HULLBRIDGE

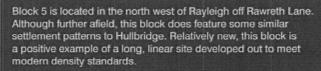
36 _{∆/ha}	Block 5
3.0 Hectares 131 Houses	
Medium - High Density	









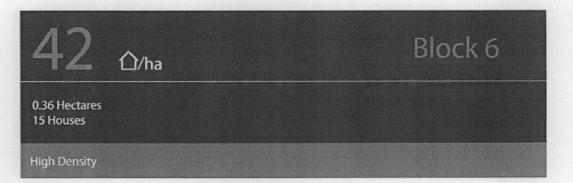




A mix of large detached villas, mews style cottages and apartment blocks feature, which are united by similar architectural proportions and materials.

This block has a good sense of place and intimacy, which is a result of an appropriate level and siting of parking provision and a clear spatial hierarchy. Parking provision consists of on street and rear courtyard which ensures that the streets are enclosed and well overlooked. Simple changes in the building line and moderately proportioned private and public space also emphasise this.

Block Number	Block Area (Ha)	Dwelling No.	Built Form (Ha)	Non-built Area (Ha)	Built Form / Block Area (%)	Density (Units/Ha)
5	3.61	131	0.70	2.91	19.4	36













This is an example of a high density development within the local area and is also accessed from Rawreth Lane in Rayleigh.

This cul-de-sac development was built within the few years and features detached units, townhouses and small terraces.

Although only a small infill development, this site demonstrates a striking architectural style, which gives the development a strong character. The building line, roofscape and materials featured in this block are reminiscent of many of the properties pepper potted around the settlement of Hullbridge. In particular, the mix of white render, red brick and timber facing is a distinctive local reference to the coast.

Regardless of scale, the shape of the site is also similar the plotland terraces in and around Hullbridge and thus comparisons can be drawn.

Block Number	Block Area (Ha)	Dwelling No.	Built Form (Ha)	Non-built Area (Ha)	Built Form / Block Area (%)	Density (Units/Ha)
6	0.36	15	0.08	0.28	22.2	42

HULLBRIDGE

48 _{∆/ha}	Block 7
0.40 Hectares 19 Houses	
High Density	











This small site features the highest density of the case study blocks and is located in Hockley. Situated close to the centre of the settlement, the site demonstrates a perimeter block solution to a compact, constrained site.

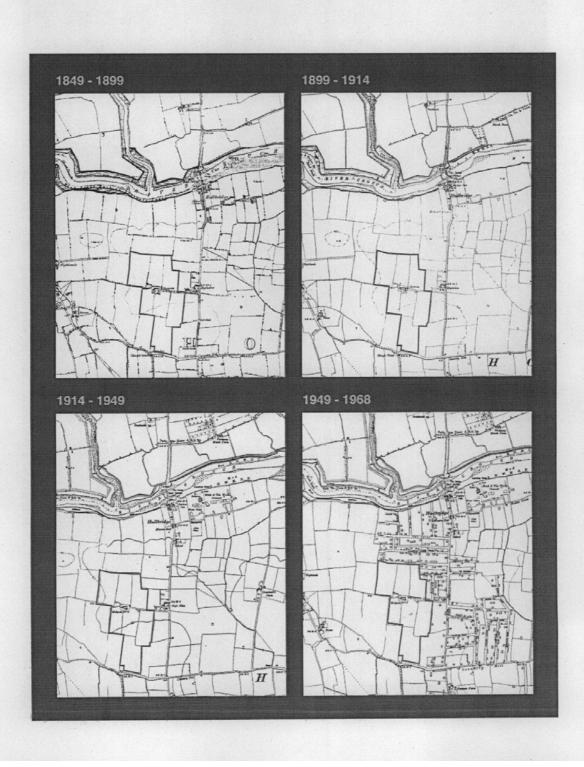
The block fronts onto a central parking courtyard and features a mix of townhouses and apartments. Although significantly denser than the local context of Hullbridge, due to the house types/size and lack of private amenity space, this block does offer a good example of a perimeter block layout.

