



Brentwood Local Plan Strategic Growth Options & Dunton Garden Suburb Consultations

Representations on behalf of Crest Nicholson Eastern
In respect of
Land east of Nag's Head Lane, Brentwood

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February 2015



Quality Assurance

Subject: Representations to the Brentwood Local Plan Strategic Growth Options & Dunton Garden Suburb Consultations

Client name: Crest Nicholson Eastern

Type of report: Written Representations

Prepared by: Steven Butler BSc (Hons) MSc MRTPI

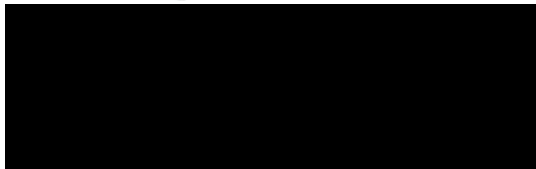
Signed



Date February 2015

Reviewed by: Ray Houghton BSc (Hons) DipTP MRTPI

Signed



Date February 2015



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1 Introduction

- 1.1 These representations have been prepared in respect of land east of Nag's Head Lane, Brentwood (the "Site"). The Site is 5.8 hectares in size and is under the control of Crest Nicholson Eastern, the full extent of which is identified in the Design Development Framework document attached to this report at Appendix 1.
- 1.2 The Design Development Framework for the Site provides a visual aid to the comments made within this report and demonstrates how the land could be sensitively developed to provide a high quality residential scheme.
- 1.3 This report also provides a response to the concurrent Dunton Garden Suburb consultation, a written response to which is sent to both Brentwood and Basildon Borough Councils for consideration in their respective Local Plans.

2 Local Plan Strategic Options Consultation – Responses to the Questions

Question 2 – do you agree with the issues raised in each of these areas?

- 2.1 The Site is located within the area defined as area "(B) A12 Corridor".
- 2.2 We **agree** with the main issue raised with this area in that there are "*development opportunities surrounding the urban areas, within the Green Belt*". Area (B) contains the principal urban area with the highest concentration of existing services and facilities in the Borough and it therefore follows that a proportionate quantum of sustainable development should be accommodated within this area.
- 2.3 We **agree** with the Council's consideration of Green Belt release because there is insufficient brownfield land to meet its objectively assessed need (OAN) (as indicated at paragraph 1.4 of the consultation document). We would reassure the Council that *Hundal v South Buckinghamshire DC* [2012] demonstrates that housing need is capable of justifying a change in the Green Belt boundaries. Taking this point into practice, St Albans City and District Council (another Metropolitan Green Belt authority) is preparing its Local Plan to meet full OAN with Green Belt release on the basis that 'exceptional circumstances'¹ do exist because there is insufficient brownfield capacity and no alternative locations beyond the Green Belt. This situation is materially the same as may be observed in Brentwood Borough and we subsequently support the consideration of Green Belt release. Therefore, there are suitable sustainably located Green Belt locations adjoining the urban areas in area (B) that could deliver a proportion of the Local Plan's housing requirements. Land at Nag's Head Lane, Brentwood is one such location.
- 2.4 We **agree** that within area (B) "*access to Brentwood from the A12 is only from Brook Street (M25 junction 28) and Mountnessing (A12 junction 12) bypassing the town centre*" and that this limits "*the outlet of local congestion.*" In this respect, land east of Nag's Head Lane is strategically well placed close to Brook Street that its access to the strategic road network would not encounter the town centre and would therefore not make a significant addition to this congestion. This assumption is supported by the assessment work carried out by Ardent in which less than 30% of residential traffic is forecast to encounter the town centre in peak periods. This is a position that many other potential development locations within area (B) do not benefit from.

¹ As defined by National Planning Policy Framework paragraph 83

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Question 3 – Do you have any comments on the appropriateness of particular sites?

- 2.5 **Yes.** Land east of Nag's Head Lane is an appropriate site to meet a proportion of the Borough's OAN because it is suitable, available and is deliverable. It is referred to as site 032 in the List of all Suggested Sites at Appendix 1 to the consultation document.
- 2.6 The Design Development Framework at Appendix 1 demonstrates how the Site could be sensitively developed to provide a sustainable high quality scheme in the region of 130 residential units, and in a way that would not cause material harm to its Green Belt function. In particular:
- Green Belt. Development of the Site would have minimal effects upon its Green Belt function when assessed against the five Green Belt purposes²:
 - *To check unrestricted sprawl of large built-up areas* – Development of the Site would not extend the built area of Brentwood any further west because it would be in line with the extent of development along the northern edge of Nag's Head Lane. The release of Green Belt in this location would therefore have a limited impact in terms of urban sprawl.
 - *To prevent neighbouring towns from merging into one another* – The urban boundary to Romford is some 1.5km west of the Site beyond the M25. Development of the Site would reduce this by a maximum of only 0.2km at the south-western extremity of the site, but it should be noted that along Brook Street and A12 (the principal access route into Brentwood) this separation would appear unchanged due to the extent of existing development. The barrier posed by the M25 provides a distinct and highly significant physical division between the two settlements which the release of the Site for development would not noticeably impact upon;
 - *To assist in safeguarding the countryside from encroachment* – Encroachment into the countryside may be perceived by reference to a site's physical surroundings. We consider that the Green Belt boundary at this location is not currently defensible, being the rear gardens of the Mascalls Lane and Brook Street properties. In this regard the area's physical features that are readily recognisable and likely to be permanent are Nag's Head Lane and the railway line. The release of the Site would therefore solidify the Green Belt boundary in this location and ensure that encroachment into the countryside would not occur.
 - *To preserve the setting and special character of historic towns* – The urban area which surrounds the Site is predominantly modern with some nearby historic building further east along Brook Street / London Road. In its current undeveloped form the Site makes no contribution to the setting of these buildings, the core of Brentwood or on the historic character of the town in this part of the Borough. The Site therefore does not perform the function of preserving the setting and special character of a historic town or any assets of historic value.
 - *To assist in urban regeneration, by encouraging the recycling of derelict and other urban land* – The consultation document accepts that there are insufficient suitable brownfield sites to meet OAN. The release of Green Belt land to meet OAN is required and therefore would have little or no impact on the principle of encouraging urban regeneration. It would assist in meeting considerable local housing need.
 - Landscape and Visual Impact – The landscape sensitivity of the Site at present does not reflect a high value or quality landscape. In terms of visual impact, whilst there are long views from the Site, views into the Site are extremely limited. Although the local topography is undulating in nature the wooded character of this part of the Borough has created layers of trees and hedgerows which form a

² Framework paragraph 80

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visual curtain and reduce views into the Site. The Site is fleetingly visible from the railway line to the south;

