

Appendix B

Policy HA10: Stanford Road, Shefford Development Brief Preparation Stage Consultation Report January 2012

Prepared by Central Bedfordshire Council and Bloor Homes Ltd

1. Introduction

1.1 This note provides details of the consultation undertaken in advance of the publication of the draft Stanford Road, Shefford Development Brief for public consultation, in accordance with adopted guidelines. The consultation comprised a joint public exhibition by Central Bedfordshire Council and Bloor Homes Ltd, together with technical responses provided by Council officers and other consultees on draft documents prepared by Bloor Homes Ltd.

2. Public exhibition

2.1 An exhibition was held on 13th of September 2011, between the hours of 5pm and 9pm, at the Shefford Community Hall on High Street.

2.3 The exhibition was publicised by a notice in the Biggleswade Chronicle (**Appendix 1**) and on the Council web pages (**Appendix 2**), together with the distribution of more than 2,200 letters to properties within the local area (see **Appendix 3** for details). In order to ensure as many people as possible were able to be involved in the consultation information boards were also put on exhibit at Shefford Library prior to this event between 9th and 13th September.

2.4 Central Bedfordshire Council and Bloor Homes representatives were available during the exhibition to discuss the proposals with members of the public attending. Copies of the display boards used at the exhibition are at **Appendix 4** of this report. A copy of the questionnaire available for members of the public to complete and return is at **Appendix 5**.

2.5 36 completed questionnaires were received, of which:

- 13 were left at the exhibition;
- 6 were sent to a dedicated email address; and
- 17 were posted directly to Central Bedfordshire Council or Bloor Homes.

2.6 A summary of the breakdown of responses from the questionnaire and other comments raised during the consultation are set out in **Appendix 6**, along with details of how the issues raised – where appropriate – have been dealt with in the drafting of the Development Brief.

APPENDIX 1



DEVELOPMENT BRIEF PUBLIC EXHIBITION

Bloor Homes invites you to a public exhibition event to view and have your say on their emerging development proposals at land on Stanford Road, Shefford.

When: **TUESDAY 13TH SEPTEMBER, 5.30PM - 9PM**

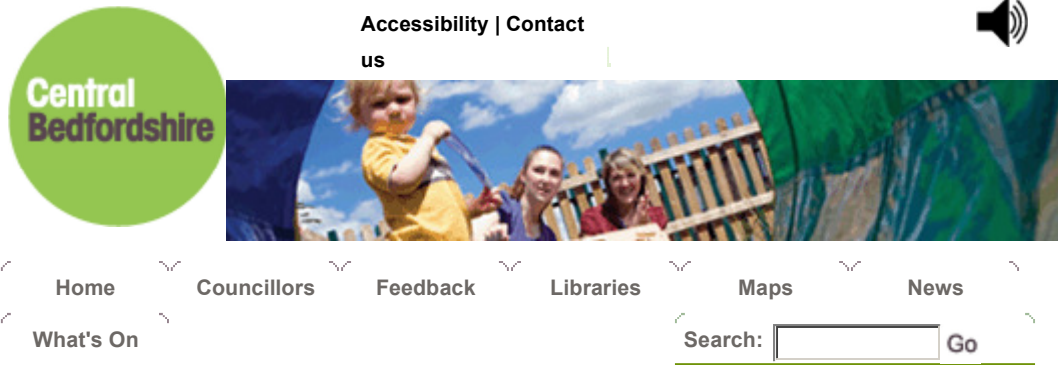
Where: **SHEFFORD COMMUNITY HALL, HIGH STREET, SHEFFORD**

Some boards will be available to view at the Shefford Library from 9th September 2011

A circular logo for Central Bedfordshire, featuring the text "Central Bedfordshire" in a white, sans-serif font centered within a light green circle.

Central
Bedfordshire

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Environment and planning

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LDF- North Area

Core strategy and Development Management

LDF task force

Site allocations

Technical planning guidance

The Local Plan

Gypsy and Traveller Development Plan

Local development scheme

Monitoring

Proposals maps

Statement of community involvement

Contact

Do you need more help?
[Contact us online](#) if you are not able to find the information you require using our A to Z or the

Local Development Framework for North Area

The Local Development Framework (LDF) for the North area covers the former Mid Bedfordshire area. Seven documents comprise the LDF (North) as set out below.