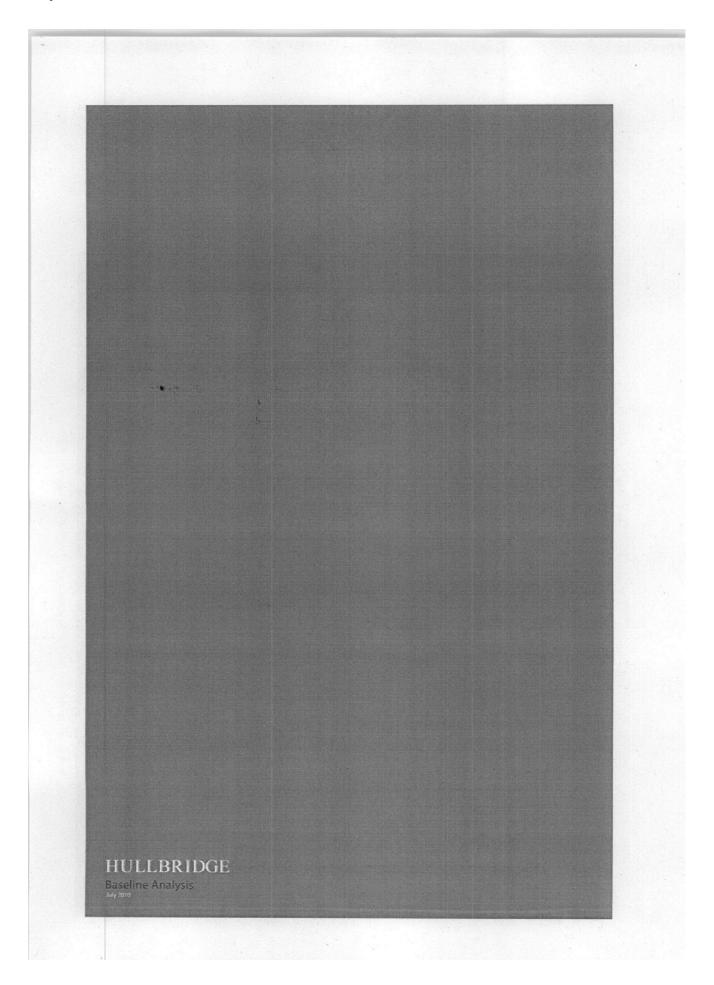
The house types are simple, but a limited palette of materials unify the scheme with colour swatches and architectural detailing on fenestration adding interest.

Block Number	Block Area (Ha)	Dwelling No.	Built Form (Ha)	Non-built Area (Ha)	Built Form / Block Area (%)	Density (Units/Ha)
7	0.40	19	80.0	0.32	20.0	48

14

Historic Analysis





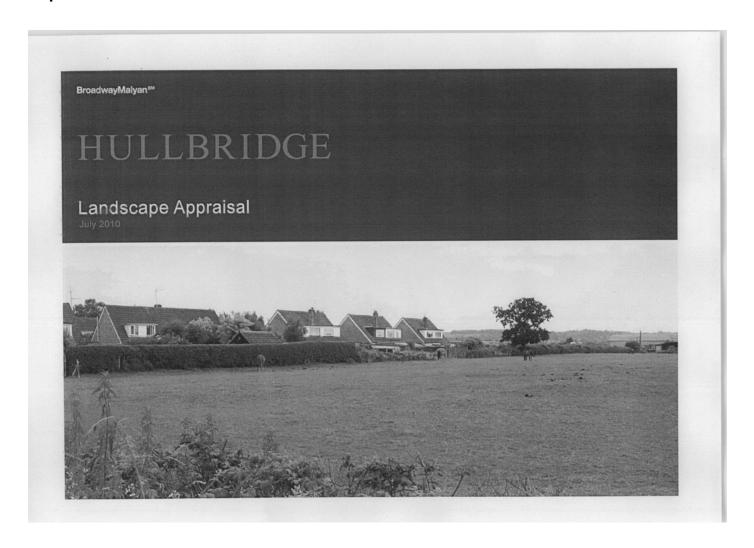
Rep 26440

Appendix 3b

Landscape Appraisal

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

1. 1 12 July .



