

Welcome



A NEED FOR HOUSING

In the National Planning Policy Framework (NPPF) supporting documents, Rochford is identified to have an increased housing requirement of some 689 dwellings per annum. Compared to the current rate of 356 dwellings per annum, this is a 93% increase.

The land at north of Hall Road, Rochford, has an important role to play in helping Rochford to meet its challenging housing requirement which is why we are preparing an outline planning application with all matters reserved (except for access where full details will be submitted).



THE DEVELOPMENT SITE IS LOCATED ON HALL ROAD IN ROCHFORD



A SUSTAINABLE LOCATION

It is close to Rochford Rail Station and Town Centre - a 19-minute walk or 5-minute cycle to the east (1.1 miles and 1.6 miles respectively).

West Street bus stops are all accessible via the existing shared footway/cycleway, which is located along Hall Road, and/or Ironwell Lane or, connections through the new Eastbury Park development to the east.



Who Are Croudace Homes?

We are a family-owned regional residential developer founded in 1946. We are committed to building high-quality homes that respond to the local context and will make a positive and lasting contribution to Rochford.

EXCEPTIONAL DESIGN & QUALITY

Our strength lies in the care and attention given to both the internal and external design of new homes, specification of fixtures and fittings and a quality finish. This applies equally to the buildings, landscape and surroundings which enhance streets, spaces and the wider area. Croudace Homes is proud to create homes of the highest quality, built by experienced professionals using high quality materials.



CONSIDERING THE SOCIAL & ENVIRONMENTAL EFFECTS

We are responsible in considering the social and environmental effects of the developments and take our responsibility to the immediate and wider community seriously. Incorporating play areas and sports facilities, protecting local wildlife, hosting community events and raising money for charity are all part of a commitment to make Croudace developments desirable and socially pleasant places to live.



Croudace Homes is a high quality, responsible housebuilder with a particular focus on strategic land promotion. Croudace has projects located throughout the south east of England ranging from residential schemes of around 50 dwellings to large urban extensions.



WORKING WITH COMMUNITIES

We seek to work closely with local communities, Planning Officers and key stakeholders to create schemes which meet the needs of local communities in the most beneficial manner possible. This is why we have organised this exhibition today.



Croudace Homes is committed to the delivery of a suitable and sustainable development which provides a range of community benefits which we hope you will see as you explore exhibition arranged for you today.

What Are We Proposing?

We propose a vibrant new community with up to 300 homes designed to meet local affordable housing needs, supported by green infrastructure, play areas, and sustainable drainage systems.



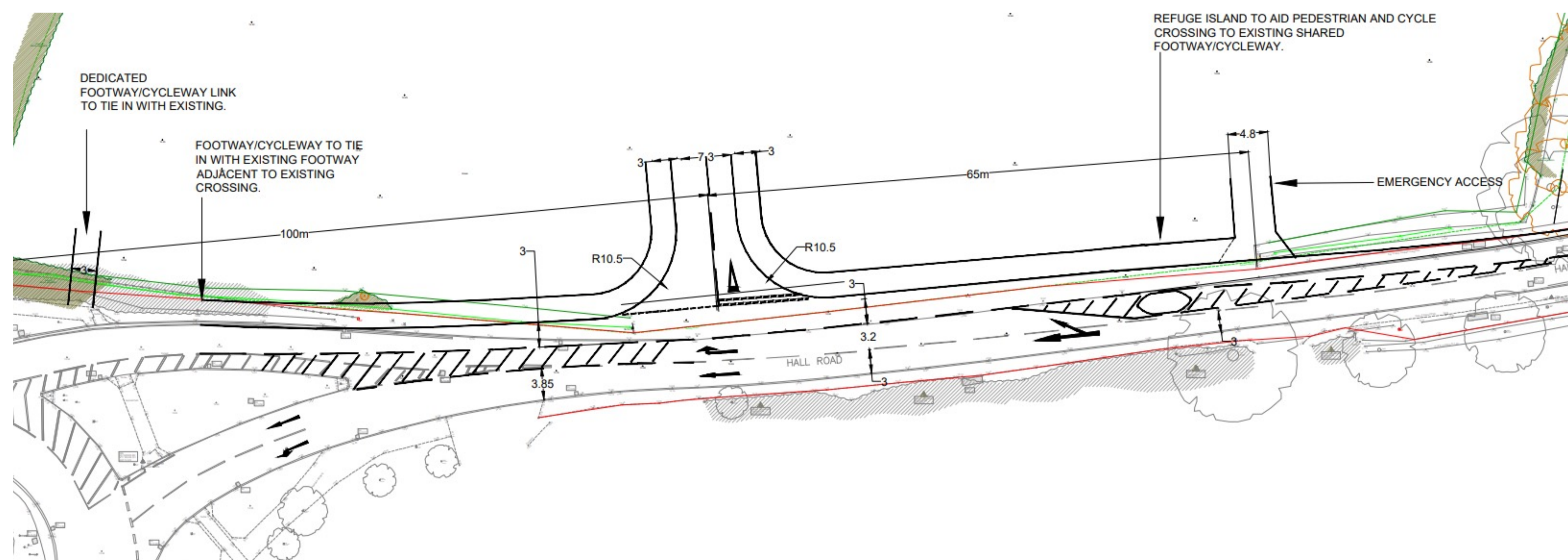
OUR PROPOSALS COMPRISE:

- **Up to 300 homes** of mixed sizes to meet local need, including **50% affordable housing**.
- **Suitable Alternative Natural Greenspace (SANG) & Public Open Space** exceeding policy requirements.
- Opportunity to provide a **Community Hub** or other uses, to be agreed with stakeholders.
- Opportunity to provide **enhancements to Ironwell Lane** improving off street connectivity to Rochford, Hockley & Hawkwell.
- **Vehicular access off Hall Road** with new footway connection and crossing point.
- Opportunity to **exceed biodiversity requirements** and create and enhance new and existing habitats.

How Will People Get Around?

The access has been designed in accordance with local and national requirements, considering existing and future traffic anticipated to be generated by the development.

The access aims to improve access for pedestrians and cyclists and to connect with the wider network. There is an additional emergency access to the east.



THE DEVELOPMENT WILL PROVIDE A RANGE OF OPPORTUNITIES FOR SUSTAINABLE TRAVEL



Foot & Cycleway Network Enhancements

- New footway/cycleway on Hall Road in the vicinity of the site, improving safe links to and from Rochford and public transport links.
- Links through Eastbury Park to and from the town.
- Ironwell Lane provides links east towards Rochford and west towards Hawkwell. We propose improvements to the surface which is in poor condition.



Public Transport Network Enhancements

- New or extended bus services and other local passenger transport improvements.
- Possible new bus stop along Hall Road.



Reducing Traffic & Congestion

- Enhancements to the Hall Road roundabout, should these be required.
- Potential speed reduction (to 30mph) from the Hall Road roundabout into the town.
- Electric vehicle & cycle charging.
- Other travel reducing methods, such as parcel lockers, car club vehicles, mobility-hub & communal cycle parking.

Landscape & Open Spaces

SOCIAL AND ENVIRONMENTAL SUSTAINABILITY IS AT THE CORE OF CROUDACE'S PROPOSALS TO ENSURE A SUSTAINABLE, ATTRACTIVE AND USABLE DEVELOPMENT. THE LANDSCAPE DESIGN AND OPEN SPACES UNDERPIN THIS APPROACH.

ACCESSIBLE NATURE AREAS



Suitable Alternative Natural Greenspace (SANG). This is a large natural open space area for people to enjoy that also acts as a green buffer to the countryside edge.

IRONWELL LANE IMPROVEMENTS



Resurfacing could breathe new life in to Ironwell Lane which connects Hawkwell and Rochford.