- Accessibility – Nag's Head Lane comprises a footway along the entire extent of the Site, providing pedestrian access to Brook Street and London Road. Bus stops on Brook Street (in both directions) are no more than a 5 minute walk from the centre of the Site and Brentwood rail station is 2.5km to the east. There is an opportunity to provide a controlled pedestrian crossing facility across the eastern arm of the Brook Street / Nag's Head Lane junction, significantly enhancing pedestrian connectivity to local bus routes and facilities along this part of Brook Street / London Road;
- Ecology – There are no major constraints on the site. Further survey work to establish the presence or absence of protected or notable species is recommended, as would be the case on any greenfield site. It is anticipated that an appropriate mitigation strategy could be provided;
- Flood Risk – the site is in flood zone 1, an acceptable location for new residential development in terms of flood risk;
- Noise – A preliminary desk-top assessment undertaken by Ardent identifies that road traffic from the M25, A12 A1023 and Nag's Head Lane, and from trains on the adjacent railway line are the primary local noise sources. No single noise source is dominant and can be mitigated with appropriate layout and noise treatments;
- Benefits – the following are some of the benefits a scheme on this site would be capable of providing:
 - Private market and affordable housing through a range of mix and type of dwellings;
 - Payments including additional Council Tax, S106 monies and New Homes Bonus – approximately £1.4m New Homes Bonus directly to the Council (based on a scheme for 130 units);
 - Such monies (above) could contribute towards providing opportunities to improve the visual appearance of the western approach into Brentwood (through for example new signage/public art);
 - Balance to the overall growth of Brentwood by providing much needed residential development in this location – on the western side of the town;
 - In excess of 200 new jobs, directly or indirectly associated with the scheme either through construction or the supply chain;
 - There would be an enhancement to local services caused by the increase in footfall from the development's new population. We draw immediate attention to the support this Site has already attracted from established local businesses, including the Nag's Head public house. Page 21 of the Design Development Framework quotes the managers of these businesses;
 - Net benefit in terms of junction capacity and pedestrian connectivity – see page 16 of the Design Development Framework.
 - High quality public open space within the scheme.
- Sustainability – drawing again upon the Site's proximity to key transport interchanges such as Brentwood station and M25 J28 and community facilities, these are benefits that many other sites do not benefit from.

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2.7 Within the Design Development Framework (on pages 8 and 9) we have compared the Nag's Head Lane site with other potential sites within the A12 Corridor. We have sought to provide a fair assessment by demonstrating benefits and constraints associated with all sites, but we consider that Nag's Head Lane provides the best balance when considered against these alternatives, and in particular Green Belt impact, because it could be delivered with less impact upon existing countryside uses, would have strong defensible Green Belt boundaries, and would be deliverable sooner than many of the other alternative sites.

Question 5 – Should the A12 corridor accommodate growth by releasing sites on the edge of urban areas?

2.8 **Yes.** The A12 corridor is where the highest concentration of existing services and facilities are located and it is one of the Council's corporate priorities that new planning policies help ensure that "*we will have the right mix of homes in our towns and villages*"³. It therefore follows that appropriate sites on the edge of the *existing* urban area should be released from the Green Belt. We would welcome the consideration of suitable sites within this area, such as Nag's Head Lane, because they have the lowest propensity for landscape harm when compared with the alternative growth options as set out in the Interim Sustainability Appraisal (Interim SA). However, we would not consider it appropriate to take an 'all or nothing' approach to growth in the A12 corridor based on the growth options put forward in the Interim SA and that a combination of options may be appropriate by picking the best available sites.

2.9 Of the five suggested alternative growth options put forward in the Interim SA, three are within the A12 corridor; Option 3 – south-east of Brentwood-Shenfield, Option 4 – Pilgrims Hatch, and Option 5 – numerous smaller extensions. Development at Nag's Head Lane qualifies under this assessment as falling within Option 5, but we consider that each option should not be considered in isolation through assessment against each other. Options 3 and 4 would have significantly more damaging Green Belt impacts than development at Nag's Head Lane, but so would Option 1 in its totality (refer to section 3 below). It may therefore be the case that a combination of, or the most favourable components from the options are considered, but the SA as drafted does not appreciate that some Option 5 sites are inherently better placed to take a proportion of the Borough's housing requirement than other Option 5 sites. Our Design Development Framework's assessment of the other available sites on the edge of the Brentwood urban area (on pages 8 and 9) indicates that the land east of Nag's Head Lane performs better in terms of landscape and Green Belt impacts, impact upon infrastructure, it is more sustainable, and could be delivered quicker than many of the other sites.

2.10 We therefore consider that only the sites within the A12 corridor which balance sustainability with minimum Green Belt impact⁴ (including any perceived impact particularly from key vantage points such as the A12), and which minimise their impact upon the Borough's infrastructure, should be released for development.

Question 12 – Have we considered the main infrastructure issues? Are there other important issues to consider?

2.11 Our response to this question has been provided by Ardent, the Civil Engineers commissioned by Crest Nicholson in respect of land east of Nag's Head Lane.

2.12 We **agree** that "*an overall transport strategy*" is required "*particularly with regard to the potential strategic development impacts on the A127 and beyond*" (para 6.6). In respect of Dunton Garden Suburb, we would question whether its impact on the operation of the A127 Dunton Interchange could be fully mitigated in order to realise the allocation of this land based on the proposed quantum in its totality.

³ Interim Sustainability Appraisal, para 5.1.4, last bullet point

⁴ As defined by the five purposes of the Green Belt at Framework para. 80

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Significant queues have been observed at this junction at peak times, which suggests that this already operates beyond its capacity. In this respect, we acknowledge and welcome that "*Brentwood Borough Council are carrying out further transport modelling to inform this strategy*" (para 6.6) and we would expect this to be coordinated with Basildon Borough.

- 2.13 The potential for a new rail station on the Essex Thameside line has been identified to serve the Garden Suburb site and this appears key to support sustainable residential development in this location. The viability of a new rail station would be dependent upon its impact on journey times and line capacity, and its delivery is therefore questionable in lieu of an assessment being undertaken by Network Rail and c2c. Should this prove unviable, the land within Brentwood Borough would be some 3.5km 'as the crow flies' from the closest accessible rail station at Laindon; this compares to a 2km distance between land east of Nag's Head Lane and Brentwood rail station.

3 Response to the Dunton Garden Suburb Consultation

Impact upon Overall Spatial Strategy

- 3.1 We acknowledge that this site presents an opportunity for both Councils to provide housing to meet some of their development needs in accordance with their full objectively assessed requirements. We generally welcome the consideration of the release of Green Belt land as necessitated by the Council's OAN evidence and recent case law (see 2.3 above), but we **object to the proposed quantum of the Garden Suburb in its totality** (i.e. an allocation in the region of 6,000 units).
- 3.2 We note that the maximum suggested figure of 6,000 units is exactly double the requirement for Green Belt release in Brentwood Borough, when the Borough-wide brownfield capacity of 2,500 is deducted from the total housing requirement of 5,500. We also note that the administrative boundary line cuts approximately halfway through the development shown on the illustrative diagram on page 8 of the consultation document (we appreciate that this diagram is for illustrative purposes at this stage). We assume that the overall quantum of development within an allocation on the Garden Suburb site would be apportioned on a spatial basis taking account of the number of residential units that could be accommodated on either side of the administrative boundary line.
- 3.3 Our objection is comprised of two main points; the first is that an allocation with a maximum size of 6,000 units in this location would be of such a scale that it would push the built development so far to the west of the Green Belt's current boundary with the urban area of Basildon, giving rise to a significant and very real perception of coalescence with West Horndon, contrary to Framework advice. The second is that, having regard to the Borough's Green Belt housing requirement of 3,000, an allocation of this size runs the very serious risk of unduly depriving the remainder of Brentwood Borough of the growth it needs to development sustainably throughout the Plan period.
- 3.4 We therefore object to the proposed quantum of the Garden Suburb in its totality. If the Councils are minded to take forward these Garden Suburb proposals we consider that it should be 'scaled down' to a more sustainable urban extension to Basildon town, to ensure adequate and proportionate provision of sustainable development for the remainder of Brentwood Borough within the forthcoming Local Plan period.

