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OPTION SWH4



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**A FULL REPRESENTATION
TO
THE ROCHFORD DISTRICT COUNCIL 'S
LOCAL DEVELOPMENT FRAMEWORK
ALLOCATIONS DEVELOPMENT PLAN DOCUMENT
(FOR SOUTH WEST HULLBRIDGE)
Discussion and Consultation Document
Regulation 25**

**Published February 2010
Being an integral component of the
Rochford District Council' s
CORE STRATEGY
SUBMISSION DOCUMENT**

**SWAN HOUSING GROUP
AND
THE HANOVER LAND TRUST**

The Swan Housing Group and The Hanover Land Trust have combined their resources to provide a portion of the future, sustainable housing development and infra-structure required under the Rochford District Council Planning Authority 's Core Strategy proposals, for South West Hullbridge and supports the Allocations Development Plan Document Proposal, Option SWH4.

Of the four Area Options proposed (SWH1, SWH2, SWH3 and SWH4), Area Option SWH4 would appear to be the best placed to take forward partly because the development in this location, would affect and disturb the least number of existing residents and benefits from direct main road access as well as the numerous attributes set out in this representation.

Should Area Option SWH4 be selected as the future development area for South West Hullbridge, notwithstanding the present national economic climate, the above partnership would be uniquely placed to help provide and sustain the desired degree of affordable housing, together with new infra-structure to help bring Option SWH4 to fruition, as soon as required by the Rochford District Council Planning Authority.



SOUTH WEST HULLBRIDGE AREA OPTION SWH 4

Swan Housing Group and The Hanover Land Trust believe Site Area Option SWH4 is the best combination of greenbelt land release in the Council ' s Broad Area of Interest at South West Hullbridge for the following reasons:-

It is recognised that major new drainage construction and significant road improvements, including the upgrading of the busy junction of Watery Lane, Hullbridge Road and Lower Road is necessary for the proposed future residential development in South West Hullbridge.

We strongly feel that the solving of these major problems would be better accommodated and more readily accomplished by choosing Option SWH4.

This Option includes the five and a half acre land parcel situated on the south east corner of Lower Road and Hullbridge Road. The land incorporates and is bounded by approximately 330 metres of the existing surface water main drainage route and 300 metres of the main relief drainage route, the latter being part subterranean in two places. This existing, extensive drainage system was previously upgraded with the co-operation and a contribution of land by the representatives of The Hanover Land Trust at the time, who were also granted a planning consent on the site some years ago.

The present land owner Trustees, together with their developer partner (Swan Housing Group) have the necessary resources and expertise to develop this site as soon as the Planning Authority would permit. The partnership would be prepared to make a significant contribution towards the necessary infra-structure required, via one or more Section 106 Agreements, in support of these improvement works. These works could possibly be accommodated by underground routing if desired, to maximise full use of the site and enhance the locality.

The land is also bounded by approximately 400 metres of good standard made up public footpath which could easily be extended to include sufficient width for upgrading to a combined footpath/cycleway route into Hullbridge central, Rayleigh and other local centres if required.

The site also incorporates a strip of land from the north east corner of the curtilage of the available site to accommodate a footpath/cycleway route to local shops, situated between the existing houses fronting the south side of Lower Road which would be a useful asset if Area Option SWH4 were to be selected for release from the greenbelt and formally adopted.

Part of the original overall site has been previously developed with existing residential development situated in the north east corner of the land.

The site is visually and practically self contained and does not contribute significantly to the general open greenbelt vista when approaching or leaving Hullbridge. Utilising this site as part of Option SWH4, would help to reduce the visual impact of the more extensive development proposed on the open countryside to the north, as proposed in Options SWH1, SWH2 and SWH3. The extensive area of development as proposed in Options SWH1, SWH2 and SWH3, to the north is in full view when approaching Hullbridge from Rayleigh. This highly visible, potential sprawl of new development in the open countryside would be significantly mitigated by choosing Area Option SWH4.

The main bus route serving Hullbridge from Rayleigh and Southend uses the two main roads, Hullbridge Road and Lower Road, the existing pavements of which form both the western and northern perimeters of the site.

This land, unlike other parcels included in Options SWH1, SWH2 and SWH3 does not flood and is geographically separated by the main road route from the bulk of the development to the north, but has the benefit of better integrating and centralising the bus service nearer to the new residents who would need to use it.

