

Ms. Katie Ellis
Rochford District Council
Council Offices,
South Street,
Rochford,
SS4 1BW

30th September 2020

Our Reference: P683

Your Reference: 20/00363/OUT

Dear Katie,

R.e: Land to the east of Ashingdon Road, Rochford – Bloor Homes Application

On behalf of Bloor Homes, Aber Ltd., A.W. Squier Ltd and D.W. Squier Ltd, I am pleased to submit these revised drawings/documents to you, in relation to the planning application for the development of land to the east of Ashingdon Road, Rochford. The application was initially submitted to yourselves on the 16th April 2020.

The initial submission proposals were for an outline application, part with no matters reserved (detail) and part including only access and layout. This hybrid application was for a mixed-use development including:

- i. Residential development for 665 dwellings – Full permission is sought for 233 dwellings and Outline consent is sought for 432 dwellings;
- ii. The demolition of No.148 and 150 Ashingdon Road and the felling of the tree outside Holt Farm School to form a main access off Ashingdon Road;
- iii. Highways work comprising the layout of the main access road off of Ashingdon Road, together with a secondary access off of Percy Cottis Road, Emergency access and a pedestrian access off of Ashingdon Road (detailed);
- iv. On-site drainage and flood attenuation works, and the construction of a pumping station (detailed);
- v. Landscaping of the entrance avenue (detailed);
- vi. Community hub for D1 use (outline);
- vii. Formal and informal public open spaces including recreational facilities (outline); and
- viii. Pedestrian links onto Oxford Road, The Drive and Ashingdon Road (outline)

Throughout the consultation period, the applicant and Local Planning Authority have been in regular dialogue in order to consider any potential concerns raised by the relevant technical consultees as well as addressing any design issues. In respect of Phase 1, comments were raised in regards to the following:

- Parking Courts;
- Parking Bays;

- On-Plot Landscaping;
- Level of Amenity Space and Garden Sizes;
- Clustering of Affordable Housing;
- Interaction with the Southern Boundary Fence;
- Design of the Landscaped Square; and
- Influence of the Community Building and its Parking Provision

The Phase 2/3 layout initially raised concerns with respect to the level of detail provided and subsequently further concerns were raised regarding specific design matters. These can be summarised as follows:

- Extent and location of Public Open Space;
- Use and scale of the east/west Corridor;
- Crossing points over the east/west corridor;
- Links to adjacent roads;
- Interaction with the northern boundary;
- Design and use of the flood alleviation areas on the northern edge;
- Quantum of Amenity Space and Garden Sizes;
- Affordable Clustering; and
- Incidental Landscaping

The applicant and their professional team have responded positively to the matters discussed above and now we present a revised proposal. This submission provides the following main changes to the layout as a result of the comments raised throughout the consultation period:

- Reduction in the number of units proposed from 665 no. to 662 no dwellings;
- Reduction in the sizes of affordable housing clusters;
- Increase in the incidental landscaping found throughout the scheme;
- Changes to the parking layout, including more landscaping to break these areas up;
- Increase in the quantum and quality of the amenity spaces surrounding the apartment blocks;
- Changes in the views at the western termination of the east/west ditch;
- Additional pedestrian crossing points over the east/west ditch to improve permeability.

The most significant amendment, as noted above, is the reduction in units from 665 no. dwellings to 662 no. dwellings. It should be noted, that although the scheme has been amended, it still provides 35% affordable housing, equating to 232 no. affordable units, and complies with the requirements as set out in Policy SER8. moreover, the first phase delivers 36% affordable housing to ensure the earliest delivery of affordable home in this location.

The revised design ensures that the scheme is wholly compliant with all residential design standards. Moreover, the scheme is compliant with Policy SER8 of the Local Plan.

We have subsequently amended the application description to reflect the change in units, the agreed description is:

“Outline application for the demolition of Nos. 148 and 150 Ashingdon Road, removal of highway tree and form access onto Ashingdon Road, form secondary access onto Percy Cottis Road to serve residential development of 662 dwellings and community building with associated infrastructure. Details of Phase 1 of 233 dwellings to consider Access, Layout, Appearance, Scale and Landscaping. Details of Phases 2 and 3 to consider Access and Layout only.”

The proposals will also be supported by the delivery of important infrastructure that are either provided on-site or through a financial contribution. These are delivered through a S106 agreement and we will agree Heads of Terms at the earliest opportunity.

