

Report to the Cabinet

Report reference: C-033-2008/09
Date of meeting: 01 September 2008



Portfolio: Planning and Economic Development
Subject: Loughton Broadway Development and Design Brief
Responsible Officers: John Preston (01992-564111).
Vicki Willis (01992-564593).
Democratic Services Officer: Gary Woodhall (01992-564470).

Recommendations/Decisions Required:

- (1) To note the public consultation activities conducted in the period 23 June to 18 July 2008 and the outputs from this process;**
- (2) To note Urban Practitioners' addendum report and to consider its recommended changes to the Development and Design Brief, following its assimilation and analysis of consultation responses;**
- (3) To authorise the Portfolio Holder to confirm the integration of agreed changes into the Brief and to present the final Brief to the Council on 25 September 2008.**

Executive Summary:

The Council commissioned Urban Practitioners to help it conduct public consultation on the proposed Development and Design Brief drawn-up for The Broadway area. The consultation period ended on 18 July 2008. Urban Practitioners has conducted an analysis of feedback received and has formulated a series of recommended changes to the original report, which was approved by Cabinet on 14 April 2008.

Reasons for Proposed Decisions:

It is proposed that the outputs from the consultation are noted not only to assist in the pursuance of the Development and Design brief but more broadly they afford a valuable insight into the views of residents and businesses in The Broadway area. It is hoped that consultation responses that were outside of the scope of the Brief may be fed through to other Directorates and external stakeholders as appropriate (e.g. responses around routing of public transport).

Urban Practitioners' recommended changes to the Brief are informed by feedback secured during the consultation process. This is evident from the consultation report.

Other Options for Action:

The alternative option is to disregard the changes recommended by Urban Practitioners. This may mean acknowledging work undertaken to date but not proceeding to utilise the Development and Design Brief or alternatively, using the Brief in its current form. It is likely that such an approach would come under criticism in terms of wasting resources and will impact upon stakeholder relations.

Report:

1. Epping Forest District Council (EFDC) commissioned a team led by Urban Practitioners to prepare a Development and Design Brief for the Debden Broadway area in November 2007. The findings of this work were presented to Cabinet on 14 April 2008 and the report approved for public consultation. Urban Practitioners was subsequently commissioned to assist the Council in undertaking public consultation in The Broadway area.

2. The consultation ran from Monday 23 June to Friday 18 July 2008 and included the following elements:

- (a) information via the project website www.eppingforestdc.gov.uk/broadway;
- (b) coverage in the local press;
- (c) a centrally located exhibition throughout the consultation period;
- (d) an on-street consultation day held on The Broadway to meet with members of the public;
- (e) a traders meeting;
- (f) a presentation and discussion with Loughton Town Council;
- (g) an early morning session to share information and answer questions from commuters at Debden Station;
- (h) meetings and correspondence with businesses on Langston Road;
- (i) meetings and communications with those people whose homes or business might be directly affected by the proposals; and
- (j) provision of a direct point of contact to the key officer at EFDC and to the project director at Urban Practitioners on all the consultation materials.

3. This multi-faceted approach ensured that the Council canvassed and secured a broad cross-section of opinion in respect of the proposals for The Broadway area. The Council received for example, more than 130 completed questionnaires, 13 written representations and, along with Urban Practitioners, met with several hundred local people and visited every business on The Broadway.

4. Urban Practitioners' public consultation report has been completed and copies have been circulated to members of the Cabinet and senior officers. A hard-copy is also available to view in the Members' Room. The report provides a concise record of the consultation activity undertaken. Furthermore, it provides an analysis of all feedback received and from this proceeds to recommend a series of changes which it considers should be incorporated into the final Development and Design Brief. The 12 recommended changes are summarised

as follows (for more detail refer to Appendix X):

- (i) Gateway development site - the Brief should contain more detailed information on the nature of the landmark building proposed for the gateway site;
- (ii) Petrol Station - the Brief should include information on the process which the council intends to follow to seek an appropriate alternative location for the petrol station;
- (iii) Parking related to infill development - further explanation should be provided in the Brief to demonstrate how parking will be accommodated for new development in such a way as to minimise its impact on existing residents;
- (iv) Vere Road - further detailed design and explanation should feature in the Brief to demonstrate the intention behind the Vere Road proposals. This should address for example, issues raised around parking and servicing;
- (v) Funding of streetscape enhancements - it is recommended that the Brief should note that any extension of The Broadway enhancement scheme could be funded through Section 106 payments associated with new developments rather than from public funds;
- (vi) Links to Langston Road - greater weight and clarity should be given in the Brief to the improvement of links between The Broadway and Langston Road;
- (vii) Controlled parking zones - the Brief should note that a significant number of local people would welcome a controlled parking zone;
- (viii) Station parking - the Brief should continue to advocate retention of the existing level of station parking;
- (ix) Young people - the vision section of the Brief should be extended to include a further section entitled 'A place for all ages'. This will particularly identify the need for more facilities and activities for young people;
- (x) New housing - the Brief should include a further explanation of the need for new housing in the area, noting that Debden is a very sustainable location, and that appropriate infill development will improve the area. It will also examine whether the broad quantum of housing proposed represents a reasonable proportion of the District's overall housing total;
- (xi) Servicing arrangements - the Brief should be updated to make it clear that any new infill development around Vere Road or Burton Road should properly accommodate the servicing requirements of the shops; and
- (xii) Cycling - the Brief should include further reference to provision for cyclists in terms of cycle lanes and secure cycle parking.

5. Urban Practitioners will be providing an addendum report fully detailing its recommended changes, which will be tabled for consideration. This addendum report is to follow.

6. Once the 'recommended changes' that Cabinet wishes to include have been incorporated into the Brief it will be considered by Full Council for adoption as non-statutory planning guidance. The Brief will therefore become a material consideration in the assessment of any future planning applications for the sites. The Brief will also build upon Local Plan policies and may eventually provide the basis of an Area Action Plan – a Development Plan Document (DPD) within the new Local Development Framework.

Resource Implications:

The study area for the Brief includes a number of sites owned by the District Council.

Legal and Governance Implications:

None.

Safer, Cleaner and Greener Implications:

Not at this stage, although potentially through subsequent developments.

Consultation Undertaken:

Public consultation as outlined in this report. Separate stakeholder consultation was undertaken earlier in the process as reported to Cabinet on 14 April 2008. The Public Consultation Draft Final Report, comprising the process and outcomes of the consultation along with subsequent recommended changes to the Brief, has been made available to members of the Cabinet and senior officers.

Background Papers:

None.

Impact Assessments:

None.