Choosing Option SWH4 would also facilitate a more cohesive development straddling as it does the main route into Hullbridge. This would have the additional advantage of avoiding the inclusion of the sub-standard track way roads in the development to the far north, under Options SWH1, SWH2 and SWH3. Option SWH4 would also provide greater facility and scope for the necessary new drainage and road improvement scheme to support the future development of new housing proposed along the frontage of Watery Lane.

The land also includes an area of unused White Land to the south of the existing residential envelope in the north eastern corner of the site fronting the south side of Lower Road.

Prior to the Town & Country Act 1947 the whole site was granted an unutilised planning consent as part of the Hullbridge Gardens Estate. In 1965 a further planning consent for development was granted which has since expired enabling this present opportunity to be considered

Adjacent to the north west corner of this site is a structure serving as a combined village entrance sign and war memorial, where local commemorations are conducted. As the triple road junction stands, this is a most inappropriate siting for such a public installation for reasons previously cited in earlier representations. If the land, contained in Area Option SWH4 were to be released for new development, a much more favourable accommodation could be designed and included in the new plans for the area if required.

In conclusion therefore, our combined opinion is that, Option SWH4 should be considered to be by far the best Option for the future development of Hullbridge and with the proven expertise and reputation of the Swan Housing Group, a sustainable benefit to the long term future of Hullbridge and the Rochford District as a whole.

For the location of the site's attributes, please refer to the associated Key Diagram and site illustrations attached herewith.





**JUNCTION OF
HULLBRIDGE ROAD,
WATERY LANE
AND LOWER ROAD
LOOKING NORTH**

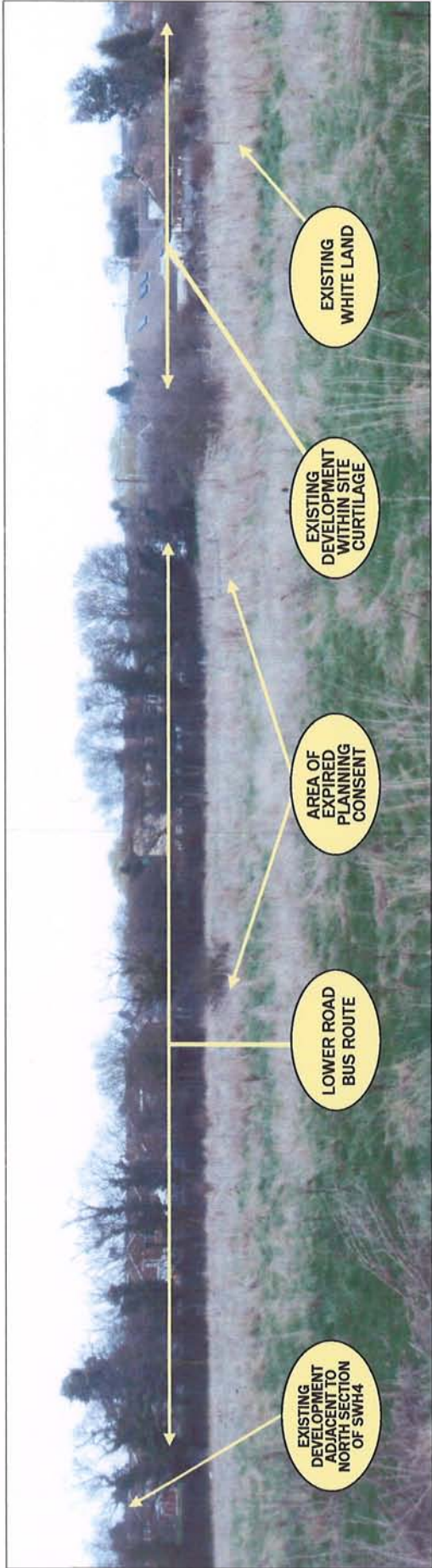
OPTION SWH4

PROVIDES A GREATER OPPORTUNITY TO REDESIGN THE TRIPLE ROAD JUNCTION OF WATERY LANE, HULLBRIDGE ROAD AND LOWER ROAD.

