

relation to constraints, including how the site could link into existing footpaths, cycleways and vehicle routes. A key characteristic of the area is its coastal character and therefore the site's relationship with the River Crouch is also deemed important. The site has also been assessed on a local scale, to uncover any site wide constraints and opportunities. This highlighted a number of defining site characteristics which will influence the site layout, which include topography, structural landscape, views, edges, relationship with existing properties, services, access points and desire lines.

#### Landscape Analysis

- 3.7 A landscape appraisal of the site has been undertaken in July of this year, attached as appendix 3b. This demonstrates that the local landscape character is typical of the Crouch and Roach farmland as defined in the Essex Landscape Character Assessment (2003). The quality of the existing landscape is judged to be ordinary, with the site hedgerows and the rectilinear field pattern they define, being the main positive landscape elements worthy of retention. Local views of the site from open countryside to the south and west are generally restricted by mature vegetation on Watery Lane and boundary hedgerows on the western edge of the site. The site also presents an opportunity to soften the impact of existing development on higher ground north of the site in wider views

#### Service Provision

- 3.8 Hullbridge presently has a good range of local service and convenience retail stores. In particular, the town has 3 convenience stores including a Budgens, Co-op, and smaller One Stop. At the time of writing, only one retail unit was empty, comprising a Sue Ryder shop that had ceased trading.
- 3.9 In 2008 the Council commissioned White Young Green to undertake a Retail Health Study, which is included as one of the Core Strategy Examination background documents.

Key findings of the report are as follows:

- Facilities within the District provide a more important convenience goods shopping role than for comparison goods shopping (24% compared to 17%). However, it is evident that within both sectors there is significant 'leakage' of expenditure to competing destinations, most notably to facilities in Southend-on-Sea District (51%). This is understandable given the current retail offer in the District and the strength and proximity of competing provision.
- Given the significant amount of expenditure that is currently taking place in locations outside the District it is evident that there is scope for improved retail floorspace (both convenience and comparison) within the District to reduce the need of residents to travel elsewhere.

- While it is apparent that village and neighbourhood centres do not provide the range of goods or services expected by modern consumers, they nevertheless play a valuable support role, enabling local residents to meet their day to day convenience and leisure needs without travelling to more distant town centres.
  - Local Plan Policy SAT5 presumes against the loss of retail floorspace in village and local centres unless a range of conditions can be met, including whether 'the use proposed would serve the day to day needs of local residents'. WYG consider this policy to be appropriate in that it recognises and maintains the convenience role of village and neighbourhood centres without compromising opportunities for additional services, such as banks, post offices or surgeries, which could enhance the day to day lives of local residents.
  - Given that there is evidence of significant overtrading in the three largest settlements, there would appear to be an under-supply of convenience retail facilities in the District.
  - Conversely, there is evidence of convenience undertrading in Hullbridge, which suggests that one or more shops is under threat, particularly as the projections is for leakage to increase.
  - Destinations within Rochford District attract a total of 17.8% of main food shopping expenditure generated by residents within the District. In terms of 'top-up' convenience shopping, existing facilities within Rochford District attract over half (54.5%) of expenditure in the Study Area.
  - Existing convenience foodstores in Hullbridge provide for a significant degree of top-up food shopping.
- 3.10 Given the above, existing convenience stores in Hullbridge provide a significant function and valuable support role in limiting leakage from Hullbridge. Whilst there is evidence of undertrading, this provides capacity for new development which itself will anchor both existing convenience and comparison stores, as well as other services, ensuring a future for these services. The site is located within a few minutes walking distance of these shops and services.

#### Community and Educational Facilities

- 3.11 Community facilities include a library, Hullbridge Community Centre and a Senior Citizens Day Centre. In terms of educational provision it has the Riverside Infants and Junior School together with the HCA Pre-School.
- 3.12 With regard to school provision, the Essex Schools Organisation Plan 2009 to 2014 states that in terms of primary schools, the Riverside Infants and Junior schools will have

a combined surplus of 180 places. The nearest secondary school 'local delivery group' will have a surplus of 263 places.

- 3.13 Taking the County's standard formula for seeking developer contributions to fund new school places, assuming an overall density of between 30 and 50 dph, would give a primary school pupil product of 150 pupils for a 500 dwelling scheme, whilst for secondary school provision, a pupil product of 100 pupils would be generated on the same basis.
- 3.14 As such, existing schools are projected to have sufficient capacity, and the development would make efficient use of existing resources adding pupils to under capacity schools, improving funding and the viability of these schools.
- 3.15 In relation to pre-school provision, the County Childcare Sufficiency Assessment 2008 shows that there are surplus places in all sectors apart from day nurseries, whilst in the District as a whole, there is a surplus of day nursery places, with surplus places in all areas.

