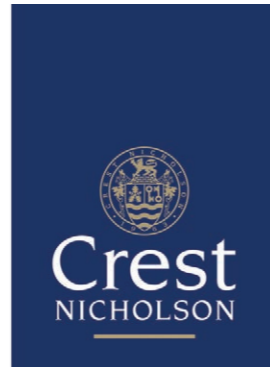




Design Development Framework
NAG'S HEAD LANE

Crest Nicholson LTD



Architect

Clague LLP

CLAGUE ARCHITECTS

Planning Consultant

Bidwells

BIDWELLS

Civil Engineering

Ardent Engineering

ARDENT CONSULTING ENGINEERS

Landscape & Visual Impact

Eleanor Trenfield Landscape Architects

ETLA

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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 (Pre-Submission Local Plan Policy R06).

Crest Nicholson are based locally in Brentwood and have a 50 year heritage of delivering community focused development. Crest pride themselves on their focus for high quality design which has been recognised in their awards for National Housebuilder of the Year, twice in the last three years. Other recent accolades include Planning Magazine's Best National Housing Scheme over 500 homes, Evening Standard's Best Small Development and the Sunday Times' winner of the Outstanding Housing and Landscaping category.

Crest have assembled a team of leading advisors including Bidwells and Ardent Consulting Engineers to assist in the creation of a deliverable, high quality, landscape-led scheme of approximately 150 much needed new homes.

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

Land at Nags Head Lane is located on the south-western edge of Brentwood, the principal settlement of Brentwood Borough Council (BBC) which benefits from a wide range of services and employment, retail, education, health and leisure facilities.

Situated within the Central Brentwood Growth Corridor, the site is well connected to strategic transport infrastructure including the A12 linking to Chelmsford and Romford, and the M25 providing excellent access to London. The site's proximity to the A12/M25 junction also avoids directing vehicular traffic via Brentwood town centre. Brentwood over-ground railway station is approximately 1.5 miles from the site running direct services to London Liverpool Street, with the Elizabeth Line expected to be operational during 2020 providing further connections across central London and on to Heathrow.

The site is served by local shops, pubs, restaurants and a health club within a 5 minute walk. There are bus stops located opposite the site with routes into the town centre, less than 2 miles away. Land at Nags Head Lane therefore benefits from excellent sustainability credentials, reflected in BBC's decision to allocate the site for residential development.

The site is very well enclosed with established permanent boundaries on all sides. It is bounded to the west by Nags Head Lane, the south by a railway cutting, the east by existing dwellings at Mascalls Gardens, and the north by commercial uses and two residential plots. The site consists of private fields sub-divided by established trees and hedgerows. It 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.

Introduction

The Site in Context



Site in relation to Key Gateways and Transport Hubs: Extract from Pre-Submission Local Plan - February 2019



Aerial photograph (taken from google earth imagery)

BBC is currently consulting on its Pre-Submission Local Plan (consultation period closes 19 March 2019). This advanced iteration of the Plan has been informed by over five years' of supporting evidence base work and feedback from both residents and statutory consultees as part of four previous consultations.

This process has concluded that Land at Nags Head Lane is entirely suitable for Green Belt release to accommodate much-needed new homes, capable of being delivered within the next two to three years (as set out in Policy R06).

The site represents a logical urban extension to existing development to the south-west of Brentwood. Enclosed between Nags Head Lane, the A1023, existing business/residential uses and the railway line, the site makes only a "moderate" contribution to the purposes of including land within the Green Belt (BBC's Green Belt Study, November 2018). The assessments of alternative sites range predominantly from a moderate to high contribution and therefore Land at Nags Head Lane is among the least sensitive performing Green Belt sites in the Borough.

The site was initially allocated for housing in the Draft Local Plan (2016) for approximately 150 dwellings. This accords with Policy HP03 of the current Pre-Submission Plan which seeks to "achieve a net density of at least 35 dwellings per hectare net or higher" particularly around the principal settlement of Brentwood where sites "should focus on making the best use of land, with a higher density". A density of 35 dwellings per hectare applied to the site's net developable area of 4.35 hectares (as identified in the Plan) equates to 152 dwellings.