Transport Infrastructure

- 3.5 Our response to the Garden Suburb consultation in respect of transport matters mirrors our comments at 2.12 above. We would question whether the impact of the Garden Suburb on the operation of the A127 Dunton Interchange could be fully mitigated in order to release the allocation of this land in its totality.

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Significant queues have been observed at this junction at peak times, which suggests that this already operates beyond its capacity. In this respect, we acknowledge and welcome that "*Brentwood Borough Council are carrying out further transport modelling to inform this strategy*" (para 6.6) and we would expect this to be coordinated with Basildon Borough.

- 3.6 The potential for a new rail station on the Essex Thameside line has been identified to serve the Garden Suburb site and this appears key to support sustainable residential development in this location. The viability of a new rail station would be dependent upon its impact on journey times and line capacity, and its delivery is therefore questionable in lieu of an assessment being undertaken by Network Rail and c2c. Should this prove unviable, the land within Brentwood Borough would be some 3.5km 'as the crow flies' from the closest accessible rail station at Laindon; this compares to a 2km distance between land east of Nag's Head Lane and Brentwood rail station.

Sustainability Appraisal

- 3.7 We note that the Garden Suburb proposal sits alongside the Council's Local Plan process, rather than forming part of it. We also note that the proposal has been assessed on its own merits and "*does not consider its sustainability performance relative to other possible alternative developments*" (para 1.14 of the SA/HRA commentary document). However, the Interim SA for the Local Plan considers the Garden Suburb proposal against the other alternative growth options in the Borough. Why, therefore, does the Garden Suburb SA document not do the same?
- 3.8 We are concerned with this key omission from the SA/HRA because it is currently not yet understood what sustainability implications a proposal of this size, in this location, would have upon the growth prospects of the rest of Brentwood Borough. Furthermore, we are concerned that a Garden Suburb proposal could form part of a Submission Local Plan, generally considered as an advanced stage in the process, the next stage in Brentwood Borough Council's Local Plan process (Interim SA para 15.1.1), without having previously been tested or consulted upon.
- 3.9 We would therefore welcome the publication of a revised SA/HRA for the Garden Suburb proposals, whose sustainability impact is assessed against the alternative growth options at the earliest opportunity – prior to the publication of the next stage of the Local Plan.

Summary

- 3.10 We object to the Garden Suburb and consider that it should be scaled down to a more sustainable urban extension to Basildon, to ensure adequate and proportionate provision of sustainable development for the remainder of Brentwood Borough. We welcome the carrying out of further transport modelling, and viability and feasibility testing of the proposed railway station. We would welcome the publication of a revised SA/HRA which assesses the Garden Suburb's sustainability impact against the alternatives.

Summary of Representations

- 3.11 We support the general consideration of Green Belt release because we consider that 'exceptional circumstances' exist through the Brentwood Local Plan process to do so.
- 3.12 We agree that the release of Green Belt land within the A12 corridor is an appropriate solution to meeting OAN. The release of appropriate sites need not have negative impacts on infrastructure and the land east of Nag's Head Lane is well positioned in this regard. The proposals would result in a net benefit in terms of junction capacity and pedestrian connectivity.

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- 3.13 The release of the land Nag's Head Lane for residential development would have no significant Green Belt impact, compared to other locations in the Brentwood urban area and elsewhere, and the supporting evidence and accompanying Design Development Framework demonstrate its appropriateness in terms of other planning policy and other material considerations.
- 3.14 In respect of the Dunton Garden Suburb, we would object to the allocation of this land because it would unduly restrict the remainder of the Borough to develop sustainably. The only logical part of the Garden Suburb relates to an urban extension to Basildon town. We seek assurance that the evidence informing the infrastructure provision with the proposals is sufficiently robust. We would welcome the publication of a revised SA/HRA of the Garden Suburb proposals whose sustainability impact against the alternative growth options is assessed prior to the publication of the next stage of the Local Plan.



Appendices



Appendix 1

Nag's Head Lane Design Development Framework

BIDWELLS



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February 2015



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

Barton Willmore

BARTON WILLMORE

Ecology

Aspect Ecology

aspect ecology

Community Relations

Luther Pendragon

lutherpendragon

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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 the leading housebuilder across the South of England and current National Housebuilder of the Year. Crest has a 50 year heritage of high quality, community focused development. For the Last three years Crest has been ranked in the top two developers under the independent sustainability audits sponsored by the Homes and Communities Agency. Crest's Eastern Region is a local business that has been based in Brentwood for over 10 years.

Crest 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.

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

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

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 consists of 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.



Aerial photograph (taken from google earth imagery)