#### Highways and Accessibility

- 3.16 The area to the south west of Hullbridge is situated to support the local facilities and amenities within easy walking and cycling distance. As set out above, Hullbridge benefits from a good and comprehensive public transport service, with a regular direct bus leaving every 10 minutes in peak hours (Number 20), connecting the village to key employment and service centres outside of Hullbridge. Public transport mode share to key destinations to the centres ranged from 8-14%.
- 3.17 Our research shows that the highway network would be able to accommodate the increase in vehicle movements from the site to at least nil-detriment or better, through travel planning and highway improvements.

#### Services

- 3.18 Gas, electricity, water and telecommunications services are available and have capacity to serve the new development. Our research on drainage indicate capacity in foul sewage to accommodate the development in terms of pipeline capacity, pumping station, and treatment.
- 3.19 The following section sets out our general response on the Proposed Changes, and sets out the changes we would like to see.

#### 4.0 SUMMARY AND CHANGES SOUGHT

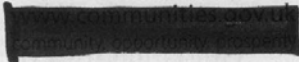
- 4.1 As set out in preceding sections, there is an urgent need to get the Core Strategy in place to ensure the proper and early delivery of development. There is significant pent up need which is not being met, and with no Plan in place, appeals are likely to be more frequent. The Proposed Changes sidestep the need to meet the real needs of real people living in the district, and given previous shortfalls means the actual need is urgent now and should not be put off. Early release of a deliverable site such as SW Hullbridge is therefore essential.
- 4.2 As a consequence there are a number of alternatives that the Council, and ultimately the Inspector should consider, in our order of preference:
- 1 the Council should withdraw the Proposed Changes and allow the Inspector to consider the original representations. If the Council proceed with the Proposed Changes and they are heard by the Inspector, then she should find the changes ill founded and revert to the submitted version, with the changes we requested. This would involve the deletion of SW Hullbridge from policy H3 and its inclusion in the 'dwellings by 2015' column of policy H2.
  - 2 The Council should make further changes to accord with the original RSS Option 1. If not, then the Inspector is able to amend the CSS to reflect the housing needs set out in option 1 which she should see as a reduction from the submitted version rather than an increase from the proposed changes. Even if this is not considered feasible, it is clear that there is a substantial existing shortfall in both general and affordable housing provision that must be met in the early years of the CS, and this could be achieved by increasing the 190 figure by 140 for the first five years of the CS, an approach previously adopted in the original RSS, and bringing forward the location at SW Hullbridge from policy H3 to the first column of policy H2.
  - 3 Start again with a new CS having undertaken a full technical reassessment of all the data. Alternatively, the Inspector could find the submitted version unsound although we find it hard to see that as a realistic outcome, as it would add to delays, growing shortfalls, and general uncertainty.

Rep 26440

Appendix 1

Letter from [REDACTED] 6-7-10

Rochford Local Development Framework  
Core Strategy Submission Proposed Changes November 2010  
Response on Behalf of [REDACTED] Local Development



The Chief Planning Officer  
Local Planning Authorities in England

6 July 2010

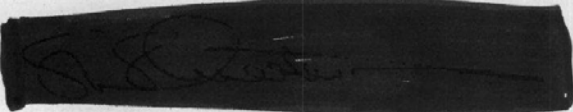
**Chief Planning Officer Letter:**

**REVOCATION OF REGIONAL STRATEGIES**

Today the Secretary of State announced the revocation of Regional Strategies with immediate effect.

I have attached some 'questions and answer' advice on immediate issues that may arise from this announcement. It will be important for local planning authorities to carry on delivering local development frameworks and making decisions on applications and the attached document focuses on how to continue taking these forward.

Please address any queries to  in the first instance



**STEVE QUARTERMAIN**  
Chief Planner

  
Land House  
Bressenden Place  
London  
SW1E 6DU

## **Guidance for Local Planning Authorities following the revocation of Regional Strategies**

The Secretary of State for Communities and Local Government confirmed today that Regional Strategies will be revoked (see the attached copy of the Parliamentary Written Statement). In the longer term the legal basis for Regional Strategies will be abolished through the "Localism Bill" that we are introducing in the current Parliamentary session. New ways for local authorities to address strategic planning and infrastructure issues based on cooperation will be introduced. This guidance provides some clarification on the impact of the revocation; how local planning authorities can continue to bring forward their Local Development Frameworks (LDFs); and make planning decisions in the transitional period.

### **1. Under what powers are Regional Strategies being revoked?**

Regional Strategies have been revoked under s79(6) of the Local Democracy Economic Development and Construction Act 2009 and no longer form part of the development plan for the purposes of s38(6) of the Planning and Compulsory Purchase Act 2004. This guidance covers the period between revocation of Regional Strategies and legislation to abolish them altogether.

### **2. Do Planning Policy Statements (PPSs) remain in force?**

Yes. The Policy Statement on Regional Strategies (February 2010) is cancelled, and references to Regional Strategies in other Policy Statements are no longer valid. But all other PPSs will continue to apply until they are replaced by the National Planning Framework.