NEW CONNECTIONS



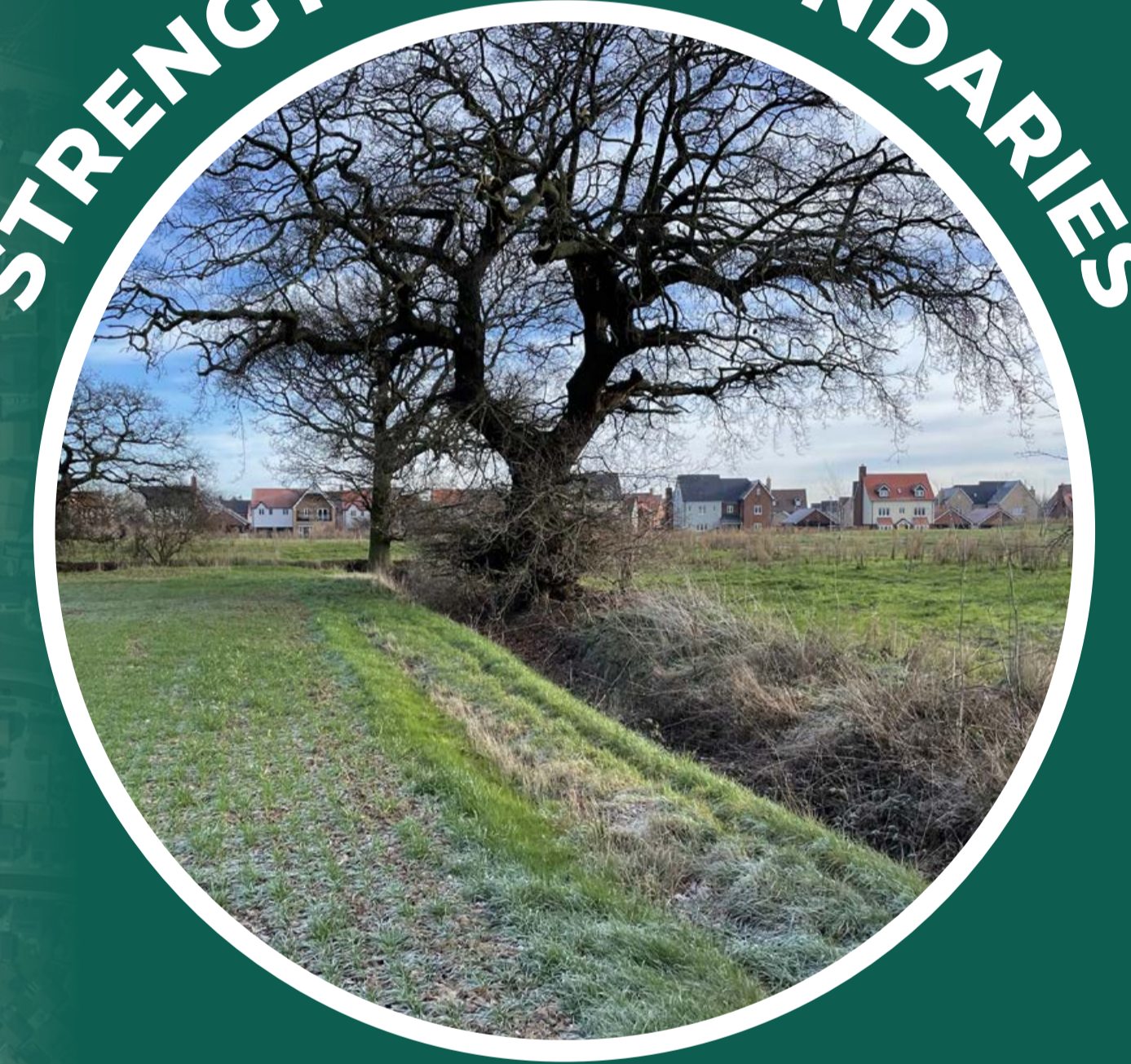
New pedestrian/cycle infrastructure which expands the existing network, improving sustainable travel choices.

RETAIN LANDSCAPE FEATURES



Retention and enhancement of existing vegetation and natural features such as ditches. New vegetation and green spaces throughout.

STRENGTHEN BOUNDARIES



Opportunities to strengthen field boundaries, providing additional filtering of views and improved habitats.

PLAY & LEISURE AREAS



Equipped play & other communal areas for leisure and socialising.

