

Proposal to Amend Silver End Regeneration Area Boundary.

Portfolio Area: Cllr Harley Cabinet Member for Enterprise and Culture

Report Presented by: Eleanor Dash Planning Policy Manager

Background Papers: One District One Vision A Draft Strategy for People and Places in the Braintree District to 2025

Corporate Implications: Please refer to table at end of report.

Options:

1. To approve the recommendation set out at the end of this report.
2. Not to approve the recommendations.

Risks: That the Core Strategy could be found unsound.

Executive Summary

The owner of 'The Finishing Company Ltd' at Western Road, Silver End wishes to move to another site within the District and has approached Braintree District Council to see if this site could also be included in the proposed regeneration area for Silver End, which currently comprises the former Crittalls site adjacent.

Decision

To agree to include 'The Finishing Company Ltd' site within the former Crittalls site as part of the Silver End regeneration proposals in the Draft Core Strategy and the Strategic Housing Land Availability Assessment.

1. Background

1.1 The Core Strategy preferred options document sets out the major growth locations in the District. This included in paragraph 4.3 on page 30 that part of the proposed growth will be met by;

"Providing about 200 new dwellings in total on proposed mixed use regeneration sites in Silver End and Sible Hedingham"

1.2 In Silver End the proposed regeneration area is made up of the former Crittalls factory site in the heart of the village.

Silver End village (*built in 1926*) was one of the last garden village concepts built in the UK, it was designed to be completely self sufficient with all of the original houses built for occupation by employees of the Crittalls factory.

The site was vacated by Schlegel in 2008 and the more recent factory buildings on the site were demolished in 2008 (*The original Crittall factory buildings, power house and garden have been retained on the site*)

1.3 The Council has been in discussions with the agents and landowner for the former Crittalls factory site and Silver End Parish Council to discuss possible uses for the regeneration area to work towards developing a master plan for the site which the agents will then use as the basis for an application for outline planning permission.

1.4 The possible uses on the site that have been discussed include housing, retail, a special needs school, a care home and other employment uses. Discussions have also taken place regarding the possible uses for the original factory buildings and powerhouse which have been retained. Silver End Parish Council is keen for a museum to be incorporated into the master plan for the site and has suggested that this could be accommodated in the powerhouse.

1.5 'The Finishing Company' has a site area of approximately 0.3 ha.

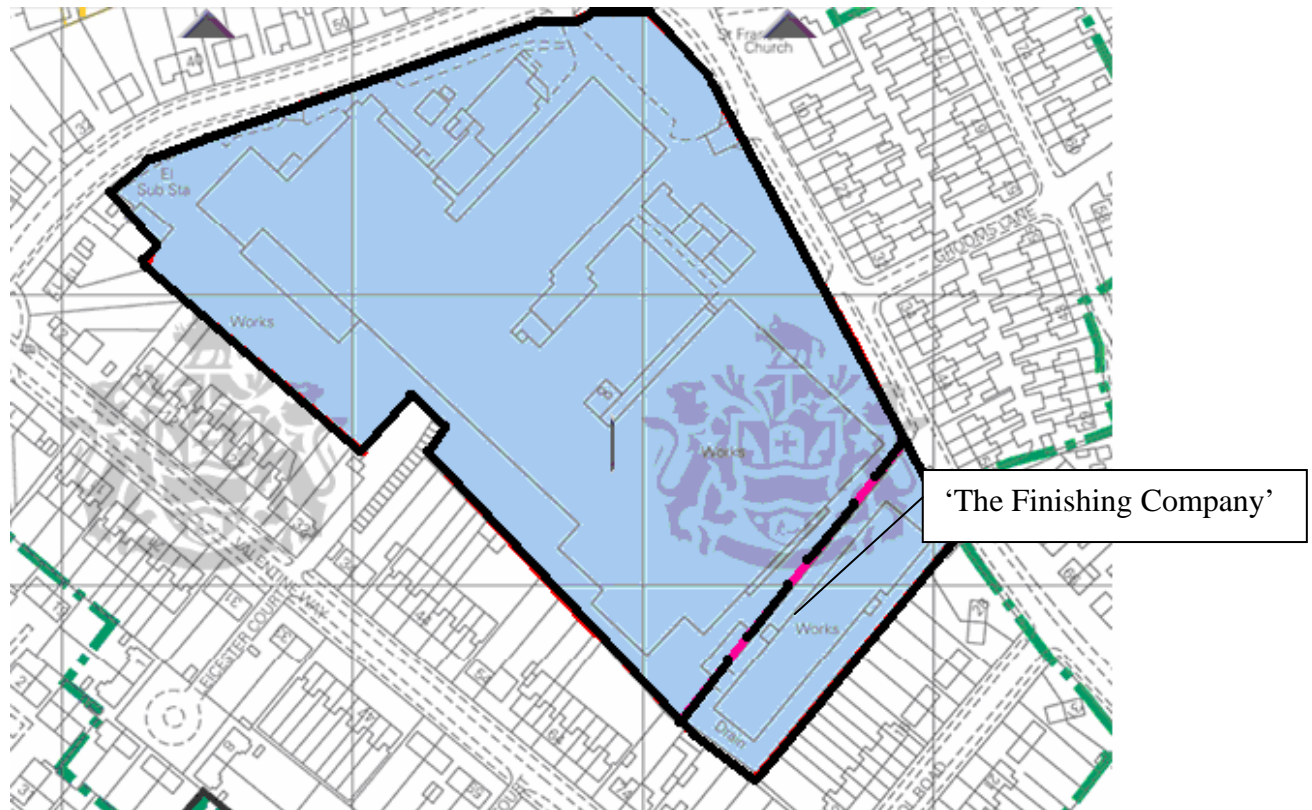
1.6 The Strategic Housing Land Availability Assessment estimates that 70 dwellings could be provided on the regeneration area, including 'The Finishing Company' site.

