

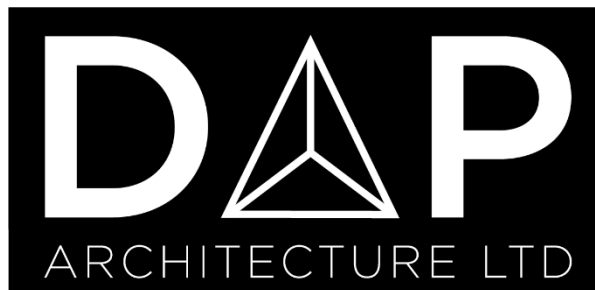
Residential Development  
Kelvedon Road  
Tiptree  
Essex

**Executive Summary**

**March 2022**

**Application No:** 190647  
**PINS Ref:** APP/A1530/W/21/3278575

**Client:** Marden Homes Limited



**DAP ARCHITECTURE LIMITED**

3+5 Hospital Approach  
Broomfield  
Chelmsford  
Essex. CM1 7FA

## **Executive Summary**

My name is David Plant. I am a RIBA Chartered Architect and am the Managing Director of DAP Architecture Ltd. A role I have held since forming the company in February 2011.

I have over 20 years' experience in Architecture and have spent my career to date working for Architectural Practices in London and the South East during which time I have been involved in many Commercial and Residential projects in and around the Essex area. I am the Principal Director responsible for DAP's design work across the UK, working on designs for numerous applications in addition to providing advice on urban design and strategic development.

I am familiar with the appeal site and the surrounding area, having been involved with several Planning Applications in the Colchester Borough Council administrative area and more widely throughout Essex over the past couple of decades.

I have considered, with the assistance of Savills, the relevant policies in relation to the appeal. I am familiar with Government guidance contained within Planning Policy Statements and Planning Policy Guidance notes. Furthermore, I am well versed with the Essex Design Guide and am currently a panel member of Essex County Council's Quality Review Panel advising on residential design across Essex.

Throughout the evidence submitted and the various supporting documentation the positive benefits of the scheme have been presented. These benefits include:

The empty site provides an ideal opportunity to provide high-quality housing for those seeking to live within the growing village of Tiptree and the amenities and services it provides, whilst also being close to large urban centres such as Colchester but also open, green countryside.

Principally it will increase visual interest on the Southern side of Kelvedon Road by filling the variable, irregular and unattractive gaps between the existing built form. The site is located within a sustainable location, close to local amenities, schools and also easily accessible by various modes of public transport.

We have shown that the layout has evolved to respond to the opportunities and constraints presented by factors both on and off site in consultation with the Local Authority.

Through an extensive investigation into the character and design of the existing housing stock and examples of Listed Buildings, the design of the House types and the Apartment Blocks has evolved, taking cues from the palette of materials and design details that can be found in the local area, despite these being somewhat limited.

Further to the above the application of scale, height and massing of the proposed buildings is appropriate to its context with limited application of increased height in key areas.

The majority of the existing vegetation along the boundaries will be retained, poor quality/dead trees have been identified and will be removed and additional landscaping and planting will be provided throughout the scheme to soften and enhance its presentation.

Parking layouts have been designed alongside a specialist consultant to optimise space and usage. Other aspects such as drainage and ecology have all been considered within the proposal.

Despite the numerous positives that this development would provide to the local area, the LPA decided to refuse the scheme citing a number of reasons which have also been specifically addressed within the submitted evidence. These reasons were:

Layout as Proposed

Inter relationship with the Gables and wider landscape

Detailed layout, spaces, viewpoints and vistas, trees and house types

Inter-relationship with adjacent settlement including connectivity.

