

**planning and design statement
thirteen new homes, whitehouse chase and eastwood road, rayleigh**

application for planning permission and listed building consent for the construction of 13 dwellings and the removal of an existing pond

at

the whitehouse village

154 eastwood road, rayleigh, essex

on behalf of

**churchgate holdings
churchgate house
rectory lane
battlesbridge
essex**

1 september2006

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- Application for Listed Building Consent
Town and Country Planning Act 1990**
- Application for Planning Permission
Town and Country Planning Act 1990**

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1. Introduction

Development of the White House site has presented the opportunity to create a balanced range of property types. Existing approvals for six detached houses on the southern end of the site fronting Whitehouse Chase and in a small private drive development presently mix with approved apartments in buildings to the east side of the site, one replacing a pre-existing barn and the other substituting greenhouses of the former Garden Centre.

The Applicants are aware of a need and demand for ever increasing accommodation specifically targeted for those in retirement, and it is considered appropriate in this prominent location close to the Town Centre, local shopping facilities and immediately adjacent bus services to include retirement homes within the development, and to make best use of space available in line with Government Policy

2. The Whitehouse Village in Context

Whitehouse Chase is a broad, leafy suburban street typified by large detached and semi-detached houses of a range of architectural styles and ages. The Chase has a quiet suburban feel but at present is unbalanced and 'top heavy' in that the major part of the street scene is located on the western aspect.

At present the addition of three new detached properties within Whitehouse Village goes some way to redressing the streetscape and opening up what has been previously inactive frontage. The proposal for this Application is to continue the opening up and reinstatement of a controlled active frontage to complete the streetscape.

The homes proposed to Whitehouse Chase respect the scale of the existing structures of the bungalow and dilapidated barn upon which footprints most of the proposed units will sit. The street scene will then step up at the south end of the current site with the three new properties described above.

Particular attention is given to respecting the treatment of The Whitehouse as the natural centrepiece of The Whitehouse Village with opened up framed views and enhanced indigenous oak planting as part of the new streetscape and additional external works planting provision.

This current application seeks to form 11 units on the Whitehouse Chase / Eastwood Road frontage as part of a proposal to develop 15 dwellings specifically designed to cater for a demand for retirement accommodation, available exclusively to persons aged 55 or over. This demographic has been ascertained during early marketing of the Whitehouse Village scheme.

3. Design Objectives

During the course of the redevelopment of the Whitehouse site it has become clear that the following design objectives are paramount to the site and its unique context and placement within the Rayleigh community :

- **A Mixture of Dwelling and Occupiers:** The incorporation of a range of suitably scaled buildings and spaces incorporating a sustainable mix of dwelling types and occupier demographic which provides a balanced community.
- **Integration and Permeability :** The re-connection of the site into the surrounding streetscape. Essentially the site now has a relationship with its neighbours and is integrated into the urban fabric.
- **Design Quality :** High standards of design and execution of detail for both buildings and external spaces, building on local character and materials to create a new enhanced character and sense of place.
- **Sustainability :** All opportunities for conserving resources, increasing public transport use and reducing energy losses are being encouraged.
- **Public Space and Landscaping :** A new, considered and ordered streetscape is proposed for Whitehouse Chase offering an opportunity to complete a planting scheme of semi-mature indigenous oak trees to complement the remaining existing species in the Chase, along with detailed and managed low level hedging demarcation which will open up and frame perspectives of the Whitehouse structure itself.
- **Self Sufficiency:** We believe in sharing the good aspects of our development and keeping the bad to ourselves. Whilst the site is permeable, open to view and public accessibility we have ensured that less 'social' aspects are retained and designed into the site. We have ensured that all car parking provisions for the proposed new dwellings are retained within the site curtilage and are unobtrusive to onlookers. All refuse storage is contained and considered within the cottage design and easily accessed from the street front for quick and simple collection.

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4. Revised Scheme Composition

It is essential that an appreciation of the additional development being proposed under this Application is stated very early in this document.

It should be understood that the new proposals comprise of an additional **9 new dwellings** over all. The Application scheme is a rationalisation of an existing inappropriate dwelling (bungalow to Eastwood Road) and a current permission under reference 05/00016/LBC to demolish an existing barn and erect three bedroom dwelling. The existing and proposed development areas are illustrated in **Appendix 2**.