2. 'The Finishing Company Ltd'

2.1 The Council have been approached by the owner of the adjoining industrial site, called 'The Finishing Company'. The owner is concerned that the site is getting beyond its useful life, particularly with the increasing HGV's accessing the site which is generating complaints from the local residents.

2.2 'The Finishing Company' is situated to the south east of the former Crittalls factory site and adjoins the site boundary. 'The Finishing Company' fronts onto Boars Tye Road. It is currently allocated as an employment policy area in the Local Plan Review 2005. The site consists of a large industrial building in a poor state of repair, which is often accessed by large HGV's. Inclusion of this site would equate to a total regeneration area in Silver End of approximately 3.85ha.

2.3 The map below shows the Silver End mixed use regeneration area including this additional site.



2.4 Advantages:-

2.4.1 The inclusion of this parcel of land would allow an overall master plan to be developed for the whole site, enabling comprehensive redevelopment which ensures that the most appropriate uses occur in the right locations on the site when the development comes forward. It would also avoid problems of piecemeal development if this site were to be developed at a later date.

2.4.2 'The Finishing Company' is situated within a residential area and is frequently accessed by HGV's. The proposed relocation may reduce noise and disturbance in the residential area which is the cause of complaints. Although we seek to retain employment uses, we recognise that this is not the most appropriate location for an employment use which generates a large number of HGV deliveries.

2.5 Disadvantages:-

2.5.1 The redevelopment of this site would mean the loss of existing employment land in the centre of Silver End.

2.5.2 An additional land owner involved.

2.5 Consultation:-

Silver End Parish Council has been consulted on the proposal to amend the proposed regeneration area for Silver End to include 'The Finishing Company'. We hope to give a verbal report at the LDF panel regarding their comments.

Recommendation:

1. That the 'The Finishing Company' site is included as part of the Silver End Regeneration Area within the Core Strategy and is also included as part of the mixed use site within the Strategic Housing Land Availability Assessment.
2. That a policy on the regeneration area will be included in the Submission Core Strategy which will require a comprehensive master plan and draft s106 agreement for the whole regeneration area to be approved before any planning permission is granted.

Corporate Implications				
Financial:	There are no financial implications of this approach for BDC.			
Legal:	LDF Planning Policy Guidance and Regulations			
Equalities & Diversity:	N/a			
Customer Impact:	There is no customer impact of this approach.			
Environment & Climate Change:	The inclusion of this site would lead to improvement in the visual appearance of the environment which is situated within the Conservation Area for Silver End.			
Consultation/Community Engagement:	Local Committees	✓	Partners	✓
	Public	✓	Staff	
Key Decision:	No			
Public/Private Report:	Public			
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