Combined constraints
CONSULTATION

5.1 Public consultation has been undertaken prior to the submission of the outline application. This section provides an overview of the consultation undertaken, with further details are set out within the statement of community involvement submitted in support of the outline application. Key dates of the consultation are set out in the table:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Timings</th>
</tr>
</thead>
<tbody>
<tr>
<td>Initial briefing with Rochford District Council members</td>
<td>26 Nov 2013</td>
</tr>
<tr>
<td>Launch consultation process to all stakeholders: issue briefing documents, newsletters and press release, launch website</td>
<td>3 – 5 Mar 2014</td>
</tr>
<tr>
<td>Advertise public exhibitions in The Echo</td>
<td>14 &amp; 19 Mar 2014</td>
</tr>
<tr>
<td>Hold preview of public exhibition for councillors</td>
<td>17 Mar 2014</td>
</tr>
<tr>
<td>Hold first public exhibition</td>
<td>19 Mar 2014</td>
</tr>
<tr>
<td>Hold second public exhibition</td>
<td>22 Mar 2014</td>
</tr>
<tr>
<td>Update project website to address key questions</td>
<td>27 Mar 2014</td>
</tr>
<tr>
<td>Issue post-exhibition press release</td>
<td>02 Apr 2014</td>
</tr>
<tr>
<td>Close consultation process</td>
<td>11 Apr 2014</td>
</tr>
<tr>
<td>Report back to public on consultation outcomes</td>
<td>May 2014</td>
</tr>
</tbody>
</table>

Advertising

5.2 Over 5,500 people (local stakeholders, residents and businesses) were contacted directly about the project consultation and were invited to attend the public exhibitions and submit any comments they had. The wider public was informed by local media advertising, editorial coverage, posters and the project website.

The exhibitions

5.3 Thirteen Information boards and a large ‘pop-up’ display of the draft master plan were presented at the exhibitions. The community newsletter was available for visitors to take away. A copy of the exhibition boards and pop-up display can be viewed in Appendix B.

5.4 Approximately 109 people attended the first exhibition and approximately 130 attended the second. Representatives from Countryside; Spring; flooding and drainage consultancy, URS; transport consultancy, Mayer Brown; and architect, Blue Pencil Designs; were available to discuss the plans with attendees and answer questions.

Feedback forms

5.5 Feedback forms were available at the exhibition to capture comments about the proposal. Comments could also be returned in the post via the project FREEPOST address, via email or submitted via the project website. The feedback forms received were analysed and collated and the results fed back to the project team.

Website update – key questions

5.6 Following the exhibitions, a number of questions and answers were added to the Frequently Asked Questions page of the website to address some of the queries raised by attendees. All those who had provided their email address via the website, at the exhibitions or by email or post, were contacted to make them aware of this update and to invite them to view the information.

Press release – exhibition follow up

5.7 Following the exhibitions, a press release was issued on 2nd April to the media listed above, to inform the local community of the feedback received through the consultation process so far, and to remind people of the deadline for pre-application consultation (11th April).

Close of pre-application consultation period

5.8 The pre-application consultation period closed on 11th April to allow Countryside time to consider the feedback received prior to finalising the master plan proposal.

5.9 On this day, the feedback form was removed from the project website (although the contact details remained).

5.10 Prior to this, on 7th April, an email was sent to all those who signed up for news on the website, or provided their email address at the exhibition, via email or post, to remind interested parties of this closing date.
Response to Key Themes

5.11 The feedback received during the pre-application consultation helped Countryside to prioritise the key issues for consideration when finalising the submitted planning application. This feedback will also help to develop the detailed master plan at the next stage.

5.12 The key themes of the feedback, and a summary of Countryside’s responses to them, can be found below. These were reported back to the community in May 2014.

Traffic & transport
- The results of the traffic impact and mitigation assessment, which includes consideration of both Rawreth Lane and London Road, has fed into the detailed proposals. It identifies potential improvement works that may be required for local roads and junctions as a result of this development, which will be agreed with Essex County Council as Highways Authority where appropriate.
- A Construction Management Plan will deal with practical issues such as routing of large vehicles to the site; working days and hours; contractor parking; machinery to be used; wheel washing facilities; protection of the environment during construction; any temporary drainage; and similar matters.
- The Council’s Site Allocations Plan specifically requires the provision of an access from Rawreth Lane and from London Road, within the allocated site area. The proposed points of access are designed to comply with these requirements.
- The development will be linked to the local public transport network. The estate road running through the development will be designed to accommodate a bus service.
- It is the responsibility of the railway service provider to address any deficiencies there may be in service capacity.
- The road through the development will be designed as an ‘estate road’ and will be designed to slow traffic speeds (possibly 30mph). The road will link London Road and Rawreth Lane and will provide access to the various areas of the development rather than being a fast, straight road used as a quick route. This road will be designed to best serve the development in terms of getting around the town and to the wider road networks.

