



DAVID WILSON HOMES

WHERE QUALITY LIVES

# Proposed residential development

Land between Windermere Avenue and Lower Road  
Malyons Lane, Hullbridge

Barratt David Wilson Homes Eastern Counties are delighted to unveil details of their proposals for development on land between Windermere Avenue and Lower Road Malyons Lane.

Site layout



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Following the decisions of Rochford District Council to allocate land for development between Windermere Avenue and Lower Road Malyons Lane in the Local Plan and grant outline planning permission for 500 new homes in January 2017, Barratt David Wilson Homes Eastern Counties (BDW) are now preparing a detailed application for the site. The detailed application will specify the layout and design of the proposed new homes as well as confirming the agreed access requirements and landscaping required by the outline permission.

Before the application is submitted to the Council, we want to hear your views on the detail of the development. Please take some time to read through the proposals outlined in this leaflet and let us know your views and thoughts and we have set out some questions in our survey overleaf.

### Who are Barratt David Wilson Homes Eastern Counties?

BDW Eastern Counties are part of the Barratt Development and have been building quality new homes since 1958 and is now recognised as the highest quality national housebuilder. Barratt David Wilson have a proven track record of delivering high quality new homes and have won The House Builders Federation's highest accolade of 5 stars for customer satisfaction, for eight years in a row; more than any other major national housebuilder.

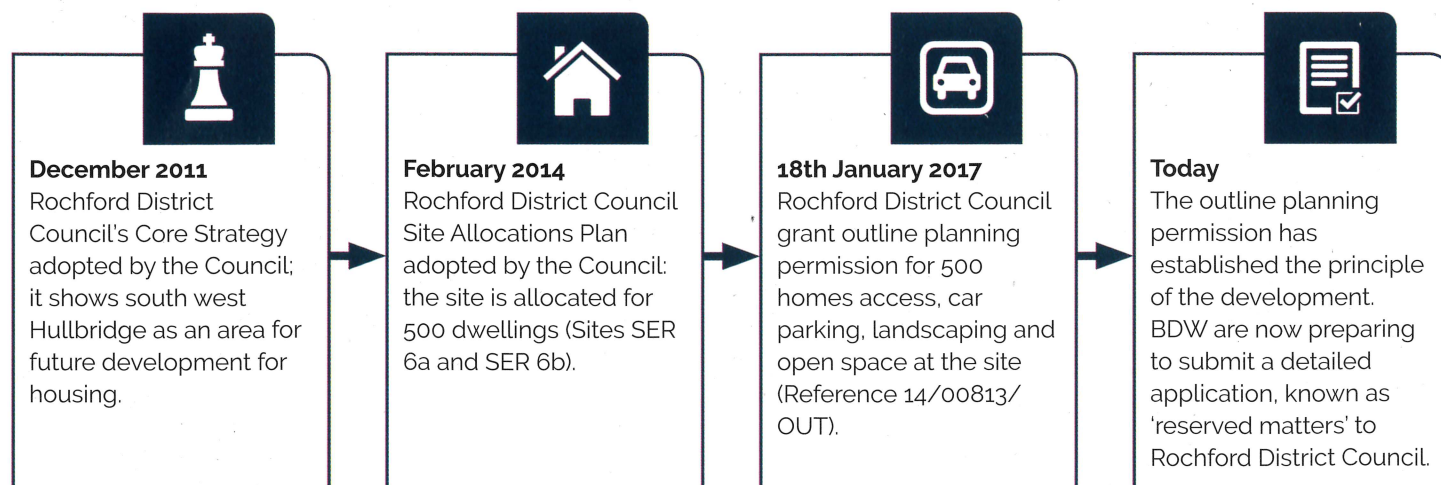
BDW know Rochford having recently completed the successful development of 176 homes with 60 affordable and shared ownership units at Christmas Tree Farm Hawkwell.