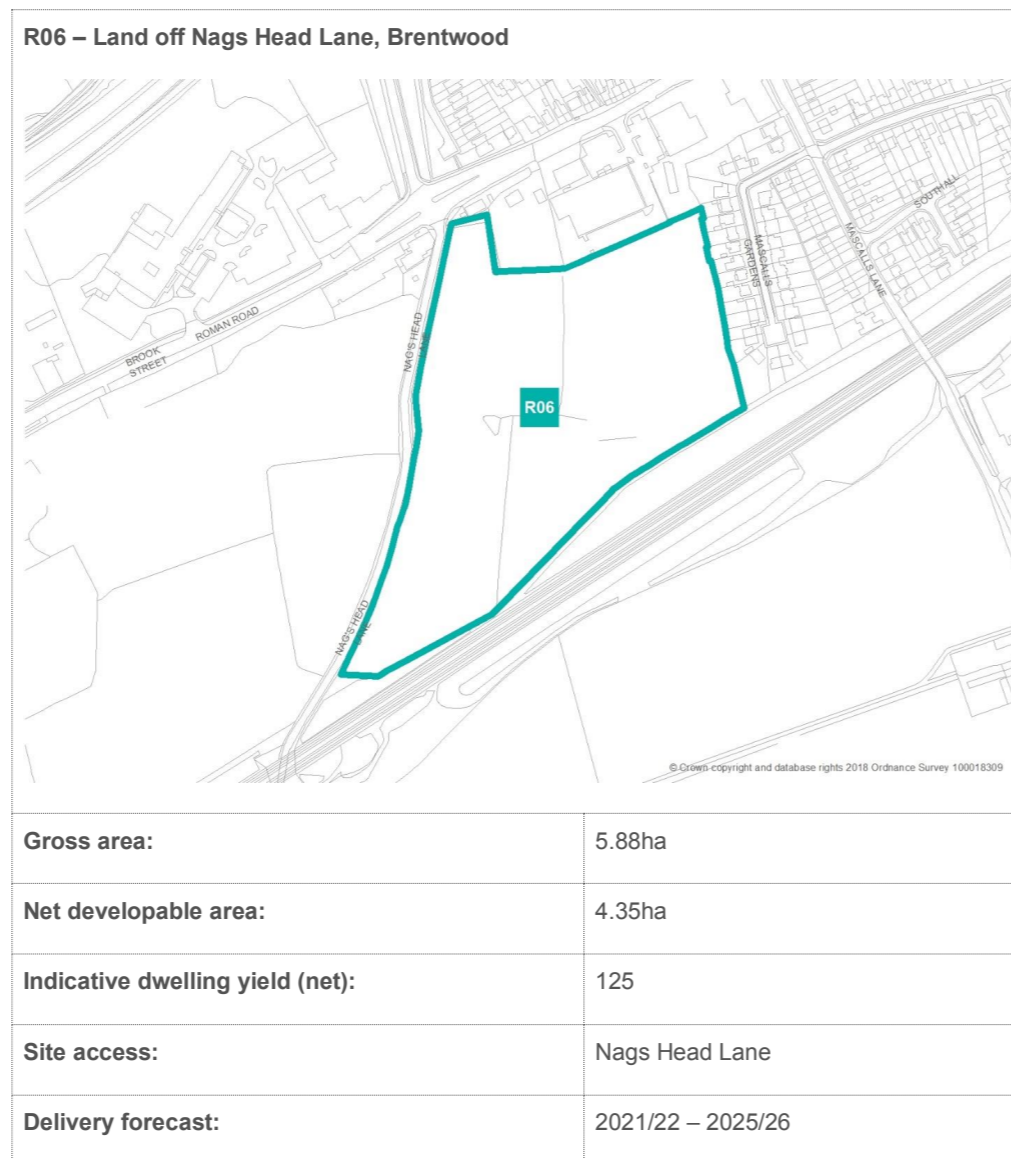
However, the current Pre-Submission Plan reduces the quantum of homes allocated at land at Nags Head Lane to approximately 125 dwellings. The single paragraph justification provided in the supporting Sustainability Appraisal (SA) states that "a decision was taken to reduce the quantum of homes delivered at all four of the Green Belt sites proposed by the 2016 Draft Plan" because the



Site ref: 032
 Site Name: Land east of Nags Head Lane, Brentwood
 Area (ha): 5.8
 Proposed use: Housing
 Approximate Number of Dwellings: 150

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 2016 Ordnance Survey 100018309
 Date: February 2016





POLICY HP03: RESIDENTIAL DENSITY

- A. Proposals for new residential development should take a design led approach to density which ensures schemes are sympathetic to local character and make efficient use of land.
- B. Residential development proposals will generally be expected to achieve a net density of at least 35 dwellings per hectare net or higher, unless the special character of the surrounding area suggests that such densities would be inappropriate, or where other site constraints make such densities unachievable.

Extract from Pre-Submission Local Plan - February 2019

Landscape Capacity Study (undertaken in 2013) concludes that the sites have “medium” capacity. The SA then states that the “decision to reduce the quantum of homes is tentatively supported”. The accompanying written representations explore this flaw further and pages 08 to 09 of this Framework illustrate how ETLA’s more detailed Landscape and Visual Impact Assessment has informed high quality, landscape-led proposals for approximately 150 homes, at a density in accordance with Policy HP03 of the Plan.

The SA also makes reference to supporting the reduction in the quantum of homes at land at Nags Head Lane “given its proximity to several listed buildings at Brook Street.” Whilst the nearby Nags Head Inn is a Grade II listed building, GGMS’s Built Heritage Assessment (submitted as part of Crest’s 2018 representations) concludes that the delivery of circa 150 dwellings would result in only a minor level of less than substantial harm, owing to the retention of the network of vegetation and rolling contours that characterise the site currently, and the proposed inclusion of an area of public open space adjacent to the Inn. This must also be viewed in the context that the site is proposed for allocation, so the Plan anticipates a scale of development (and therefore change) in this location in any event.

The accompanying written representations prepared by Bidwells therefore conclude that the principle of the site’s allocation is fully supported, however the reduction in quantum from 150 to 125 homes does not align with detailed technical evidence, nor is it compliant with Plan Policy HP03 which seeks to maximise the density of development (a minimum of 35 dwellings per hectare) through a design-led approach.

