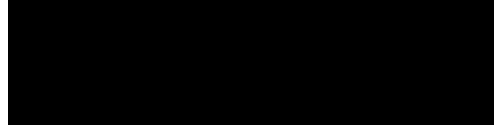


1.0 INTRODUCTION

- 1.1 This document and response has been prepared by Wincer Kievenaar Architects Limited (**WK**) on behalf of Magdalene Farms (**MF**) to the Consultation Document (**CD**) of the Brentwood Draft Local Plan-Preferred Site Allocations (January 2018) with a submission deadline of 12.03.2018.
- 1.2 MF is the landowner of submission with reference 291A and 291B, Land off Hallwood Crescent, Shenfield, Brentwood Essex.
- 1.3 At the time of HELAA site submission, WK were provided with the reference of HELAA170672 and no further correspondence has been received from Brentwood Borough Council in any format to advise WK or MF of this consultation. It is for this reason that this submission is being made so close to the submission deadline.
- 1.4 The site submission was made with the anticipated intention to deliver the site in isolation for residential development.
- 1.5 Whilst the owner, MF, would welcome the site's inclusion as part of a strategic site allocation, the site was not anticipated to form part of such an allocation. The exclusion of the council's grouped strategic site allocation should therefore not preclude the site in question from being delivered in isolation (but allowing for future growth on adjoining sites)
- 1.6 The total site area, as noted within the original HELAA submission is 17.1 Hectares, dependant on the LPA's acceptable development density of the site in this location, the site has capacity to deliver approximately 350 new homes, and therefore make significant contribution to BBC's housing land supply.
- 1.7 MF is the sole owner of the site as submitted, and the land as outlined may be delivered in its entirety under this single ownership without other landowners.



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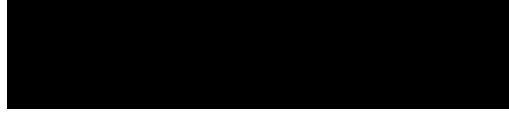


2.0 BRENTWOOD BOROUGH COUNCIL METHODOLOGY

- 2.1 The consultation document titled 'Brentwood Draft Local Plan – Preferred Site Allocations Site Selection Methodology and Summary of Outcomes Working Draft' forms part of the consultation documentation and sets out the authority's process of site selection.
- 2.2 The site to which this document relates is identified within Appendix 7, and is considered as a Strategic Site option. Map 1 within the document provides the site with two references 291A and 291B.
- 2.3 Within the spreadsheet (pg1) of Appendix 7, each site is listed with comments notes as: 'Alternative strategic site allocation- Brentwood North' but no further analysis or commentary is provided to justify any of the sites exclusion as site allocation.
- 2.4 The methodology document refers to the Sustainability Appraisal (SA) of the Brentwood Local Plan for consideration of strategic sites.
- 2.5 On page 15 of the SA, 'North of Brentwood' is described as a potential strategic site allocation with considerations noted as follows:
 - *Proposals are not advanced, with land ownership being fragmented, and some parcels of land currently not being actively promoted for development.*
 - *Major road infrastructure upgrades would be required, recognising the imperative of not worsening traffic congestion and air quality within Brentwood Town Centre; however, there is uncertainty regarding what is achievable.*
 - *There is the potential for expansion to impact 'in-combination' with other potential extensions to the urban Brentwood/Shenfield area, most notably the potential 510 homes on land at Officers Meadow (directly to the east); and the potential 200 home 'Land at Doddinghurst Road' scheme (directly to the west).*



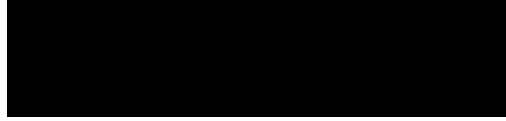
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- 2.6 As noted, whilst MF would welcome the sites inclusion as part of a strategic site allocation, should this not be a preferred option, MF would request that in the absence of a strategic site allocation, that the site is considered as part of the Green Belt site selection process (sites on edge of urban areas), and is considered for its short term delivery potential.
- 2.7 The Site abuts the built up area of Sheffield along its south and eastern boundaries. Demonstrating a close physical relationship with the existing built up environment.
- 2.8 As noted previously, consideration will be given to connectivity to adjoining landholdings, so as not to prevent further growth as and when determined by the district's Local Plan.



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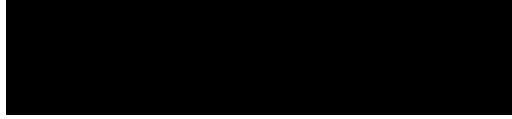


3.0 SITE SPECIFICS (291A and 291B)

- 3.1 The sites within the CD with references 291A and 291B have a total area of 6.47 and 10.65Ha respectively.
- 3.2 Appendix 7 of the consultation document notes the site as having a net area 11.13 Ha and estimated yield of dwellings being 350. This broadly accords with MF's expectation for the site delivery.
- 3.3 The site is available for immediate delivery as part of strategic allocation or as stand-alone site. Taking the latter as the preferred option, with limited infrastructure requirements, would allow for delivery of housing within the first 5 years of the plan period.



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