ECOLOGICAL ENHANCEMENTS

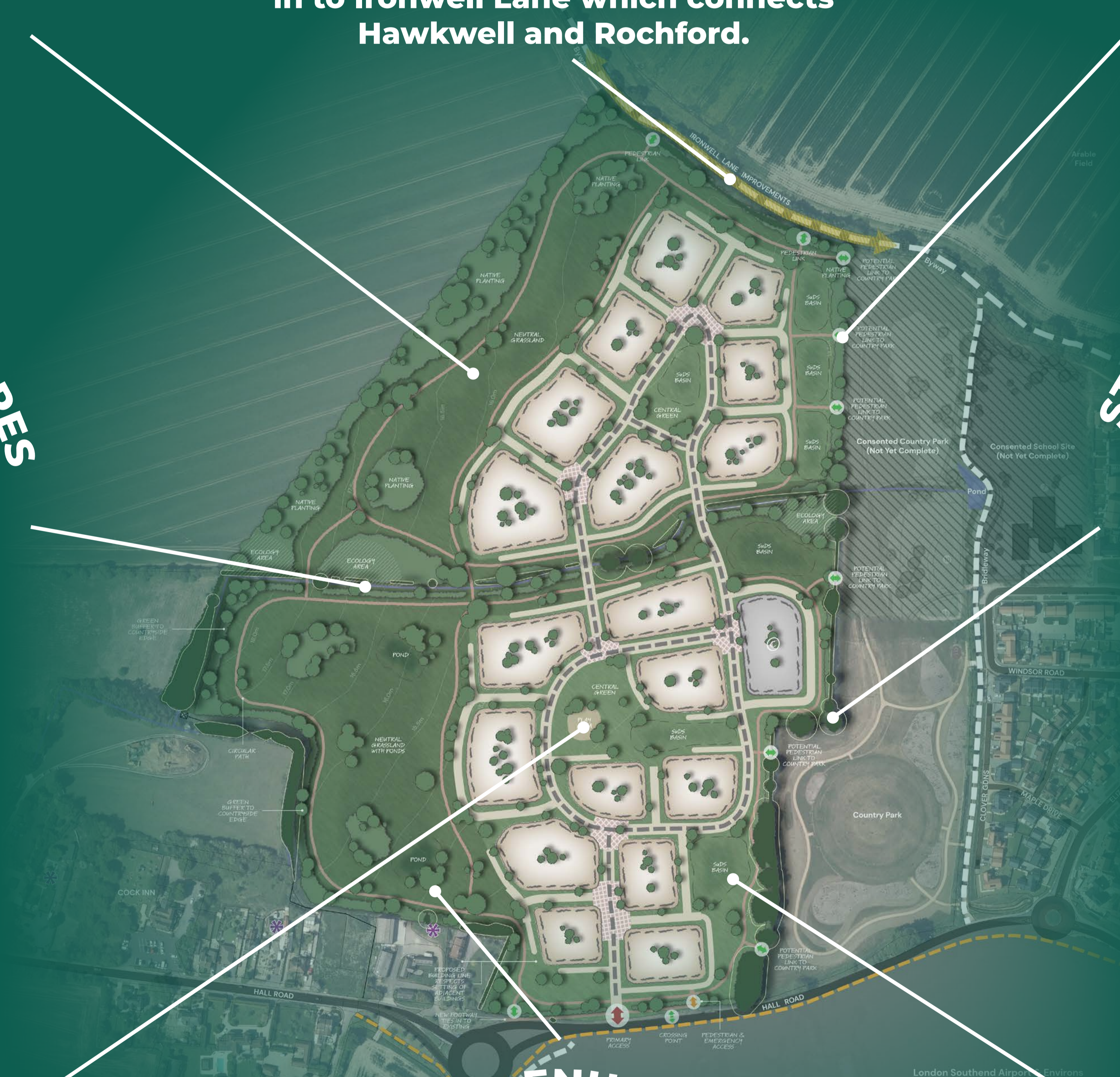


Designated ecology areas to protect existing habitats and create new ones.

SUSTAINABLE DRAINAGE



A network of sustainable drainage features in open spaces.



Drainage & Ecology



FLOODING

The entire Site is located in Flood Zone 1. It is generally accepted that all development is acceptable in Flood Zone 1. There is a surface water flow route through a drainage ditch which runs through the middle of the site, and another to the northern boundary.

All development will be located outside of surface water flow routes to ensure existing flows remain uninhibited.



FOUL DRAINAGE

All foul flows will discharge into the existing foul sewer within Hall Road to the south of the Site. Capacity within the existing system will be discussed directly with Anglian Water.



SURFACE WATER DRAINAGE

The site will use Sustainable Drainage Systems (SuDS) which are naturalistic features within open spaces. These can be ponds or seasonal wetland areas which are attractive green features that create habitats for plants and animals.

Each drainage feature (SuDS) will hold water during wet periods, releasing water slowly at the same rate as the undeveloped land.