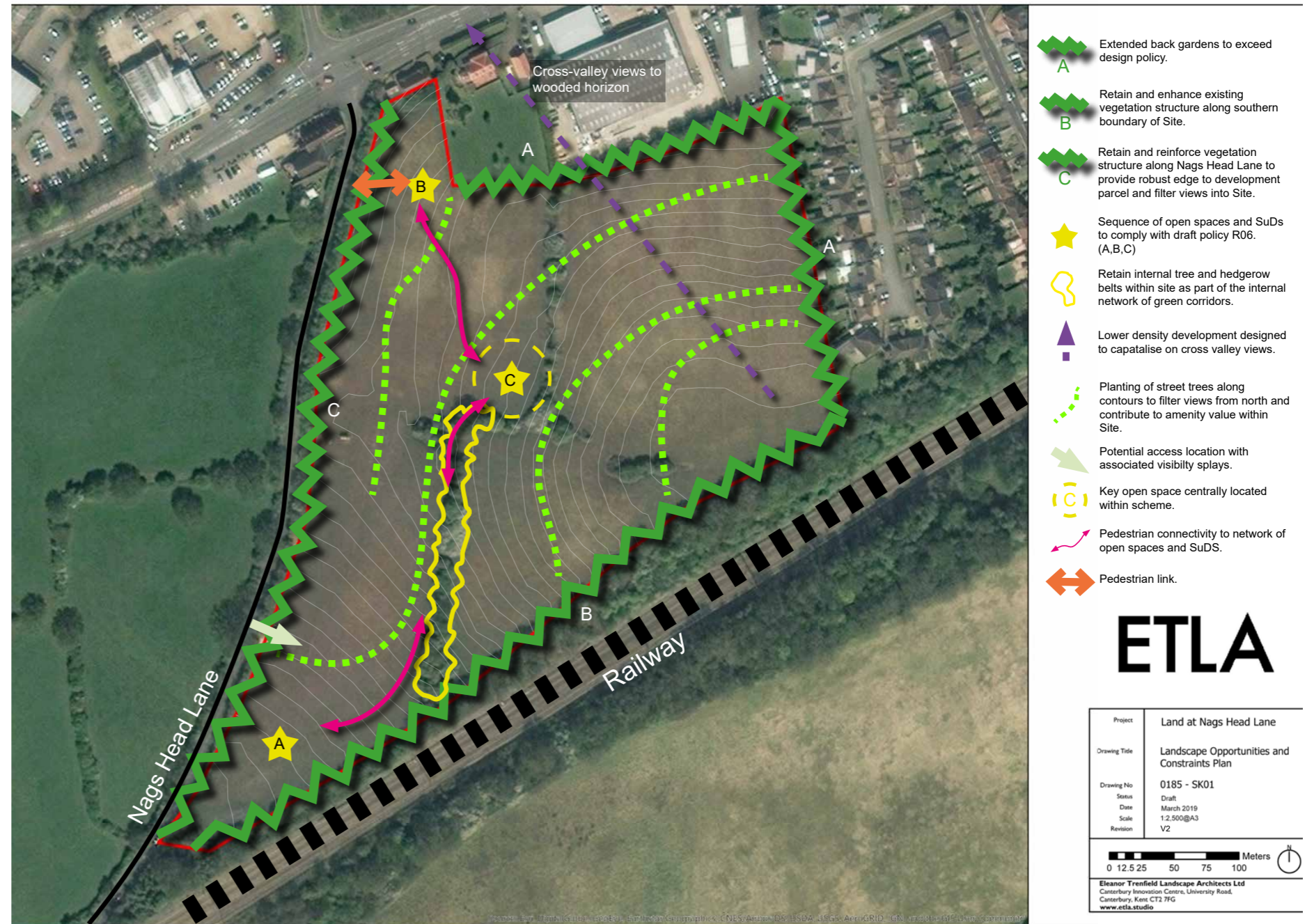
This Development Framework articulates how 150 dwellings can be delivered as part of a high quality, generously landscaped scheme incorporating significant areas of new public open space. The illustrative masterplan carefully considers the site’s opportunities and constraints and has been informed by detailed technical studies undertaken in liaison with statutory consultees. This is explored in the following sections.

Design Concept

Landscape and Visual Impact

With regard to landscape character the site is located within the Wooded Farmland Landscape Character Type (LCT F), and within the Great Warley Wooded Farmland Landscape Character Area (LCA F13). Key characteristics of LCA F13 are noted to include an undulating landscape with wooded farmland and wooded hills, with a small scale field pattern and narrow, quiet and sinuous rural lanes. The LCA identifies detracting features include the noise and movement associated with road corridors. Visual characteristics described include views across the M25 to London and Kent, views to wooded horizons within adjacent landscape character areas, and open views to the southern fringe of the Brentwood urban area.

As part of the evidence base gathering for the Draft Local Plan, Brentwood has published a Landscape Sensitivity and Landscape Capacity Study: Potential and Strategic Allocation Options (October 2018). The Site is referred to as reference 032. The main report states that development of Site 032 has the potential to fundamentally change the western-most boundary of Brentwood, requiring good mitigation and sensitive design to limit perceptual encroachment from viewpoints further to the west. The accompanying proforma in Appendix 3 notes that the site is, amongst other things, in an urban fringe location, and of low tranquillity, with transport noise being a negative feature. With regard to visual considerations, the comments state that the site is 'generally only visible from immediately adjacent land, although 1-2km to the west (on high land) the Site is visible'. The proforma concludes that the Site is of low landscape value and of medium landscape capacity.