### **3. Will this affect the London Plan?**

The London Plan will continue to provide the planning framework for London boroughs. As part of a wider process of decentralisation in London, we are reviewing how powers and discretion can be shifted downwards from central government to the Mayor and Assembly, to London Boroughs and to local neighbourhoods. This will include reviewing the scope for devolving power from the Greater London Authority down to the Boroughs and below.

*The following sections provide advice on some of the issues likely to arise following revocation of Regional Strategies, until the "Localism Bill" and the new National Planning Framework are in place. This guidance should be regarded as a material consideration by local planning authorities and the Planning Inspectorate in their decisions.*

### **4. How will this affect planning applications?**

In determining planning applications local planning authorities must continue to have regard to the development plan. This will now consist only of:

- Adopted DPDs;
- Saved policies; and

- Any old style plans that have not lapsed.

Local planning authorities should also have regard to other material considerations, including national policy. Evidence that informed the preparation of the revoked Regional Strategies may also be a material consideration, depending on the facts of the case.

Where local planning authorities have not yet issued decisions on planning applications in the pipeline, they may wish to review those decisions in light of the new freedoms following the revocation of Regional Strategies. The revocation of the Regional Strategy may also be a material consideration.

#### **5. Should we continue preparing LDF documents?**

Yes – the revocation of Regional Strategies is not a signal for local authorities to stop making plans for their area.

Local planning authorities should continue to develop LDF core strategies and other DPDs, reflecting local people's aspirations and decisions on important issues such as climate change, housing and economic development.

These local plans will guide development in their areas and provide certainty for investors and communities. Local authorities may wish to review their plans following the revocation of Regional Strategies. We recommend reviews should be undertaken as quickly as possible.

#### **6. How does this affect adopted local plans / LDFs?**

Adopted DPDs and saved policies will continue to provide the statutory planning framework. Local authorities may decide to review these now that Regional Strategies have been revoked. There is no need to review the whole LDF, only those issues or policies which local authorities wish to revisit. When undertaking consultation and sustainability appraisal on their draft policies, authorities should take an approach that considers the stage reached, the extent of work already undertaken and the scope of the policy changes they are making.

#### **7. What if my LDF document is still being prepared?**

Where local planning authorities are currently bringing forward development plan documents they should continue to do so. Authorities may decide to review and/or revise their emerging policies in the light of the revocation of Regional Strategies. Where authorities decide to do this they will need to ensure they meet the requirements for soundness under the current legislation. When undertaking consultation and sustainability appraisal on their draft policies, authorities should take an approach that considers the stage reached, the extent of work already undertaken and the scope of the policy changes they are making.



**8. Will Examinations in Public continue for DPDs?**

Yes – where local planning authorities are bringing forward new development plan documents or reviewing adopted plans they should present evidence to support their plans. The examination process will continue to assess the soundness of plans, and Inspectors will test evidence put forward by local authorities and others who make representations.

**9. Will data and research currently held by Regional Local Authority Leaders' Boards still be available?**

Yes. The regional planning function of Regional LA Leaders' Boards – the previous Regional Assemblies – is being wound up and their central government funding will end after September this year. The planning data and research they currently hold will still be available to local authorities for the preparation of their local plans whilst they put their own alternative arrangements in place for the collection and analysis of evidence. Notwithstanding, the new Government regards the Regional Leaders' Boards as an unnecessary tier of bureaucracy.

**Clarification on policy issues**

*There are a number of areas where Regional Strategies supplemented the national policy framework. Further clarification on these areas is set out below.*

**10. Who will determine housing numbers in the absence of Regional Strategy targets?**

Local planning authorities will be responsible for establishing the right level of local housing provision in their area, and identifying a long term supply of housing land without the burden of regional housing targets. Some authorities may decide to retain their existing housing targets that were set out in the revoked Regional Strategies. Others may decide to review their housing targets. We would expect that those authorities should quickly signal their intention to undertake an early review so that communities and land owners know where they stand.

**11. Will we still need to justify the housing numbers in our plans?**

Yes – it is important for the planning process to be transparent, and for people to be able to understand why decisions have been taken. Local authorities should continue to collect and use reliable information to justify their housing supply policies and defend them during the LDF examination process. They should do this in line with current policy in PPS3.

**12. Can I replace Regional Strategy targets with “option 1 numbers”?**

Yes, if that is the right thing to do for your area. Authorities may base revised housing targets on the level of provision submitted to the original Regional Spatial Strategy examination (Option 1 targets), supplemented by more recent information as appropriate. These figures are based on assessments undertaken by local authorities. However, any target selected may be tested during the examination process especially if challenged and authorities will need to be ready to defend them.

**13. Do we still have to provide a 5 year land supply?**

Yes. Although the overall ambition for housing growth may change, authorities should continue to identify enough viable land in their DPDs to meet that growth. Strategic Housing Market Assessments and Strategic Housing Land Availability Assessments can help with this. Local planning authorities should continue to use their plans to identify sufficient sites and broad areas for development to deliver their housing ambitions for at least 15 years from the date the plan is adopted. Authorities should also have a five year land supply of deliverable sites. This too will need to reflect any changes to the overall local housing ambition.