The system can accommodate a 1 in 100 year event with a 45% allowance for climate change. Additional features such as permeable paving and swales (drainage ditches) provide additional levels of water quality treatment.

WITH THE ABOVE FEATURES IN PLACE THERE WILL BE NO ADDITIONAL RISK TO SURROUNDING PROPERTIES FROM SURFACE WATER FLOWS.



SUSTAINABLE DRAINAGE SYSTEMS (SUDS) ARE ATTRACTIVE FEATURES WITHIN OPEN SPACES

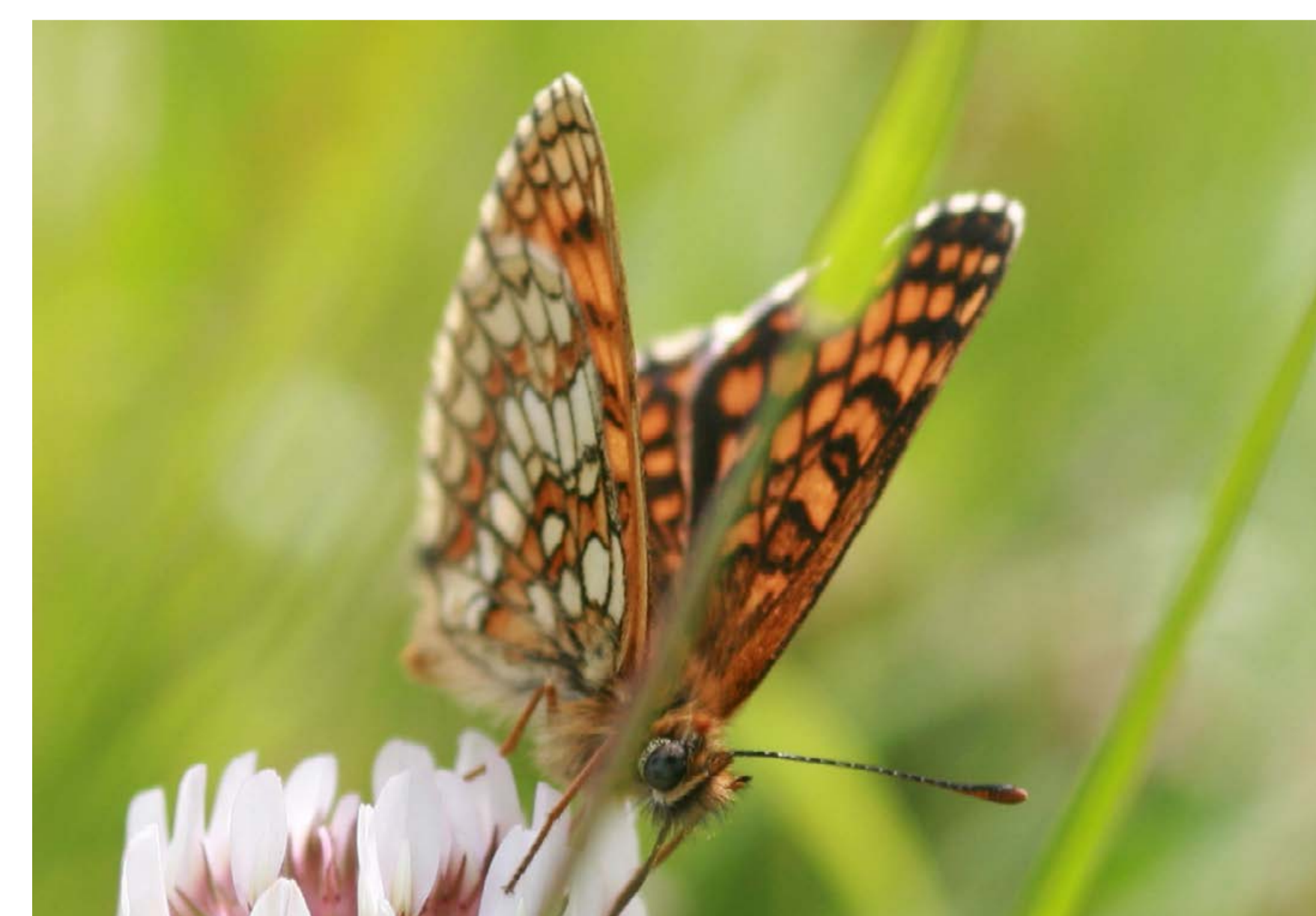
PROTECTING AND ENHANCING ECOLOGY

We have undertaken a Preliminary Ecological Appraisal to assess the site's biodiversity.