A number of site visits have informed a detailed visual appraisal which identifies that, overall, views into the site are relatively limited, with partial views obtained from the adjoining roads. Views to the wooded horizons to the north and north-west / west were obtained from the higher parts of the site. Where the site is visible, it is perceived in the context of adjoining existing built form, road and rail infrastructure.



The following should be taken into consideration with regard to development within the site:

- Incorporate extended back gardens to exceed design policy along northern and eastern boundaries, to address Policy R06;
- Retain and enhance existing vegetation structure along the southern boundary of the site;
- Retain and reinforce the vegetation structure along Nags Head Lane to provide a robust edge to the development parcel and filter views into the site;
- Incorporate a sequence of open spaces and SuDS to comply with draft Policy R06, connected via a network of pedestrian paths;
- Retain the internal tree and hedgerow structure where appropriate as part of the internal network of green corridors;
- Incorporate lower density development in south-eastern part of site to capitalise on cross-valley views;
- Plant street trees along contours to filter views from north and contribute to amenity value within site.
- Ardent's team of Highways experts have explored a number of main access options along Nags Head Lane before agreeing the most suitable with ECC Highways. Please see page 14 for further details.
- Ardent's Acoustic Team have carefully considered the impact of noise from the railway line and Nags Head Lane. Please see page 17 of this Framework.
- WERM Engineers have been liaising closely with National Grid and the Health and Safety Executive in relation to the gas main located in the south western corner of the site. Page 16 explores this further.



03

Design Concept

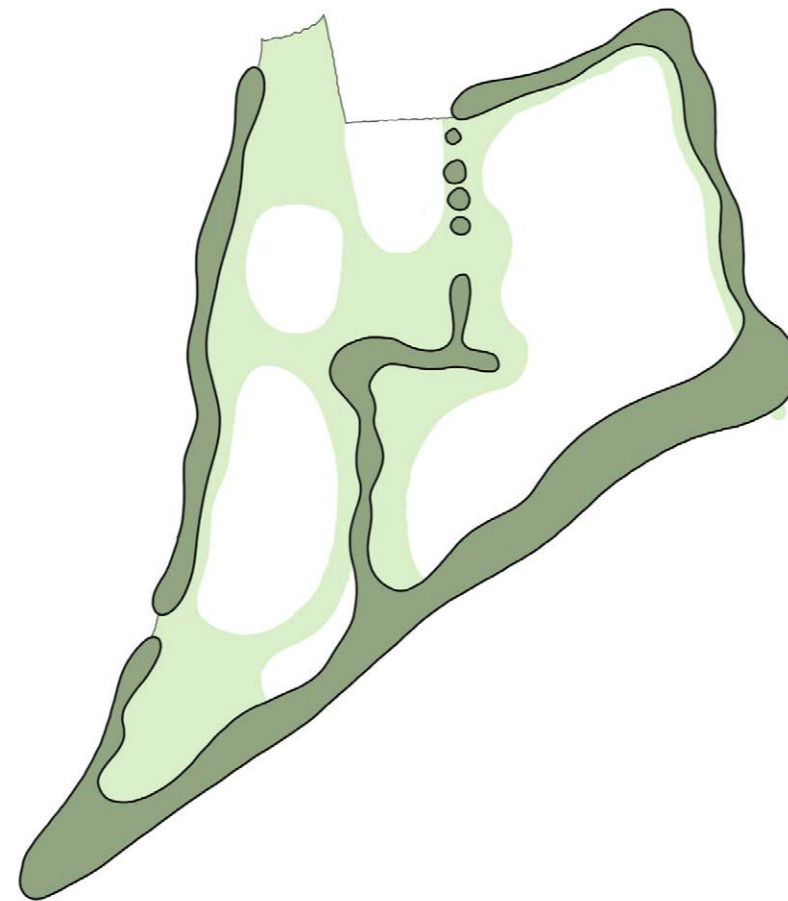
Green Strategy & Topography / Principle Views

Based on a thorough technical review of the site's existing constraints and opportunities, 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 lies at the heart of the concept proposals. The green boundaries will be retained. Utilising the route of the historic field boundaries, new planting will strengthen the landscape spine and provide additional biodiversity measures. Street trees and incidental frontage landscaping will be linked back to the central green. Landscaping around the attenuation ponds will enhance the ecological and biodiversity of the site.

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.

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.