**14. How do we determine the level of provision for travellers' sites?**

Local councils are best placed to assess the needs of travellers. The abolition of Regional Strategies means that local authorities will be responsible for determining the right level of site provision, reflecting local need and historic demand, and for bringing forward land in DPDs. They should continue to do this in line with current policy. *Gypsy and Traveller Accommodation Assessments (GTAAAs)* have been undertaken by all local authorities and if local authorities decide to review the levels of provision these assessments will form a good starting point. However, local authorities are not bound by them. We will review relevant regulations and guidance on this matter in due course.

**15. How do we establish the need for minerals and aggregates supply without Regional Strategy targets?**

Minerals planning authorities will have responsibility for continuing to plan for a steady and adequate supply of aggregate minerals to support economic growth. They should do this within the longstanding arrangements for minerals planning. Technical advice provided by the Aggregate Working Parties, including their current work in sub-apportioning the CLG guidelines for 2005-2020 to planning authority level will assist with this.

Planning authorities in the South East should work from the apportionment set out in the "Proposed Changes" to the revision of Policy M3, published on 19 March 2010.

Planning authorities can choose to use alternative figures for their planning purposes if they have new or different information and a robust evidence base. We will work with the minerals industry and local government to agree how minerals planning arrangements should operate in the longer term.

**16. How do we establish the need for waste management without Regional Strategy targets?**

Planning Authorities should continue to press ahead with their waste plans, and provide enough land for waste management facilities to support the sustainable management of waste (including the move away from disposal of waste by landfill). Data and information prepared by partners will continue to assist in this process. For the transitional period this will continue to be the data and information which has been collated by the local authority and industry and other public bodies who

currently form the Regional Waste Technical Advisory Bodies. We intend for this function to be transferred to local authorities in due course.

**17. Does the abolition of the hierarchy of strategic centres mean the end of policies on town centres?**

No. Local authorities must continue to have regard to PPS 4: *Planning for Sustainable Economic Growth* in preparing LDFs and, where relevant, take it into account in determining planning applications for retail, leisure and other main town centre uses.

In assessing any planning applications proposing unplanned growth in out of town shopping centres, particularly those over 50,000 sqm gross retail floor area, local authorities should take account of the potential impacts of the development on centres in the catchment area of the proposal.

**18. What about regional policies on the natural environment?**

Local authorities should continue to work together, and with communities, on conservation, restoration and enhancement of the natural environment – including biodiversity, geo-diversity and landscape interests. Authorities should continue to draw on available information, including data from partners, to address cross boundary issues such as the provision of green infrastructure and wildlife corridors.

**19. What about regional policies on Flooding and Coastal Change?**

Local authorities should continue to work together across administrative boundaries to plan development that addresses flooding and coastal change. For flooding matters local authorities already have a duty to co-operate under the Floods and Water Management Act. The Environment Agency will continue to work with local authorities individually and/or jointly to provide technical support on these matters. The Coalition agreement is clear that we should prevent unnecessary building in areas of high flood risk.

**20. What about regional policies on Renewable and Low Carbon Energy?**

Through their local plans, authorities should contribute to the move to a low carbon economy, cut greenhouse gas emissions, help secure more renewable and low carbon energy to meet national targets, and to adapt to the impacts arising from climate change. In doing so, planning authorities may find it useful to draw on data that was collected by the Regional Local Authority Leaders' Boards (which will be made available) and more recent work, including assessments of the potential for renewable and low carbon energy.

**21. What about regional policies on Transport?**

Local authorities should continue to ensure their land use and local transport plans are mutually consistent, and deliver the most effective and sustainable development for their area. Local authorities should work with each other and with businesses and communities to consider strategic transport priorities and cross boundary issues.

**22. Does the end of Regional Strategies mean changes to Green Belt?**

No. The Government is committed to the protection of the Green Belt and the revocation of Regional Strategies will prevent top-down pressure to reduce the Green Belt protection. Local planning authorities should continue to apply policies in PPG2. As part of their preparation or revision of DPDs, planning authorities should consider the desirability of new Green Belt or adjustment of an existing Green Belt boundary, working with other local planning authorities as appropriate.

### **Parliamentary Statement Revoking Regional Strategies**

Today I am making the first step to deliver our commitment in the coalition agreement to "*rapidly abolish Regional Spatial Strategies and return decision-making powers on housing and planning to local councils*", by revoking Regional Strategies.

Regional Strategies added unnecessary bureaucracy to the planning system. They were a failure. They were expensive and time-consuming. They alienated people, pitting them against development instead of encouraging people to build in their local area.

The revocation of Regional Strategies will make local spatial plans, drawn up in conformity with national policy, the basis for local planning decisions. The new planning system will be clear, efficient and will put greater power in the hands of local people, rather than regional bodies.