Abrokastian and Candesgo Policy 1 Landesgo-Concentre 24 Landesgo-Augustal 7 Antial Photograph 9 Photographic Venepoors 511



HULLBRIDGE

Introduction

The landscape setting of new development will have a significant bearing on its character and appearance, its impact upon the surrounding area and the quality of life for its residents. Strategically, landscape proposals need to take account of and complement the existing structure, pattern and character of the local landscape.

Landscape appraisal is a key step in appreciating the local context and ensuring a sensitive and appropriate design response. A landscape appraisal has been carried out for Hullbridge to assess the following

- · Relevant landscape policy
- Relevant landscape character informatio
- Topography and significant vegetation
- . Key views

This information is summarised in the following pages

Relevant landscape policy

Introductio

There are no national precious landscape (resignations that apply to the representations life. Within the Rochford Institute Personnel Local Pan (2006), an area north-west of the site adjacent to the Croach Estuary, is designated as a Special Landscape Area, The site is also allocated as being within the Metopolitian Green Belt.

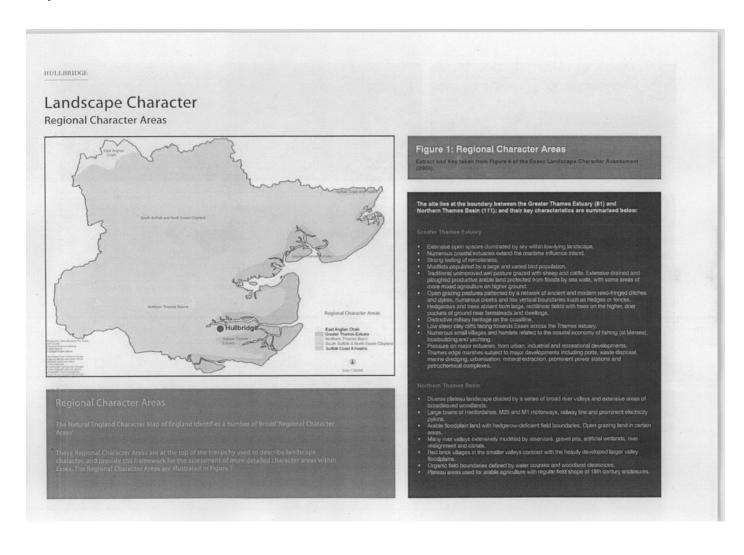
Green Grid

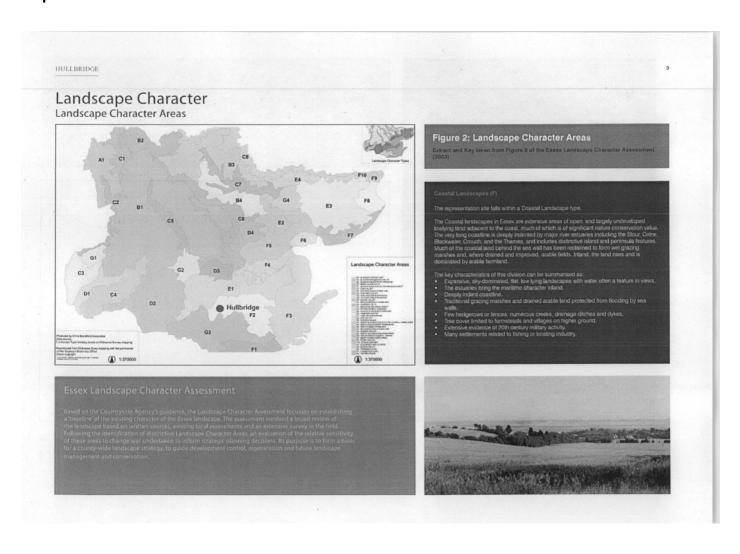
The Greengrid is a long-term project to develop a network of open spaces and green links throughout Thannes Gateway South Essex. The aim is to relically improve the innage of south Essex, and teshen th perception, where environmental improvements are essential to this process of change.

