

September 2013



Design Development Framework

**NAG'S HEAD LANE**

**Crest Nicholson LTD**



**Architect**

Clague LLP



**Planning Consultant**

Bidwells



**Civil Engineering**

Ardent Engineering



**Landscape & Visual Impact**

Barton Willmore



**Ecology**

Aspect Ecology



**Community Relations**

Luther Pendragon



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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. 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 one of the UK's premier house builders. They have 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.





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, a regular bus service available from Brook Street serves the local schools.

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 is currently 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

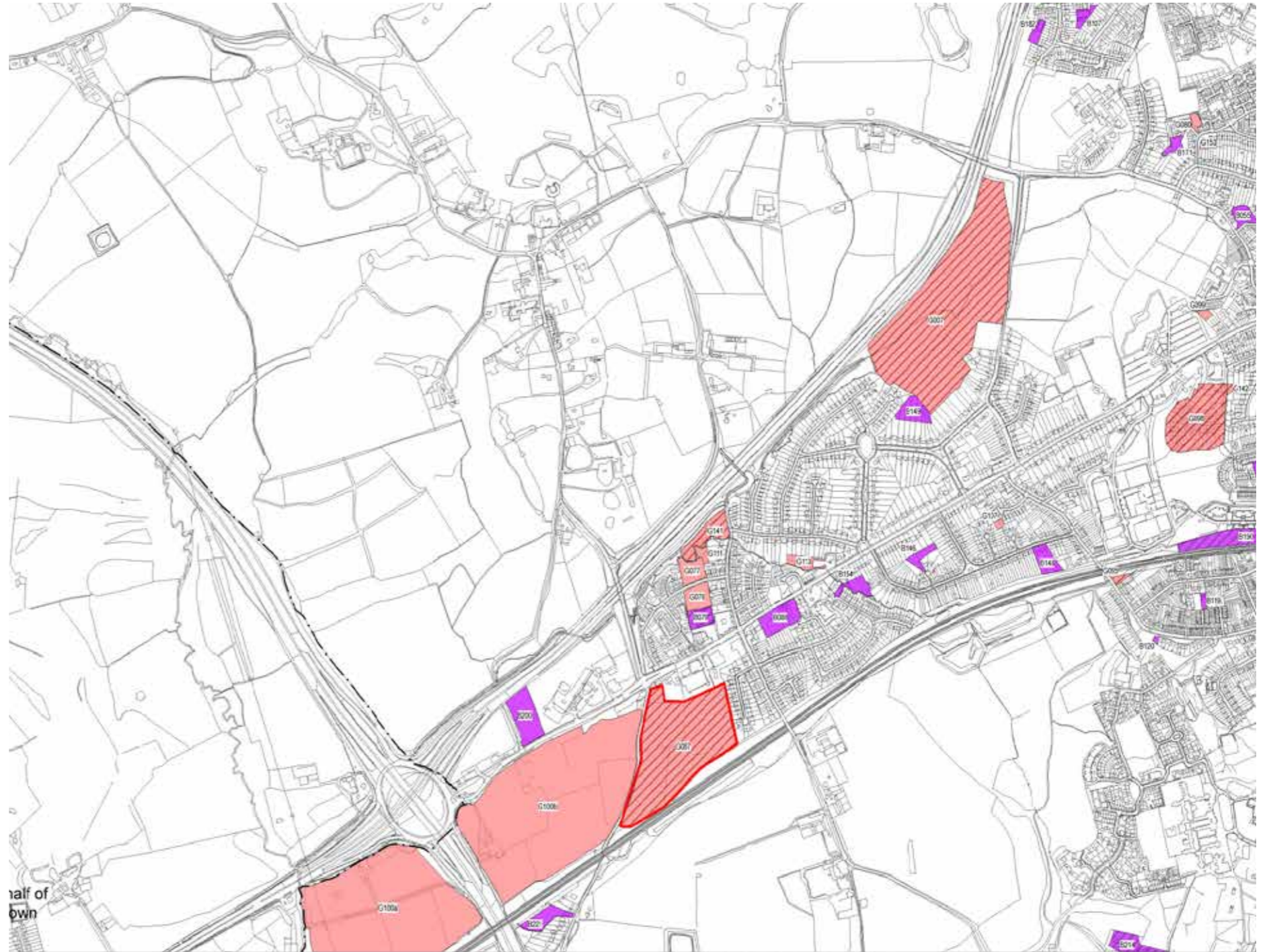
#### Planning History

A search of the Council's planning records indicates there is no relevant planning history relating to the site or the neighbouring properties that affect the proposed 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 believe exceptional circumstances exist in Brentwood Borough in relation to the Council's anticipated under-delivery of housing against its identified objectively assessed housing need. This is discussed in more detail within the Written Representations Report which accompanies this vision document.

The Strategic Housing Land Availability Assessment (SHLAA) is a key document in BBC's emerging Local Plan evidence base that assesses 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's 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."



Extract from Brentwood SHLAA map (site boundary added for clarity).





*View looking south from site, across railway*



*View looking east along southern boundary, to existing dwellings*

Through the new Local Plan preparation we propose that it is entirely appropriate to remove the land at Nag's Head Lane from the Green Belt and allocate it for the delivery of housing. It should be noted that the site can be delivered without significant impact on visual amenity, heritage, transport, environmental quality or the Green Belt (considering also the five purposes of the Green Belt set out at paragraph 80 of the NPPF - An assessment of these purposes is detailed at chapter 5 of the attached Written Representations Report). On this basis the site passes the Council's sustainability criteria set out in draft policy S1.