Imposed central targets will be replaced with powerful incentives so that people see the benefits of building. The coalition agreement makes a clear commitment to providing local authorities with real incentives to build new homes. I can confirm that this will ensure that those local authorities which take action now to consent and support the construction of new homes will receive direct and substantial benefit from their actions. Because we are committed to housing growth, introducing these incentives will be a priority and we aim to do so early in the spending review period. We will consult on the detail of this later this year. These incentives will encourage local authorities and communities to increase their aspirations for housing and economic growth, and to deliver sustainable development in a way that allows them to control the way in which their villages, towns and cities change. Our revisions to the planning system will also support renewable energy and a low carbon economy.

The abolition of Regional Strategies will provide a clear signal of the importance attached to the development and application of local spatial plans, in the form of Local Development Framework Core Strategies and other Development Plan Documents. Future reform in this area will make it easier for local councils, working with their communities, to agree and amend local plans in a way that maximises the involvement of neighbourhoods.

The abolition of Regional Strategies will require legislation in the "Localism Bill" which we are introducing this session. However, given the clear coalition commitment, it is important to avoid a period of uncertainty over planning policy, until the legislation is enacted. So I am revoking Regional Strategies today in order to give clarity to builders, developers and planners.

Regional Strategies are being revoked under s79(6) of the Local Democracy Economic Development and Construction Act 2009 and will thus no longer form part of the development plan for the purposes of s38(6) of the Planning and Compulsory Purchase Act 2004.

Revoking, and then abolishing, Regional Strategies will mean that the planning system is simpler, more efficient and easier for people to understand. It will be firmly

rooted in the local community. And it will encourage the investment, economic growth and housing that Britain needs.

We will be providing advice for local planning authorities today and a copy has been placed in the house library.

Rep 26440

Appendix 2

Letter from [REDACTED] 9-8-10

Rochford Local Development Framework  
Core Strategy Submission Proposed Changes November 2010  
Response on Behalf of [REDACTED]

[REDACTED]  
Communities

[REDACTED]

[REDACTED]

[REDACTED]

[REDACTED]

#### Revocation of Regional Strategies

Thank you for your letter of 22 July, to the Steve Quartermain the Chief Planner about housing issues emerging in Ipswich following the revocation of Regional Strategies on 6 July. I have been asked to reply on behalf of the Chief Planner.

You asked about what is meant by Option 1 numbers expressed in the "original Regional Spatial Strategy (Option 1 targets)".

Option 1 numbers/figures in East of England RSS mean:

The housing numbers/figures Regional Assemblies set out in Draft RSS (Draft East of England RSS submitted to Secretary of State, 08/12/04); this is what is meant by the "original" RSS:

- East of England RSS regional housing numbers/figures 23,900 PA, prior to the Examination in Public;
- Ipswich's allocation from RSS 770 PA.

Final numbers/figures in East of England RSS following issuing of RSS by Secretary of State of final RSS on 12 May 2008.

- East of England RSS regional numbers/figures in final RSS 25,400 PA;
- Ipswich's allocation 770 PA.

Please do not hesitate to call me directly on Tel 0303 444 1654, if you require further clarification or explanation.

I hope this is helpful.

[REDACTED]



*Rep 26440*

**Appendix 3a**

Character Analysis

Rochford Local Development Framework  
Core Strategy Submission Proposed Changes November 2010  
Response on Behalf of ~~Southern and Regional Development~~

BroadwayMalyan<sup>BM</sup>

# HULLBRIDGE

## Baseline Analysis

July 2010





# Contents

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Wider Area Density & Character	9
Historic Analysis	14

HULLBRIDGE

## Introduction

An understanding of local context is fundamental in ensuring a sensitive and appropriate design response. This process is commonly referred to as place-making.

Appreciating the local context also demonstrates a respect for local townscape and helps residents understand that quality and density can work well together.

## Density Study Sites

**A character analysis has been undertaken of Hullbridge and the surrounding area. This study focuses on key areas surrounding the site which offer a snapshot of local heritage and style. Seven sites have been analysed within the settlements of Hullbridge, South Woodham Ferrers, Rayleigh and Hockley.**

**The character analysis focuses on five key urban design areas as follows:**

**Figure Ground**

This explores the relationship between built form and open space and is presented as a simple, monochrome graphic. This basic presentation tool excludes all extraneous information in order to enable the spatial relationship between buildings and private and public space to be assessed.

**Urban Block**

Each study area comprises an urban block, which is a central element of urban design. In this case the blocks are small scale residential and therefore comprise a collection of houses enclosed by streets. A perimeter block generally features buildings on all sides of the block, entrances facing the street and a semi private central courtyard space. This type of block is perceived as an ideal as it provides good social interaction and has a clear distinction between public and private space.

**Typology**

An analysis of building type, scale and style within a residential settlement offers an understanding of character areas. These are defined by common urban design and architectural characteristics such as building line, material palette and fenestration.

