Welcome

Acorn Braintree is preparing an outline planning application for a new mixed use, residential led development including new community services on the edge of Braintree. The development is known as Brook Green. We are bringing forward our plans to help meet housing needs in Braintree and the surrounding areas.

This exhibition is part of a consultation we are undertaking to hear the local community’s views on our plans. The feedback we receive will be used to help inform our proposals.

Our team is on hand to discuss the plans with you so please feel free to ask them any questions you have. We have provided feedback forms and would welcome your comments on our proposals.

About Acorn Braintree

Acorn Braintree forms part of the bigger Acorn Property Group. For 20 years Acorn Property Group has successfully created a range of new mixed use schemes.

Acorn is an independent development and investment company that has successfully created a range of refurbished and new build mixed use schemes for the residential and commercial sectors.

Established in 1995, Acorn has a strong focus on the provision of interesting sustainable architecture that adds quality and a sense of purpose to its immediate environment.

Working with innovative teams of architects allows Acorn to produce site-specific developments that maximise the potential of a site whilst meeting the needs of the local community. Acorn has a twenty year proven track record of bringing contemporary living to some of the UK's most beautiful shores, urban areas and remote rural locations.

The project team present today

Acorn Braintree - The Applicant
Turley - The Urban Design Consultant
RMA Environmental - The Environmental Consultant
PPML Consulting Ltd - The Planning Consultant

Turley - The Engagement Consultant
Journey Transport Planning Ltd - The Transport Consultant
ACD Landscape Architects - The Landscape Architects

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The development site measures approximately 56.9ha and comprises of agricultural land. It is located to the south west of Braintree and to the east of Rayne as illustrated on the map above.

We propose to develop approximately 36ha of the site for housing, employment and community uses, 19ha is allocated for green and open spaces, leaving the area between Rayne and Brook Green as open space and separating the two settlements.

What makes this site sustainable?

There are a number of reasons why our site is a sustainable location for new homes. It is linked to Braintree by the Flitch Way, a Sustrans designated walking and cycle route. This will create a sustainable travel route to and from the site. The site has a logical link to the residential area of Braintree and is accessible from the existing road network.

The site can take advantage of the local employment opportunities and services whilst providing a sustainable community.

Additionally there are limited ecological, landscape, historical and flooding features on the site and these can be designed into the development.
Site Considerations

Before preparing our outline planning application, we have assessed the existing conditions of the site and the surrounding area.

Environment and Landscape

The Landscape and Environmental Strategy Plan shows the existing features on site, including the ecology, arboriculture and adjacent features such as the floodplain and The Flitch Way. By mapping all these features onto a plan we can start to progress the overall layout of the development. We take into consideration important features to retain and enhance, and also look at views that may be affected by the development and show where appropriate visual screening can occur in the form of trees and shrub planting. The below plan shows existing features to be retained and enhanced, and where open space and development can be appropriately located.

Flood Risk

Detailed flood information from the Environment Agency has been used to inform the proposed design of the site. The result is all new homes are on land not at risk from flooding.

Surface water, sewers and groundwater, have also been considered in the design process of Brook Green to ensure that the development would not be at risk of flooding from these sources.

The proposals include mitigation measures to ensure that there would be no increase in flood risk to the surrounding local area. These include Sustainable Drainage Systems (SUDS), which increase the available floodplain storage to offset any loss from the proposed new access over the River Brain.

Sustainable Drainage

A SUDS Strategy has been prepared to outline how rainwater would be collected and stored on the site before allowing it to drain to the River Brain at a flow rate similar to the existing scenarios.

Some examples of the features are illustrated on the plan to the left. These include:

- Basin or ponds to create open areas for storage of surface water during extreme events. These can also be used as amenity/public open space and/or biodiversity or conservation areas.
- Swales would create linear green features enhancing the visual amenity of the development, whilst providing important surface water storage areas and water quality benefits.
- Permeable paving and/or bio-retention areas to provide a visually attractive way of collecting, treating and storing surface water runoff instead of the use of maintenance heavy gully pots that are prone to blockage.

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Site Considerations

The movement and access strategy for the proposals has been developed in consultation with Essex County Council, the Highway Authority for local roads in the vicinity, and Highways England, the authority responsible for the A120.

Vehicular Access

Vehicular access into Brook Green is proposed via three points. Access to the south of the Flitch Way is proposed via a new roundabout junction onto Pod's Brook Road. Two access points are proposed to serve the north of the Flitch Way, one of which will be limited to pedestrian/cycle and emergency access only.

A comprehensive assessment of the local transport network has been undertaken in order to develop an access strategy. Where issues have been identified appropriate mitigation measures are proposed.

Sustainable Access

The movement and access strategy has been developed in accordance with the National Planning Policy Framework requirement to ensure the site is accessible by means of transport other than the private car.

The road network and development layout is being designed to accommodate the requirements of bus access and will ensure that all dwellings are within 400 metres of a bus stop and routes throughout the site.