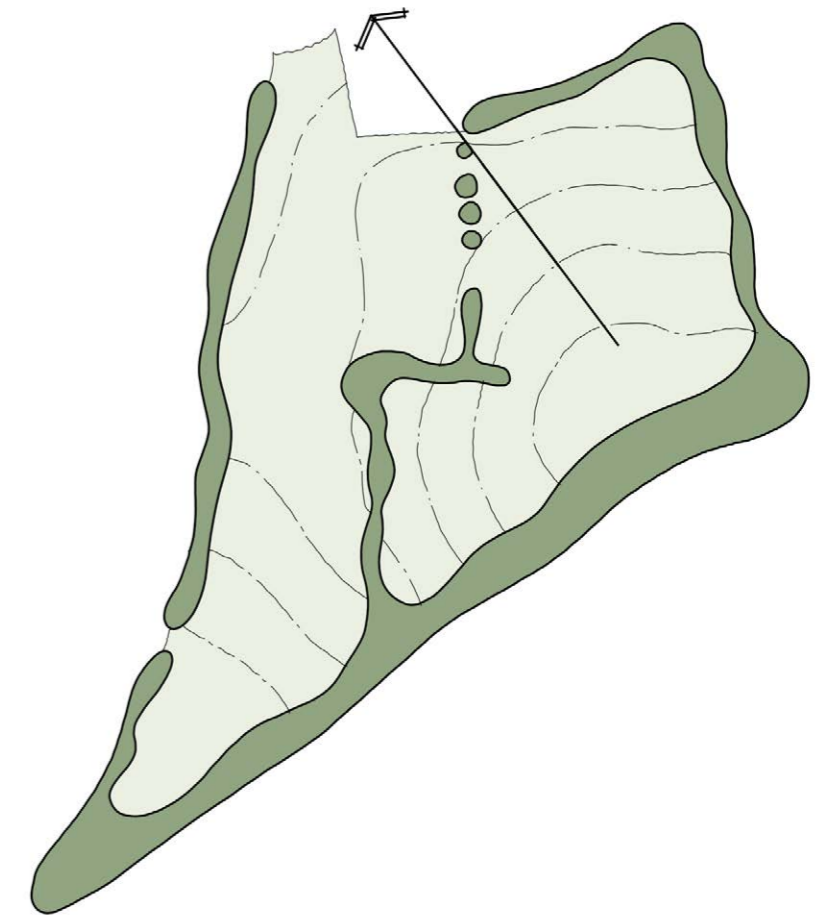
Green Strategy

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

Green corridors linking public open spaces



Topography & Principle Views

Development maximising opportunities created by existing site topography

Development to preserve and emphasise existing long views

A clear hierarchy of routes and natural desire lines has been established, to ensure that movement throughout the site is logical and legible as well as to aid with wayfinding.

The site's proximity to Brook Street in the North presents the opportunity for a pedestrian and cycle 'gateway' connection linked to a network of open spaces.

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. Lower density areas, likely to be larger semi-detached and detached homes, will be located to take into account ETLA's landscape and visual impact assessment and to maintain the edge of settlement character.

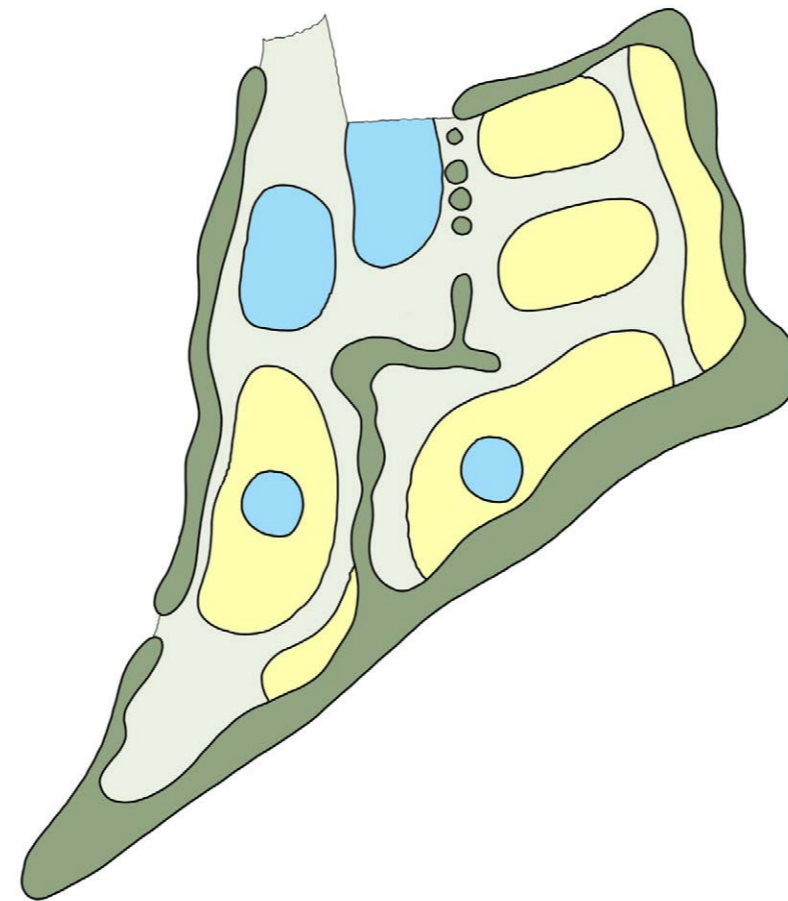
Medium-density development will be located to strengthen the edges of the proposed green corridors.



Movement Strategy

Create a clear hierarchy of routes and natural desire lines for both vehicles and pedestrians.

Potential pedestrian and cycle gateway connection in the North West corner.

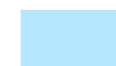


Development Density

Lower density dwellings located to maximise benefit of views



Medium density semi-detached dwellings located to strengthen edges of green spaces or screened by low density housing.



03

The design and form of this concept layout plan has evolved and developed through rigorous analysis of the site's context, constraints and opportunities. The proposal is very much designed and has been informed by a number of technical appraisals.