The composition of this total is detailed as follows:

Omit from the current scheme approved under Application Numbers 05/00013/COU and 05/00016/LBC

- **Two** units to the existing corner of the site which is occupied by a replacement bungalow and an original dilapidated barn which has permission to convert to residential use (under Application No. 05/00013/COU). The two buildings cover a developed area footprint of approximately 36 metres x 17 metres (617 m² / 6,641 ft²), with a total gross floor area of both buildings at approximately 170 m. sq. / 1,829 ft².
- **Two** cottages obtained under Application No. 05/00522/FUL which cover a developed area footprint of 26 metres x 19.5 metres (507m² / 5460ft²) with a total gross floor area of 308m² / 3,320ft²

Add under Application dated August 2006

- **Four** two bedroom units within the footprint and mass of the two cottages obtained under Application No. 05/00522/FUL cover an area of 26 metres x 19.5 metres (507m² / 5460ft²) with a total gross floor area of 308m² / 3,320ft².
- **Eleven** two bedroom cottages in part located to the existing corner of the site occupied by the replacement bungalow and an original dilapidated barn. Gross floor area of 435m² / 4,675ft².

Net addition to the Whitehouse Village Development:

Unit Numbers

- Addition – 13 x 2 Bedroom units
- Omission – 1 x 2 Bedroom Unit
- Omission – 3 x 3 Bedroom Units

Net addition - **9 x 2 Bedroom Units.**

Developed Area

- Gross floor area of Bungalow and an original Dilapidated Barn - 165m² / 1,776ft²
- Gross floor area of Cottages obtained under Application No. 05/00522/FUL – 156m² / 1,680ft²

Gross Developed area to be **omitted** - 321m² / 3,460ft²

- Gross Floor Area of 11 new cottages - 435m² / 4,675ft²
- Gross Floor Area of 4 new cottages (previously 2 cottages) – 156m² / 1,680ft²

Gross Developed Area to be **added** - 591m² / 6,370ft²

Therefore the **net impact** over the development is the addition of **9 units at 270m² / 2,910ft²** of developed area.

Car Parking Provision

There is a net addition of 12 car parking spaces to support the 9 net additional units proposed. Therefore the total Parking Provision for the Proposed 11 new cottages (replacing bungalow and barn), 4 cottages (replacing the existing 2 cottages) Blocks A and B – 16 Apartments (all under consented Application 05/00013/COU)) is 36 on site parking spaces for 31 units.

We strongly believe that this is a sustainable and balanced reappraisal of the overall site accommodation offer for reasons that we will present in detail through the body of this Planning and Design Statement.

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5. Design Strategy

Consultation

The Design Strategy has been brought forward in consultation with officers from Rochford District Council Planning and Environmental Officers and officers from Essex County Council Highways Authority.

Design Team

We have utilised the original Whitehouse Village Architects, Design & Plan as concept architects in conjunction with the following Consultant team:

- Cameron Taylor - Structural, Civil and Highways Engineering elements
- Landscape Planning Group Ltd - Arboricultural Consultants.
- RSA Geotechnics Ltd – Geotechnical and Environmental Engineers

Architectural Design Concept

- Paramount in our design considerations have been the impact on the following elements:
 - The Whitehouse dwelling
 - Whitehouse Chase / Rayleigh Road
 - Existing valued trees and planting
- The composition of the proposed Whitehouse Chase elevations ensure that the protected views of The Whitehouse are retained. This is illustrated under Appendix 3 and 4 – Existing site photographs and CGI approximate viewpoints.
- The new units have been designed to appear as a composition of connected 'alms house' dwellings on both the redesigned existing cottage units footprint and specifically to the Whitehouse Chase and Eastwood Road elevation – see computer generated image and elevations details Appendix. 4 and Appendix 1 respectively. The buildings comprise a ground and first floor level which is located within a pitched roof space and comprises a low eaves detail to the front and rear elevations. The new buildings reinterpret traditional domestic details present in existing approved cottage details within units 05/00522/FUL.
- The Site Layout and Building Massing have been designed in accordance with the Local Authority's Residential Design Standards to avoid any loss of amenity or impact upon the surrounding and adjoining dwellings. Each house has private rear amenity space of 35m² together with a front garden area of approximately 10m². Car parking is provided at a ratio of 1:1 along with bicycle and shopper parking adjacent to the newly created rear parking courtyards which retain the existing trees of noted interest.
- The nine units to the terraced elevation fills the 'hole' in the streetscape to Whitehouse Chase. The two units turning the corner from Whitehouse Chase into Eastwood Road anchor the corner of the site to its location in a far more defined and appropriate way than the bungalow does at present. We feel that the bungalow is a weak and isolated representation of modern architecture which is entirely out of context with the current Whitehouse Village vision of scale and quality. We believe that this composition balances the two corners of the front of the site without being detrimental to the protected Whitehouse visual amenity.