A regular and frequent bus service is proposed as a part of the proposals and will link the north and south areas by way of a bus only link under the Flitch Way.

The development is being designed to achieve a safe, legible and attractive environment for pedestrians and cyclists in order to encourage and provide opportunities for access by means other than the private car and take full advantage of the site's sustainable location.

Pedestrian and cycle access to existing routes including the Flitch Way is being promoted as a part of the development.

Pedestrian access will be further enhanced via an additional footbridge over Pod's Brook Road.

Parking

Car parking for Brook Green is being proposed in accordance with the standards set out by Essex County Council.

Traffic Impact

Where capacity and safety issues are identified during the assessment process, an appropriate level of mitigation will be provided to ensure that the traffic and transport impacts of the proposal are acceptable.
Why do we need new housing?

Essex and Braintree are under pressure to provide new homes. Braintree District Council will need to find sites appropriate to build new homes to meet the housing need.

Under national planning policy Councils are encouraged to support housing development that are in sustainable locations. Brook Green is a highly sustainable site and provides the best opportunity to provide new homes in Braintree.

The proposals will make a significant contribution towards meeting the housing needs of the district over the next 10 years.

On the 7 September 2015 Braintree District Council discussed the ‘Objectively Assessed Housing Need Study’ forecasting the demand for new homes over the period 2013-2037 in Braintree; Chelmsford; Colchester and Tendring districts. The report notes the districts need 3,137 new dwellings per year.

The report identifies that it would be appropriate for Braintree to meet a figure of 845 new dwellings per year.

What is affordable housing?

Affordable housing includes social rented, affordable rented and intermediate housing, provided to specified eligible households whose needs are not met by the market. It can be a new-build property or a private sector property that has been purchased for use as an affordable home.

There is demand for affordable housing in Braintree and our proposals will provide a mix of open market and affordable homes that will help meet the needs of Braintree.
Our Proposals

The scheme illustrated below is still in the early design stages, we are seeking an outline planning consent and the layout is not yet "fixed". The purpose of today is to gather your comments, so that these can be taken into consideration as we develop the plans.

An outline planning application establishes the principle of development and provides an indication of how the development could be set out.

- Up to 1,600 dwellings, including 30% affordable housing
- A new local centre which will provide a mix of residential, retail and commercial space
- A new doctor’s surgery and pharmacy
- Buildings for employment uses (i.e. office and small business spaces) to be built out during the first phase of the development
- A new primary school
- Public open space and new recreation areas

Acorn Braintree are preparing to submit an outline planning application. The proposals we are consulting on currently include:

- Landscaping and associated infrastructure
- Vehicle access from Rayne Road for the residents north of The Flitch Way. A new roundabout will be implemented from Pod’s Brook Road for residents south of The Flitch Way
- A surface water attenuation scheme, including enhanced biodiversity and the provision of an attenuation pond and SUDS
- Connections to The Flitch Way cycle path where appropriate
What we will bring to Braintree?

The proposals will make a significant contribution towards meeting the housing needs of the district, ensuring a continued housing land supply over the next 10 years and providing much needed affordable housing, in line with the Council’s policy and guidance.

Benefits of the scheme to Braintree

- Delivering homes to meet housing need in Braintree
- A range of house types, including affordable homes
- Substantial financial community contributions to be agreed with the council
- A new primary school
- A substantial financial receipt to Braintree District Council as a result of the New Homes Bonus and future Council Tax revenue
- New construction jobs and commitments to working with local suppliers during the construction phase
- A new doctor’s surgery and pharmacy
- Increased spending in the locality as a result of new residents
- Public open space and play areas
- New employment buildings, helping to create job opportunities
- A new local centre including shops
- Connection to The Flitch Way cycle path
- Improvements to local transport infrastructure and highway capacity enhancements
- Potential for new bus services

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Feedback & Next Steps

Thank you for taking the time to look at our proposals

If you have any questions, please ask a member of our team here today. Your views on the project are important to us and we will consider them as we finalise the proposals for the submission of the outline planning application. We would therefore be very grateful if you could take the time to complete one of the feedback forms and place it in the comments box provided.

Alternatively you could complete the feedback form at home and send it to:

Brook Green Consultation Team
FREEPOST – RTEY- ABBU- UGCX
Turley, 10 Queen Square,
Bristol, BS1 4NT

Email: brookgreen@turley.co.uk
Website: www.brookgreen-online.co.uk

We would be grateful for all comments by 5pm on 9 October 2015.

Next Steps
Once we have finalised our plans for the site we will submit an outline planning application to Braintree District Council, who will undertake their own formal consultation on the application.

Estimated project timeline

Public Consultation

Submit an outline planning application to Braintree District Council

Braintree District Council determines the outline application

Move to the detailed stage of the project development

Autumn 2015

Winter 2015

Spring 2016

Summer 2016

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