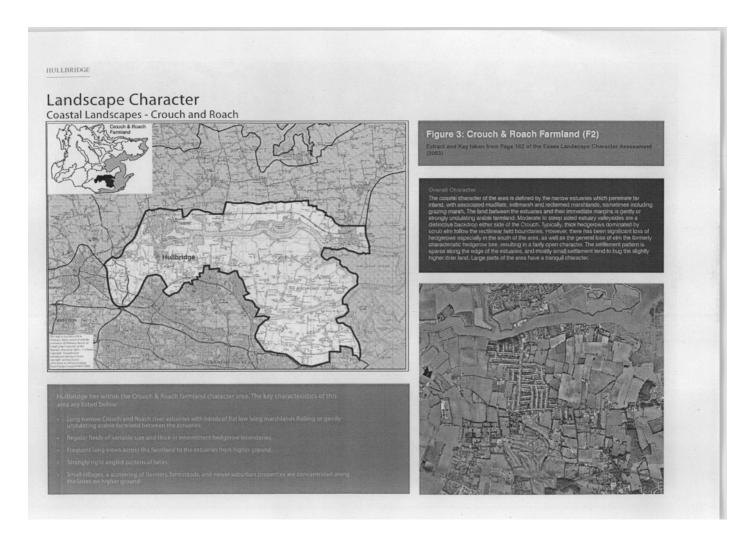
The purpose of the Greengrid Strategy is to

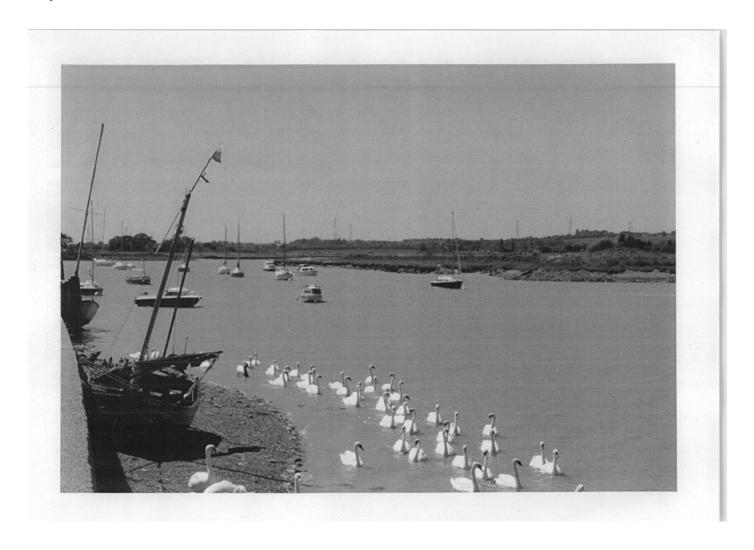
- provide a holistic and long-term vision for the sustainable future development and management of the good by Engage Area.
- define an environmental infrastructure that promotes the establishment and management of appropriate observed a settlere.
- . provide the context for development over the long term.

Hullbridge falls south of the Strategy Area; there are no major existing Green grid proposals relevant to the site although linkages with the proposed greenways to the south should be considered.