[Current Consultations](#)

There are no documents currently on consultation.

Land off Stanford Road, Shefford - Public Exhibition - Tuesday 13th September

Central Bedfordshire Council and Bloor Homes are inviting residents of Shefford to attend a Public Exhibition that will be taking place for emerging development proposals at land off Stanford Road, Shefford. The site is allocated in the recently adopted Site Allocation DPD for 100 dwellings and there is a requirement for a development brief to be prepared to help guide this development. Bloor Homes are currently working with the Council on the preparation of a brief. Comments received during the exhibition will help to guide and influence the detailing of the development brief and all feedback will be compiled into a report which will then be made available to view upon request.

The exhibition will be take place at Shefford Community Hall on Tuesday 13th September 5.30pm - 9pm.

Shefford Community Hall

60 High Street

Shefford

SG17 5BD

[advanced search](#) on our site.

The exhibition boards will also be on display at Shefford Library from 9th - 13th September

LDF Feedback Survey

The LDF Team has produced a survey to gain feedback on their recent consultations. The results of this survey will help to inform future consultations and may help us to improve our service. There are hard copies of this survey available or you can find the survey online by following this link:

www.centralbedfordshire.gov.uk/surveys/LDF/Feedback.htm

If you have any queries or to request hard copies of the survey, please call us on 0300 300 4353 or send an email to ldf@centralbedfordshire.gov.uk.

Please return your completed survey by Friday 12th August 2011. We look forward to hearing from you.

News

15/04/11 Site Allocations DPD - adopted by Central Bedfordshire Council on 14th April, following receipt of Inspectors Report (Jan 2011). More details are provided on the Site Allocations DPD page.

[Gypsy and Traveller \(DPD\)](#)

Identifies the amount and location of gypsy and traveller accommodation required in the area and includes criteria based policies against which gypsy and traveller associated development will be determined.

[Planning Obligations Strategy \(SPD\)](#)

Provides advice to securing development related matters in association with planning permissions granted.

[Local Development Scheme \(LDD\)](#)

The timetable for the LDF process.

[Statement of Community Involvement \(LDD\)](#)

Sets out how the LDF consultation will happen.

There is also a requirement for the [Monitoring and Review](#) of all the documents making up the LDF (North)

Member Involvement

The LDF Task Force oversees the preparation of the Local Development Framework. More detail and the Terms of Reference of this group is available on the [Local Development Framework Task Force web page](#)

Related links

No related pages are available

Related documents

No associated documents are available

Related faqs

No related FAQs are available

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Central Bedfordshire Council, Priory House, Monks Walk, Chicksands, Shefford, SG17 5TQ

Telephone 0300 300 8000 or [Contact Customer Services](#)



Owner / Occupier
Shefford
Bedfordshire

Our ref: Shefford.Public.Exhibition
Your ref.
Email: sheffordconsultation@bloorhomes.com

31st August 2011

Dear Shefford Resident,

**PUBLIC EXHIBITION – RE: Land off Stanford Road, Shefford
Shefford Community Hall, High Street, Shefford
Tuesday 13th September 2011, 5.30pm – 9pm**

On behalf of Bloor Homes, it is my pleasure to invite you to a Public Exhibition for our emerging development proposals at land off Stanford Road, Shefford.

The site is allocated for residential development within Central Bedfordshire Council's Site Allocations (North) Development Plan Document (adopted April 2011). Under Policy HA10, there is a requirement for a Development Brief to be prepared in order to help guide the residential development of approximately 100 dwellings (including affordable), open space provisions and associated infrastructure.

Bloor Homes, an active developer in the region (see Amptill Heights at Amptill), is holding this Public Exhibition to introduce ourselves, update the community on the preparation of the Development Brief and discuss the key design considerations influencing our emerging Masterplan.

As a Shefford resident, we value your knowledge and comments and therefore seek your contribution to help guide the design parameters within the Development Brief and thoughts on our Masterplan proposals.

If you are not able to attend the exhibition, information will be made available to view at Shefford Library from Friday 9th until Tuesday 13th September. Questionnaire's will also be provided to obtain your feedback.

We look forward to meeting you at the Public Exhibition.

Yours faithfully,

A handwritten signature in black ink, appearing to read 'Phil Clark', is written over a white background.