Materials

- The materials and details for the new building are drawn from the palette within the existing streetscape and Whitehouse Village Development., implemented on units (plots) 1—6 and Block B. We believe that the construction design and quality of execution ongoing sets an excellent benchmark for future design proposals.
- As a long and informed series of discussions and planning informatives substantiated and approved the current scheme we have sought to retain and develop the principals already agreed, set and under construction on Whitehouse Village.
- The roof is formed with clay pantile with an expressed low level eaves line which forms the main elevation and finished in white eaves and fascia detail.
- The previously approved facing brick and weatherboard detail is proposed the main elevations with recessed openings to add depth and modelling to the elevations containing timber framed double glazed windows.
- The second floor bedrooms have dormer windows. The garden elevation echoes the composition of the main entrance elevation with double doors to living and dining areas opening onto an enclosed private amenity area.

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Highways and Trafficking

Detail of the Cameron Taylor Transport Statement, August 2008, is contained within the bound report included under Appendix 7

- A new vehicular access is formed on Whitehouse Chase which is situated in the middle run of the terrace which serves to break down the terrace of units whilst opening up views to the retained trees and Whitehouse structure beyond.
- A tracking assessment has been undertaken and detail contained in the above report which demonstrates that the parking proposals are viable.
- A visibility splay examination has been undertaken and detail contained in the above report which demonstrates that the parking proposals are viable.
- Refuse collection will be from the front of each dwelling, therefore there is no requirement for on site access or manoeuvring for refuse vehicles.
- A trip generation study has been undertaken which demonstrates that the proposed development gives rise to an extremely modest level of additional trips on the local highway network. As a result it is considered unlikely that any adverse impact on capacity or safety will occur.

Landscape and Arboricultural

Detail of the Landscape Planning Group Ltd Arboricultural Report, July 2006, is contained within the bound report included under Appendix 8

- The existing pond has been omitted under our new proposals as the Applicant as developer and freeholder has sought advice over safety and management issues of such an item within a mixed demographic development. It is within the context of this Health & Safety advice that the pond has been removed from the scheme to make way for further and better quality landscaped amenity space.
- We have supporting design information – see PGC Roessler Drainage Layout Drawing – **Appendix 1** which confirms that the previous use for the pond as effectively a balancing tank for The Whitehouse dwelling is now nullified through the proposed new drainage scheme for the development. Therefore the presence of the pond was purely that of cosmetic appeal, outweighed by the inherent safety risk. Therefore we believe this matter alone supports its removal from the present scheme.
- An arboricultural report was commissioned by the Applicant in order to address the interests raised by RDC Arboricultural Officer. The primary matters addressed under the report concern the location of existing and proposed tree planting to adjacent the units to Whitehouse Chase and the retained trees to the proposed car parking area to the rear of the cottages. The report summarises trees for removal and treatments during and post construction for retained trees. Landscape Planning Group have specified indigenous oak replacement and new planting to the streetscape areas and the boundary of The Whitehouse. We believe that this treatment is of a far superior quality than the existing streetscape offers and a far more appropriate species type for Whitehouse Chase.

Geotechnical and Geoenvironmental

Detail of the RSA Geotechnics Ltd – Geotechnical and Environmental Report, May 2006, is contained within the bound report included under Appendix 9

- We have include the original site wide Geotechnical and Environmental report for the scheme being constructed under the existing consent which includes a full study of the proposed development zone.

6. Sustainability Statement

The scheme has been designed to achieve the following aims:

Site and Built Form

- Connecting to and extending cycle and pedestrian networks.
- Creating a low key and ordered urban development.
- A suitable high urban density.
- Encouraging connections to public transport.
- An extension to the existing urban area in a form facilitating ease of access by foot, cycle and public transport.
- Creation of an urban form with visual cohesion and sense of place.
- Create safe public places and streetscaping for children and the public.
- Provide a comprehensive landscaping framework.