Education & healthcare
- Countryside continues to be guided on education provision by Essex County Council (ECC) as Education Authority. At the request of ECC the master plan now shows an area of land that could accommodate a one-form entry primary school. ECC may decide to meet the pupil needs generated from our site at existing primary schools.
- In terms of secondary schools it is standard practice for the developer to make a financial contribution to the Education Authority who will use that funding to increase the capacity of existing schools.
- The master plan includes an area of land of around 0.38 hectares on Rawreth Lane that may be suitable to accommodate small-scale non-residential uses – the application sets out a range of possible uses, such as small retail units, restaurant/pub, care home, or nursery, for example. In response to feedback received during the consultation, the master plan now also allocates a potential area of land for healthcare provision.

Flooding & drainage
- No building is proposed within the flood plain. By leaving the existing flood plain areas undeveloped, the land will have the same capacity to take surface water flows from the Rawreth Brook as it does at the moment.
- New drainage systems will be put in place to ensure that surface water run off downstream is no greater than it is at present, therefore there will be no risk of increased flooding either upstream or downstream.
- To manage drainage of the land, the proposals include surface water attenuation ponds, ditches, swales and permeable surfacing to ensure that there is no increase in the rate of surface water run off from the development site.
- In terms of sewerage, Countryside has consulted with Anglian Water who has confirmed there is available capacity at the sewerage treatment works downstream of the site.

Consultation & planning
- One exhibition was held in a venue close to the properties neighbouring the development site (St Nicholas School), and one in the host parish of Rayleigh. Other venues in the London Road area were considered but these were booked with regular clubs and so it was not possible to book the time periods required.
- For anyone who was unable to attend an exhibition, information packs were offered in our press adverts, and a website, email address, FREEPOST address and telephone number were made available.
- The approach to community engagement was agreed in advance with Rochford District Council and the consultation period lasted for just over five weeks.
- Countryside is committed to engaging local residents and stakeholders in consultation on the draft master plan and have invited comments to help form the proposal. The feedback received was considered before a final proposal was drawn up and submitted to Rochford District Council.

Equestrian use of the site
- Countryside has contacted Essex County Council (as the Highway Authority responsible for maintaining brideways) to seek their views on this matter. However, advice is still awaited on this matter.

Requirement for sports / community facilities
- Rochford District Council announced on 20th March 2014 that it has no plans for the relocation of the Rayleigh Sports Town and Social Club.
- The master plan now includes formal open space, likely to be suitable for youth/mini soccer pitches, since a lack of this form of sports provision has been previously identified by Rochford District Council.

Other consultation

5.13 In addition to the public consultation event several pre-application meetings have been undertaken with members of the consultant team and district and county planning officers and further meetings with:
- The NHS
- Essex County Council Education
- Essex County Council highway officers
- St Nicholas Primary School
5.14 The results of these meetings have all influenced the design proposals.

Conclusion

5.15 The method and extent of the consultation have been comprehensive and robust and appropriate to the scale of the development proposals. The design team has gained a significant amount of important information from the process, which has both informed the initial design ideas and heavily influenced the final master plan design. As a result the master plan form responds to local wishes and is a direct result of the consultation process alongside other technical considerations.
6.1 At an early stage in the design process, a conceptual framework for the development site was established. The following section outlines how the concept framework emerged through a detailed understanding of the site and aims of the development.

6.2 The following drawings and sketches outline how the design rationale progressed and how the constraints and opportunities have influenced the final design outcome in the form of the illustrative master plan.

6.3 The site’s topography provides the opportunity for a number of design responses. The design will respond by using the topography to create a varied and interesting roofscape, through careful consideration of street position and direction in relation to the contours. Of equal importance is the siting of key green spaces on flatter parts of the site, especially those areas that will accommodate formal play or sports provision.

6.4 Development will be avoided in the flood zone, resulting in a large open space that will need to be articulated through the landscape strategy for the site.

*Figure 6.1: Topography opportunities*
6.5 A number of existing easement and noise constraints are located on or adjacent to the site that will impact upon the site layout. Pylons run along the western edge of the site and will require built development to be a minimum of 30m away. Landscape proposals will also be restricted in this area with only low planting appropriate within 20m of the cables.

6.6 A foul sewer transects the site. This will be incorporated into the design proposals and remain in its current location. The design will have to respond to this constraint and avoid an obvious corridor of undeveloped land. Roads and some landscaping proposals are acceptable above this easement.

6.7 The Rawreth Industrial Estate has a range of uses within it, some of which could impact upon residential amenity. To mitigate this an appropriate set back from this edge, together with potential bunding and landscaping, will be included in the master plan proposals.

6.8 The master plan will consider the views toward the site. Due to the topography and edge of settlement location, these will be particularly important from the west and south west. Careful consideration of roofscape and landscaping proposals will aim to ensure that the master plan creates a soft and attractive urban edge to Rayleigh.

6.9 The topography also presents an opportunity to utilise long distance views to the west. The master plan will aim to ensure that the scheme has viewing opportunities from other areas than just the edge of the site.

6.10 The master plan will seek to utilise good design solutions adjacent to the Rawreth Brook corridor and its flood zone, offering a number of homes an attractive outlook over this natural feature.
A GREEN FRAMEWORK

6.11 Identifying the existing natural and recreational resources in and around the site has allowed a basic green framework to emerge. This framework will form the basis of how the master plan evolves.