This is reaffirmed by paragraph 85 of the NPPF which states that when reviewing Green Belt boundaries local planning authorities should not include land which it is unnecessary to keep permanently open and that boundaries should be clearly defined using physical features that are readily recognisable and likely to be permanent.

On this basis, we consider that this site provides an excellent opportunity to deliver much needed new market and affordable housing which can make a valuable contribution to meeting Brentwood's objectively assessed housing need.



## 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 by BBC SHLAA. We have selected the six most prominent and highlighted the key benefits and constraints for each to understand how they compare with this site.

In undertaking this brief assessment we propose that the site at Nags Head Lane, Brentwood 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 five year housing land supply which, according to the draft Local Plan Housing Trajectory, is expected to be critically low for the first 10 years of the new Plan period. We therefore recommend that Brentwood Borough Council consider the allocation of the land at Nags Head Lane, Brentwood as a primary growth option for the Borough.



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)



**Site 1 - Benefits:**

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

**Site 1 - Constraints:**

- Allocated for much needed 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 – objections and apathy

**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?
- Cumulative traffic impact?

**Sites 2, 3 and 4 - Constraints Continued:**

- Separate ownerships but linked impacts – joint masterplan best approach but will delay delivery beyond first 5 years
- 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 Honey Pot 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?

# 03

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 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 tunnel effect 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 surrounding the Site and in the wider landscape.