Planning Context

Planning History & Planning Policy

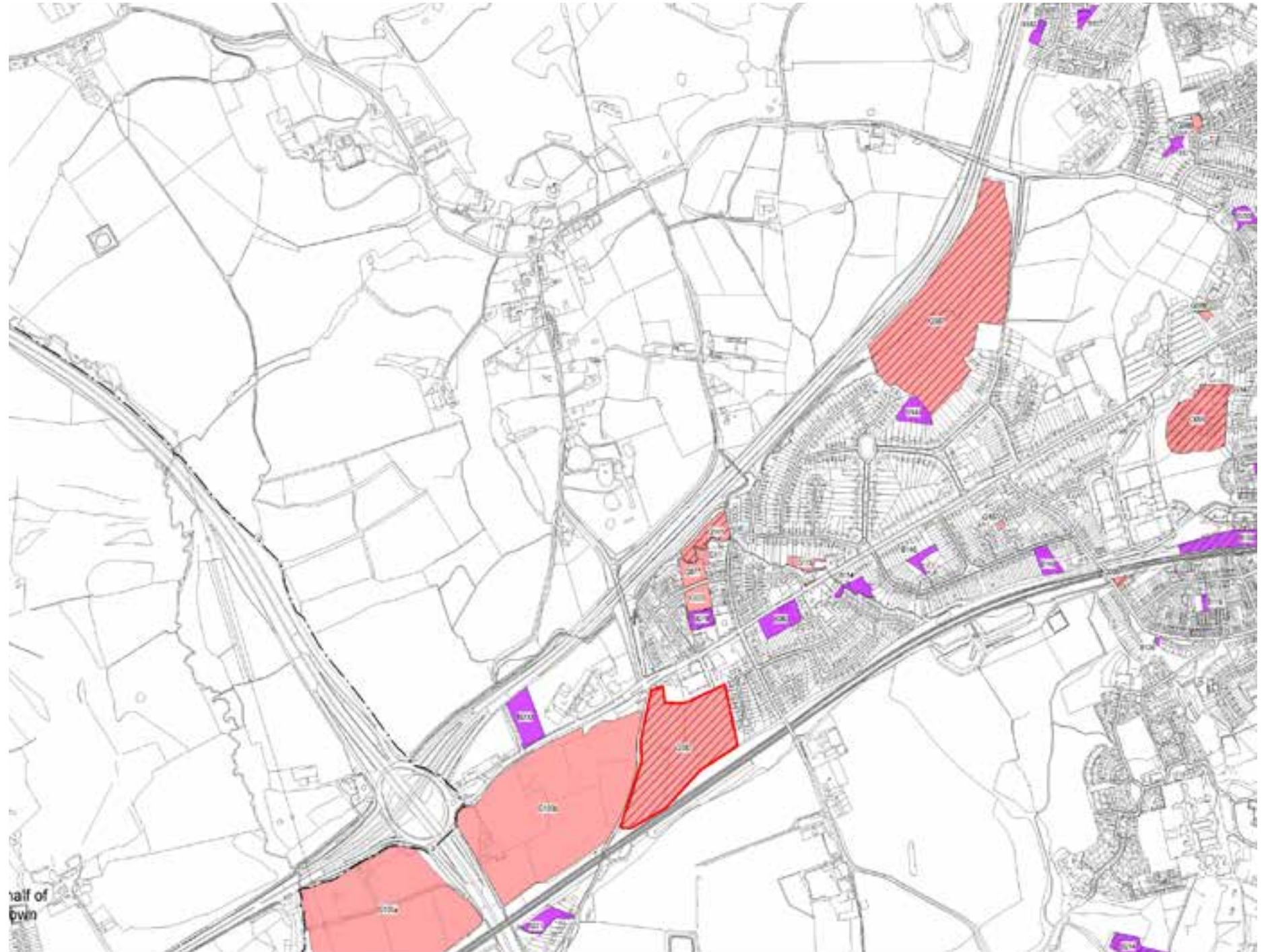
Planning History

A search of the Council's planning records indicates there is no relevant planning history relating to the site or the neighbouring properties that would affect the determination of a proposal for land 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 consider that exceptional circumstances exist in Brentwood Borough because there is an undersupply of suitable brownfield land and no reasonable alternative other than greenfield land within the Green Belt to accommodate the Borough's objectively assessed need. This is discussed in more detail within the Written Representations accompanying this vision document.

The Council's Strategic Housing Land Availability Assessment (SHLAA) 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 is 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

We consider that it is appropriate for the land at Nag's Head Lane to be removed from the Green Belt through the Local Plan review process, and for the Site to be allocated for residential development. Development on the Site could be delivered without significant impact on visual amenity, heritage, transport, environmental quality or the Green Belt (considering the five purposes of the Green Belt set out at paragraph 80 of the NPPF). An assessment of how the development of the Site would accord with the five Green Belt purposes is detailed at 2.6 of the Written Representations.

The method of defining Green Belt boundaries through the Local Plan process is reaffirmed by paragraph 85 of the NPPF; local planning authorities should not include land which is unnecessary to be kept permanently open, and boundaries should be clearly defined using physical features that are readily recognisable and likely to be permanent.

On the basis of the above we consider that the Site provides an excellent opportunity to deliver much needed new market and affordable housing which can make a valuable contribution to meeting the Council's OAN, in a way that accords with the principal Green Belt considerations outlined above and in the Written Representations.

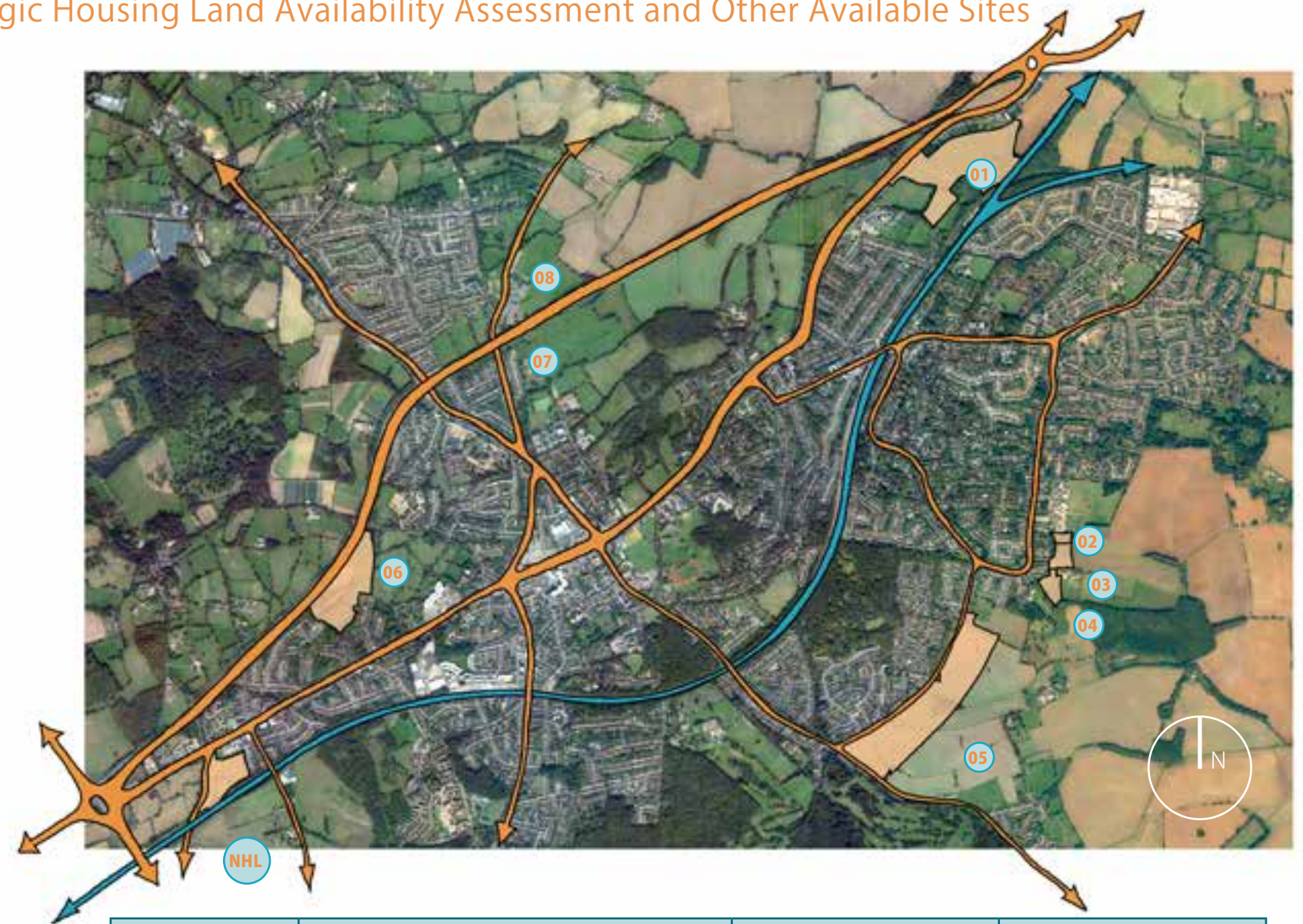
Planning Context

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 in BBC's SHLAA. We have selected the eight most prominent and highlighted the key benefits and constraints for each to understand how they compare with land at Nag's Head Lane.

In undertaking this brief assessment we propose that land at Nags Head Lane 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 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)
07 (G013)	Land at Sawyers Hall Farm, Sawyers Hall Lane, Brentwood	20	5 years
08	Land at The Brentwood Centre, Doddinghurst Road, Brentwood	16	unknown

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?

