

[REDACTED]

From: GGA Planning Policy [REDACTED]
Sent: 06 February 2015 09:33
To: Planning Policy
Subject: Strategic Growth Options Consultation
Attachments: Ongar GC Site Plan.pdf; Ongar GC Brentwood Strategic Growth Options Consultation.doc; Form to accompany rep Brentwood BC - Ongar GC..docx

Dear Sir/Madam,

Please find attached a completed copy of the Council's representation form, accompanying letter and site plan submitted on behalf of our client, Wyevale Garden centres, in respect of the above consultation.

Yours faithfully

Jo Male

Planning Policy

[REDACTED]

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Comment No.	
Ack. date	



Brentwood Borough Local Plan

Strategic Growth Options Consultation

January 2015

Consultation questionnaire

This consultation questionnaire relates to the Brentwood Local Plan Strategic Growth Options Consultation and is provided for you to make comments. Please take the opportunity to read the consultation document before filling in this form and returning to:

Planning Policy Team, Brentwood Borough Council Town Hall, Brentwood, Essex, CM15 8AY
or by email to planning.policy@brentwood.gov.uk

Comments need to be received by 5pm on Tuesday 17 February 2015

If you need any help completing this form please contact the Planning Policy Team using the contact details given above or by telephoning 01277 312620.

Personal Details

Title:	First Name:	Last Name:
Organisation (if applicable): WYEVALE GARDEN CENTRES C/O GREGORY GRAY ASSOCIATES		
Job title (if applicable):		
Address: [REDACTED]		
Post Code: [REDACTED]	Telephone Number: [REDACTED]	
Email Address: [REDACTED]		

Questions

The Council is seeking responses on key issues. Focused questions appear in bold boxes throughout the Strategic Growth Options document. These questions are summarised in this consultation questionnaire. More information can be found at www.brentwood.gov.uk/localplan.

Please use an additional sheet if necessary. Please note that all responses will be published online.



Q1: Do you agree with the broad areas, for the purpose of considering approaches to growth?

Yes No

Comments



Q2: Do you agree with the issues raised within each of these areas?

Yes No

Comments



Q3: Do you have any comments on the appropriateness of particular sites? Yes No

Comments

Please see comments contained in Gregory Gray Associates' letter dated 6th February 2015



Q4: Given the greater capacity for growth along the A127 corridor, which of the sites put forward do you think is the best location for growth?

Comments



Q5: Should the A12 corridor accommodate growth by releasing sites on the edge of urban areas?

Yes No

Comments



Q6: In order to provide for local need is it preferable for Greenfield sites on the edge of villages to be released, or to develop brownfield sites (both within the Green Belt)?

Comments

Please see comments contained in Gregory Gray Associates' letter dated 6th February 2015

Please see comments contained in Gregory Gray Associates' letter dated 6th February 2015



Q7: To enable future employment need to be met do you agree that the most sustainable approach is to allocate new sites close to the strategic highway network?

Yes No

Comments

Please see comments contained in Gregory Gray Associates' letter dated 6th February 2015

Please see comments contained in Gregory Gray Associates' letter dated 6th February 2015



Q8: In order to ensure that the Town Centre remains economically sustainable, do you agree that a "Town Centre First" approach should be taken to retail development?

Yes No

Comments



Q9: Are there opportunities for more open space provision in the area where you live?

Yes No

Comments



Q10: Please rate the level to which you value the landscape near where you live (on a scale of 1 to 5), as compared to other areas within Brentwood Borough, for the following aspects:

Aspect:	Very Low	Low	Average	High	Very High
Scenic Beauty / Attractiveness	1	2	3	4	5
Outdoor Recreation / Leisure Use	1	2	3	4	5
Wildlife Interest	1	2	3	4	5
Historic Interest	1	2	3	4	5
Tranquility	1	2	3	4	5
Other – please specify:	1	2	3	4	5



Q11: To what extent do you think the following are present in the landscape near where you live (on a scale of 1 to 4):

Aspect:	Absent	Occasional	Frequent	Predominant
Houses	1	2	3	4
Commercial / Industrial buildings	1	2	3	4
Nature Reserves / Wildlife	1	2	3	4
Farmland	1	2	3	4
Woodland	1	2	3	4
Degraded / Derelict / Waste land	1	2	3	4
Infrastructure (Road / Rail / Pylons etc.)	1	2	3	4
Leisure / Recreation Facilities	1	2	3	4
Other – please specify:	1	2	3	4



Q12: Have we considered the main infrastructure issues? Are there other important issues to consider? Yes No

Comments



Q13: What do you think the priorities for infrastructure spending should be?