## Design Concept

### Existing Site Conditions



*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

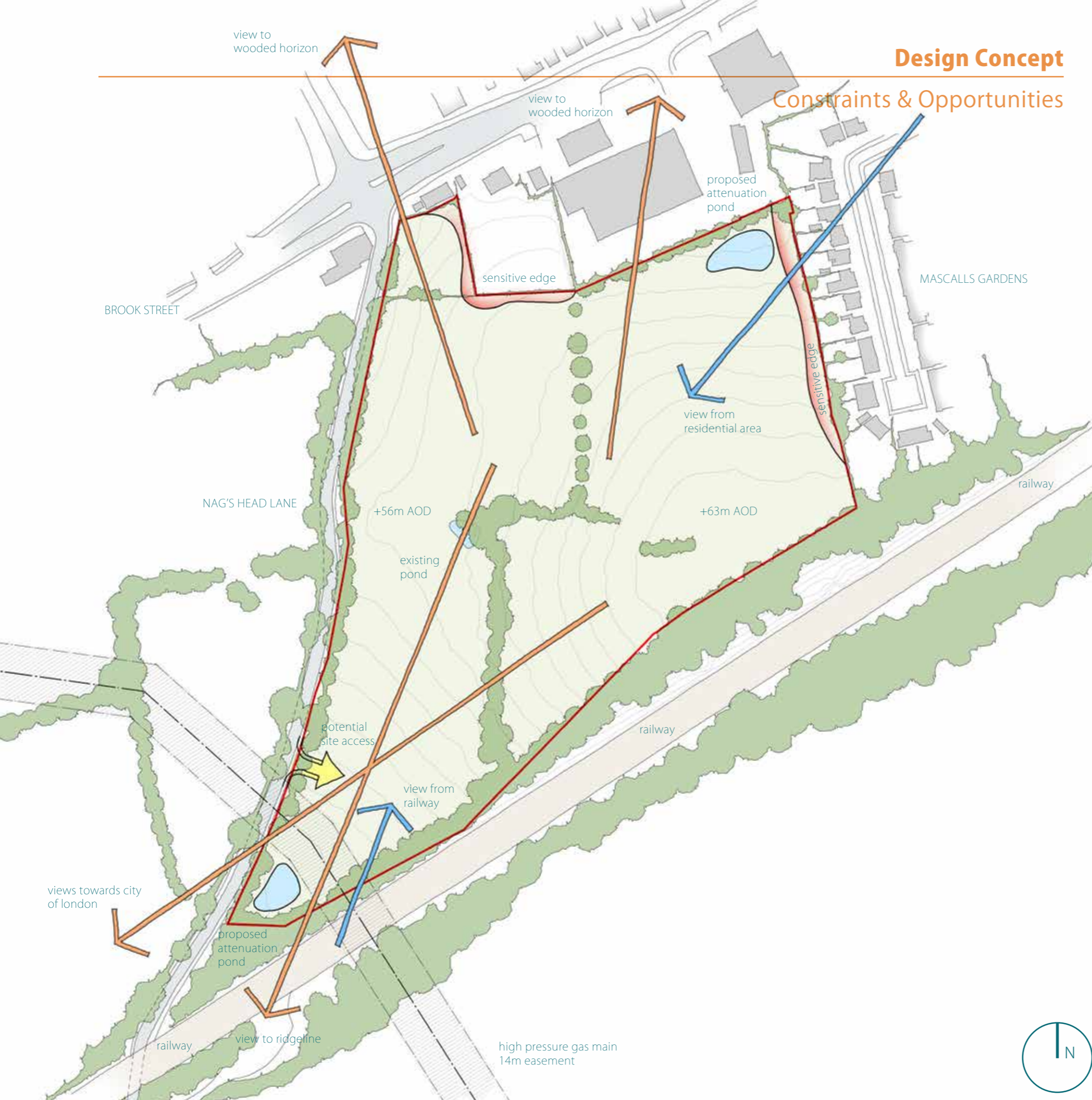
# 03

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 although with 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, 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.