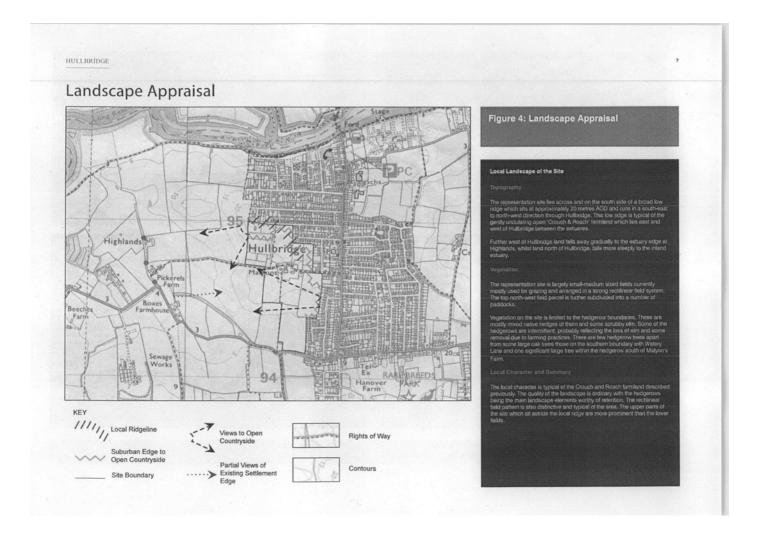


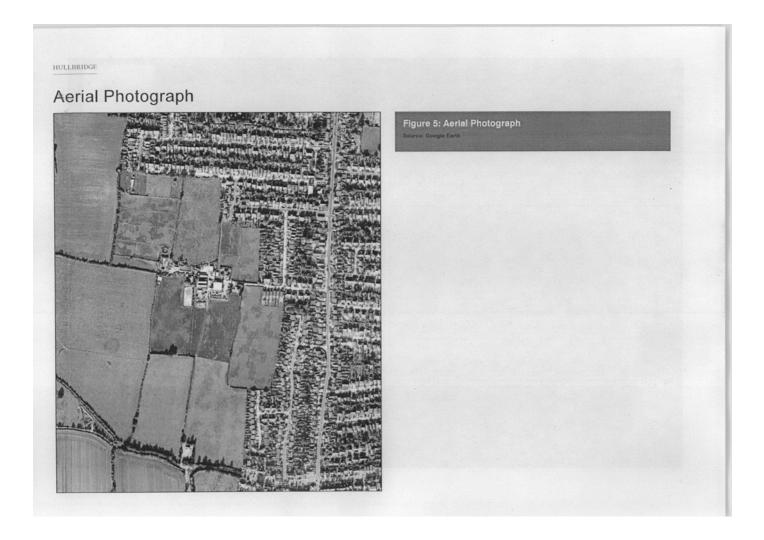


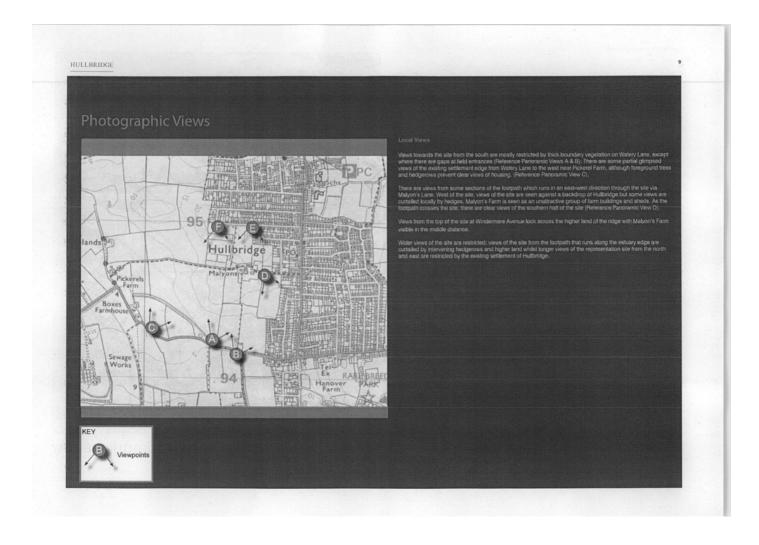




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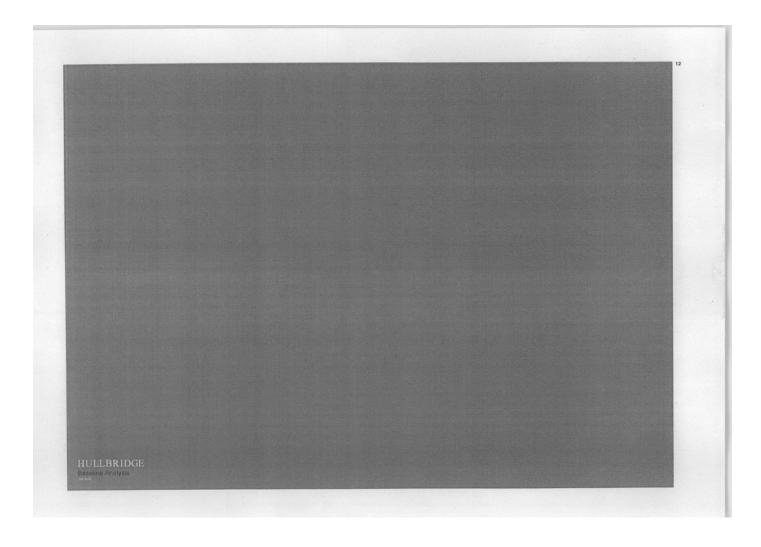












Date: 8 December 2010

Rep 26446

Planning Policy Team Rochford District Council Council Offices South Street Rochford Essex SS4 1BW

Dear Sir/Madam,

Re: Core Strategy Development Plan Document - Schedule of Changes

Please find enclosed representations submitted or Ltd.