Comments

Thank you for taking the time to complete this questionnaire

Please ensure that you return comments to the Council by 5pm on Tuesday 17 February 2015
(see page 1 for details)

Gregory Gray Associates

CHARTERED TOWN PLANNING CONSULTANTS

Planning Policy,
Brentwood Borough Council,
Town Hall,
Brentwood,
Essex,
CM15 8AY.

6th February 2015

Dear Sir/Madam,

BRENTWOOD BOROUGH LOCAL PLAN 2015-2030 – STRATEGIC GROWTH OPTIONS CONSULTATION

Gregory Gray Associates is instructed to write on behalf of our client, Wyevale Garden Centres, in response to the above consultation.

Our client has an interest in Ongar Garden Centre which extends 3.87ha and is accessed from the A128, to the east of the village of Chipping Ongar. Whilst the northern part of the site is subject to flooding, all of the existing garden centre buildings and associated areas of hardstanding which provide parking for a total of 200 cars, are located within Flood Zone 1. A site plan accompanies this correspondence.

The site provides good accessibility to the strategic highway network. It is located within the Green Belt, however due to its highly developed nature and the level of activity currently associated with the lawful use, our client is confident that the site could be redeveloped for alternative purposes in a manner entirely consistent with the final bullet point of para. 89 of the NPPF.

It is noted that identified housing and employment needs that have to be accommodated over the Plan period have increased substantially since the Council's earlier Local Plan Preferred Options Consultation. Furthermore, that the capacity of identified, urban, brownfield sites is not sufficient to meet this level of need such that use of Green Belt land to meet identified development needs must be considered.

Whilst our client has not previously submitted their site for consideration by the Council, it is considered to be eminently suitable to meet identified development needs through its allocation for alternative retail, residential, employment or leisure purposes.

Question 3

Our client favours the 'North of the Borough Housing Sites' Option set out in the Consultation document. The re-use of previously developed land as a priority is supported

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Associate: A.J. Ayles BA(Hons.) BTP MRTPI

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Registered Office: [REDACTED]

(see Question 6 below) and the redevelopment of our client's site for residential purposes would be entirely consistent with this approach.

The suggestion that *“For brownfield sites in the Green Belt, a criteria based policy could be prepared as part of the Local Plan to ensure that only appropriate sites are redeveloped in accordance with national policy”* is particularly welcomed.

Question 6

Our client supports the prioritisation of brownfield sites, over greenfield alternatives since such an approach would be entirely consistent with NPPF objectives and would assist the Borough in retaining the extent and open character of the existing Green Belt.

Question 7

It is considered essential that new employment provision is located close to the strategic highway network. Ongar Garden Centre enjoys a high degree of accessibility via the A128, A414 and A12 to the M11 and M25. Its developed nature and the level of vehicular movements associated with the existing retail use means that it offers a suitable site for new employment provision, which could be achieved without detriment to the existing character of the area.

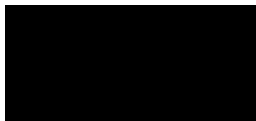
Conclusions

The Council is requested to consider the allocation of Ongar Garden Centre as a suitable site for residential, retail, employment or leisure purposes as part of the current Strategic Growth Options consultation process. The site could be redeveloped for alternative purposes in a manner consistent with existing green belt policies and offers an opportunity to contribute towards meeting the Borough's identified development needs without detriment to the existing character of the area.

Furthermore, its allocation would be consistent with an approach which priorities the re-use of existing brownfield sites over greenfield alternatives and our client supports the adoption of such an approach as a means of accommodating strategic growth over the Plan period.

Should you have any queries, please do not hesitate to contact me.

Yours faithfully

A solid black rectangular box used to redact the signature of Joanna Male.

Joanna Male