

HAMBRO NURSERY AND CLOVELLY WORKS - SUSTAINABLE DEVELOPMENT PROPOSALS
JULY 2013



PREPARED ON BEHALF OF M D SMITH AND SON AND WESTVIEW NURSERY BY

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SECTION 1

INTRODUCTION TO THE SITE AND TOWN PLANNING CONTEXT

This document has been prepared by Capita Symonds on behalf of M D Smith & Son (Hambro Nursery) and Mr B Tibbs (Cloveley Works). This submission is made towards the Rochford Development Management Submission Document, July 2013.

The East of England Plan (EoEP) was revoked in January 2013. Nevertheless, the EoEP set a requirement for Rochford to deliver at least 4,600 dwellings between 2001 and 2021 of which only 1,752 were completed for the period March 2001 to April 2012. Based on the EoEP requirements, this leaves a remaining requirement of 2,848. Furthermore, the National Planning Policy Framework sets a requirement for local authorities to identify and update annually a supply of specific deliverable sites sufficient to provide five years worth of housing against their requirements, with an additional buffer of 5% (moved forward from later in the plan period) to ensure choice and competition in the market for land. Where there has been a persistent under delivery of housing, local planning authorities should increase the buffer to 20%.

This brochure sets out in illustrative form only, potential development proposals for residential and/ or employment uses, together with open and recreational space. This brochure demonstrates that the Hambro Nursery/ Cloveley Works site can deliver a sustainable residential led development, providing new homes using previously developed land in accordance with the National Planning Policy and emerging Rochford development management policies.



SECTION 2 THE SITE AND LOCATION

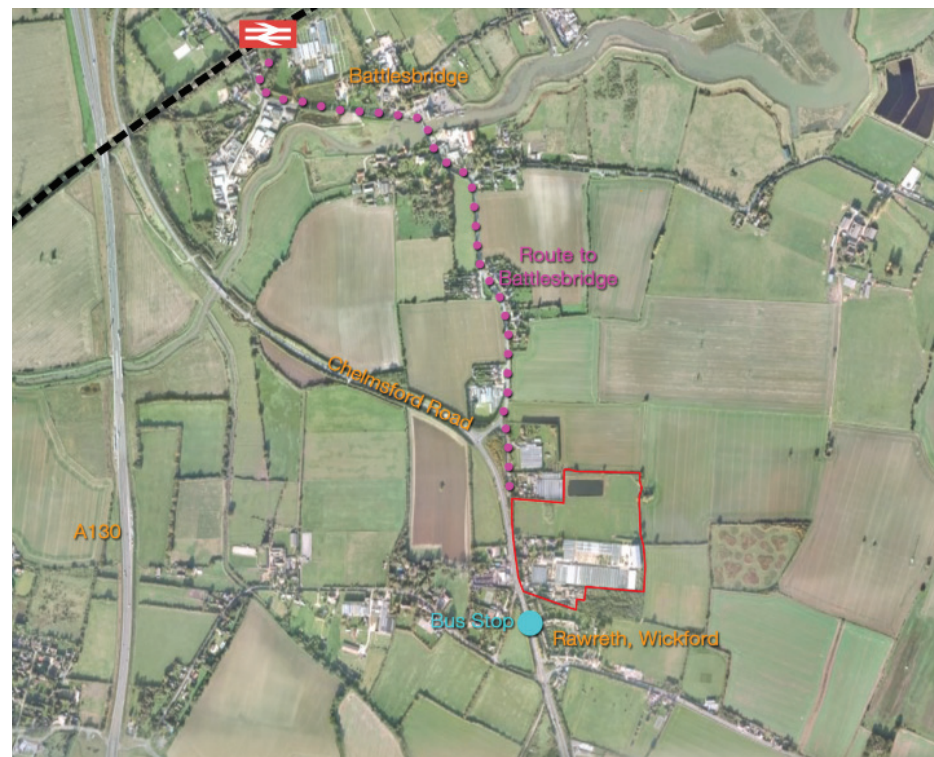


SECTION 2 THE SITE AND LOCATION

The Hambro Nursery and Clovelly Works site falls within the Parish of Rawreth towards the western area of Rochford District. The site is located on the eastern side of Chelmsford Road (A1245) and 1km east of the A130. The site is approximately 800m walking distance of the village of Battlesbridge and 1.75km from the settlement of Rayleigh. Battlesbridge provides a range of employment opportunities and facilities including a church and two public houses. The site is located a mile from Battlesbridge railway station providing peak-time trains directly to and from London Liverpool Street in around 45 minutes. The station can be walked to in around 20 minutes or 6 minutes by bus. Services run from just outside of the site (Bedloes Corner bus stops). Rayleigh provides a wide range of local retail, leisure and services, including an Asda supermarket and leisure centre within walking distance of the site.

The site comprises approximately 9.6 hectares and can be seen as forming three distinctive land parcels. The first land parcel, Hambro Nursery was previously operated as a successful garden nursery cultivating various bedding plants. Whilst the operation at Hambro Nursery has now ceased, the vacant glasshouses and other buildings, including large warehouse buildings remain on site. Some of the building are now used lawfully for separate storage operations. Adjacent to Hambro Nursery are eight separate residential dwellings, five of which front and abut the Chelmsford Road and in the control of the nursery owner. The second land parcel immediately to the north of the Hambro Nursery is also available for development and/ or associated open or recreational space. This further parcel of land is currently uncultivated and slopes gently downwards, incorporates a pond and abuts the southern and western boundary of Newlands Nursery. A third land parcel comprises the Clovelly Works immediately to the south of Hambro Nursery. Clovelly Works currently provides a mixture of employment uses including a car breakers yard and small scale manufacturing businesses.