The access road into the site off Nags Head Lane has been designed to Essex County Council Highways Standards and forms an opportunity to create a soft landscaped entrance, with dwellings set back around public open space. It is envisaged to retain as much of the existing tree belt along Nags Head Lane as these form an instant mature setting for the dwellings and reduces any impact of the development. The spine road gently winds through the development around the open space and splits into the upper and lower areas. The proposed pedestrian and cycle connection at the North West corner creates a safe access point and landscaped entrance.

Off street parking and dedicated frontage parking will be carefully designed into the scheme. Both garages and carports will be adopted as suitable covered parking and appropriately sized. Visitor parking spaces will be evenly distributed throughout the development, all in accordance with the Essex Highways Parking Standards.

The topography of the site provides an opportunity for an interesting arrangement of roofscapes, access steps and dwelling formations. Steps and staggers to properties will be fully considered with detailed input from our engineers.

The Concept Layout Plan envisages a sense of 'journey' through the site, utilising a range of character areas.

Design Concept Concept Layout Plan



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

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

The proposed development at Nag's Head Lane will draw from these precedents to deliver an architectural style that is logical and considered as well as being mindful of local hierarchy, scale, and views. It will make a positive contribution to the existing local character and within the wider context of Brentwood.



Indicative aerial view of the concept layout plan

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 northern part 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 Nag's 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 Nag's 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 Greater Anglia. Metro services to London Liverpool Street and Shenfield run every 10 minutes at peak times. When completed, the new Elizabeth Line (Crossrail) service will connect Brentwood directly with the West End, Heathrow, Slough and Maidenhead.

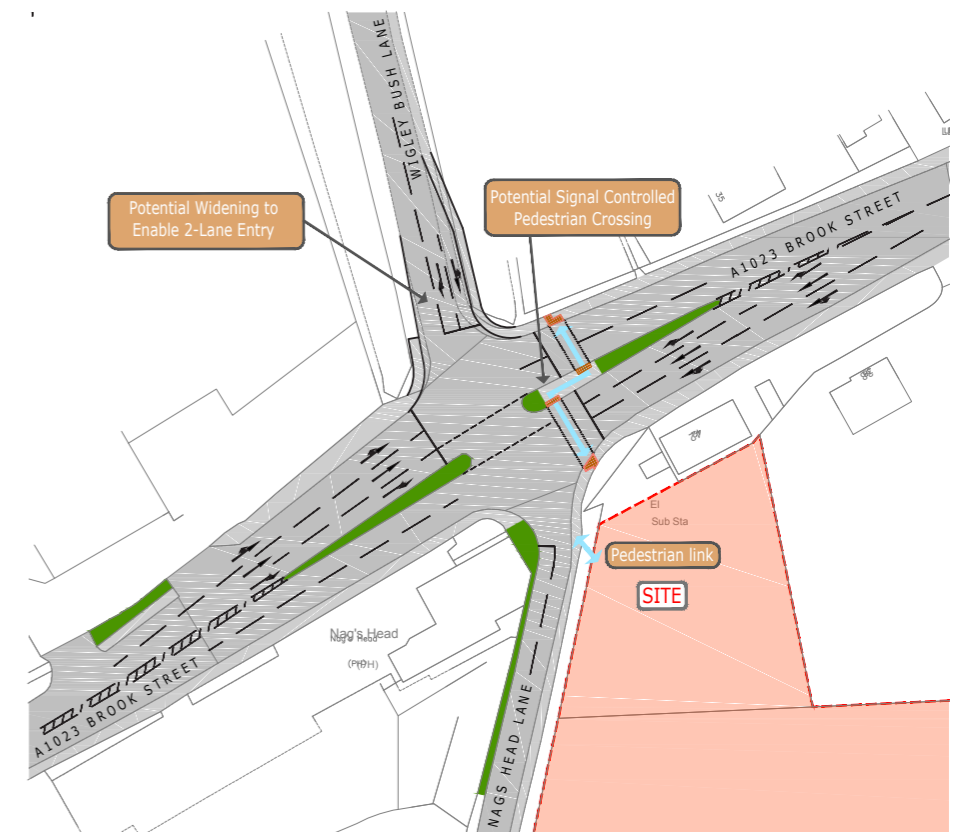
The closest primary schools to the site are St Peters Church of England School, a 1.2 km walk distance north of the site, and Holly Trees, a 2km walk due east. The site is located within the catchment of Brentwood County High School, some 3.5km from the site to the south of the town centre. Two more 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. 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.

Highways England has identified the need to improve M25 Junction 28 (Brook Street Roundabout) in its Road Investment Strategy. Statutory Consultation was undertaken in 2018/19 on upgrading the interchange with the A12 to create a new two-lane loop road for traffic leaving the M25 anti-clockwise for the A12 eastbound, along with related new bridge structures and a reconfiguration of road markings at the roundabout. Subject to approvals, works are

expected to start in June 2021 and be complete by 2023.