Site 7 - Benefits:

- Well located relative to existing services
- Contained within the town centre side of the A12

Site 7 - Constraints:

- Visually exposed and extends into green wedge between Brentwood and Shenfield, causing apparent Green Belt harm
- Noise / air quality issues with proximity to A12
- Location of development could add to town centre congestion

Site 8 - Benefits:

- Adjacent to existing community sports facility
- Would utilise an existing access

Site 8 - Constraints:

- Location of development could add to town centre congestion
- Visually exposed causing apparent Green Belt harm
- Lack of defensible Green Belt boundary giving rise to sprawl

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

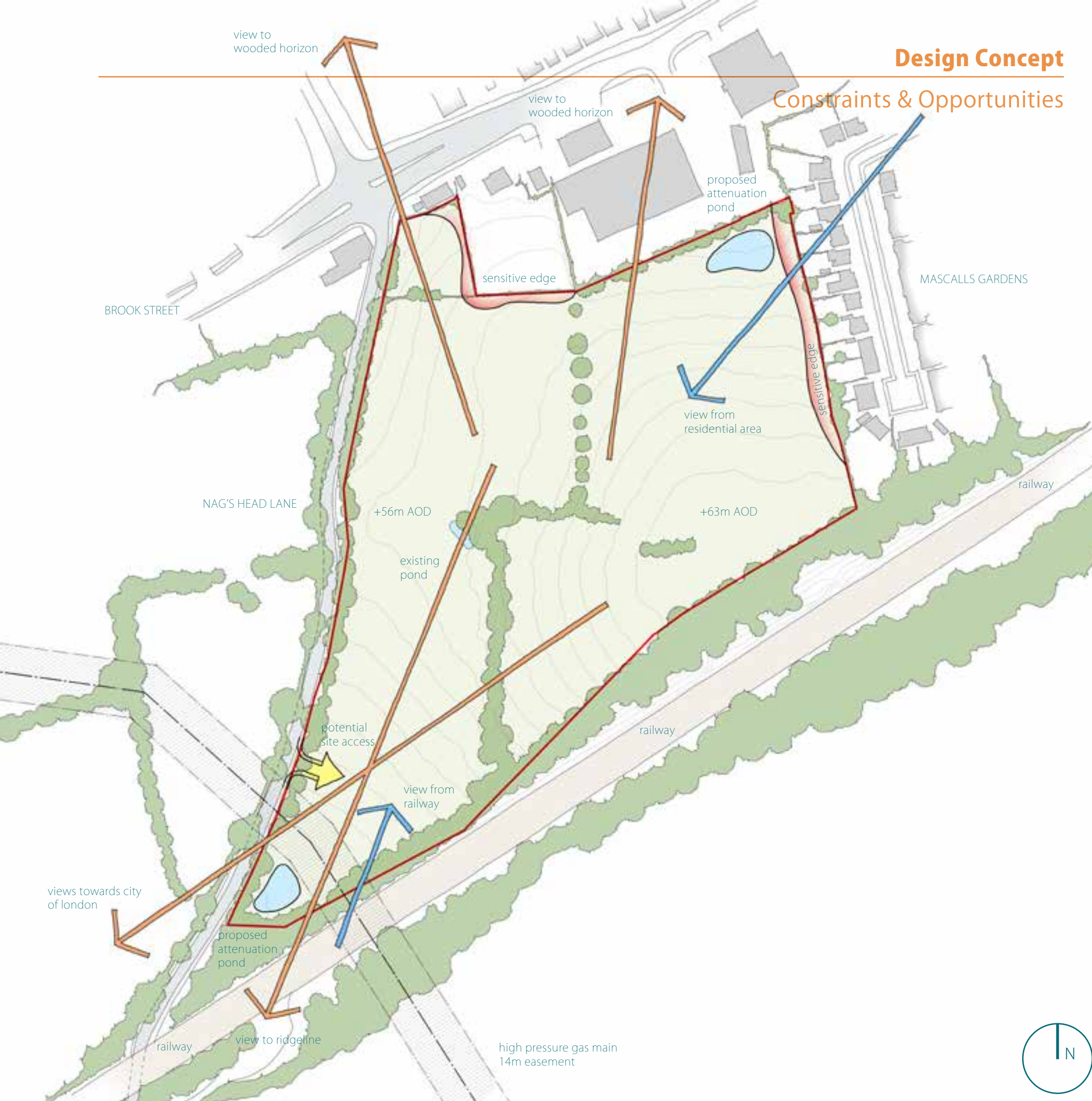
03

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.



03

Design Concept

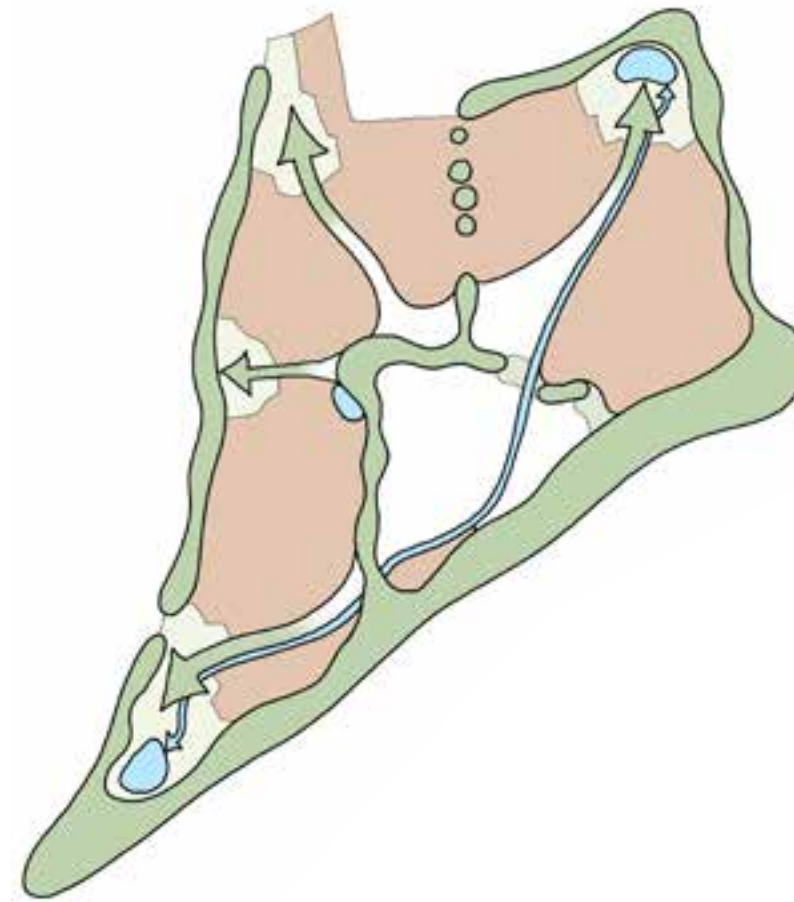
Green Strategy & Topography / Principal Views

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.



