

Mr Mike Stranks
Rochford District Council
Council Offices,
South Street,
Rochford,
SS4 1BW

17th April 2020

Our Reference: P683

Your Reference:

Dear Mike,

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 this planning application for the development of land to the east of Ashingdon Road, Rochford. This site is allocated within the adopted Allocations Plan (2014) and referenced as site SER8.

The proposed application is a part outline/part detailed (hybrid) application 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)

The submission of this planning application follows extensive pre-application discussions with officers at Rochford District Council and Essex County Council. Stakeholders within the wider community have also been fully engaged with to ensure that the proposals have been presented, and their thoughts ascertained following this substantial early engagement. The development description and scope of this application reflects the outcome of these discussions whilst demonstrating that the scheme is policy and technically compliant.

The application will be supported by the following documents, which have been submitted via the Planning Portal in addition to hard copies being delivered to yourself.

<u>Report</u>	<u>Prepared by:</u>
Application Forms	Optimis Consulting
Planning Statement	Optimis Consulting
Statement of Community Involvement	Optimis Consulting
Design and Access Statement	Pegasus Group
Phase 1 Design Statement	Pegasus Group
Design Code	Pegasus Group
Landscape Visual Impact Assessment	Pegasus Group
Transport Assessment	Ardent Consulting Engineers
Flood Risk Assessment	Ardent Consulting Engineers
Noise Assessment	Ardent Consulting Engineers
Air Quality Assessment	Ardent Consulting Engineers
Arboricultural Impact Assessment	Sharon Hosegood Associates
Archaeological Desk Based Assessment	CgMS
Ecological Impact Assessment	SES Ecology
Habitats Regulations Assessment	SES Ecology
Health Impact Assessment	Hodkinson Consultancy
Energy and Sustainability Statement	White Peak Planning
Minerals Resource Assessment	RSK

In addition to these supporting documents, the below plans additionally form part of the application. These have additionally been provided in both electronic and hardcopy format.

<u>Drawings – Site Wide</u>	<u>Prepared by:</u>
Site Location Plan	Bloor Homes
Illustrative Masterplan	Pegasus Group
Land Use and Access Parameters Plan	Pegasus Group
Tree/Hedgerows and Buildings Parameter Plan	Pegasus Group
Indicative Phasing Plan	Pegasus Group
Development Platform Parameter Plan	Ardent Consulting Engineers
Drainage Strategy Plan	Ardent Consulting Engineers
Informative Drainage Schematic Plan	Ardent Consulting Engineers
Western Culvert Plan and Sections	Ardent Consulting Engineers
Eastern Culvert Plan and Sections	Ardent Consulting Engineers
Play Space Concept Masterplan	Pegasus Group
Illustrative Landscape Masterplan	Pegasus Group
<u>Drawings – Phase 2 and 3</u>	<u>Prepared by:</u>
Phase 2 and 3 Layout	Pegasus Group
Accommodation Schedule Floorspace	Pegasus Group

<u>Drawings –Phase 1</u>	<u>Prepared by:</u>
Phase 1 Layout	Pegasus Group
Phase 1 Parking Strategy	Pegasus Group
Phase 1 Garden Sizing Plan	Pegasus Group
Phase 1 Materials Layout	Pegasus Group
Phase 1 Tenure Plan	Pegasus Group
Phase 1 Refuge Strategy Plan	Pegasus Group
Phase 1 Enclosures Layout	Pegasus Group
Enclosure Details	Pegasus Group
Phase 1 House Type Pack	Pegasus Group
Entrance Avenue Landscape Proposals	Pegasus Group
Phase 1 Concept On Plot Proposals	Pegasus Group
Phase 1 Part M	Pegasus Group
Phase 1 Street Scenes	Pegasus Group
Phase 1 Bin Store	Pegasus Group
Phase 1 Bike Store	Pegasus Group
Phase 1 Highways General Arrangement	Ardent Consulting Engineers
Proposed Primary Access from Ashingdon Road - Swept Paths	Ardent Consulting Engineers
Proposed Site Access from Percy Cottis Road	Ardent Consulting Engineers
Proposed Site Access from Oxford Road	Ardent Consulting Engineers
Proposed Site Access from Ashingdon Road (Priority)	Ardent Consulting Engineers
Proposed Pedestrian Access from Ashingdon Road	Ardent Consulting Engineers
Ashingdon Road/Rectory Road Junction Improvements	Ardent Consulting Engineers
Ashingdon Road/Dalys Road/Roche Ave Junction Improvements	Ardent Consulting Engineers
Ashingdon Road Existing Arrangement	Ardent Consulting Engineers
Proposed Emergency Access	Ardent Consulting Engineers
Ashingdon Road-Hall Road-West Street - Existing	Ardent Consulting Engineers
Southend Road-Sutton Road - Existing	Ardent Consulting Engineers
Phase 1 Site Layout Swept Paths	Ardent Consulting Engineers
Phase 1 Site Layout Visibility Plan	Ardent Consulting Engineers
Phase 1 External Levels Plan	Ardent Consulting Engineers

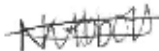
The application fee for the application has been calculated as £61,590.16, with this being calculated by the total amount for 233 detailed dwellings at £48,113 together with the total fee for the outline elements of £13,477.16. This will be paid via the Planning Portal by the applicants, Bloor Homes.

In addition to this fee, the next PPA instalment will be paid to the Council via bank transfer, as previously. It would be appreciated if you could please confirm receipt of this payment.

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 planning applications validity and acknowledging receipt of the planning application fee.

Yours sincerely,



Natasha Abbott BSc (Hons) MSc
Planning and Development Consultant
On behalf of Optimis Consulting Ltd
natasha@optimis-consulting.co.uk