6.12 The framework proposes new north to south green corridors, connecting Rawreth Land and London Road, and east to west links through the site. This provides a permeable network of green links and spaces. This network also does not prejudice future green connections that may be provided by other landowners independently of this application, to resources including Sweyne Park and Wheatley Woods.

Figure 6.4: The site as part of a potential wider green framework
MAKING THE CONNECTION

6.13 Connecting the site into the existing urban edge is an important factor in integrating the new neighbourhood. The Rawreth Industrial Estate creates a difficult edge, that is not desirable to connect through therefore limiting the eastward connections. However, the master plan will ensure that potential future pedestrian and cycle connections are not prejudiced, should the industrial estate ever be re-developed, a current Council Policy aspiration.

6.14 The plan highlights the existing links to key facilities and potential new or upgraded pedestrian and/or cycle links. The key link to the existing urban edge utilises the existing public right of way, where potential upgrade options will be explored as part of the master plan. Additional potential new links will focus towards the southern boundary of the site. Links across the sports ground and into Timber Grove are aspirational. However, as sections of these routes are on land outside the applicant’s control, who can only provide the section up to the boundary of the application site.

Figure 6.5: Existing and potential connections

- Existing key pedestrian routes
- Link proposed to be upgraded as part of the application
- Potential or aspirational connections (these will not be delivered as part of this application as they rely on land outside the control of the applicant)

- School
- Recreation facility
- Retail facility
- Rayleigh rail station
6.15 Using the principles discussed over the previous pages an initial concept emerges. It is from this broad high level concept that design sketches evolve, always retaining the key principles and referring back to them. The key principles are:

- North to south link road connecting Rawreth Lane and London Road
- Strategic east to west green corridors, one using the Rawreth Brook corridor and an additional corridor in the northern part of the site. These corridors will extend to the site boundary, with other landowners having the potential to extend them in future. Pedestrian connections to Grovesnor Road were explored but are unable to be delivered due to land being outside the control of the applicant.
- A strong landscape corridor along the western edge of the site (incorporating Rochford District Council (RDC) policy requirements)
- Utilise long distance countryside views west and south
- Habitat creation throughout the Rawreth Brook corridor
- The incorporation of swales running southwards
- Provide or allow the potential for links east into the existing urban edge of Rayleigh
- Provide children’s play space within or close to the northern green corridor
- Provide a landscaped gateway to Rayleigh along Rawreth Lane
- Maintain a suitable separation from the Rawreth Industrial Estate to mitigate any noise impacts

Figure 6.6: Concept plan
Following the development of the concept framework, a number of sketch options were developed to start to test ideas and options in greater detail. Some of these options are shown below. The key aspects that have been explored and changes include:

- The alignment of the link road - As a key structuring element of the design, the link road alignment was tested in various locations. The first impact on the alignment was the point at which it crosses the flood zone, the first sketch showing a shorter route for the road but crossing a wider area of the flood zone, with the latter sketches using the preferred alignment over the narrowest point of the flood zone. This option reduced the size of a bridging structure, limiting both the visual and ecological impact.

- The second key aspect of the road alignment was how the route traversed the steepest part of the site. Options were explored both crossing the contours to reduce the gradient and running perpendicular to the contours resulting in a steeper gradient, but less need for retaining structures. The chosen option to run perpendicular to the contours also has the townscape benefit of creating a stepped roof line, which will be a key characteristic through this part of the neighbourhood.

- The position of the playing pitches - These always had to be located on the flat part of the site, within land close to the existing sports ground adjacent to the southern edge of the site having obvious benefits. Initial sketches proposed the position of the pitches in the south eastern corner of the site, with later sketches moving the pitches adjacent to the southern boundary, as there was a better relationship with the existing provision in this location.

- The location of the central green - Early sketches showed this space located on the crest of the hill with half the space falling away down the slope. This was revised to ensure the space was entirely on the higher point of the site, providing for better opportunities for views from the green.

- The northern green corridor - The initial options showed a very linear corridor with latter iterations more fragmented to help break the space and restrict views of the larger industrial units adjacent to the site.

**Primary school**

Although stated as a requirement of the SER1 allocation in Rochford District Council’s Local Plan, early discussions with Essex County Council (ECC) education indicated that the school provision would not be necessary on site. The illustrative master plan was progressed on this basis; therefore, some of the initial sketches shown below and in our master plan consultation exclude the primary school site.

However, as the proposals were developing ECC revised their position and stated that a school site would need to be identified, which resulted in an alteration to the emerging proposals and inclusion of land (1.1ha) which could accommodate a one form entry primary school. A site was also identified for a potential health facility. The position of the school site was established following considerations of ECC guidelines, to be in close proximity to new and existing residents, bounding the north east of the site, on the proposed bus route and on flatter ground to ensure suitability for playing pitches.
7.1 The development identifies land that could accommodate up to 500 new homes, non residential uses, health use provision and land for recreation use. The new neighbourhood will be set within an extensive green infrastructure network of linear corridors that will include SUDs, habitat creation, allotments and a generous area of parkland along the western edge of the site.
OVERVIEW

7.2 The development comprises:
- Up to 500 new homes (including up to 35% affordable units)
- A new link road connecting London Road to Rawreth Lane
- A 1.1 hectare site that could accommodate a new one-form entry primary school to serve the site and wider area
- A site for health provision
- Over 23 hectares of publicly accessible open space into countryside edge parkland
- Central green space incorporating children’s play space
- Formal recreation provision in the form of playing pitches
- An extensive network of footways and cycleways
- Improvements to the existing public transport services

Design approach

7.3 The master plan seeks to create a unique place that responds to the attributes of the site and the local context. The layout encourages walking and cycling by providing clear and legible routes and a network of green routes that place the needs of the pedestrian and cyclist over that of the car.