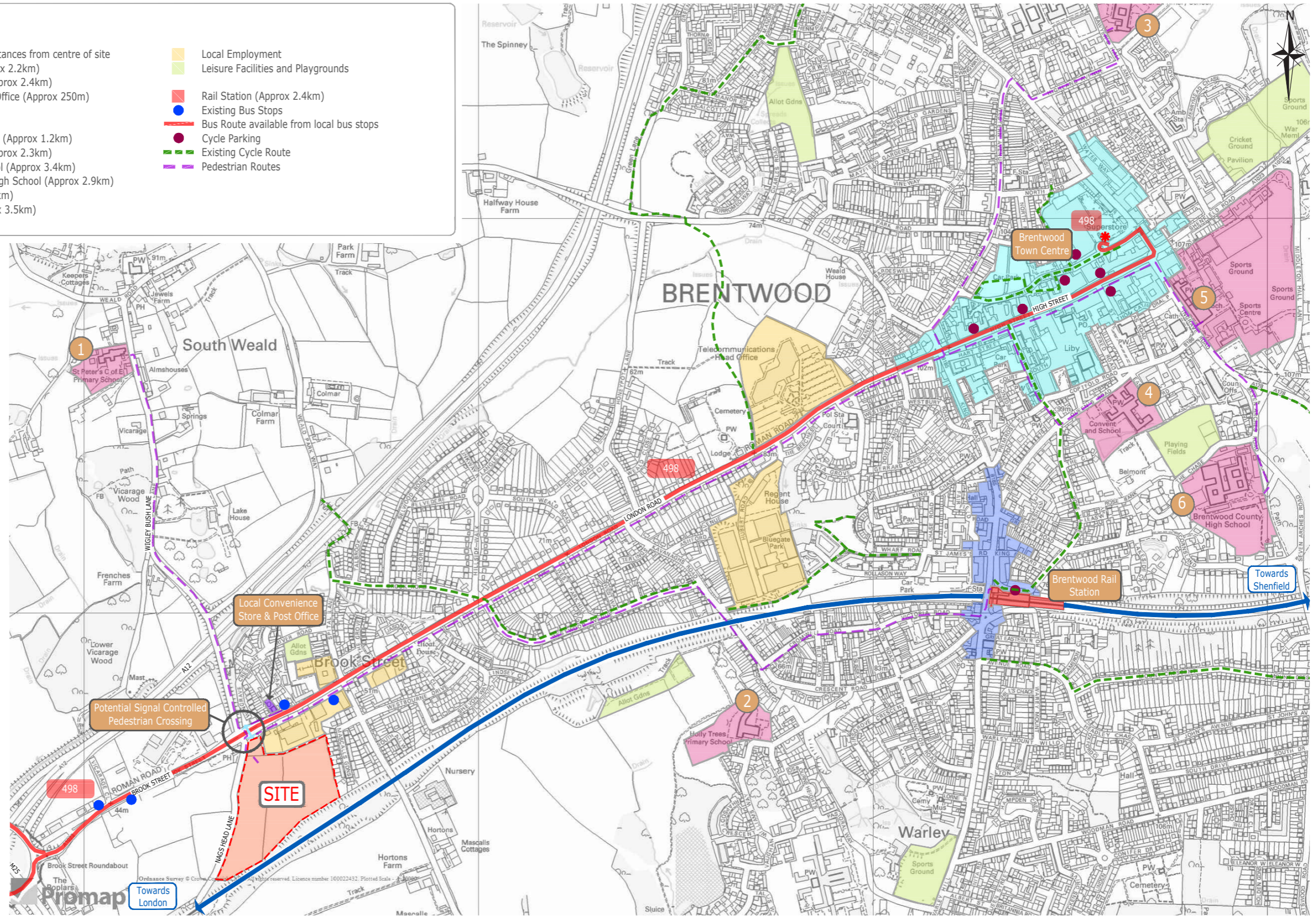
In view of the above described level of site accessibility for non-car modes of travel, the site is well suited to residential development with many local facilities close by, including bus services and local shops. The proposals are therefore compliant with policy guidance on transport and land use 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:

- | | |
|---|--|
| Local Facilities & walk/cycle distances from centre of site | Local Employment |
| Brentwood Town Centre (Approx 2.2km) | Leisure Facilities and Playgrounds |
| Local Shops on Kings Road (Approx 2.4km) | Rail Station (Approx 2.4km) |
| Local Convenience Store/Post Office (Approx 250m) | Existing Bus Stops |
| Local Education Facilities | Bus Route available from local bus stops |
| 1 St Peter's C of E Primary School (Approx 1.2km) | Cycle Parking |
| 2 Holly Trees Primary School (Approx 2.3km) | Existing Cycle Route |
| 3 St Helens Catholic Infant School (Approx 3.4km) | Pedestrian Routes |
| 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.



Integrated landscaped swales



Mixture of permeable paving surfaces

A network of adoptable foul sewer will be constructed on site, connecting via gravity to the Thames Water sewer within Nags Head.