#### *Layout as Proposed*

The Council has stated that the site is determined by land ownerships and not good design practice, all viable sites are defined by land ownerships and a design must respond to both the opportunities on the site and the constraints presented by factors beyond the site. The design has responded to these factors positively by:

- Creating visual connections with the Grange Road development to the South
- Creating a stronger more visually attractive street scene to Kelvedon Road and removing existing piecemeal development
- Protecting the amenity of future residents of the Grange Road development to the South-West
- Protecting the amenity and privacy of residents of The Gables
- Protecting and enhancing the hedgerows and vegetation that are within and around the site in particular making the central examples a focal point for the scheme.
- Ensuring the possibility of development of the land beyond the site to the West by maintaining the access road through to the relevant boundary.
- Mitigating the potential expansion of Tower Business Park by creating generous set-back distances from the Northern boundary.

#### *Inter relationship with the Gables and wider landscape*

As has been stated, land ownerships invariably are a significant factor in the formation of any proposal site. Whilst it is acknowledged that it would have been beneficial for the dwelling and land referred to as The Gables to form part of the Application site the landowner did not wish their site to be redeveloped or included in any Planning Application. The omission of this portion of land does not however preclude the possibility of developing a well-designed scheme that

responds to its context. Instead the design proposals relate to the setting, orientation and amenity of The Gables by doing the following:

- Carefully inserting buildings of a similar scale and massing either side of the dwellings.
- Follow the building line it has established along Kelvedon Road to create a strong continuous built frontage
- Positioning gardens against its boundaries therefore creating good separation distances between first floor windows and its extensive garden area to protect its residential amenity and privacy.

These are all design decisions supported by the Essex Design which results in a Site Layout that protects the amenity of the existing landowner, whilst also enabling the delivery of a legible and accessible scheme.

#### *Detailed layout, spaces, viewpoints and vistas, trees and house types*

A number of points are made within the refusal notice under this heading. Firstly, the report states that the main vista terminates in a brutal manner, the main vista being that of the main access road which has been deliberately designed to stop at the western boundary in the event of the land beyond being developed, this was the stated aim of the Council and Parish Council during design discussions and has been a consistent feature of all the layouts submitted to date for this site.

The house types themselves are stated as being generic and lacking in detail, however as can be seen in the Architectural Investigation the details and fenestration applied is the prevailing style of new development in Tiptree and is exemplified in the Berryfields, Wilkin Drive and Grange Road developments, design details such as Pentice boards have been integrated into the scheme, drawn from Local Heritage Assets. The sites current Kelvedon Road frontage is made up of Travellers pitches and unmaintained vegetations either side of The Gables therefore the site cannot conceivably be considered to be in an area of high Architectural merit.

The report goes on further to discuss the retention of trees and hedgerows, stating that the development will result in the loss of a number of lower category trees and the existing hedgerow. The centrally located Public Open Space brings the existing hedgerow and trees to the fore in the development, their prominence will be added to and enhanced to emphasise this. Furthermore, additional tree planting will be found around the site in verges,

parking courts and in suitably sized open areas to offset the loss of the as-stated lower category trees.

*Inter-relationship with adjacent settlement including connectivity.*

The council states that the layout is insular and introverted. However, this disregards the existing context of the surrounding area. The site has 2 locations where there is potential to face outwards beyond the boundaries, namely on the Eastern boundary facing Kelvedon Road and on the Southern Boundary facing the Grange Road development, which has been achieved. Dwellings orientated to face north would overlook the Business Park which would provide an unattractive outlook for residents and would not constitute good design practice and furthermore could in the future be enclosed by new commercial development. 125m of the 203m Western boundary is shared with the future property boundaries of the Grange Road development, it is these properties which will obstruct views Westwards therefore the dwellings are orientated to back onto the western boundary respecting the amenity of those future residents.

To conclude, the site layout has been iteratively developed through extensive consultation with various stakeholders throughout the design process. In combination with pre-existing site opportunities and constraints, input from discussions with stakeholders and the application of best practice in terms of layout design in response to these factors has further refined the scheme resulting in a development that delivers much needed quality housing of differing tenures and sizes in an attractive and sustainable location.