7.4 A central green space, incorporating a children’s play area, marks the centre of the new neighbourhood and is the focal point of the scheme. The community facilities, primary school and health provision are within close proximity of this, on the proposed bus route, combining to create a community hub around this green. The green’s position utilises the site’s attributes (being placed on the higher land within the application site) benefitting from long distance views both westwards and south-westwards providing a strong sense of place, a clear identity and a key part of the townscape framework aiding the creation of a legible urban form.

7.5 The defining feature of the site will be its verdant setting, with green corridors, swale corridors and tree lined streets. This extensive network of recreation, formal and natural play, habitat creation spaces will provide the opportunity for a number of circular walking routes for residents to enjoy.

7.6 This strategic framework for the site will be further enhanced by a number of local green spaces. These will complement the wider green framework and allow residents to feel a sense of ownership over their environment akin to the ethos of the original garden cities, illustrated by the diagram below:

7.7 A traditional urban form of perimeter blocks will be used to define the key spaces and streets, providing a clear distinction between public and private realms.

7.8 The site will comprise a mix of housing typologies with the majority of the site comprising detached and semi-detached properties, responding to the edge of town location adjacent to the open countryside.

7.9 The street network, outside the link road, will be designed to encourage walking and have a design speed of 20mph or lower in some instances. This will be achieved as far as possible through creative design solutions, such as shared surfaces. Reduced car speeds and an attractive movement framework will help prioritise modes of transport other than the car and improve the local environment.
LAND USE AND AMOUNT

7.10 The proposed land uses have been carefully considered throughout the design process. It has clear regard to the Council's requirements for the site (Core Strategy and Site Allocation Policies). The full and detailed analysis and understanding of the constraints and opportunities and local context will enable an attractive and sustainable neighbourhood to be developed that is truly responsive to its setting. The proposed land uses are summarised below:

Dwelling type and mix

7.11 The majority of the site will be made up of new homes. The site will focus on delivering family housing but will provide a range of housing types, styles and sizes, terraces, semi-detached and detached homes plus possibly some low rise flats/apartments.

7.12 To complement the typology mix there will also be a range of tenures. Affordable housing will be distributed across the site located in clusters. The precise affordable housing mix will need to be agreed with Rochford District Council. However, the identified need is for a majority of smaller properties, in the form of one and two bed homes. Therefore a higher proportion of affordable housing will be delivered in the higher density areas. These homes will be designed to be indistinguishable from the market housing.
## Land use

<table>
<thead>
<tr>
<th>Land use</th>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Residential</td>
<td>• Up to 500 homes</td>
<td>15.11 ha</td>
</tr>
<tr>
<td></td>
<td>• Area includes elements such as sub-stations and local play spaces and all roads excluding the link road or primary street and bus route</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Provision for affordable housing</td>
<td></td>
</tr>
<tr>
<td>Primary school</td>
<td>• Land that can accommodate a one form entry school</td>
<td>1.12 ha</td>
</tr>
<tr>
<td></td>
<td>• Potential for preschool provision</td>
<td></td>
</tr>
<tr>
<td>Health facility</td>
<td>• Potential for health care provision in form of GP surgery</td>
<td>0.15 ha</td>
</tr>
<tr>
<td>Non-residential use</td>
<td>(Uses could comprise one or more of the following, but will not comprise all of the uses for which permission is sought)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Retail unit(s)</td>
<td>0.38 ha</td>
</tr>
<tr>
<td></td>
<td>• Care home</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Restaurant</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Public house</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Creche</td>
<td></td>
</tr>
<tr>
<td>Sports provision</td>
<td>• Recreation ground, to include youth pitches</td>
<td>1.61 ha</td>
</tr>
<tr>
<td>Parkland</td>
<td>• A north south linear parkland along the western edge of the site</td>
<td>15.87 ha</td>
</tr>
<tr>
<td></td>
<td>• Rawreth Brook linear parkland will follow the brook corridor, incorporating the flood zone</td>
<td></td>
</tr>
<tr>
<td>Amenity green space</td>
<td>• Central green space incorporating a local play space equivalent to a LEAP</td>
<td>0.69 ha</td>
</tr>
<tr>
<td>Informal open space</td>
<td>• Public open spaces and green pedestrian / cycle links</td>
<td>7.24 ha</td>
</tr>
<tr>
<td></td>
<td>• New habitat creation</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Informal walking routes</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Structural planting</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Areas will include acoustic bunding</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Strategic landscaping within residential development areas</td>
<td></td>
</tr>
<tr>
<td></td>
<td>• Habitat buffer zone</td>
<td></td>
</tr>
<tr>
<td>Allotments</td>
<td>• Allotments</td>
<td>0.30 ha</td>
</tr>
<tr>
<td>Attenuation basins</td>
<td>• Flood attenuation areas, including wet and dry balancing ponds</td>
<td>1.11 ha</td>
</tr>
<tr>
<td>Other</td>
<td>• New link road connecting Rawreth Lane and London Road and other highway improvements</td>
<td>N/A</td>
</tr>
</tbody>
</table>