Green Travel Plan

- ### Minimising Resource Consumption

- ## 7. Planning Policy

Liason with Planning Authority

- As noted, following close liaison with Rochford District Council and other Regulatory and Historic bodies over a period two years for the previous consented application we have continued to maintain a high level of dialogue with Officers at RDC to ensure continuation of the principles established in the current development of Whitehouse Village. We believe that the interpretation of these requirements will continue to manifest themselves in the new application.

Relevant Planning Policies

C11 New Buildings

- The proposals take account of the scale of the surrounding development.
- The proposals enhance public pedestrian areas and open space.
- The proposals protect residential amenity

C13 Street Furniture

- A comprehensive palette of street furniture, surface materials and planning will be brought forward for Local Authority approval.

C14 Trees, Planted Areas and Landscape

- Soft landscape proposals and tree planning meet the requirements of Appendix 3, Townscape Policy Guidance.

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H5 Residential Design and Layout Considerations

- The proposals have been brought forward in relation to the design and layout considerations contained within Section 5 and Appendix 1 – as follows :

The new buildings reflect neighbouring development and the overall character of the locality

Materials are sympathetic to their location

Building massing results in a harmonious overall composition

- Garden and Amenity Space

All two bedroom dwellings each have 35m² of private amenity space

The additional communal amenity provides a buffer zone between the Whitehouse and the proposed units to enhance privacy and maintain an unimpaired visual amenity of the listed structure.

Removal of the pond adds further controlled, safe and beneficial communal amenity via landscaping and managed lawn space.

8. Management Strategy

Refuse Collection

- The Whitehouse Village management company will be responsible for co-ordination of all on site waste and recycling activities. The proposed dwellings will have refuse collection points at the site curtilage for ease of collection negating the requirement for on-site refuse vehicle movements. Refuse collection points will be agreed with the Rochford District Council refuse and recycling representatives to areas on Whitehouse Chase in the same manner as the current units (Plots 1 – 3) under construction.

Gardening and Maintenance

- The Whitehouse Village management company will be responsible for co-ordination of all on site gardening and maintenance to areas of amenity and streetscape which will be subject to a level of service charging to the residents. This will ensure that the Village is maintained and presented appropriately and that borders and interfaces with the existing urban fabric are enhanced and harmonious.
- Representatives of The Whitehouse Village management company will instigate a review programme to be undertaken in partnership with neighbourhood representatives and Rochford District Council Representatives to establish and ensure that the Village and the surrounding environment are maintained to a clean, high quality level of maintenance, planting and arboricultural management.

8. Contributions and Statutory Requirements

- S106 Calculation - Affordable Housing Contribution - see Calculation - Appendix 5**

The Developer is willing to propose a Unilateral Undertaking to establish an early agreement toward a Section 106 Contribution.

- The Developer's proposals for the agreement of a commuted sum payment in lieu of on site affordable provision based on the following criteria:

New total of Proposed Development : 24 + 13 units = 37 units.

Deduct - Existing 24 unit Development : 13 units at 15% = 1.95 = 2 units as affordable provision.

Anticipated Contribution – Commuted Sum for 2 units, nett scheme development subsidy =
£90,000.00

- S278 and Other Contributions**

- The developer acknowledges this requirement and anticipates discussing further contributions with Rochford District Council as part of this Application.

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9. Conclusion

In conclusion, the new dwellings proposed at Rayleigh Road and Whitehouse Chase present a sympathetic addition to Whitehouse Village which optimises the use of a valuable urban site and will make a valuable fresh contribution to the streetscape and the placement of the scheme in context with its neighbours and the public generally.

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Appendices

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Appendix 1 – Schedule of Application Drawings and A3 Reference Copies

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Schedule of drawings:-

4032-101	Plans & Elevation of 4 No. Retirement Homes (change of unit number from 2 to 4 units)
4032-103	Plans & Elevation of 4No Retirement Homes to Whitehouse Chase frontage
4032-104	Plans & Elevation of 7No Retirements Homes corner of Eastwood Road & Whitehouse Chase
4032-105	Proposed Site Plan
4032-106	Indicative Street Elevations
4032-107	Site overlay plan, showing existing & proposed development