



North Essex Authorities Joint Strategic (Section 1) Plan

Examination in Public

Hearing Statement

by

Andrew Martin – Planning Limited

on behalf of

Crest Nicholson Operations Ltd, R.F. West Ltd,
Livelihoods and David G Sherwood

SECTION 1

Matter 2



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Matter 2: Presumption in favour of sustainable development (Policy SP1); Place-shaping principles (Policy SP6)

Q5 *Is the reference to the use of design codes for strategic scale developments likely to lead to overly homogenous environments?*

The Colchester Braintree Borders Garden Community is proposed to be delivered in phases over a long period of time. The broad area of search identified so far is in multiple ownership and likely to be delivered by several different developers and/or housebuilders. On this basis we accept that the use of development frameworks, masterplans and other design guidance documents and use of design codes are appropriate measures to meet high standards of design. However, there needs to be flexibility and consideration of local areas rather than one universal application over the whole new community.

The evidence base document EB0026 proposes a Concept Framework based on a 'development parcels and neighbourhoods' approach to development of a new garden community. The Concept Framework prepared by David Lock Associates on behalf of the Councils, divides the broad area of search for the proposed garden community as identified in the Section 1 Plan, into five neighbourhoods, each with its own characteristics. Each is intended to be a complete community in its own right, incorporating all of the day-to-day services that its residents and business will require. We support this broad concept, which has been successful in the planning and development of the original Garden Cities and New Towns and the need for each neighbourhood to be an integral part of the whole new Garden Community. If each of these neighbourhoods is planned to respect its own local features and characteristics and by different developers then it should not lead to an overly homogenous environment. The Concept Framework represents a basis for a range of design initiatives that could contribute to high quality place whilst responding to variations in local character, site specific features, assets of historical and natural value etc. We do not support the overall design/layout of the town centre for reasons given in our hearing statement to matters 6 and 8.



Introduction to Crest as Promoter of the Land in Question

(Hearing Statements 1-8, submitted on behalf of Crest Nicholson Operations Ltd,
R.F. West Ltd, Livelands and David G Sherwood)

Crest Nicholson is a FTSE-250 company which has acquired a top level reputation for developing high quality housing within well-conceived masterplans for over 50 years across the south of England. We create places where people genuinely want to live, work and play, underpinned by a “value-adding” strategy which responds well to the aspirations of local communities. Importantly, this approach delivers a positive legacy for local planning authorities. For example, Swindon Borough Council’s experience of Crest’s placemaking and delivery at the new community, Tadpole Garden Village, is such that they are prepared to positively advocate our approach.

Crest are in the vanguard of delivering Garden Villages and sustainable new communities. We have been recognised for our exemplar approach, having won numerous awards over recent years including:

- Best Community Initiative for Community Interest Company at Tadpole Garden Village (Housebuilder Awards)
- Sustainable Housebuilder of the Year (Housebuilder Awards)
- Large Housebuilder of the Year (Housebuilder Awards)
- First or Second in Next Generation Benchmark for the last four years (only independent sustainability benchmark of the 25 largest homebuilders in the UK)
- Winner, Outstanding Landscaping for Housing (The Sunday Times British Homes Awards)

We are pleased to align ourselves with the principles set out by the TCPA for Garden Communities and we work closely with other organisations such as Local Enterprise Partnerships and the HCA in order to enhance delivery rates in line with national government objectives.

Our teams are highly experienced in delivering the required infrastructure that sits alongside new housing. At East Marks Tey, Crest are proposing to deliver another high quality development which encapsulates 21st Century Garden Village Principles, and delivers appropriate infrastructure in a timely and efficient way to benefit the local area. This includes a primary school, local centre, re-instatement of Marks Tey hall and its associated listed buildings, new employment provision, and green infrastructure to include open space, allotments and sports pitches.

We look forward to engaging proactively with Colchester Borough Council to deliver on our shared objectives.