### Primary school

7.13 Land for the potential provision of a primary school is proposed in the north western part of the scheme, a location that is within comfortable walking distance for both new and existing residents, as well as being on the proposed bus route. The school site area allows for a school building, playing fields, playgrounds, habitat areas and appropriate levels of parking. The site has been determined by Essex County Council and Rochford District Council, and the shape follows best practice. The site may also accommodate preschool provision. The detailed design of the school and its grounds will be determined at the detailed planning application stage.

7.14 Ultimately it will be up to Essex County Council as the education authority to decide if a school is to be provided on this site. They may decide to meet the pupil needs generated from this proposal and SER 1 through expansion of existing primary school sites, such as St Nicholas C of E Primary School.

### Non residential use

7.15 The north eastern corner of the site, separated from the main site by the Rawreth Industrial Estate access road, is identified for non residential use. This planning application offers a range of flexible uses for this site with the potential uses shown in the table opposite. The area could comprise one or more of those identified uses in the table, but will not comprise all of the uses for which permission is sought.

### Health provision

7.16 Land for a potential health centre is located close to the proposed primary school and bus route. This position helps to create a hub, which is in close proximity to the central green, and is easily accessible by sustainable transport methods.

7.17 The site will be marketed for health uses and it will be up to any health provider to take the opportunity to deliver a health use on the site.

### Public open space

7.18 The uses discussed will sit within a landscape framework (see section 8) which will include significant areas of informal open space, formal open space including playing pitches and an extensive open access area situated to the north of the link road.
ILLUSTRATIVE MASTER PLAN

7.19 The illustrative layout sets out one way that the parameter plans could be interpreted. This block structure responds to the site’s attributes, aims to reflect elements of local design cues and reflects the design principles outlined in the design approach.
The approach along Rawreth Lane will be articulated by an informal landscaped gateway.

Land for complementary use to be determined.

Entrance marker building terminates the entrance vista and anchors the gateway space that retains the existing tree.

Together with the gently curving primary road, the building line widens to reveal the central green space at the top of the hill.

The soft landscaped edge responds to the edge of settlement position.

A central green heart is positioned to be within easy walking distance of the majority of residents and act as a key focus point at the high point of the site that maximises long distance views to the southwest and west. This space will accommodate a children’s play space (LEAP).

Informal, local nodal points will help aid legibility and add to the visual richness of the neighbourhood.

Northern green corridor allows footpath connections to the existing public footpath network connecting to St Nicholas School in the east and the open countryside in the west.

Potential health care provision with direct access from the existing industrial estate access road and on the proposed bus route.

The primary road gently undulates with the contours, reflecting the undulating form of the High Street in Rayleigh town centre, and reveals a series of views.

Strategically positioned tree copses will help soften the visual impact and act as shelter belts from the prevailing south-westerly winds.

Potential for a bus only link to the industrial estate access road to allow a circular bus route.

New connections will be made into the existing public right of way that could potentially be improved to provide better access to St Nicholas C of E Primary School.

The existing protected trees together with new strategic planting adjacent to the industrial estate forms part of the linked copse landscape approach.

A defining feature of the neighbourhood will be the swale that will follow much of the alignment of the primary road. This will be an attractive, functional and visible sustainable feature that will also provide a range of habitats.

This small development parcel could be accessed via a Y shape junction referencing Rayleigh town centre.

Allotments are positioned outside the flood zone on a flatter part of the site, whilst benefiting from the slight southward facing slope.

Landscape proposals will include scrub planting and wildflower meadow planting in the flood zone and new tree planting across the site offering a wide range of new habitats.

Amenity grassland areas will provide areas for informal play and recreation, providing a noise buffer from the industrial estate.

Potential for pedestrian and/or cycle links to Timber Grove in future will be retained.

Lanscaping and marker buildings will articulate the southern gateway.

Formal open space provision will be in the form of youth pitches positioned to enable incorporation into the existing sports club.

The primary road alignment runs perpendicular to the contours and will create dramatic town and rooftops.

Access to London Road with footpath / cycleway connections allowing the future potential to link to Green Grid Greenway no.13.

Green buffer and strategic planting to protect the setting of Rawreth Hall, a Grade II Listed Building.

Parkland will include recreation footpaths (that will not prejudice future provision of a bridleway) and will incorporate the retained farm track.

A green link connecting the formal sports provision to the brook linear park could be included as part of the southern development block.
**Townscape framework**

7.20 The illustrative master plan is based on a traditional block structure providing a clear distinction between public and private realms and positively addressing all public spaces. The townscape framework includes a number of elements to create a legible and attractive environment.

7.21 A series of connected spaces will create a sequence of experiences that utilise the site features. These spaces are highlighted on the plan and described over the following pages. To complement these key spaces, key buildings in the form of landmark, marker and groupings of buildings are identified, together with strategic external views and internal vistas. The informal landscape led gateways are also an important part of this sequence and are discussed in the landscape section from page 49 onwards.