## Design Concept

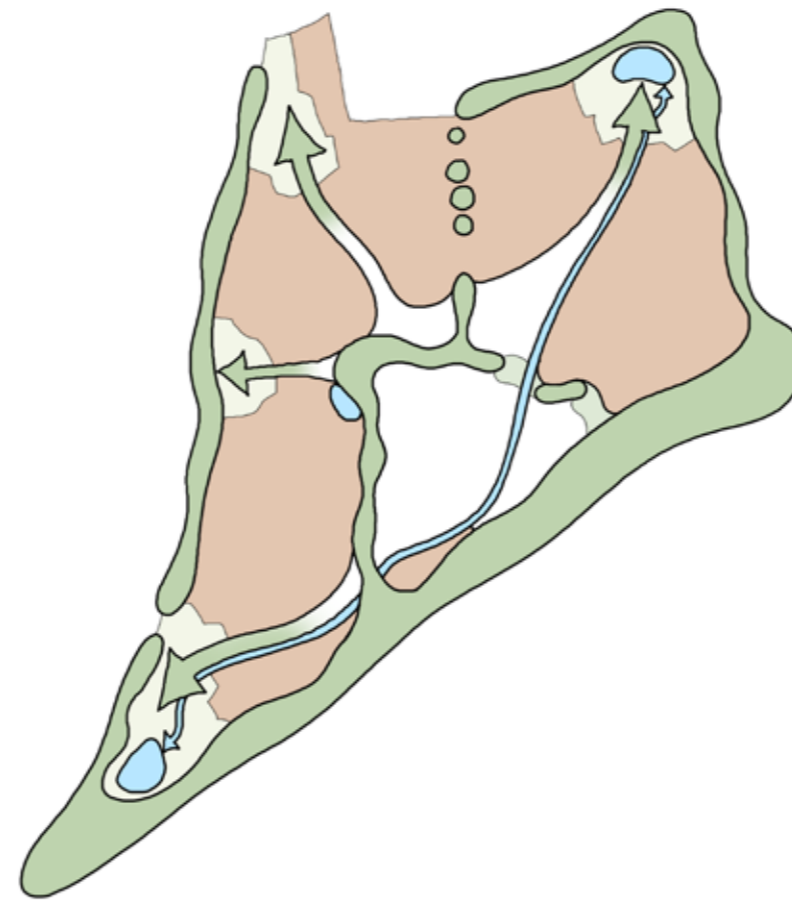
### Green Strategy & Topography / Principal Views

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 tied back 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. Low-density dwellings, likely to be larger 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.



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

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 Concept Layout 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.

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 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.

## Design Concept

view to wooded horizon

## Concept Layout Plan





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 master-planning of the site, right 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 along green corridor*



*Indicative view into central green space*