The submission advocates the need for a Green Belt review in order to maintain the housing numbers proposed, but questions the reliance on Brownfield sites including the relocation of employment sites.

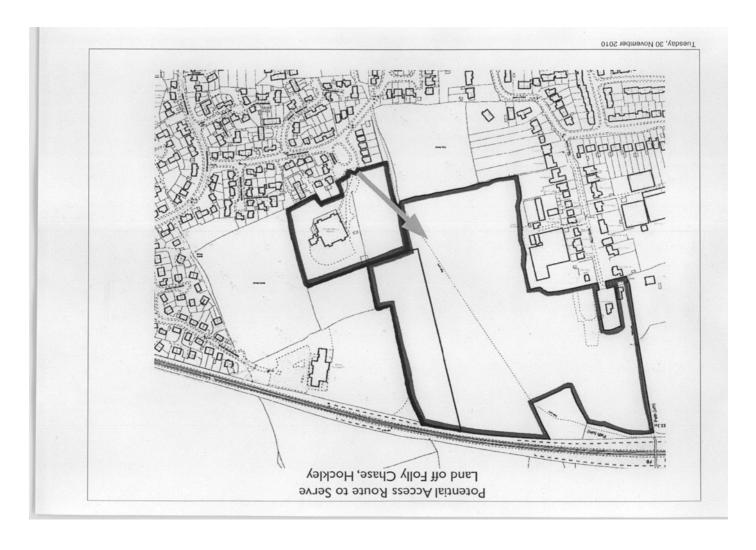
In particular, we feel that land at Folly Chase, Hockley (plan attached) is an appropriate and sustainable location for an urban extension, all within walking distance of existing facilities, services and public transport routes.

Constructive discussions have taken place with the neighbouring Hockley Primary School with regard to providing the principal vehicular and pedestrian access route via Chevening Gardens and the school playing field. The entrance to the school would require remodelling and any development would replace land taken up by the new access road with a new playing field.

With this new deliverable access in mind and the potential benefits to Hockley Primary School, we would appreciate the opportunity to meet and discuss the development of this site.

I look forward to written acknowledgement that you have received this submission in good time and order.