Key spaces: a series of spaces evolve when travelling along the primary route:

- Gateway ‘lobby’ space
- Central green
- Informal green
- Attenuation green

Countryside views:

7.22 The fractured block structure along the site’s western edge utilises its unique setting by offering a series of dramatic and long distance views across the countryside to the west and south.

Key buildings or grouping:

7.23 Strategically positioned buildings are used to terminate and punctuate key vistas and provide enclosure at key spaces. These buildings will help to create local identity and contribute to the townscape quality providing reference points for way finding to enhance legibility. These marker buildings will be defined through an alternative approach to architectural style so that the buildings stand out against the prevailing urban form. However, these buildings should still sit comfortably and be appropriate in relation to the surrounding urban form. Landscaping in key positions could also perform a similar function to key buildings.

Key vistas

7.24 Key vistas have been established together with the positioning of key buildings and wider landscape views. They aim to create a series of experiences travelling through the neighbourhood providing visual interest help and aid legibility.

**Safety and security**

7.25 Safety and security are maximised through good design layout principles and are inherent within the design of a traditional urban block. The perimeter block development structure creates a clear distinction between public fronts and private backs. By ensuring that all routes, amenity areas, and entrances are actively fronted, the development creates a high level of natural surveillance. The development also aims to ensure there are no ‘dead’ or ‘hidden’ areas within the scheme in accordance with Safer Places: The Planning System and Crime and Secured By Design.
1 Northern ‘lobby’ space

7.26 The curving building line gently closes off views through the site creating enclosure whilst allowing glimpsed views to pull the user through the space. Together with the landscape structure this space will act as the gateway or lobby to the new neighbourhood.

2 Central green

7.27 This central space will be the heart of the new neighbourhood. Sitting at the high point of the site the space will be revealed from the north as the user follows the sinuous road alignment and from the south as the user breaks the crest of the hill. This space has the potential to utilise views south-westwards. This space will have the feel of a village green.
3. **Informal green**

7.28 The space at the bottom of the hill will help provide a landscape structure to articulate the changing direction of the primary route. This informal space will provide a contrast to the previous areas, a distinction that will help to aid legibility through the neighbourhood, and views westwards to the open countryside.

4. **Attenuation green**

7.29 This landscaped space, overlooked on three sides, accommodates a small group of existing trees and a new attenuation basin, which could potentially have a proportion of permanent water. This combined with fragmented low density urban form will have the feeling of a village green, and provide a transition to the openness of the Rawreth Brook linear park.

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Figure 7.6: Illustration of an informal green

Figure 7.7: Illustration of the attenuation green
Character areas

7.30 At this stage of the development process the character areas are principally involved in shaping the fundamental form of the development and its immediate context. These principles should be further expressed at the detailed design stage through the use of architectural details and materials.

7.31 The character areas are intrinsically linked to the site attributes, such as topography and Rawreth Brook and the aims of the townscape and landscape frameworks. The three character areas are highlighted in the plan opposite.

7.32 The link road will traverse through all the identified character areas acting as a unifying feature. This corridor will have its own character, described in the access and movement section.

Figure 7.8: Character areas
The hill top character area will define the northern part of the site. Reflecting the traditional forms of development in Rayleigh and the surrounding area, it will be characterised by traditional streets and perimeter blocks. These interconnected streets will focus towards the central green and reveal small informal nodal points in the form of the local greens, including the lobby green.

Housing will comprise traditional perimeter blocks that have a clear distinction between public and private realm and provide enclosure to the streets and spaces. Generally consistent building lines and set backs will be used, with occasional variation along streets to create visual interest, often in small clusters.

The consistency of building and boundary lines will break down a little towards the lower density western edge of the character area.

Mews streets and short, well overlooked, cul-de-sacs would be appropriate in this character area. The edges of perimeter blocks and areas adjacent to landscape corridors will be treated with private drives.
7.37 The hill side character area will define the central part of the site and respond to the existing topography of the site.

7.38 The inclusion of the green lung aims to create a locally distinctive greenway acting as a focus to the character area and frame long distance views across the Rawreth Brook and countryside beyond by utilising the topography in this location.

7.39 The block structure will be similar to the Hill Top character area, and based on a traditional perimeter block structure. However, the topography will dictate the form of the streets. Streets in general will aim to follow contours, with a mix of typologies, apartments terraced, semi-detached and detached homes. These streets should exhibit a varied building line and the street should widen and narrow in direct response to the levels it is following.

7.40 Those streets, including the green lung, perpendicular to the contours, will be predominately fronted by detached dwellings. This is a reflection of the topography with each dwelling stepping up the hill, resulting in a staggered roofline creating visual interest and allowing for on-plot parking. These dwellings should display a common rhythm and, in contrast to the streets on an level topography should have a consistent building line and boundary.

7.41 Again the western edge of this character area will be lower density in response to the countryside edge location.

7.42 The link road, running perpendicular to the contours, will be predominantly detached and semi detached dwellings, occasionally terraced, with an undulating building line and repeated architectural rhythms.
The Brookside character area is responsive to the setting of the development blocks adjacent to the Rawreth Brook linear park and western parkland corridor.