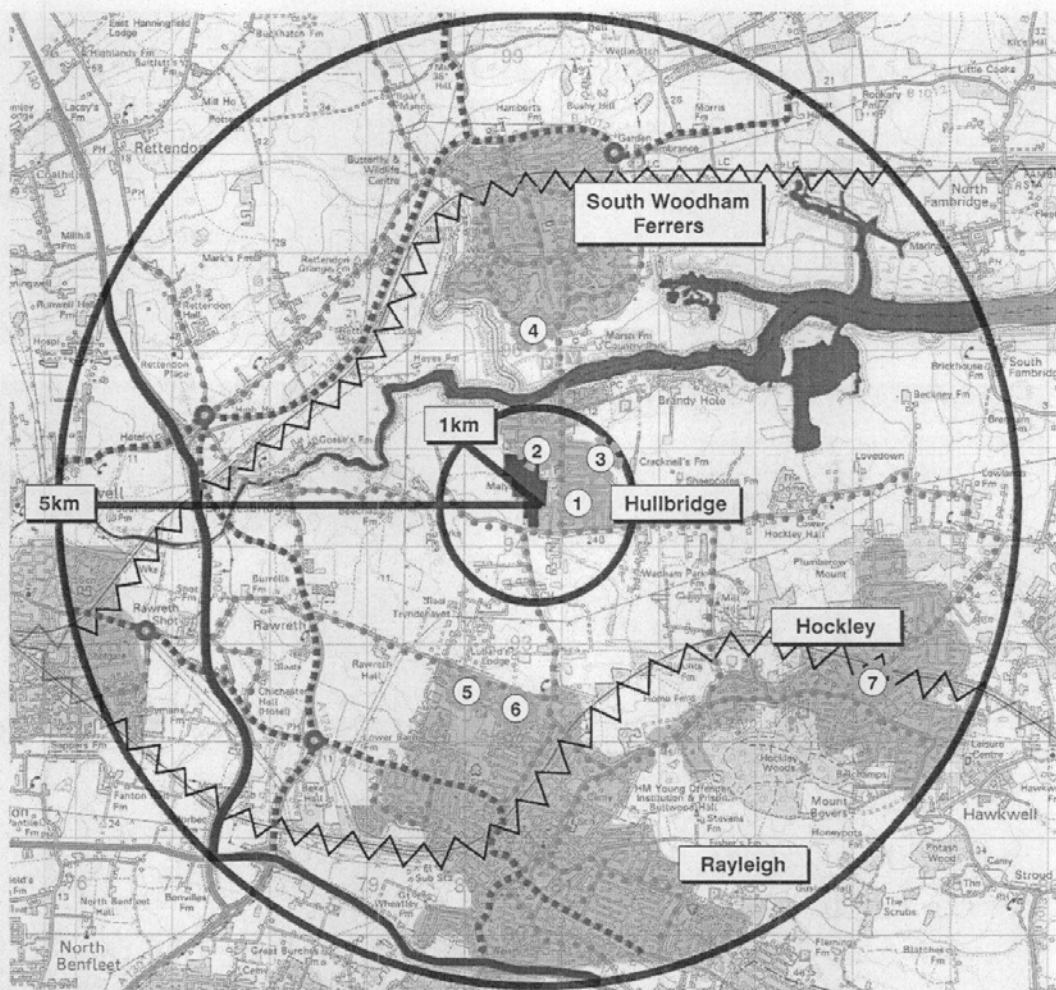
**Density**

Analysis of different examples of residential densities within urban blocks is crucial as it informs the masterplan proposals, particularly in relation to the appropriate amount, range and scale of residential units.

Densities are assessed in line with Planning Policy Statement 3 (Annex B) definition of Net Dwelling Density.