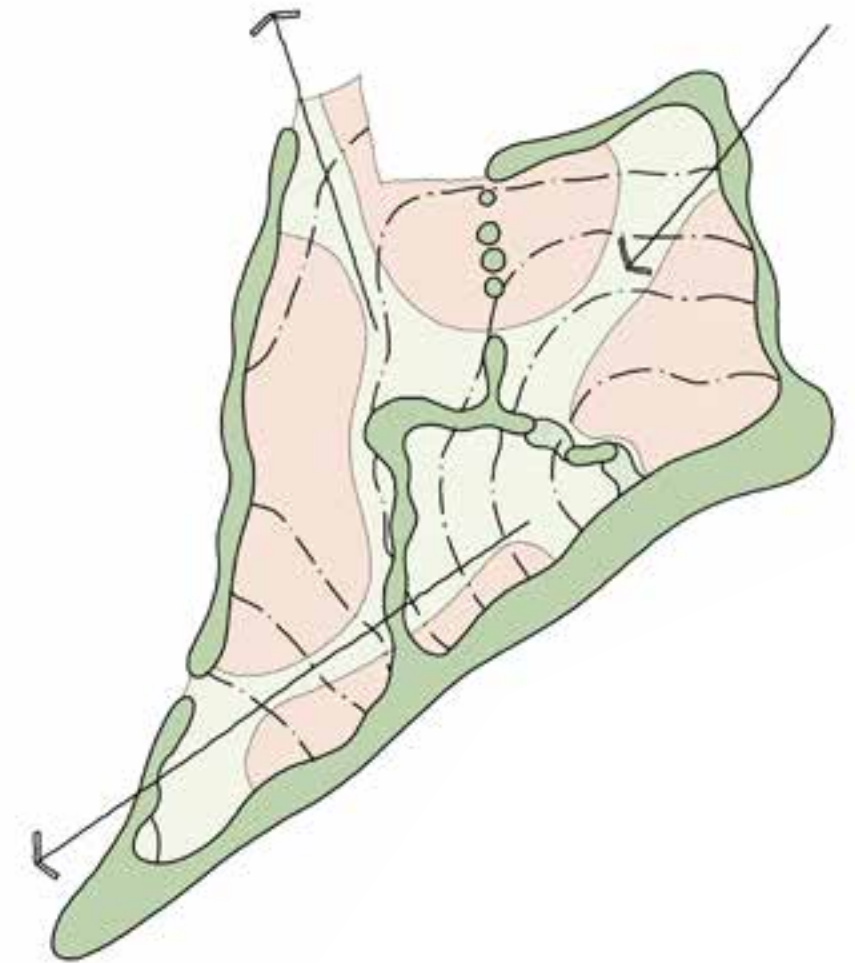
Green Strategy

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

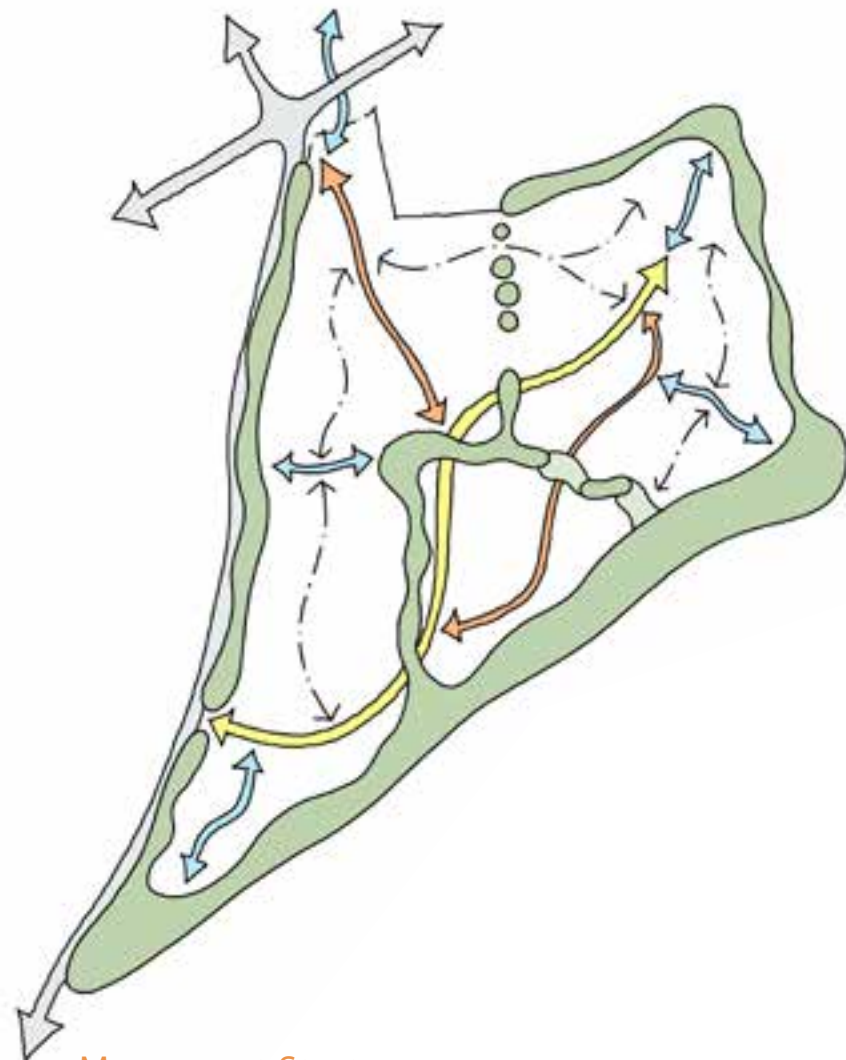
Development maximising opportunities created by existing site topography

Gaps in development to preserve and emphasise existing long views





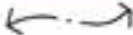
To further reinforce and integrate the site's existing character, movement through the site has been carefully considered to be sympathetic to existing planting and topography. Given the site's natural compartmentalisation, it will be necessary to break through the existing planting in numerous locations. This will be offset by ensuring that the existing central green is tied back to the boundary planting wherever possible.

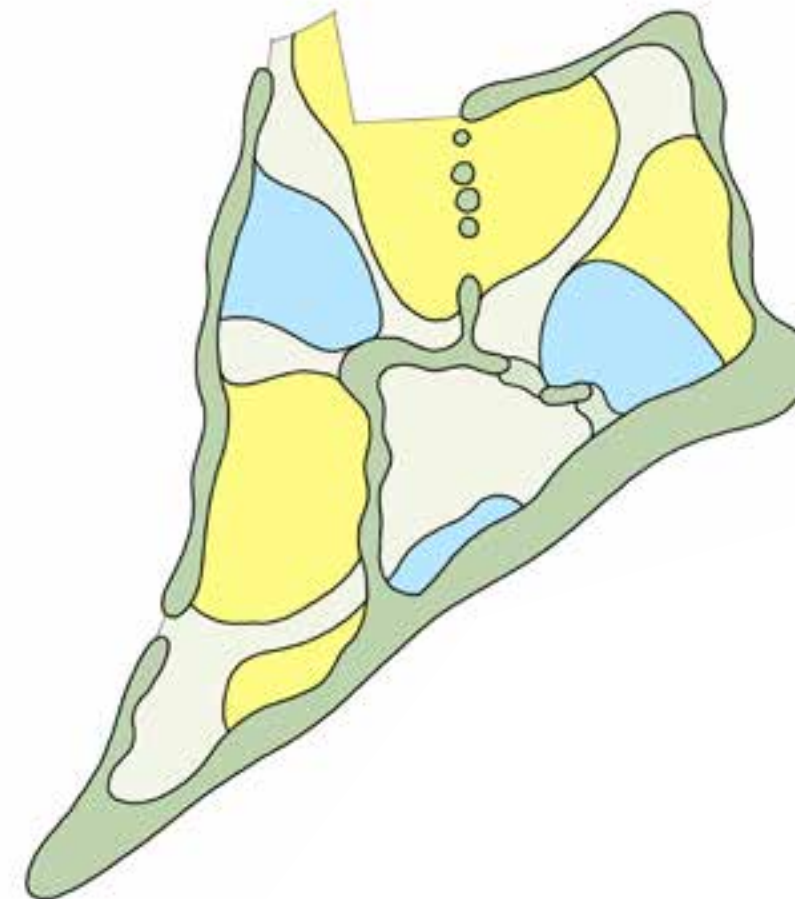
A clear hierarchy of routes has been established, to ensure that movement through the site is in a logical and legible manner befitting the site's sensitive nature. The site's proximity to Brook Street in the north presents the opportunity for a pedestrian 'gateway' connection: focused around a small 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.