A varied building line, with landscaping punctuating the urban form, together with soft boundary treatments will create transition between the parkland areas and the built form, whilst retaining the distinction between the public and private realm.

A mix of house typologies should be spaced around a loose perimeter block structure. Detached and semi-detached dwellings will be favoured overlooking the parkland areas, with some terraces used to create enclosure along the internal mews streets and anchor gateway positions.
LANDSCAPE MASTER PLAN

7.46 The landscape strategy aims to create a green parkland setting for the new homes in a place with a variety of accessible green spaces creating a valuable landscape and ecological feature.

Landscape strategy overview

7.47 The primary landscape elements are the public access to the existing development of Rayleigh and the open countryside and the three large green corridors. Additional landscape corridors and spaces will complement these primary green corridors. They will help to establish a variety of formal and informal open spaces for both new and existing residents. They will also include a variety of habitats to encourage flora and fauna in order to create a significant ecological benefit.

7.48 The strategy brings together sustainable urban drainage (SUDs), food production, ecology, formal and informal open space, sports facilities and play into one holistic strategy designed to provide:

- An attractive and verdant setting for new family homes
- A variety of circular walking routes of various lengths
- A formal play area that may be designed for imaginative play
- Productive landscape through the provision of community allotments
- The retention and enhancement of existing trees and hedgerows on site
- The creation of a number of new habitats to increase wildlife and biodiversity
- The provision of outdoor sports pitches connecting to the existing pitches.

7.49 The plan opposite indicates the landscape open space strategy. Please note this is illustrative only and will be considered in more detail as part of future reserved matters submissions.
Retention of existing features

7.50 There are relatively few landscape features on site as it is mainly agricultural fields. A tree survey has been undertaken that has identified twenty one individual trees, ten areas of trees and three hedges. The hedgerows and trees run along the drainage channels and boundaries of the site and there are a few individual trees either within the agricultural fields or located around shallow ponds. There are no category A trees within the site, the majority being category B and C (category A being the highest quality and C the lowest). The hedgerow species consist of blackthorn, hawthorn, oak, field maple, ash and elder. The individual trees are mainly oak with some ash, lombardy poplar, grey poplar and field maple.

7.51 There are a couple of Tree Preservation Orders (TPOs) around the boundaries of the site. Area A3, which is several poplar trees on the western boundary of Rawreth Industrial Estate. Woodland W1 (Timber Grove) is adjacent to south eastern boundary of the site, outside the red line, and contains mixed species consisting mainly of hawthorn, oak, field maple and sycamore. Figure 4.5 in section 4 identifies these.

THE LANDSCAPE OPEN SPACE HIERARCHY

7.52 The illustrative master plan creates a hierarchy of green spaces as part of a robust green network that also forms a crucial part of the movement framework. The various hierarchy elements will perform different functions:

- **Primary green corridor**: (all connect or have potential to connect to the existing landscape framework)
- **Western edge parkland**
- **Rawreth Brook linear park**
- **Northern green park**
- **Secondary green corridor**
- **Flexible green corridor**

![Figure 7.13: Landscape hierarchy](image-url)
Western edge parkland

7.53 This area will be planted to create a semi-natural landscape forming a significant area of public open space. It will have a hedgerow field boundary adjacent to the agricultural field to the west. This hedgerow will be planted with a species-rich mix of hawthorn, blackthorn, field maple, hazel, elder and oak. Although the hedgerow species will be planted as transplants and whips there will be occasional standard trees of species such as oak and ash interspersed throughout.

7.54 The area beneath the high voltage electricity cables generally is unsuitable for tree planting, however there are species that are acceptable. Small copses of native trees and shrubs will be planted allowing breaks for visual surveillance. Species could include blackthorn, crab apple, guelder rose, hawthorn, hazel, holly, rowan, spindle, wayfaring trees and wild service trees. Recreational footpaths will meander through these small copses creating a footpath/cycleway link north south that could become part of the Green Grid network. A retained farm track will also be incorporated into the access through this area. The western edge will also contain a large attenuation basin that will consist of an open grassed embankment sided basin. The contouring of the embankments will be designed to form natural flowing lines in order to assimilate this attenuation requirement into the natural character of this area.

Rawreth Brook linear park

7.55 This area will have an informal landscape character. A fragmented perimeter block structure which will have gaps between buildings to allow for landscaping to penetrate the urban form.

7.56 This corridor will also incorporate a strategic footpath potentially connecting Timber Grove to the open countryside to the west.

7.57 The tree planting will be planted in more informal naturalistic species groups, with their location designed to take account of protecting homes from the prevailing winds.

7.58 It will be managed as a wildlife corridor with various habitats allowing movement of species across the site and connecting the larger natural and semi-natural open spaces.

Northern green corridor, including central green

7.62 The character of this area will be informal in nature incorporating a central green that will accommodate children’s play space in the form of natural play, equivalent to a local equipped area of play LEAP. The landscape will be more formally arranged than the Rawreth Book linear park and the western parkland edge with potential for avenue-lined footpaths with pedestrian links to St. Nicholas School in the east and the open countryside to the west. The purpose of the green corridor is to create a finger of green open space connecting the existing development of Rayleigh including the school to the open countryside in the west. The final design of the space will be determined at the detailed design stage.