HULLBRIDGE

# Density Study Sites

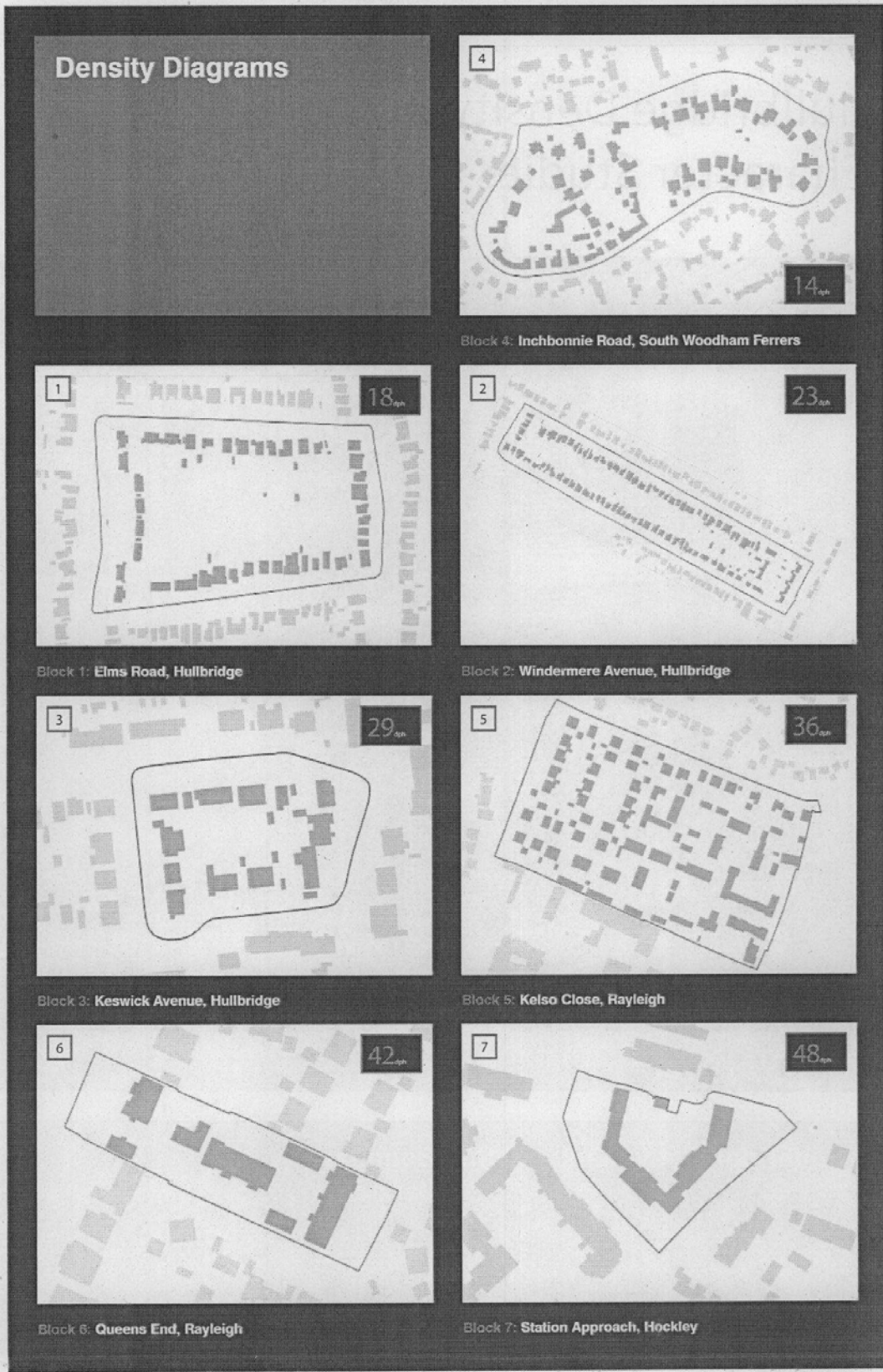


**The character study focuses on seven key blocks:**

- Hullbridge - Elms Road, Windermere Avenue, Keswick Avenue
- South Woodham Ferrers - Inchbonnie Road
- Rayleigh - Kelso Close, Queens End
- Hockley - Station Approach

Key

- Railway Line
- Primary Route
- Secondary Route
- Minor Roads
- River Crouch





HULLBRIDGE

# Hullbridge Density & Character Studies



Hullbridge Settlement and Site Boundary

18
🏠/ha
Block 1

---

3.17 Hectares
57 Houses

---

Low Density




Block 1 is located within the centre of Hullbridge and is bordered by Ferry Road, Oakleigh Avenue, Hillcrest Avenue and High Elms Road. This block comprises 1 and 2 storey semi detached and detached 1960s / 70s units.

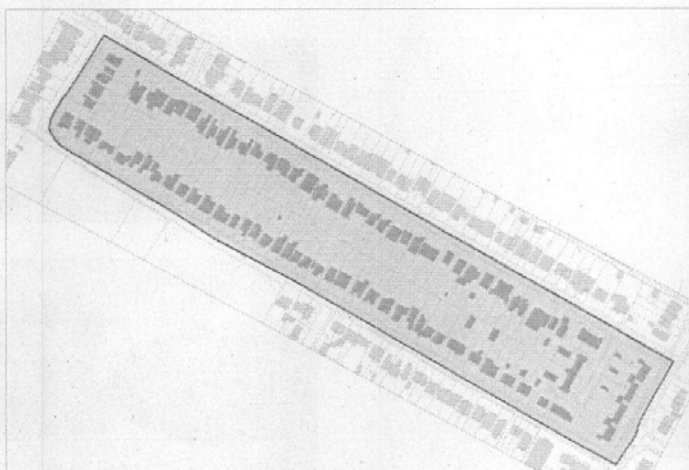
The low density of this block is typified by large scale properties which are set back from the street edge - for up to 22m - with front of property parking. Extremely wide distances from adjacent blocks and generous rear gardens also contribute to this inefficient use of land.

