



Promotion Document

Rochford Submission Allocations DPD

Star Lane, Great Wakering
for The Raven Group

Project ref 6076

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Contents

Introduction	3
Land Ownership	4
Submission Allocations	5
Masterplan One	6
Masterplan Two	7
Masterplan Three	8
House Types and Landscaping	9
Raven Group previous work	10

Introduction

The Raven Group (the respondent)

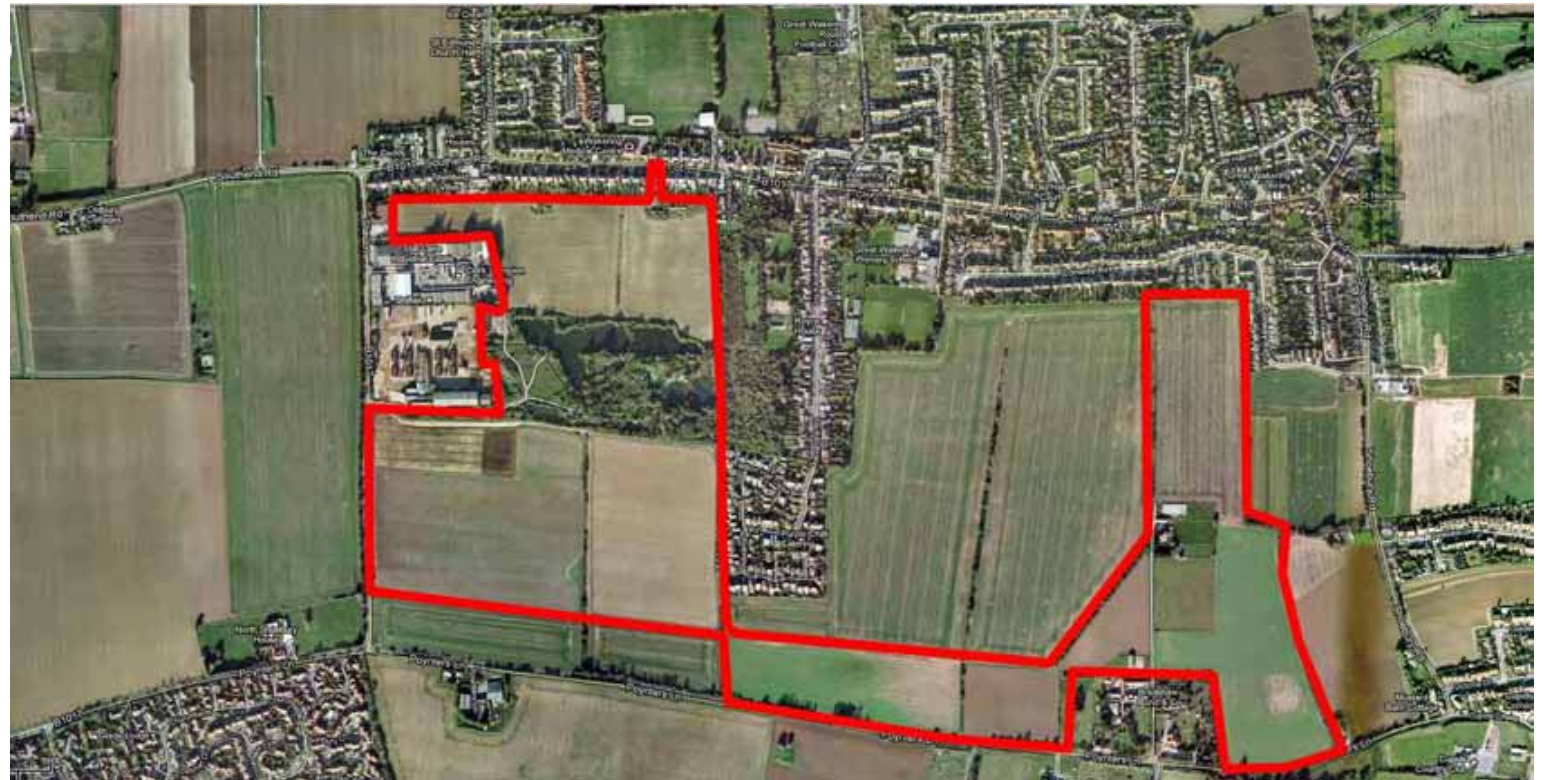
The Raven Group is a FTSE 250 land & property company with interests throughout the UK and overseas. The group has been responsible for delivering many development proposals including areas of new housing, employment and commercial schemes. They have particular experience in the historic environment and the delivery of new development in sensitive locations.



