

NEW HOMES FOR SILVER END

MAY 2015

NEW HOMES

CEMEX UK Properties is developing proposals for around 50 new homes, on land to the north of Silver End off Boars Tye Road.

The emerging proposals will help help meet Braintree District Council's current shortfall in the provision of new housing, and provide new homes for the village.

THE SITE

The site covers around five and a half acres (2.2 hectares) of farmland to the north of the village. The proposals, shown in this consultation newsletter, cover the field to the north of Wood Grove, to the east of Broadway and to the west of Boars Tye Road.

CEMEX is bringing this location forward as a proposed housing development site in advance of Braintree District Council's Local Plan being completed. The Local Plan is not due to be approved until 2017 at the earliest and whilst CEMEX recognises the merits of a planned local district development process, the Local Plan is already several years late and there is a growing shortfall of housing land supply to meet the District's need for between 750 and 950 new homes per year between 2014 and 2033.



Aerial photo of Silver End; red line shows boundary of CEMEX proposed development area

We have been promoting this location for new homes for more than five years and we have planned a well-designed, low-density and relatively small development that is appropriate for the edge of Silver End. It is modest compared with an alternative proposal for 350 homes off Western Road — a development that would be seven times bigger than our plans for the northern edge of the village.



Entrance Green featuring tree-lined open space framed by semi-detached homes reflecting village character



PUBLIC EXHIBITION AND WEBSITE - HAVE YOUR SAY

We are holding a public exhibition where you can meet with the design team, learn more about the proposals and let us know your views.

The exhibition is being held in the Silver End Village Hall on Friday 22nd May, 2pm - 7pm and Saturday 23rd May, 10am - 2pm.

If you are unable to attend our exhibition, please visit our website www.cemexcommunities.co.uk, which will be updated with full information at the time of the exhibition.



CEMEX is an international building materials company operating from over 50 countries in the world manufacturing a range of products including cement, ready mixed concrete and aggregates.

CEMEX owns the site off Boars Tye Road, north of Wood Grove where CEMEX's predecessors, the Rugby Group ran a timber fabrication business. CEMEX also operates a sand and gravel quarry to the east of Silver End. This produces aggregates for the local building industry.



MASTERPLAN FOR BOARS TYE ROAD, SILVER END

The bird's eye view shown here shows how the new homes off Boars Tye Road sit within the context of the village



NEW HOMES

As Silver End is unique as the only Garden Village developed by a private landowner and with a significant number of listed buildings and a Conservation Area, we propose that the new homes should reflect this historic and unique character. Our architectural designs suggest a contemporary interpretation of the art deco architectural vernacular styles that exist in Silver End.

We are proposing a range of house-types including detached, semi-detached and terraced properties offering a choice from small starter homes to larger detached executive houses. All dwellings will be two-storey buildings.

The development would provide around 50 new homes, of which 40% would be affordable of a variety of size and tenure for rent or shared ownership.



Existing art deco style homes in Silver End



Woodland northern edge with lower density housing overlooking woodland play area and trails



A proposed contemporary architectural style for the new homes to reflect the local vernacular

LANDSCAPING AND ENVIRONMENT

The landscaping around the new homes is important and the existing tree belt to the north will be retained and enhanced to create woodland trails and a play area.

All new homes will have gardens and boundary treatments that will reflect the very distinct landscaping in the village with tree-lined paths and avenues and areas with privet hedge boundaries around deep front gardens—a particular feature in Silver End.



Privet hedge boundaries are a feature of Silver End

Such landscaping will help provide a variety of characteristic streetscapes and the roads within the development shared by cars, cyclists and pedestrians will be raised and coloured in places to encourage mindful driving.

Part of the development will include an entrance green with a line of trees together with an area that would act as a balancing pond to store run-off surface water during periods of heavy or prolonged rainfall. During dry periods, this area could be used for informal recreation.



Boars Tye Road approach with gateway entrance to Silver End fronted with statement homes

It is planned that the development will achieve low CO₂ emissions through energy efficiency measures in the design and construction of the new homes. Additional measures to improve sustainability would include water conservation, recycling areas and sustainable urban drainage systems.



Thorough surveys of the land area will determine any necessary treatment measures required prior to development to satisfy local authority and Environment Agency policy standards.



ACCESS, PUBLIC TRANSPORT AND PARKING

A new junction off Boars Tye Road will be created with wide visibility splays to ensure safe access to and from the new homes.

Subject to agreement with the local highways authority, it is proposed to move the start of the 30mph limit further north along Boars Tye Road and create a gateway feature with road and verge treatments and signage to reduce the speed of approaching traffic from the north.



Many of the new homes would have garages and other properties would have off-street car parking spaces in line with the local authority's guidelines.

Footpaths and cycleways through the new development will link into the village allowing easy walking or cycling through to the village centre and Silver End Primary School.

There will also be easy access to bus stops on the 131/132 bus routes to Witham through the village and also to Braintree.

NEXT STEPS

To find out more about the proposals, please visit the public consultation exhibition being held at the Silver End Village Hall on 22nd and 23rd May or visit the website www.cemexcommunities.co.uk and click on Silver End project. Feedback forms will be available at the exhibition or online to tell us what you think.

All feedback will be reviewed and analysed and will be used to further evolve our plans before we submit a planning application to Braintree District Council.

GET IN TOUCH

Email

Go to the www.cemexcommunities.co.uk website, select the Silver End project and click on 'Contact' at the top of the page.

Write to

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