# 04

## Technical Considerations

### Access & Highways

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An appraisal of access opportunities carried out by Ardent Consulting Engineers demonstrates that a residential development of around 130 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 facility across the eastern arm of Brook Street at its signalised 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. 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 and the eastbound bus stop within a 4-minute walk of the centre of the site. One frequent service is available (the 498), which operates at a half hourly frequency Monday to Sunday. 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.

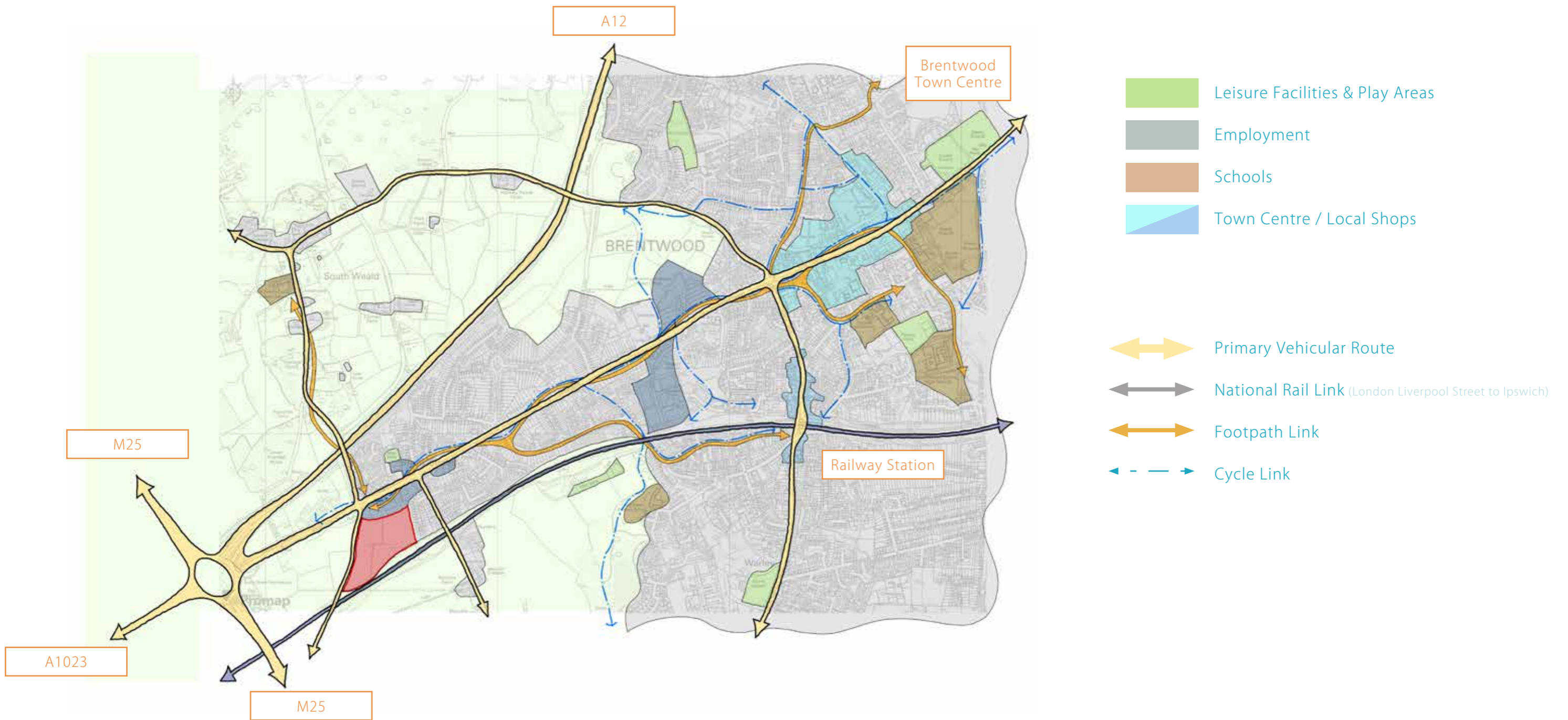
The closest primary school to the site is St Peters Church of England School located a circa 1.2 km walk distance north of the site. The