Phil Clark
Planning Director

bloorhomes.com

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land at stanford road s h e f f o r d

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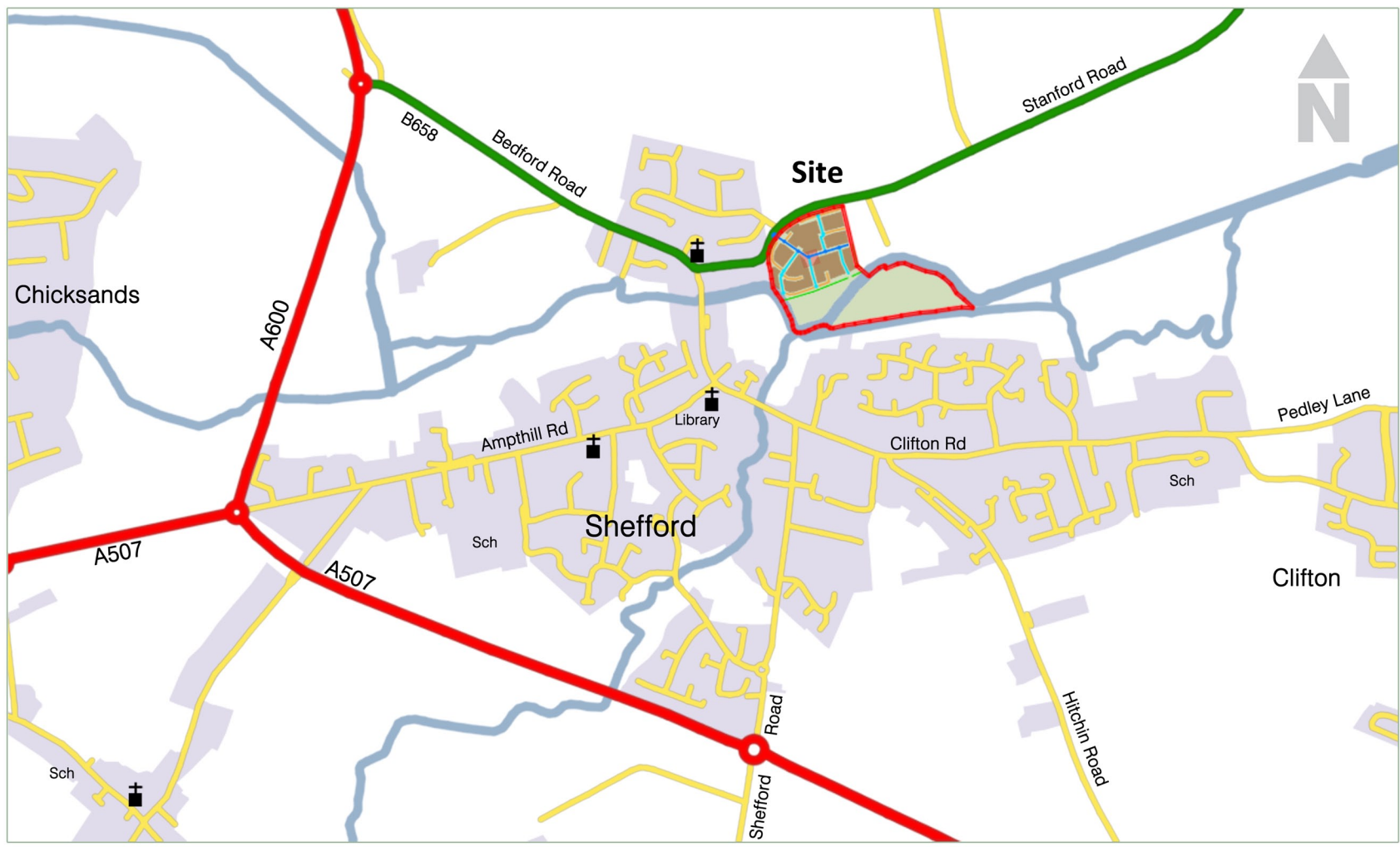
Welcome

Bloor Homes welcomes you to this public exhibition for our development proposals for land at Stanford Road, Shefford.

Introduction

The evolution of the site's development proposals has been carried out in conjunction with Officers from Central Bedfordshire Council. Together, we met with Shefford Town Council in June 2011, to discuss the general development principles for the site and tonight's exhibition is an opportunity for local residents to be informed of the design process.