There is little unifying architectural style within the block, with each street frontage featuring a mix of different building types and detailing. Some groups of two to three units with common characteristics are present, e.g. front facing roof pitches along Hillcrest Avenue and tudor style panelling on High Elms Road, but these are intermittent.

Block Number	Block Area (Ha)	Dwelling No.	Built Form (Ha)	Non-built Area (Ha)	Built Form / Block Area (%)	Density (Units/Ha)
1	3.17	57	0.38	2.79	12.0	18

HULLBRIDGE

<h1>23</h1>  /ha	<h2>Block 2</h2>
5.20 Hectares 117 Houses	
Medium - Low Density	



This edge of settlement block is characterised by the linear grid pattern that is prevalent within Hullbridge. Located directly to the north of the site, this block is encircled by Ferry Road, Windermere Avenue, West Avenue and Grassmere Avenue. The origins of this plotland style block is evident on maps dating from the 1940's. There is a range of units within this block from 1940-70's, with some single more recent additions.

This block predominantly features detached units with some semi detached. Smaller rear gardens and closer distances between units create a denser block than the previous case studies.

Fenestration and material palette along creates some visual cohesion. However the architectural style and roofscape throughout the block is varied and Grassmere Avenue in particular features a sporadic material and colour palette.

Block Number	Block Area (Ha)	Dwelling No.	Built Form (Ha)	Non-built Area (Ha)	Built Form / Block Area (%)	Density (Units/Ha)
2	5.20	117	0.87	4.33	16.7	23

29

🏠/ha

Block 3

---

0.84 Hectares  
24 Houses

Medium Density



This block is located to the north east of the settlement which features a denser development pattern. It is understood that this area developed around the 1980s / 90's.

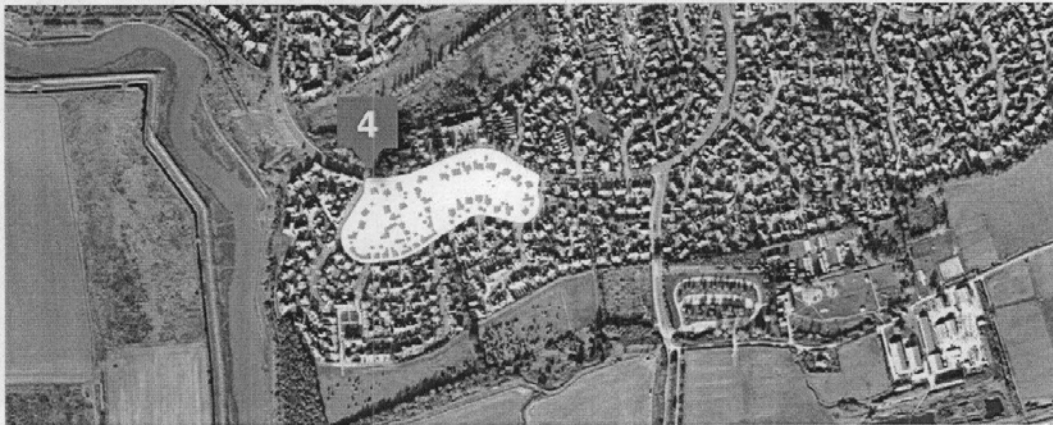
This small, encircled block is bound by Keswick Avenue, Cedar Drive, Beech Road and Burnham Road, and features predominantly two storey semi detached units with some bungalows. The higher density is a result of the mix of unit types and smaller front and rear gardens.

Architectural style is more unified within this block than blocks one and two, with material palette and fenestration limited to minor variation.

Block Number	Block Area (Ha)	Dwelling No.	Built Form (Ha)	Non-built Area (Ha)	Built Form / Block Area (%)	Density (Units/Ha)
3	0.84	24	0.15	0.69	17.9	29

HULLBRIDGE

# Wider Area Density & Character Studies



South Woodham Ferrers



Rayleigh



Hockley

14
🏠/ha
Block 4

---

3.26 Hectares
46 Houses

---

Low Density



This block is located within the southern area of South Woodham Ferrers and is a good example of how new development can achieve a varied townscape with a cohesive character, regardless of density.

It is presumed that these units were built in the 1980-90s.

This block features large unit sizes, generous rear gardens and areas of public open space, which results in a low density block in line with PPS3 calculations. However, the block in its entirety is a good example of an urban block with a clear sense of place and architectural style. The two-three storey units feature narrow front to fronts which creates enclosure and overlooking. Direct entry to properties from the street also helps to create an active, social streetscene. The block features a variety of unit type - mews, townhouses, detached - which creates a varied townscape. This is more successful than previously mentioned case studies due to common architectural detailing and use of materials.

Block Number	Block Area (Ha)	Dwelling No.	Built Form (Ha)	Non-built Area (Ha)	Built Form / Block Area (%)	Density (Units/Ha)
4	3.25	46	0.51	2.74	15.7	14