Site Location

Land Ownership

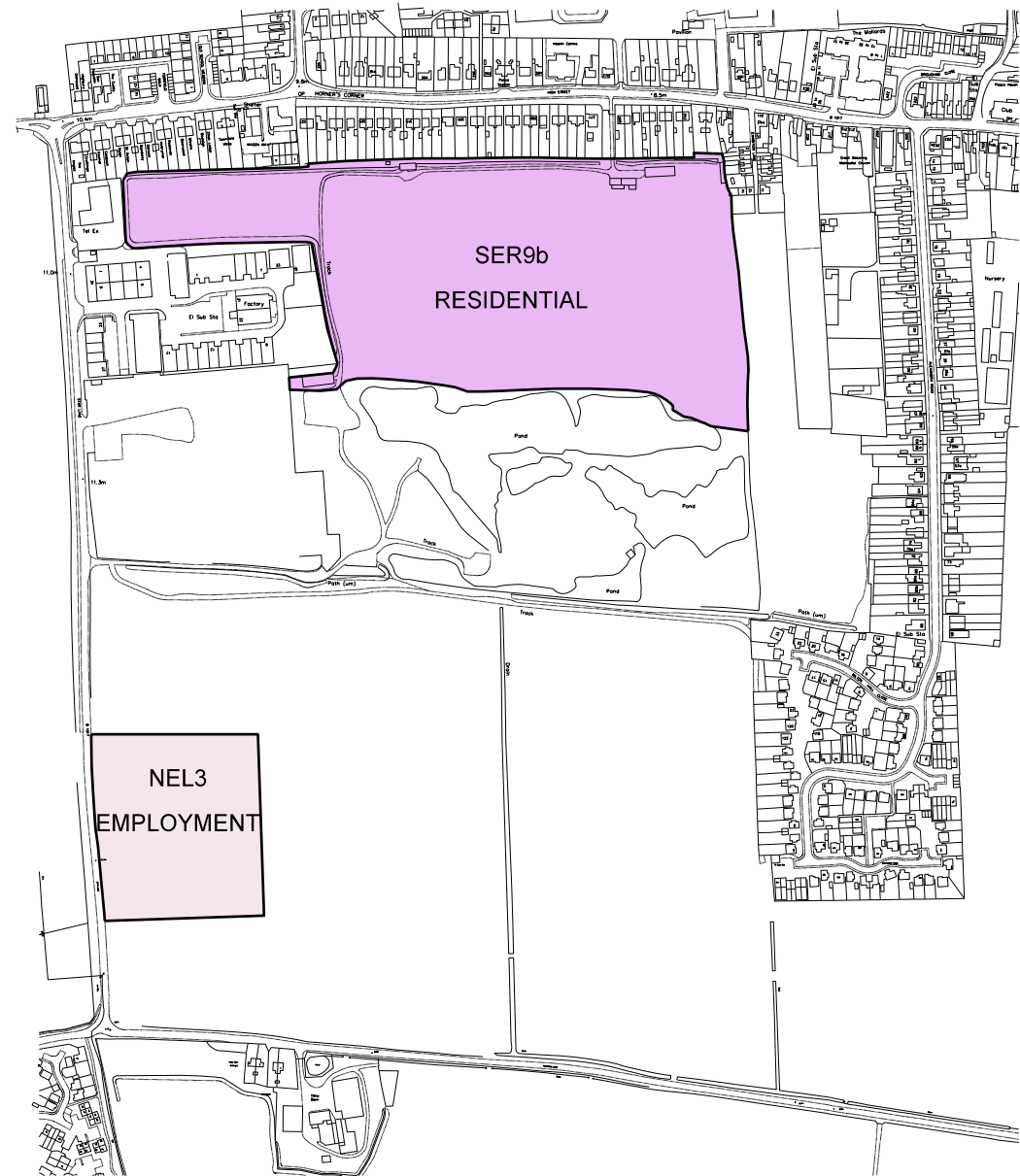
The group owns approximately 50 hectares of land in Great Wakering, the extent of which is illustrated on the aerial photograph below. The land is predominantly in agricultural use, but includes Star Lane Pits Local Wildlife Area.