The masterplan includes extensive open spaces, and we anticipate the development can exceed biodiversity requirements.

Our plans to further provide biodiversity measures on the site include:

- SANG Parkland with walks and open spaces.
- A green buffer to the west softens the new edge of Rochford.
- Retain existing trees and hedges.
- Ecology/habitat areas to protect wildlife.
- Sustainable drainage features such as ponds, basins and swales that also create valuable habitats.



Benefits of the Development?



New Homes and Community Uses

Up to 300 homes, including affordable homes. Potential community facilities such as allotments, custom build plots, or community building/hub.



Extensive Green Spaces

Large public open spaces, ecology areas and SANG mitigation land. The design preserves a substantial green gap between Rochford and Hawkwell.



Play Facilities

Natural and equipped play areas to suit different ages.



Improved Biodiversity

Protect & create natural habitats through designated ecology areas, new trees and hedgerows, meadows and other planting. We will increase the biodiversity of the site in excess of 10%.



Sustainable Transport Links

Improved access to local facilities, enhanced public transport and car club vehicles, including new footways, cycleways, a crossing point, and off-road links to boost sustainable transport options.



New Local Jobs

Creation of new local jobs and apprenticeships through construction and sale of new homes.



Meeting housing needs

The development aligns with government ambitions to increase housing supply and supports Rochford in meeting its housing targets, balancing environmental, social, and economic priorities for the area's future.



Attractive & Sustainable Drainage

Controlling surface water flows to reduce flood risk using attractive green features.



How Can You Comment?

When creating a new community, we value input from residents. We invite you to share your feedback on the proposals.

AS WELL AS YOUR THOUGHTS ON THE PROPOSALS, WE ARE PROPOSING A COMMUNITY HUB & WOULD LIKE TO HEAR FROM YOU REGARDING WHAT USES THE BUILDING OR SPACE(S) MIGHT COMPRISE



HERE'S HOW YOU CAN GET INVOLVED AND WHAT HAPPENS NEXT:

- 1. Share Your Feedback Today:** Speak with one of our team members, or complete our survey either online or using the paper versions here at the event.
- 2. Stay Connected:** Sign up for updates to stay informed about the project's progress and upcoming opportunities for input. You can do this by filling in a survey, visiting our web page or by emailing using the adjacent contact details.
- 3. Next Steps:** We will review all feedback collected and provide updates on how your insights have influenced the next phase of the design process.

HOW DO YOU GET IN TOUCH WITH US?



info@urbanissta.co.uk



urbanissta.co.uk

THANK YOU FOR TAKING THE TIME TO ATTEND OUR EXHIBITION

Proposed New Homes at Hall Road, Rochford

- SITE BOUNDARY
- EXISTING VEGETATION
- ROOT PROTECTION AREAS
- PROPOSED VEGETATION
- ▨ RESIDENTIAL PARCEL WITH INDICATIVE BUILT FRONTAGE
- ⊞ OPPORTUNITY FOR OTHER/COMMUNITY USES
- OPEN SPACE
- ECOLOGY AREA (NO PUBLIC ACCESS)
- PRIMARY PATH THROUGH OPEN SPACE
- PLAY AREA
- ATTENUATION BASIN/SWALE
- ➔ PRIMARY ACCESS POINT
- ➔ PEDESTRIAN ACCESS
- ➔ PEDESTRIAN CROSSING POINT
- ➔ PEDESTRIAN / EMERGENCY VEHICLE ACCESS
- ➔ INDICATIVE MAIN VEHICLE ROUTE
- ➔ PUBLIC RIGHT OF WAY
- ➔ IRONWELL LANE IMPROVEMENTS
- ➔ ELEMENTS OF EASTBURY PARK SCHEME YET TO BE COMPLETED
- ➔ CYCLE PATH
- ➔ EXISTING DRAIN/DITCH
- ✳ LISTED BUILDINGS/STRUCTURES



ROCHFORD RAILWAY STATION
APPROX 1.5km EAST OF THE SITE

London Southend Airport & Environs
Joint Area Action Plan

What Community Facilities Should We Provide On Site?