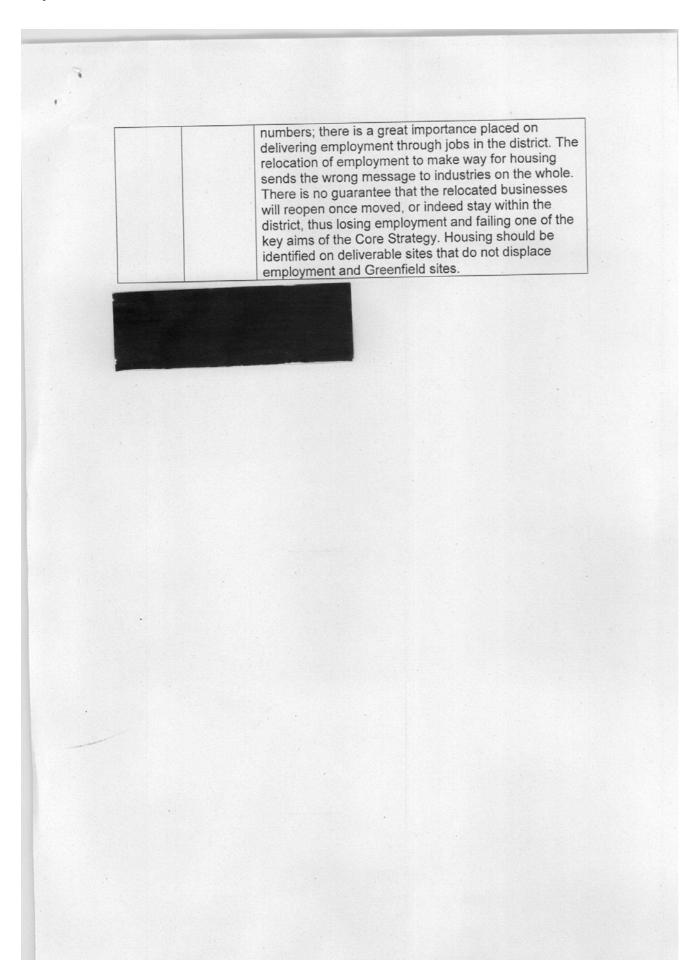




Representations on behalf of J F Spencer & Son Ltd

Page	Policy /	Representation
	paragraph	The Regional Spatial Strategy has not been revoked,
7	1.2	so this, along with other references is factually incorrect. Nevertheless, Government guidance is clear that housing numbers should be based on clear evidence to justify any move away from the previously stated position. There is no such evidence provided with these proposed changes to the Core Strategy and so for that reason must be found unsound.
45	4.27	We welcome the acceptance by the Council of the importance to maintain a 5 year land supply. It is imperative however; that this is constantly monitored and that the necessary Green Belt land is released prior to a shortfall in the land supply impacting on the market.
39	4.6	We welcome the acceptance by the Council of the need for a Green Belt review in order to achieve the required housing numbers. The Green Belt review should be focused on areas and settlements, which are able to utilise existing community facilities / services. This puts less financial pressure on the development and ensures its deliverability. The principal areas for review should also be those that do not impact on the wider countryside such as those sites, which are in close proximity of existing settlement boundaries.
65	6.3	It is important that the Green Belt is safeguarded in areas where it fulfills its principal objective of maintaining the openness of the countryside. It is therefore essential that Green Belt sites identified for release are well contained, with limited long distant views, existing defensible boundaries and close proximity to existing amenities / public transport. As part of these proposed changes, it should be identified that land off Folly Chase is an appropriate site for a sustainable, deliverable Green Belt release.
42	H1	Reliance on Brownfield sites is likely to impact on housing targets early on in the plan period. Their very nature implies that they are time consuming and costly to develop. The positive market conditions over the last decade have enabled the majority of the viable Brownfield sites to be developed. The current market conditions, which could justifiably continue for

		the first quarter of the plan period, will significantly impact on the Council achieving the current levels.
ale voven	15-10-10-10-10-10-10-10-10-10-10-10-10-10-	As a result, early releases of Green Belt should be reviewed / considered at an early stage of the plan period in order to maintain the prescribed five year land supply.
		190 units a year does not appear to be based on evidence and in any event will need to be tested for soundness by an Inspector.
39/40 Table	Table	Due to the lack of evidence provided, it is suggested that the original figure of 250 dwellings per year should remain. The longer plan period is welcomed as it allows comprehensive planning for the District. The higher build rate per year of 250 units should be spread over the longer period meaning an overall requirement for the period of 5,250 dwellings.
	Government guidance and local policies/objectives agree that housing should be sited in sustainable areas accessible by public transport. These additional units should be located in areas, which are also within walking distance of facilities and amenities, such as West Hockley and land off Folly Chase in particular.	
Appendix 2 H2	There is a need to fully assess the Green Belt releases. Some areas are less worthy of retention, such as those that are fully enclosed by development, or benefit from strong boundaries that contain development and restrict views into the site thus fulfilling the openness of the Green Belt whilst still providing valuable development land.	
	Areas that result in physically extending the residential envelope into open countryside should be avoided where it threatens to coalesce two settlements.	
General	the services of the services o	The deliverability of sites is a key concern for the Core Strategy – including factors such as infrastructure requirements and cost, Section 106 requirements, market conditions and remediation / relocation of existing occupiers. We remain concerned of the reliance that Rochford Council is placing upon Brownfield sites to deliver such significant numbers of homes. The Council must have in place a strong mechanism for assessing the deliver of these units and/or release other sustainable sites immediately to make up the shortfall.
if esobed	Version III	The Core Strategy does not solely focus on housing



To Planning Department, Rochford District Council, Freepost CL1858, South St, Rochford, SS4 1BW

Core Strategy Consultation Oct/Nov 2010

Rep no. 26447

I/we wish to register the following objections regarding the above consultation:

- The Core Strategy is unsound because proposals to build on the Green Belt have not been properly evaluated; are contrary to government policy and alternatives not evaluated. There is no justification for this variance from government policy.
 - There is no evidence that the Council has undertaken a comprehensive and detailed (in planning terms) comparative assessment of the impact of the CS Locations. Were the alternatives put forward under the "Call for Sites" properly evaluated and evidenced?
 - Para 4.23 of the published Core Strategy states that the Council will prioritise the redevelopment of brownfield sites but the amended proposals still result in 67% of new dwellings being on greenbelt land (and any windfall sites will be too late to save green belt that has already been built on).
 - The two proposed new industrial sites will also be on Green Belt land.
 - The older component of our population is said by the Council to be a block on the release of "previously owned homes" but there are no proposals to release the blockage by requiring the provision of smaller homes in developments like Coachman's Court (Rochford, Sheltered/Wardened Flats for over 55's).
- No justification or consultation regarding how the proposed total of 3,800 new homes has been calculated.
 The council turned down a motion from two members in this regard. This lack of consultation and
 inconsistency means the proposals are unsound.
 - There is now no proposed development proposed for Rayleigh over the first 15 years yet, according to the published Core Strategy (para 2.38 page 30), the greatest demand for housing is in Rayleigh at 44.4% of the District's total. There is something wrong here.
 - Have the alternatives been properly evaluated and evidenced?
- 3. Lack of appropriate infrastructure and the distributed approach negates economies of scale. Existing 'back of a fag packet' [RDC/ECC quote] estimates of £50-75M are unsubstantiated (and could increase) but still equate to £14/21K standard charges per dwelling. Is this viable, particularly for "Affordable Housing" and sustainable?
- 4. Development proposals for the first phase are concentrated in the centre of the district where the infrastructure, based on historical country lanes, cannot cope with existing traffic there are a number of bottlenecks across this part of the District and being systemic in nature will not be improved by the relatively small improvements provided by the developments proposed.
 - There is no evidence that the consolidated impact of all the various developments on highways has been
 assessed and no consideration appears to have been given to mapping highways improvements to the
 housing phasing. Access road improvements in the West have been delayed until end of programme,
 resulting in road chaos for years.
 - As with other environmental issues, the capacity of the highways network should be assessed formally
 with consideration of the cumulative effects of other developments.

The highways plan is unsound and not sustainable.

5. The Core Strategy only takes into account Flood risk identified by the Environmental Agency which is flovial based (tidal) and does not take into account Surface Water flooding risk. This is despite the fact that majority of flooding in the area has been caused by the latter or a combination of both. It is wrong for the Core Strategy to only consider Flovial flood risk. The Core Strategy is therefore unsound.

Cont'd

- 6. Gypsy sites the proposals provide for 14 pitches by 2014 but no indication is given of where these should be sited. This issue has caused a lot of concern to many residents who favour a single, manageable site in a location with good road access and all appropriate services and the proposals are unsound and, probably, unsustainable.
 - Gypsy/Traveller sites must be positioned in locations that have the best access to transport links and services. It is essential that any gypsy/traveller site developments are matched by appropriate infrastructure such as established road networks, water / gas / electric supply, mains sewerage, access for refuse / recycling collection, and access to healthcare and schools.
 - The choice of a suitable site(s) must ensure that such communities can be appropriately integrated, and
 promote the right level of community cohesion for these people. Inappropriate location of Gypsies and
 Travellers would not bring about desired cohesion, and if a poor choice is made by the Council this could
 lead to exactly the opposite and disharmonious relationships between communities and the local
 community would transpire.
 - In the light of the above, and in line with previous recommendations, if it is decided that Gypsies and
 Travellers must be accommodated on 'official' sites, then such sites are best suited to the west of the
 district. Any loss of countryside, greenbelt and open spaces in and around Hockley is considered
 unacceptable when there are known alternative locations that would be better suit mutual Council and
 Traveller needs.
- 7. The last consultation on the DPD Allocations was in April and is believed to have 'attracted' a record level of responses but has not even been considered by the council 6 months later. Revised proposals have now been made on aspects covered by the DPD. Similarly, proposals for Hockley Village Centre have been repeatedly rejected but are still included. This reflects the generally inadequate consultation during the entire process and means the Core Strategy is undemocratic and consequently the proposals are unsound.