OPTION SWH4

ALSO PRESENTS THE BEST OPPORTUNITY TO REDESIGN THE EXISTING INADEQUATE SURFACE DRAINAGE, TOGETHER WITH AN IMPROVED VILLAGE ENTRANCE AND MEMORIAL, WITH ACCOMMODATION FOR A CYCLEWAY. THE WHOLE INCORPORATING AN EXCELLENT SELECTION OF ESTABLISHED TREES





PART OF OPTION SWH4, South of Lower Road, Hullbridge, looking north.

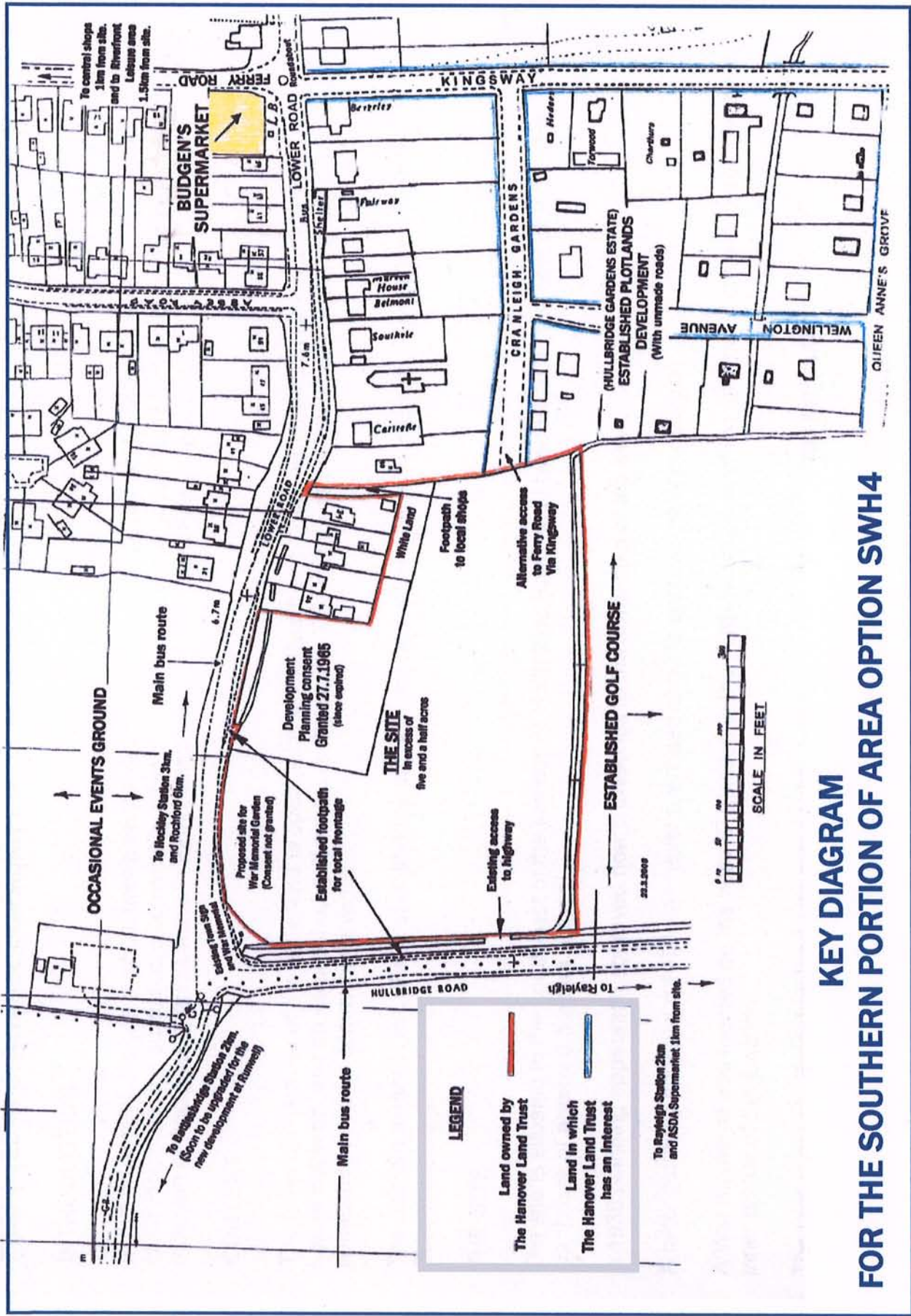




OPTION SWH4 (SOUTH SECTION).
SHOWING ON-SITE MATURE TREE LINE BOUNDARY TO THE SOUTH.