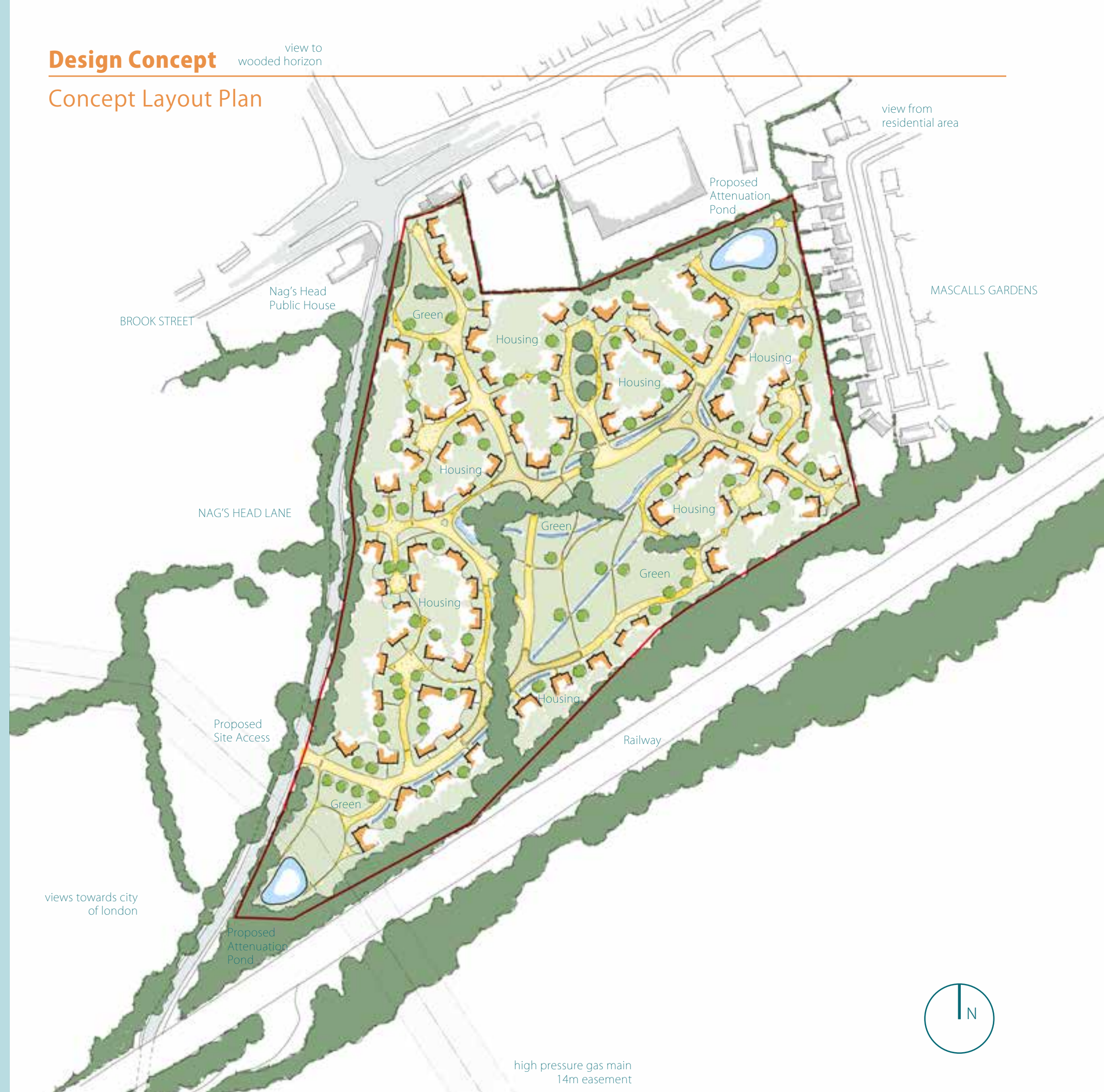
The Concept Layout Plan envisages a sense of 'journey' through the site, utilising a range of different character areas to be experienced as one moves around the development.

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 across central green



Indicative view into green corridor

04

Technical Considerations

Access & Highways

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 across the eastern arm of Brook Street at its signal 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.

Route 136 on the National Cycle Network is accessible a 2.5km cycle ride south-west of the site via Nags 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 Abellio Greater Anglia. Metro services to London Liverpool Street and Shenfield run every 10 minutes at peak times. From late 2018/early 2019, the new 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 based on contemporary traffic turning count data.

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.

The Government has committed funding for significant improvements to M25 Junction 28 (Brook Street Roundabout) as part of its 2014 Road Investment Strategy. This comprises upgrading the interchange with the A12 to provide dedicated left turn lanes and improvement of the gyratory system, which is expected to be delivered by 2019/20.

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.



- Leisure Facilities & Play Areas
- Employment
- Schools
- Town Centre / Local Shops

- Primary Vehicular Route
- National Rail Link (London Liverpool Street to Ipswich)
- Footpath Link
- Cycle Link



Consideration has been given to modifications to improve the future operation of the Brook Street / Nag's Head Lane / Wigley Bush Lane signal junction.

