

# ***Report to the Council***

**Committee:** Cabinet

**Date:** 25 September 2008

**Portfolio Holder:** Councillor Mrs A Grigg

**Item:** 12

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## **1. LOUGHTON BROADWAY DEVELOPMENT AND DESIGN BRIEF**

### **Recommending:**

... **That the attached final Development and Design Brief be adopted.**

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1. At our meeting on 14 April 2008, we agreed, for public consultation, a Development and Design Brief for Loughton Broadway. We also appointed Urban Practitioners to undertake the public consultation exercise. Consultation took place between 23 June 2008 and 18 July 2008.
2. We have considered a report of Urban Practitioners on responses to the public consultation exercise and proposed changes to the Design Brief in the light of the comments received.
- ... 3. The attached final Brief incorporates changes informed by feedback during the consultation period.
4. Consultation included information via the project website; coverage in the local press; an exhibition; an on-street consultation day; a traders meeting; a presentation and discussion with Loughton Town Council; an early morning session with commuters at Debden Station; meetings and correspondence with businesses in Langston Road; meetings and communication with people whose homes or businesses might be directly affected by the proposals; the provision of key contacts.
5. This multi-faceted approach ensured that the Council canvassed and secured a broad cross-section of opinion in respect of the proposals.
6. The main changes from the consultation draft are:-
  - (a) Gateway development site - more detailed information is given on the nature of the landmark building proposed for the gateway site;
  - (b) Petrol Station - information is provided on the process which the Council intends to follow to seek an appropriate alternative location for the petrol station;
  - (c) Parking related to infill development - an explanation is provided about how parking will be accommodated for new development in such a way as to minimise its impact on existing residents;
  - (d) Vere Road - the brief features further detailed design and explanation about the intention behind the Vere Road proposals including issues regarding parking and servicing;

- (e) Funding of streetscape enhancements - the brief notes that any extension of The Broadway Enhancement Scheme could be funded through Section 106 payments associated with new developments rather than from public funds;
  - (f) Links to Langston Road - the brief gives greater weight to the improvement of links between The Broadway and Langston Road;
  - (g) Controlled Parking Zones - the Brief notes that a significant number of local people would welcome a controlled parking zone;
  - (h) Station Parking - the Brief continues to advocate the retention of the existing level of station parking;
  - (i) Young People - the vision section of the brief has been extended to include a further section entitled "A Place For All Ages"; this identifies the need for more facilities and activities for young people;
  - (j) New housing - the Brief includes a further explanation of the need for new housing in the area noting that it is a very sustainable location, and that appropriate infill development would improve the area; it also examines whether the broad quantum of housing proposed represents a reasonable proportion of the District's overall housing total;
  - (k) Servicing arrangements - the Brief has been 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
  - (l) Cycling - the brief includes further reference to provision for cyclists in terms of cycle lanes and secure cycle parking.
7. Following adoption, the brief will become a material consideration in the assessment of any future planning applications for the locality. The brief will also build upon Local Plan policies and may eventually provide the basis of an Area Action Plan - a Development Plan Document within the new Local Development Framework.
8. We recommend as set out at the commencement of this report.