OPTION SW4 (SOUTH SECTION).
SHOWING ON-SITE MATURE TREE LINE BOUNDARY TO THE WEST.





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Allocations Development Plan Document: Discussion and Consultation Document

Representation Form – Comments on the Allocations DPD

If you have access to the internet, please use our online consultation system at the following address <http://rochford.jdi-consult.net/ldf>. This system is quick and easy to use and avoids any confusion associated with hand-written responses. If you do not have access to the internet please use this form to submit comments regarding the Allocations DPD, as issued by Rochford District Council. **Please use a separate form for each representation you wish to comment on or if you wish to support or object to more than one section/preferred option.** Forms must be returned to the Planning Policy Team, Rochford District Council, FREEPOST, CL1858, South Street, Rochford, Essex SS4 1BW before **17.00hrs on Friday 30th April 2010**. Responses received under this consultation will be made available to view by the public.

<p>OFFICE USE ONLY</p> <p>Correspondence Reference:</p>	<p>OFFICE USE ONLY</p> <p>Representation Reference:</p>
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<p>Name (or organisation) and address:</p> <p>Mr Spencer Welsh (Managing Trustee) The Hanover Land Trust 'Woodstock' 35 Castle Road Rayleigh Essex SS6 7QD</p> <p>Telephone: (daytime) 01268 779336</p> <p>Telephone: (evening) 01268 779336</p> <p>E-mail: alison.welsh@sprintintegration.co.uk</p>	<p>Agent/Co-Partner's name and address :</p> <p>Susan Rydings Senior Project Manager Swan Housing Association Zurich House 129 High Street Billericay Essex CM12 9AH</p> <p>Telephone: 01277 844700</p> <p>Fax Number: 01277 844720 attn. Sue Rydings</p> <p>E-mail: srydings@swan.org.uk</p>
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<p>Which option, section or paragraph do you wish to comment on?</p> <p>Section: South West Hullbridge 500 dwellings</p> <p>Option: SWH4</p> <p>Paragraph: Page 38, Allocations DPD</p>	<p>Do you wish to?</p> <p>Object* Object to Options SWH1, SWH2 & SWH3.</p> <p>Support* Support Option SWH4.</p> <p>Comment* Please see full commentary appended (<i>please delete as appropriate</i>) herewith.</p>
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Please use this section or an A4 continuation sheet if necessary to add your comments on the Section/Site. Please also indicate what alternative option you would prefer, if applicable.

State fully and clearly the reasons you are objecting or supporting this part of the document.

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We are objecting to Options SWH1, SWH2, and SWH3 because we consider these options do not sufficiently address all the existing infra-structure problems associated with the proposed new residential development in South West Hullbridge and they present a less cohesive entity in regard to the importance of the entrance to Hullbridge village from Rayleigh.

We do support Option SWH4, primarily because we consider that Option SWH4 forms the best configuration of land parcels to provide the greatly improved infra-structure needed for the locality and a rare opportunity to give the entry into Hullbridge an aesthetically attractive makeover in accordance with the Core Strategy Preferred Option CP1 Design and others concerned with landscape, and environmental improvement.

In addition, importantly, Option SWH4 would create the least disturbance to the residents of Hullbridge as this Option abuts the minimal amount of existing residential development in the Council's Broad Area of Interest in South West Hullbridge and all works could be accessed directly from the main road. This would mitigate the upheaval of having to replace the sub-standard roads to the north connected to Options SWH1, SWH2 and SWH3.

Option SWH4 would also better accommodate Core Strategy Preferred Option T5 along the south side of Lower Road and relates more directly to Core Strategy Preferred Option T2 concerning existing public transport.

To fully substantiate our support for Option SWH4 please refer to the more detailed supplementary representational documentation attached herewith.

Signed:

Date:

Please Return Completed Forms to:

✉ Planning Policy Team, Rochford District Council, FREEPOST, CL1858, South Street, Rochford, Essex, SS4 1BW

☎ Fax the form to 01702 318181

Forms must be returned before 17.00hrs on Friday 30th April 2010.