The application was supported by a suite of documents as part of the original application submission, with the tables below outlining the documents which have been superseded as part of this formal revised submission, alongside additional documents that have been submitted.

Report	Prepared by:	Original Report Reference	Revised Report Reference
Design and Access Statement	Pegasus Group	P18-2109_55C	P18-2109_55D
Phase 1 Design Statement	Pegasus Group	P18-2109_69A	P18-2109_69C
Design Code	Pegasus Group	P18-2109_66A	P18-2109_66B
Transport Assessment Addendum	Ardent Consulting Engineers	N/A	185180-12
Geophysical Survey Report	RPS	N/A	MSTQ733
CAVAT Analysis Calculation	Sharon Hosegood Associates	N/A	

In addition to these supporting documents, the below plans formed part of the application, with the revisions outlined below.

Drawings – Site Wide	Prepared by:	Original Drawing Number	Revised Drawing Number
Illustrative Masterplan	Pegasus Group	P18-2109_64A	No Longer Required
Land Use and Access Parameters Plan	Pegasus Group	P18-2109-39D	No Change
Tree/Hedgerows and Buildings Parameter Plan	Pegasus Group	P18-2109_53B	No Change
Indicative Phasing Plan	Pegasus Group	P18-2109_63-02A	P18-2109_63-02B
Community Use Layout	Pegasus Group	N/A	P18-2109_17D (DAS Only)

Play Space Concept Masterplan	Pegasus Group	P18-2009_56A	No Change
Illustrative Landscape Masterplan	Pegasus Group	P18-2109_59A	P18-2109_59C
<u>Drawings – Phase 2 and 3</u>	<u>Prepared by:</u>		
Phase 2 and 3 Layout	Pegasus Group	P18-2109_63-03A	P18-2109_63-03Q
Phase 2 and 3 Storey Heights Plan	Pegasus Group	N/A	P18-2109-63-04
Illustrative Landscape Masterplan – Green Corridor	Pegasus Group	N/A	P18-2109-83A-1 Phase 2-3 Illustrative Landscape Plan Sh1of2
Illustrative Landscape Masterplan – Green Corridor	Pegasus Group	N/A	P18-2109-83A-2 Phase 2-3 Illustrative Landscape Plan Sh2of2
<u>Drawings –Phase 1</u>	<u>Prepared by:</u>		
Phase 1 Layout	Pegasus Group	P18-2109-62B	P18-2109-62J
Phase 1 Parking Strategy	Pegasus Group	P18-2109-62-01A	P18-2109-62-01C
Phase 1 Garden Sizing Plan	Pegasus Group	P18-2109-62-02A	P18-2109-62-02B
Phase 1 Materials Layout	Pegasus Group	P18-2109-62-03A	P18-2109-62-03C
Phase 1 Storey Heights Plan	Pegasus Group	N/A	P18-2109-62-05B
Phase 1 Tenure Plan	Pegasus Group	P18-2109-62-06A	P18-2109-62-06E
Phase 1 Refuse Strategy Plan	Pegasus Group	P18-2109-07A	P18-2109-62-07B
Phase 1 Enclosures Layout	Pegasus Group	P18-2109-62-09A	P18-2109-62-09D
Enclosure Details	Pegasus Group	P18-2109-67	No Change
Illustrative Site Section over Southern Ditch	Pegasus Group	N/A	P18-2109-84
Phase 1 House Type Pack	Pegasus Group	P18-2109_70B	P18-2109_70C (Part 1, 2 and 3)
Entrance Avenue Landscape Proposals	Pegasus Group	P18-2109_54B	P18-2109_54D
Phase 1 Concept On Plot Proposals	Pegasus Group	P18-2109_57B	P18-2109_57D
Phase 1 Part M	Pegasus Group	P18-2109-62-04A	P18-2109-62-04B
Phase 1 Street Scenes	Pegasus Group	P18-2109-65B	P18-2109-65-01C
Phase 1 Bin Store	Pegasus Group	P18-2109_72-01	No Change
Phase 1 Bike Store	Pegasus Group	P18-2109_72-02	No Change

Should you have any queries in respect of this application submission, please do not hesitate to contact myself or my colleague Justin Wickersham.

We look forward to receiving your written confirmation on the acknowledgement receipt of the revised application submission package.

Yours Sincerely,



Natasha Abbott BSc (Hons) MSc
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