The land at Hambro Nursery and Clovelly Works is available, suitable, achievable and therefore deliverable for development. Delivery of a sustainable residential development, potentially together with some employment and community and/ or recreation uses would help to support and enhance infrastructure and services within Rawreth. Development of the site would represent sustainable development in accordance with the NPPF and policies within the NPPF supporting redevelopment of previously developed land within the Green Belt.



SECTION 2 THE SITE AND LOCATION



SECTION 3

ILLUSTRATIVE MASTER PLAN

The following illustrative master plans identify how the site could be developed. The master plans are indicative only at this stage and will be the subject of detailed discussion and consultation with the Local Planning Authority and other interest groups, such as local residents and Rawreth Parish Council.

This particular site provides an opportunity to create a sustainable residential and/ or mixed use development including open and recreation space. It is submitted that the site could accommodate a reasonable scale of development which, if carefully designed, would result in a considerable reduction in the impact on the openness of the Green Belt arising from the existing buildings and uses on site.

The illustrative master plans identify two options for development. The first option provides for some 1.94ha (net) of land for residential together with an element of employment space, the latter most appropriately in the form of small to medium scale start-up or seed-bed flexible office/ studio space, option 1 could also incorporate live-work units. The proposed development would occupy a similar, albeit slightly reduced footprint to the existing buildings and hardstanding areas at Hambro Nursery and Clovelly Works. An area of public open space and/ or recreation land would also be provided to the northern part of the site for use by both residents of the proposed housing, and existing residents living within the locality.

The second option provides for residential development on the majority, although not the entirety of, the existing developed areas of the Hambro Nursery and Clovelly Works.

In total the site could be developed for between 40 and 90 units, dependent on densities and maximising use of available land.

Housing provision could take many forms and thereby cater for a mixture of local needs. This could include live-work units, lower cost small housing, as well as affordable housing to meet local needs.

The proposed development is supported by the NPPF as redevelopment of previously developed land within the Green Belt.

SECTION 3 ILLUSTRATIVE MASTER PLAN



Option 1

SECTION 3 ILLUSTRATIVE MASTER PLAN



Option 2

SECTION 4

ASSESSMENT AGAINST NPPF

Use of previously developed land and compliance with NPPF paragraph 89



- Represents redevelopment of previously developed site (brownfield land), which would not have a greater impact on the openness of the Green Belt.
- The Hambro Nursery and Clovelly Works site currently provides significant areas of hardstanding together with a number of existing large buildings and structures including glasshouses. Existing buildings across the site occupy a footprint in excess of 0.27 hectares (2,700m²).
- The site has historically been used as a nursery, and there are existing residential properties and employment uses at Clovelly Works.
- The site is well related to existing residential, leisure and community facilities at Battlesbridge and Rayleigh.
- There are clearly defined boundaries to the site which could be further enhanced through a scheme of landscaping, together with public open and recreation space.
- Hambro Nursery and Clovelly Works are therefore appropriate for residential and mixed uses.

Accessibility by non-car modes to jobs, shops and services, and the potential to improve accessibility



- The site lies within close proximity to Rayleigh railway station providing good links to nearby major settlements.
- The site also benefits from falling close to existing good established bus routes and services.

Capacity of infrastructure to absorb development



- Public transport, schools, services etc able to accommodate additional growth particularly where planning obligation or Community Infrastructure Levy payments are received.

SECTION 4 ASSESSMENT AGAINST NPPF

Ability to build communities



- Potential development making use of previously developed land where options for appropriate community facilities including open space and affordable housing could help sustain the existing local community

Residential and employment uses already provided within the site



- Potential to be linked, through improved public transport and pedestrian / cycle routes to potential future development at land to the west of Rayleigh.

Physical and environmental constraints to development



- Within close proximity of residential and a range of uses within both Battlesbridge and a primary school at Rayleigh.

Visually contained within existing landscape



- No constraints to development due to flood risk, archaeology, ecology, landscape or built heritage.

SECTION 5 SUMMARY

In summary, the key features of the proposal are:

- Accords with paragraph 89 of the NPPF providing redevelopment of previously developed site (brownfield land), which would not have a greater impact on the openness of the Green Belt;
- Delivery of a residential scheme which will assist in meeting the minimum housing requirements for Rochford for the period to 2021 (at least);
- Delivery of affordable housing to meet local need in accordance with Local Planning Authority standards;
- Provision of mixed uses including residential, together with employment and public open space and recreational uses;
- Use of a suitable and achievable site well located to existing residential, services and community facilities at both Battlesbridge and Rayleigh;
- Makes best use of a developable site being well screened and, together with implementation of a scheme of landscaping, unobtrusive within the surrounding area;
- Removal of existing unsightly vacant glasshouses and other warehouse structures associated with the Hambro Nursery;
- Removal of the existing employment uses at Clovelly Works, and removal of vehicles associated with the existing employment uses or traffic arising from re-use of the site as a nursery (estimated number of vehicles accessing Hambro Nursery per day was between 75 and 150);
- Development would not involve use of land within a Flood Plain or affect a site protected as a Natura 2000 site;
- The site benefits from existing means of access to Chelmsford Road; and
- The proposed development could provide for a mixture of residential and / or employment uses.



Further Information

For further information, please contact David Maxwell at Capita Symonds on 01245 361611 or email to: david.maxwell@capita.co.uk