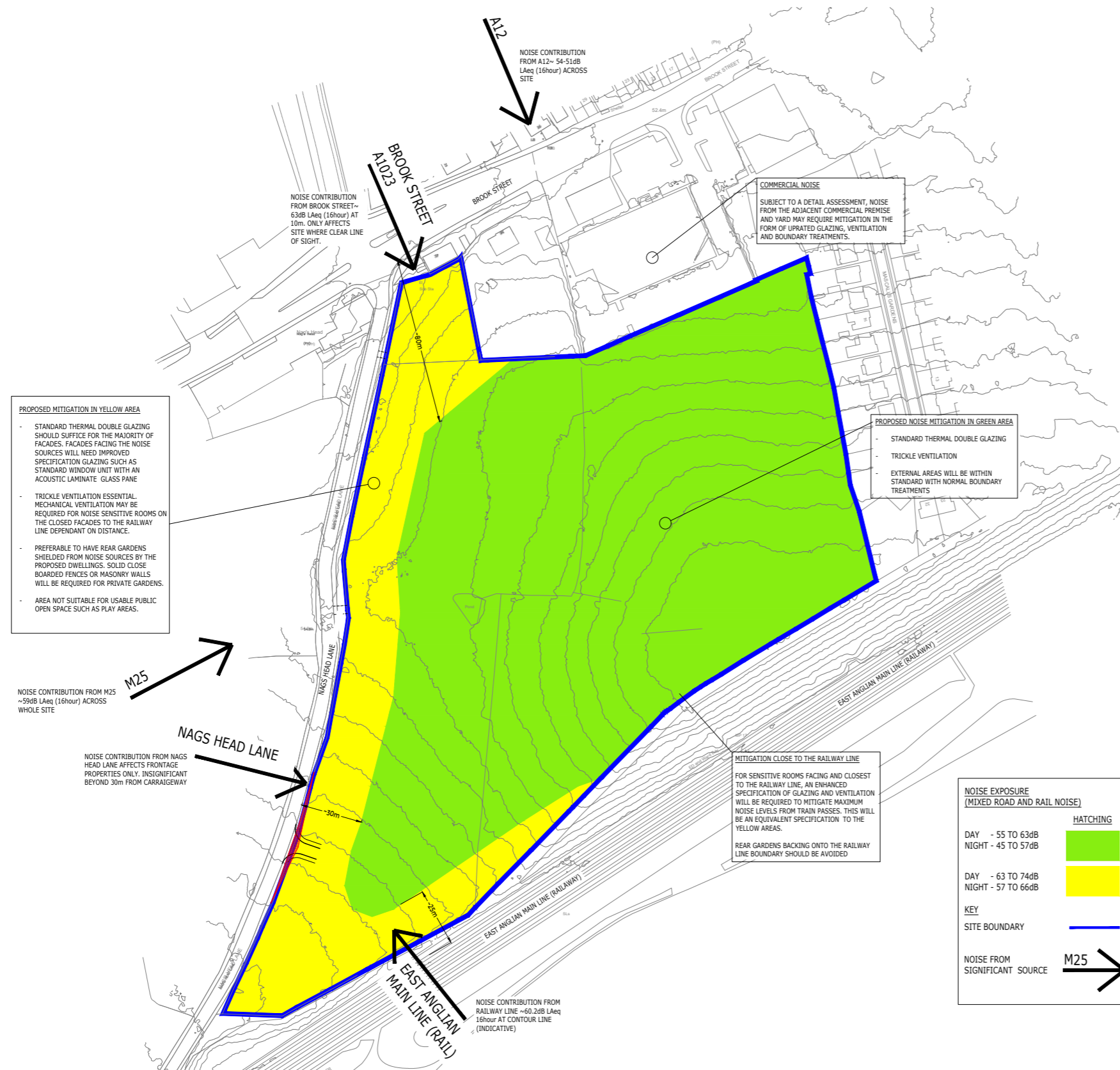
A network of adoptable surface water sewers will be constructed across the site conveying surface water run-off from the development to a series of SuDS features. Above ground SuDS in the form of Basins and Swales can be implemented, these will provide surface water treatment and attenuation to ensure discharge rates from the development do not exceed the existing greenfield run-off rates. Following treatment and attenuation, surface water run-off will continue to discharge via gravity to the local surface water sewers and watercourses.

The site is located within 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 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

£20.2m

Construction Value
[estimated total cost of construction]



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

£3.7m GVA

02 EXPENDITURE BENEFITS



£750,000

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



£3.7m

Total Gross Expenditure generated by new residents to the scheme

03 LOCAL AUTHORITY REVENUE BENEFITS



£1.6m

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



Additional Council Tax Revenues [per annum]



£750,000

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 has 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

BBC's Pre-Submission Local Plan (February 2019) has been informed by over five years' of supporting evidence base work and feedback from both residents and statutory consultees as part of four previous public consultations. This has determined that Land at Nags Head Lane is entirely suitable for Green Belt release to accommodate much-needed new homes capable of being delivered in the short term (as set out in Policy R06).

In the context of natural population growth driven by an ageing population and worsening housing affordability, it is critical that this part of Brentwood provides new homes to cater for families, first time buyers and those wanting to downsize. Affordable housing designed to be tenure-blind will be provided for local people (through a Local Lettings Plan) to ensure younger generations can afford to stay in the area they grew up in. Development of this private, well-screened and underutilised parcel of land will result in a number of significant environmental, social and economic benefits for existing and future local residents.

This Development Framework articulates how approximately 150 dwellings can be delivered as part of a high quality, generously landscaped scheme incorporating significant areas of new public open space. The Concept Layout Plan shown carefully considers the site's opportunities and constraints and has been informed by detailed technical assessments undertaken in conjunction with statutory consultees. Using inspiring architecture and landscape design, Land at Nags Head Lane offers the opportunity to create a unique, desirable place to live that will make a positive contribution to the local community for generations to come.



Indicative aerial view of the concept layout plan



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