

croudacehomes

Officers' Meadow Shenfield

Applications 23/01164/FUL & 23/01159/OUT

July 2024



Dear Councillor

On Tuesday 9 July 2024, you will be asked to consider Croudace Homes' planning applications for 344 high quality market and affordable homes and land safeguarded for a two form entry primary school and early years and childcare nursery on land north of Shenfield.

The site forms one parcel of adopted Policy R03, allocated in Brentwood Borough Council's adopted Local Plan (March 2022). As per the policy, the four parcels can come forward separately, and this is the first one.

The Croudace application is compliant with all adopted policies; the approved Masterplan Development Principles document (August 2023); other BBC supplementary planning documents; the Essex Design Guide and the National Planning Policy Framework.

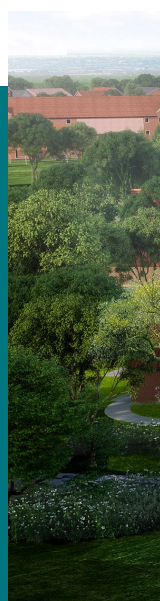
The application design has been landscape-led to optimise the site's constraints and opportunities. It will deliver high quality market and affordable new homes; significant public open space; road, landscaping, and drainage infrastructure, as well as a site safeguarded for a future primary school, should Essex County Council require it.

Croudace has collaborated continuously with officers and statutory consultees to bring this site forward through the local plan and application process. Croudace also spent 18 months alongside the other developers of R03 and officers to produce the approved Masterplan Development Principles document (August 2023). In addition, consultation has been undertaken with the local community and the application presented to the Essex Quality Review Panel. Through this process, Croudace has listened to feedback from residents, councillors, and officers and has been incorporated into the design where possible.





Croudace is pleased to confirm that the application has been recommended for approval by your officers, with no objections from **any statutory consultee.**



Key Benefits



344 high-quality new homes



New and improved walking, cycling and public transport links, plus a new bus loop operating through the site to Shenfield Station



121 (policy compliant 35%) affordable homes with an agreed mix and tenure split to meet local needs



Significant green open space, including a new parkland and play areas



A strong character-area layout based on local research to reflect the character of Shenfield



New highway infrastructure, including the diversion of Alexander Lane into the site, as per Policy R03



Existing trees, woodland and other natural features have been retained where possible, will be enhanced, and maintained



Safeguarded land for a 2FE Primary School and early years & nursery facility



A layout that promotes active travel to optimise health and well-being of residents



Biodiversity net gain of 24% in habitat units and 13% hedgerow units (in excess of the 10% required)



Landscape-led

The proposals have been carefully designed to take into account the site's surroundings, existing trees, woodland, and other natural features of the site as well as the constraints such as the Critical Drainage Area.

The proposed development will retain, protect, enhance, and create a variety of landscape features in association with the proposed new homes to provide a variety of different spaces and experiences that transition between developed and natural areas.

The site layout, design, and landscape features will promote active travel to optimise health and well-being, legibility and a strong setting and sense of place for the new homes as well as complementing local landscape character.

Biodiversity

The proposals will provide a biodiversity net gain of 24% in habitat units and 13% hedgerow units, which is in excess of Government and Council policy of 10%.

Green and Blue Space

The proposals create a new parkland of nearly 4 hectares (the equivalent of 5.5 premier league football pitches) creating part of the new gateway into Shenfield. There will also be continued (and managed) access to Arnold's Wood, a variety of new formal and informal play opportunities for all ages, incidental green spaces, two ponds, tree lined roads and a myriad of footpaths and cycleways to allow new and existing residents easy access to public rights of way into Shenfield and the railway station, including the upgrading of the public right of way on site.

The flooding and drainage strategy has been fully agreed with the Environment Agency and Local Lead Flood Authority. All types of flooding have been taken into account from the rivers and streams on site, rainfall and surface water generated by the proposals. Further, the flooding and drainage strategy also builds in a significant tolerance to allow for climate change to accord with the Environment Agency's requirements.

Run-off from the development will be no more than it is currently as an agricultural field.



High Quality New Homes

The scheme will deliver 344 high-quality new homes including 35% affordable housing (121 homes) to enable residents to get onto the housing ladder.

There will be mix of house types and tenure to meet local needs, including policy requirements for adaptable and accessible homes.

There are a mix of 1 and 2 bed apartments and 2, 3 and 4 bed houses, All homes are arranged across 2.5 or 3-storey buildings.

The design of the new homes and the streets have been sensitively designed to reflect the character of Shenfield. The choice of dwelling proportions, façade treatments, roofs, windows, porches, materials, selection of colours, architectural detailing, and the rhythm of the roof line in a street have been deliberately combined to provide distinctive character areas, to comply with the approved Masterplan Development Principles document to create the identity of this new part of Shenfield.

Community Heart

The proposals provide a centrally located Plaza, to create a community heart to the development where people will naturally congregate and meet at the school entrance. This is another large area (approximately the size of eight badminton courts) and anchored by the only veteran tree on the site which will take centre stage within a protected area creating an interesting visual and physical focal point.

Access and Transport

Access for the site will be via Chelmsford Road (A1023) and Alexander Lane. On Chelmsford Road a roundabout will be delivered as part of the proposals, that will, along with the beautiful apartment block and park, present a new gateway to Shenfield.

To comply with policy, Alexander Lane will be diverted into the site to link to Chelmsford Road and will be blocked off to create a safe and quiet lane for pedestrians and cyclists going up to Shenfield School.

Bus stops will be introduced in the site to service a new bus loop to Shenfield Station. This along with a large number of new footpaths and cycle routes throughout the site will provide a highly permeable and connected new neighbourhood and minimise local journeys by car.

The development is within walking distance of Shenfield Station and the town centre and is providing a new Quiet Way along Hunters Avenue for cyclists to go to the Station.



Sustainability

The layout of the development and the design of all homes promote a fabric first approach to ensure the buildings are thermally efficient and will meet the Future Homes Standards, as well as adopted Brentwood policies and Essex County Council guidance.

This will be done through a number of ways:

- » Renewable energy technologies such as PV panels and air source pumps – meaning no gas on site.
- » Using fixtures to reduce water demand and promote rainwater harvesting to minimise surface water run-off.
- » Electric vehicle charging will also be provided on site.

Financial contributions and CIL

Croudace Homes has agreed to pay **nearly £9 million in s106 contributions** to include provision for education, off site highways improvements, Shenfield Station and Brentwood public realm improvements, cycle storage at the station, health care provision, and sports provision in the town.

In addition, Croudace will also be paying **over £5 million in CIL**.





About Croudace Homes

Croudace Homes is a 5 star Home builder (based on customer satisfaction).

Their expertly designed homes are built by experienced professionals using high quality materials, fixtures, and fittings. The social and environmental effects of the developments they design and build are always considered and they take their responsibility towards the immediate and wider community seriously.

Community Consultation



Croudace Homes undertook consultation in 2023 with a newsletter, near neighbour event, webinar as well as a consultation website.

Meetings also took place with councillors at Brentwood Borough Council with regular updates provided to all stakeholders.

A total of 11 appointments were held during the near neighbour event and 54 residents attended the community webinar, submitting a total of 41 questions. Throughout the consultation period more than 120 feedback responses were received.

The plans were changed following the feedback received and helped to shape the proposals prior to submission.