Submission Allocations

The respondent owns two land parcels which have been identified as allocations for new residential use and employment within Great Woking. These allocations have been given policy references SER9b and NEL3 and can be seen on the plan (right).

On the following pages the respondent has provided a series of masterplans, which interpret the planning authority's requirements for each allocation and provide some alternative options



Masterplan One

This master plan is a literal interpretation of the 'Concept Statements' for these sites as set out in the Submission Allocation DPD.

It illustrates Star Lane Industrial Estate in residential use as envisaged, the former Brickwork site redeveloped, the wildlife site retained and SER9b and NEL3 in an indicative layout of 185 residential units and 2.5 hectares of employment development.

In addition, substantial areas of new public open space are to the south, that could form part of a comprehensive development.



Masterplan Two

This master plan envisages the likely scenario where Star Lane Industrial Estate fails to come forward for residential use as anticipated. The respondent has illustrated the potential to compensate for this loss in supply with a residential scheme in the general proximity of NEL3. Given the lack of a need to create separation that existed if industrial uses were to be developed south of the redeveloped Brickworks site, the 'alternative housing option' has been moved north.



Masterplan Three

This master plan is broadly in accordance with the 'concept statements' for the two allocations. However, the employment site (NEL3) has been moved north and made larger. It was not clear whether the planning authority intended for NEL3 to be in such an isolated position. Whilst the alternative shown (right) may not be what the Council envisage, there would be a number of alternative sites in this general area which the respondent would be happy to explore with the Council.



House types

It is perhaps too early to consider the type and appearance of the eventual properties that could be developed on the site, however a traditional approach is likely to be favoured. That approach would lead to an Essex vernacular style in terms of materials and detailing and would be likely to follow the principles of the Essex Design Guide for Residential Areas.



Landscaping



The landscape strategy would follow the character of the wildlife site. It would involve a mix of natural, semi-natural and more formal areas of open space. The housing and employment areas would be the subject of a bespoke landscape strategy which provided amenity and also ensured integration into the wider landscape character.



Raven Group Previous Work

The Lakes, Lechlade, Cotswolds

- Former Quarry - 650 acres, circa 200 acres of Lakes
- 160 Second Homes plus ancillary facilities
- Internationally Significant Wildfowl Site - 122 Bird Species have been recorded. 15 Red-listed species, 51 Amber-listed species.



High Royds Hospital, Leeds

- Grade II Listed Former Mental Institution
- Largest Disposal by NHS outside London
- 750,000 sq.ft of Mixed Use Development
- Working Partnership with local transport providers to provide viable sustainable community



Raven Group Previous Work

Flete House, South Hams, Devon

- Grade I Listed Norman Shaw Mansion House
- Former sheltered housing
- Conversion and refurbishment to provide stable long term future
- Working with existing staff and local community



Mote House, Mote Park, Maidstone

- Partnership with local council
- Grade II* mansion house
- Former Cheshire Home that had been badly altered
- Dilapidated Listed structures
- 100 unit assisted living community