site is located within the catchment of Brentwood 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).

A comprehensive Transport Assessment would be prepared to support a planning application for development, and this would assess development traffic impact on the operation of the Brook Street/Nag's Head Lane/Wigley Bush Lane signalised junction and other sensitive local junctions as required by the highway authority. Suitable junction improvements will be provided if required.

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.







## 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 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

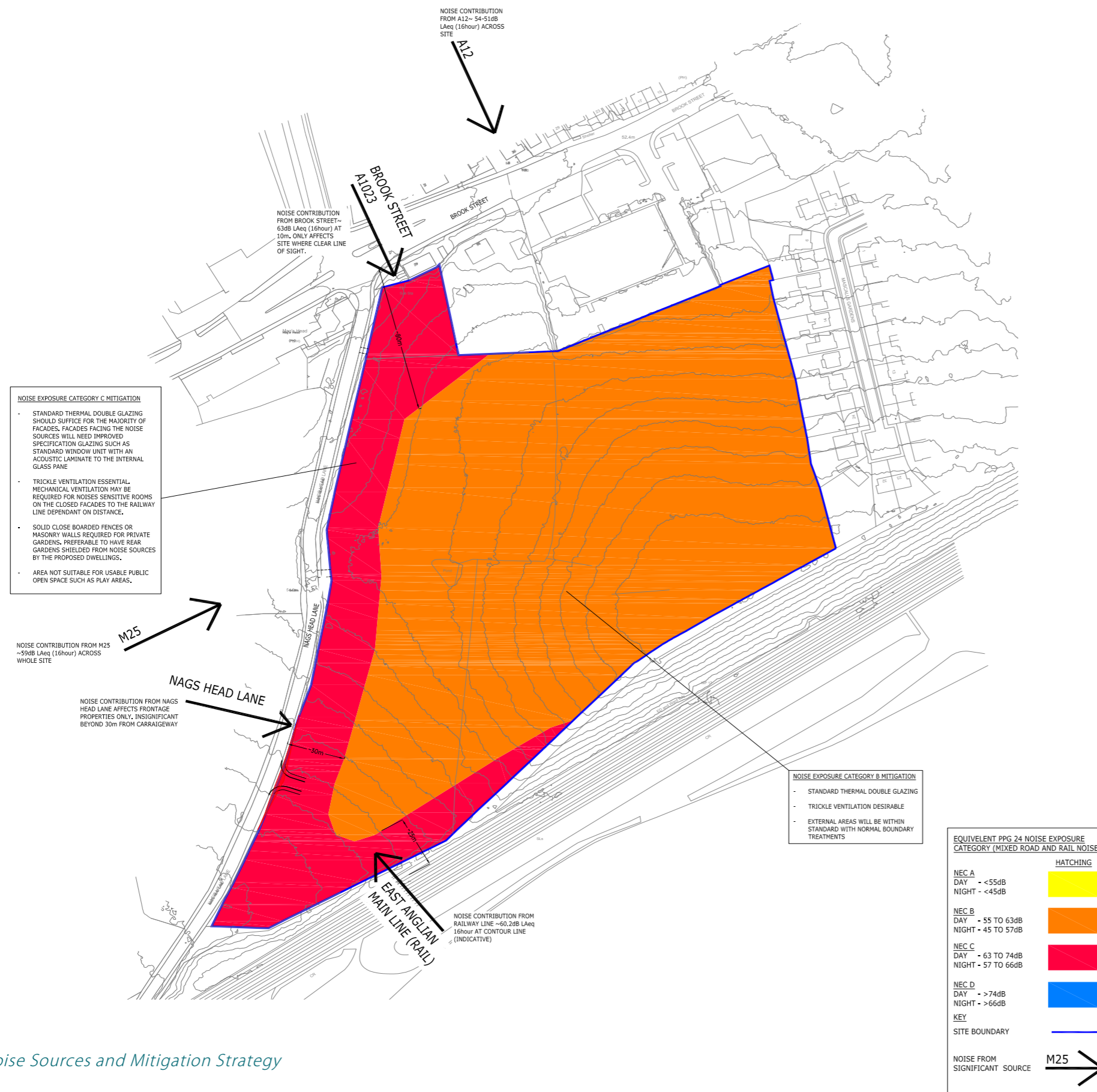
# 04

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

### The Economic Benefits of Housing at Nags Head Lane, Brentwood

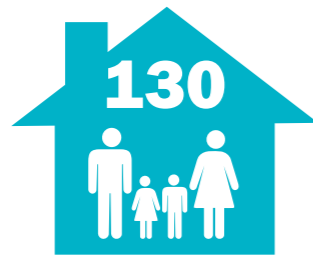


Nathaniel Lichfield & Partners  
Planning, Design, Economics.

The proposed development of approximately 130 homes on land at Nags Head Lane, Brentwood offers the opportunity to stimulate economic growth and help reduce the impact on local authority budget cuts.