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

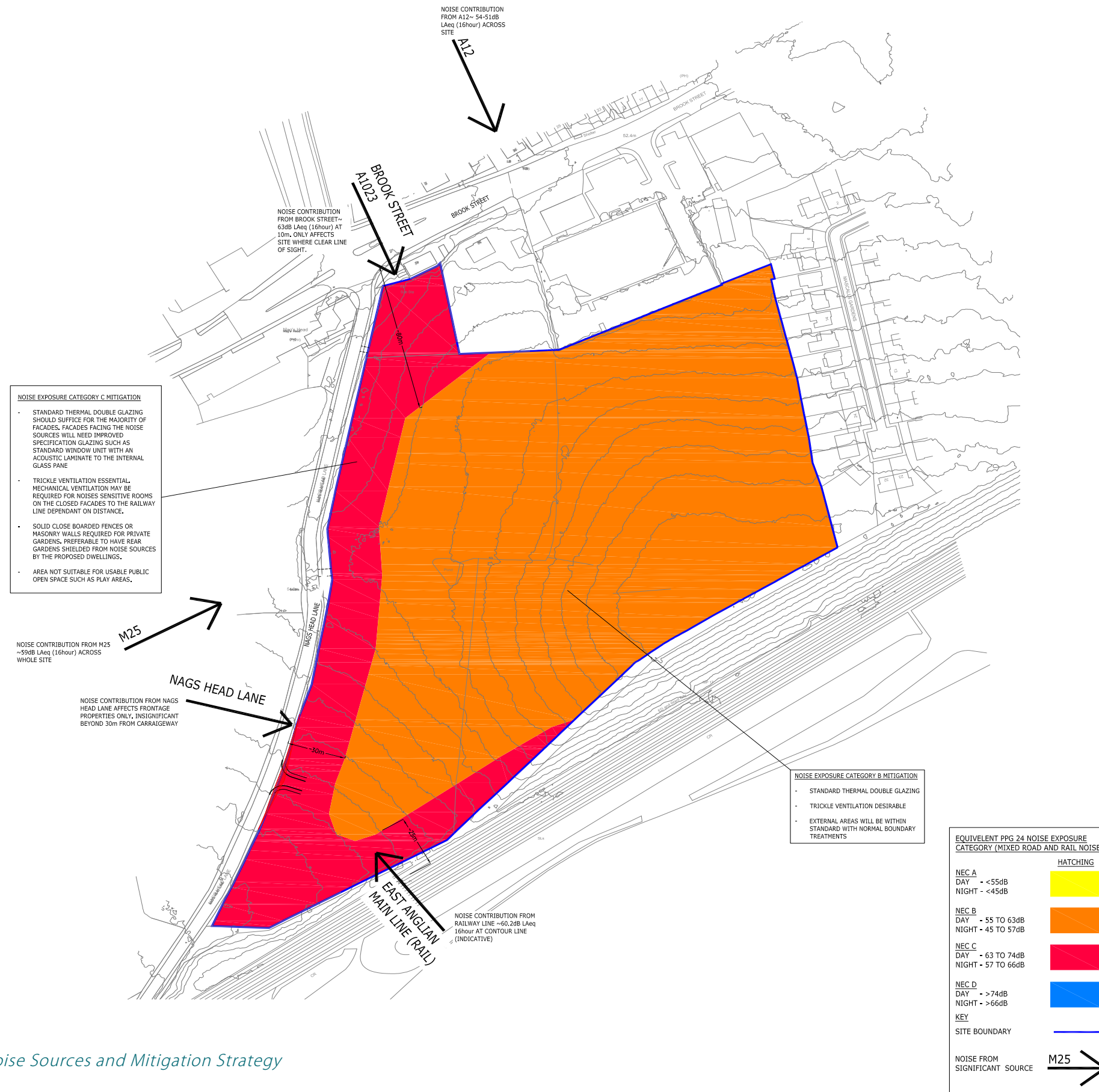
04

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

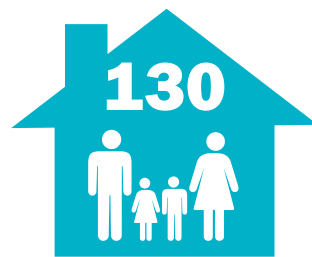


Nathaniel Lichfield & Partners
Planning, Design, Economics.

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

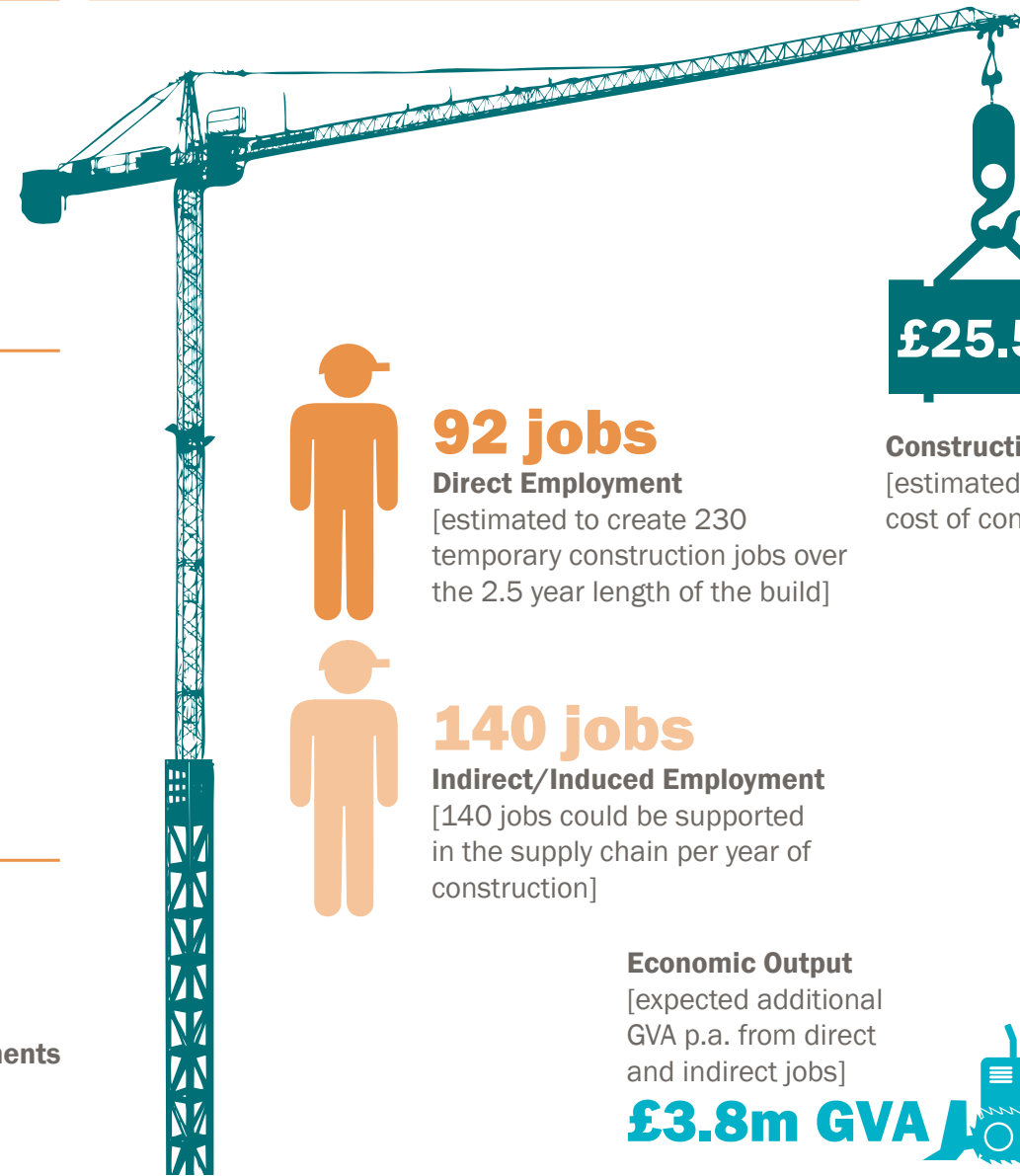
1. Housing Impacts



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

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 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.

The proposals will provide a range of private and affordable homes to meet the town and borough's housing and socio-economic needs.

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

Conclusion



indicative view of green corridor



indicative view along entrance avenue



view to wooded horizon

view from residential area

BROOK STREET

Proposed Attenuation Pond

MASCALLS GARDENS

Green

Housing

Housing

NAG'S HEAD LANE

Housing

Housing

Housing

Green

Green

Housing

Housing

Railway

Proposed Site Access

Green

views towards city of london

Proposed Attenuation Pond

high pressure gas main
14m easement



CLAGUE ARCHITECTS

Document prepared by Clague LLP.

62 Burgate, Canterbury, Kent, CT1 2BH
01227 762060
01227 762149

info@clague.co.uk
www.clague.co.uk

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