### The proposal

Key features and benefits of the proposals include:

- ✓ **Housing:** In accordance with the outline planning permission the scheme will provide 500 homes, including 175 affordable homes. The homes will comprise a mix of family homes, apartments and bungalows. The maximum height of new homes closest to existing properties will be two storeys rising to a maximum 2.5 stories at the centre of the scheme.
- ✓ **Parking:** The car parking will meet the requirements of Rochford District Council.
- ✓ **Highways:** Two vehicle access points are proposed in accordance with the outline planning permission. These will be on London Road and at Malyons Lane – Malyons Lane and a part of London Road will be widened. New roundabouts will also be constructed on London Road and Rawreth Lane to also follow the outline permission.
- ✓ Pedestrian and cycle routes will link the new development to Hullbridge.
- ✓ **Open space:** The proposals will provide around 6 hectares of open space This will include high quality landscaping, areas for play and footpaths around the site with connections to Hullbridge of benefit to both existing and future residents. We are seeking people's views on the ideas for the play areas.
- ✓ Increased customers and spending to support local businesses and services.
- ✓ Jobs in construction on the site and skills training.
- ✓ As part of the development, an agreement with the Council entered into with the outline planning permission also provides contributions for:
  - sports and recreation facilities
  - cycle route 135
  - health services
  - education

### Site timeline – the history you need to know







## Construction of the Development

It is hoped that the construction of the development will commence in the Sprint of 2018 if the details are approved by the Council. We will construct the accesses first and then build around 100 homes per year so the overall the development will take between 5 and 6 years to complete.

BDW are aware that the construction activities will result in some local disruption but we are committed to keep this to a minimum. As a result, we will be providing a construction management plan to the Council. We will also provide contact details for our site foreman so that in the event of there being any difficulties or complaints about the construction works we deal with them as quickly as possible.

## What will the houses look like?

A variety of materials would be used for the proposed development, from red and buff brick to differently coloured renders, weatherboarding and roof tiles. These materials have been chosen for their high quality and to ensure the new homes reflect the local vernacular.

## Key questions answered

### Why Hullbridge?

The land has been chosen for development in the Council's Local Plan and has outline planning permission for 500 homes.

### Will our roads be able to cope?

The outline planning permission established that the area could cope with what is proposed and the development will include all the highway improvements agreed at the outline stage.

### What kind of housing will be provided?

There will be a mix of sizes, with family houses, apartments and bungalows catering for the local area with affordable rented and shared ownership homes specifically for local need.

### Will our local services cope?

Local businesses are likely to benefit from the additional custom.

### Will it increase flooding?

No.

## Will our education, health and recreation facilities cope?

We will be providing proportionate funding for recreation, health services and education as required by the Council.

## What impact will it have on the local environment?

Our wildlife experts have surveyed the site and there is little ecological interest. We will be ensuring that our proposals do not affect those interests and we are providing new landscaping and large areas of open space to increase opportunities for habitat. As part of our proposals we will also be providing new accessible green space including play areas.



Site layout

## Proposed street scene







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## Have your say

Please fill in the feedback form below to help shape the detail of the development. You can send your thoughts to us via post FREE to Freepost RTGG-RKBG-CHLR, Newington Communications, Goldlay House, 114 Parkway, Chelmsford, Essex CM2 7PR or contact us via email at [rorypuxley@newingtoncomms.co.uk](mailto:rorypuxley@newingtoncomms.co.uk) or telephone 01245 355 625.

### Your contact details

Name

Address:

Email:

Phone:

If you do not wish to receive updates from us tick here ☐

In accordance with the Data Protection Act 1998, no details will be passed on to third parties.

**Question 1:** Please use the space below to tell us what you think of the proposed layout appearance, and design of the development?

**Question 2:** Do you support our ideas on the proposal of around 6 hectares of landscaped open spaces throughout the site?

☐ Yes ☐ Not sure ☐ No

**Question 3:** BDW can provide either a skatepark or a youth games facility in the open space at the site. Please tick below the onsite facility you would prefer to see delivered.

☐ Option A: Skatepark ☐ Option B: games facility

**Question 4:** Alongside providing facilities for play at the site at the site, BDW are to provide funding for improvements to existing facilities in Hullbridge. Please tick below your preferred funding option.

☐ Option A: All funding should go towards onsite facility

☐ Option B: Funding should be split 50/50

If Option B, please state below what local facility you would like to see upgraded.

**Question 5:** Do you have any further comments on the detail of the proposed development? Please comment below.

### Next steps

We are preparing our detailed plans for the development and this consultation is part of that process. We will carefully consider your responses and use them to finalise our proposals.

A range of studies will support the application including more information on the design of the development and landscaping and open space proposals.

BDW hope to submit their reserved matters planning application to Rochford District Council in the coming weeks. There will be an opportunity for you to make formal representations to Rochford District Council once an application has been submitted and before a decision is made. We expect to receive a decision on the proposals before Spring 2018.

### More information

If you require any further information, please contact the project team via email at:

[rorypuxley@newingtoncomms.co.uk](mailto:rorypuxley@newingtoncomms.co.uk) or by telephone 01245 355 625.



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