#### HEADLINE ECONOMIC IMPACTS

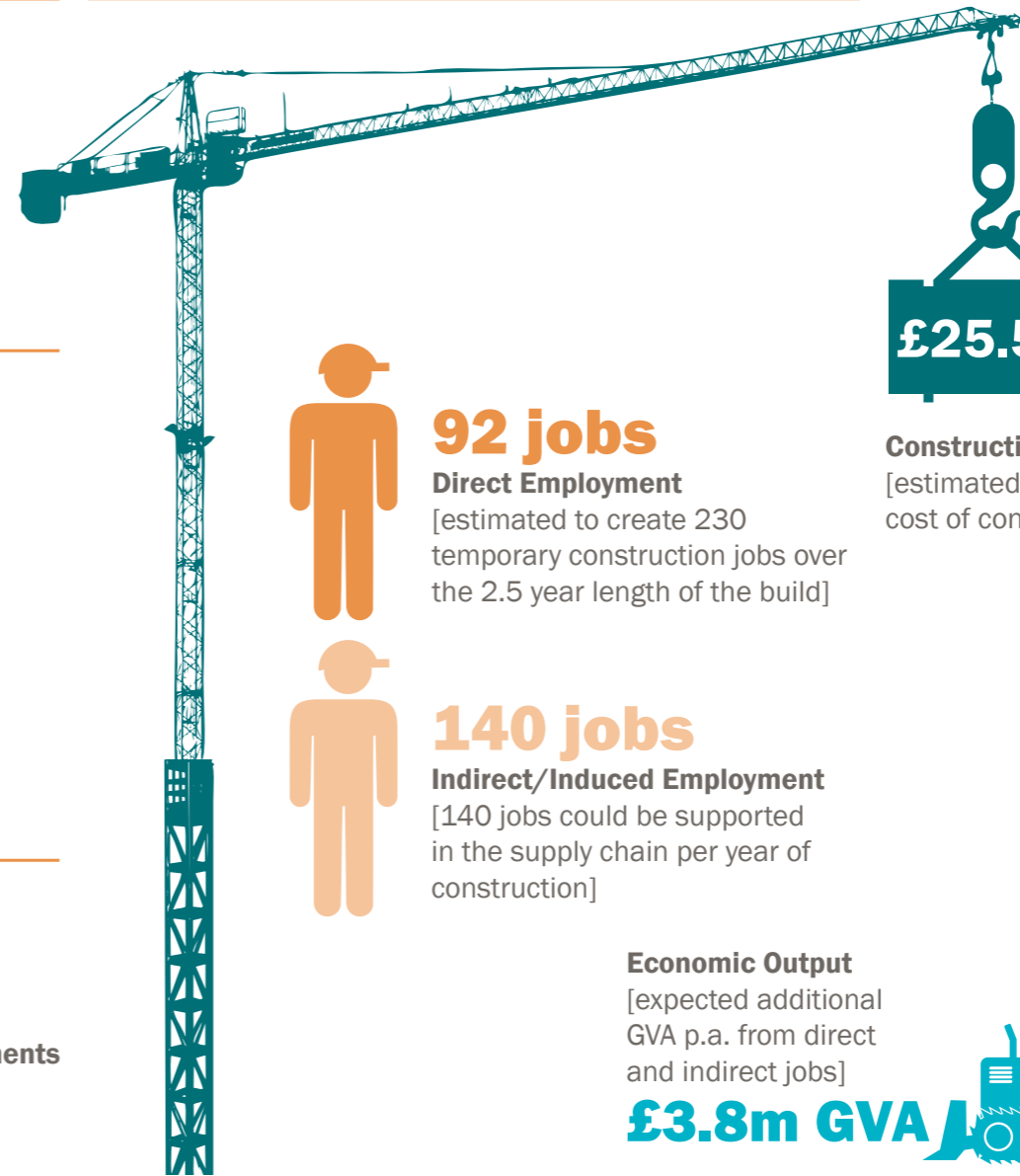
##### 1. Housing Impacts



**130 New Homes**  
(approximately 35% affordable)



##### 2. Construction Impacts



**£25.5m**

**Construction Value**  
[estimated total cost of construction]



**92 jobs**

**Direct Employment**  
[estimated to create 230 temporary construction jobs over the 2.5 year length of the build]



**140 jobs**

**Indirect/Induced Employment**  
[140 jobs could be supported in the supply chain per year of construction]

**Economic Output**  
[expected additional GVA p.a. from direct and indirect jobs]

**£3.8m GVA**



##### 3. Expenditure Impacts



**£2.9m**

**Estimated Additional Resident Expenditure** within local shops and services [p.a.]



**£655,000**

**First Occupation Expenditure** on goods and services to make a house 'feel like home'



**17 New Operational Jobs** supported by increased resident expenditure in the local area

##### 4. LPA Revenue Impacts



**£1.4m**

**New Homes Bonus** payments to Council [over a 6 year period]



**Additional Council Tax Payments** [p.a.]



**£1.3m**

**£106 Payments**



## Economic Benefits

### Local Benefits

# 05

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*

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.

This site provides an opportunity to support an existing community whilst assisting the Council to meet local objectively assessed housing need.

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

## Conclusion

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*indicative view along green corridor*



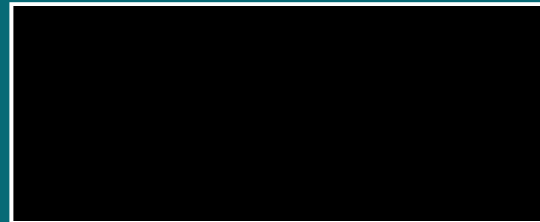
*indicative view into central green space*







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