7.63 Tree species used along the green corridor will be predominantly native to the area or smaller compact hybrid varieties of native species.
Secondary green corridors

These are narrower green spaces providing internal connections through the site. The eastern and northern green corridors will include an acoustic bund to reduce the noise from Rawreth Industrial Estate and Rawreth Lane. The existing tree belts along the eastern edge will be enhanced with new structural native trees.

A strategic footpath will run along the full length of the eastern and northern corridors linking into the primary green corridors and existing development. The smaller two secondary corridors will connect the primary link road to the western edge corridor. These will also contain strategic footpaths that will allow for various length circular walks. The precise location of these footpaths will be determined at the reserved matters application stage.

Flexible green corridors and connections with local greens

Complementing the primary and secondary green corridors are flexible green corridors and local greens. These are strategically placed within each housing development block. The precise location of these will be established through reserved matters.

They will allow the green infrastructure to permeate through the development and could take the form of a landscaped mews or a widened street with tree planting. The spaces will increase connectivity throughout the site with an additional level of permeability. The spaces will be imaginatively designed and will include both softscapes and hardscapes and will be carefully positioned to ensure that they are well enclosed and overlooked to benefit from natural surveillance. The green areas will be further complemented by imaginative street design that encourages play on the streets and places the requirements of the pedestrian in front of the car. This will reduce traffic speeds and aid social interaction creating a sense of community ownership over these important spaces.

Local green: green lung

The precise location of the green lung will be determined at reserved matters stage. It will be an informal local nodal point that will help aid legibility and add visual richness to the neighbourhood. It will connect with the primary link road and form a central green space with the properties overlooking it.

Local green: green link

The precise location of the green link will be determined at reserved matters stage. It will connect the formal sports facilities in the south of the site to the Brook primary green corridor linear park. This could potentially be in the form of an avenue with formal tree planting.

Local green: lobby green

The lobby green will be the first nodal space encountered when entering the site from Rawreth Lane. The precise arrangement of the space will be determined at the reserved matters stage, but it should be visible from the link road creating an arrival “lobby” space for the new neighbourhood. The existing oak tree should be retained if possible, subject to the health of the tree as this will create a focus to this space and provide an instant visual impact and reference point.
Rawreth Lane gateway

7.71 A strong landscaped corridor into the development will be created from Rawreth Lane. It will be informal and will include a landscaped earth bund on either side. Tree planting will be in informal groups within the secondary green corridor including on the earth bund and will be large native tree species such as oak. At the entrance adjacent to the primary link road there may be avenue tree planting for a short distance to create a distinct entrance feature. The development edge is set back from Rawreth Lane to provide space to create a good landscape gateway, but also mitigate noise impact from traffic using Rawreth Lane.

London Road gateway

7.72 The primary link road will connect to London Road just to the west of the electricity cables/pylons. The area to either side of the link road lies within the 20m corridor where large trees are unsuitable. The planting will therefore be informal groups of native small species trees and shrubs such as blackthorn, crab apple, guelder rose, hawthorn, hazel, holly, rowan, spindle, wayfaring trees and wild service trees. The existing landscape planting adjacent to Lower Barn Farm will be enhanced creating a strong woodland/hedgerow landscaped edge.

Formal pitches

7.73 The formal recreation/outdoor sports facilities will form the southern edge of the development that will have the potential to connect to the existing council owned playing pitches north of London Road. The 1.61ha area is likely to contain football pitches. However the facilities and detailed design of these will be discussed with the local planning authority during the reserved matters stage.

Children’s play area

7.74 The area of children’s play will be in the form of a natural play area equivalent to a LEAP, located within the central green heart of the new development. It will be a minimum of 0.07ha to comply with local policy. It has been located to ensure a maximum 800m (10 minute) walk distance for the residents within the development area and will be well connected to the development via footpaths and cycleways. This complies with the Rochford District Council Open Space Study 2009.

7.75 Via consultation with the local planning authority, we will agree the exact number and type of equipment although it is envisaged that it will be designed using natural materials in keeping with the rural, informal landscape setting. This is likely to be pressure treated timber rather than brightly coloured metal and plastic. The play area will be imaginatively designed and contoured incorporating logs and boulders creating an imaginative setting for play. Seating will be provided either in the form of timber benches or logs and boulders. The play area may not necessarily be fenced but will flow into the wider landscape setting with planting. The planting will be varied to provide a mix of scent, colour and texture.

Allotments

7.76 Allotments will be provided to the south-east of the site north of the brook and Timber Grove. The allotments are intended to offer residents the opportunity to tend their own garden areas where vegetables, herbs, fruit and flowers can be planted. This will cover a total of 0.3ha. The detailed location within this general area of the site and the detailed design of the allotments will be subject to consultation with the planning authority.

7.77 The allotments will be a secure site with an area of parking. The number of parking spaces will be agreed during the detailed design stage, or the land will be transferred to the council who will then deal with the design and arrangement of the allotments. They will be well connected to the development with strategic footpaths. The allotments could be designed to allow for a central communal seating area to encourage social interaction and create a community focus within the green infrastructure.