We seek your feedback regarding the details presented within this exhibition. In particular, we would like your views about how our scheme should relate to Shefford in terms of layout, highways, architecture, design, materials, connectivity, landscaping and biodiversity. A questionnaire is provided for you to complete – see the last board for more details.



≡ Location Plan



≡ River Ivel



≡ Stanford Road frontage



≡ Island / meadow

Background and Development Brief

Background

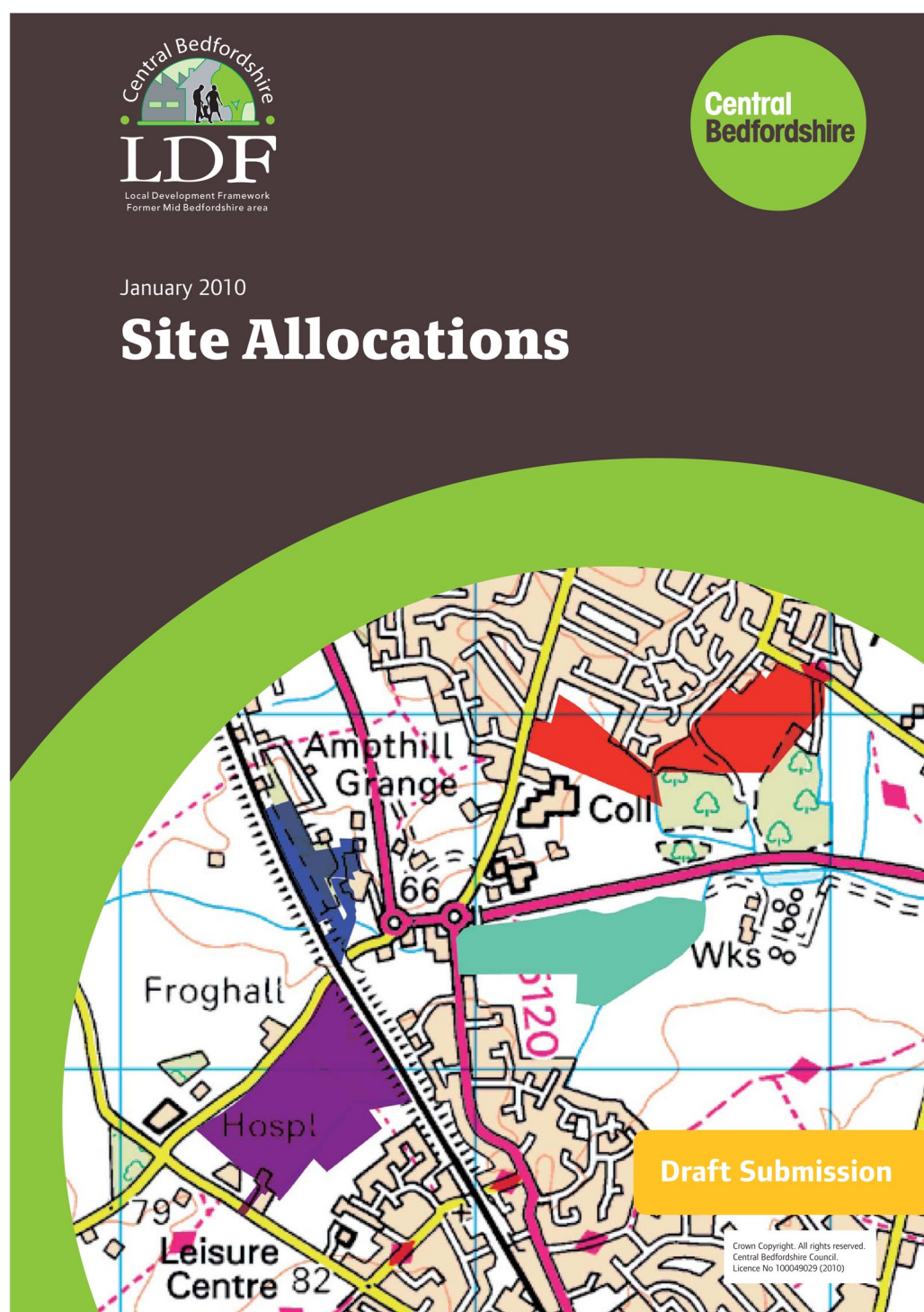
The site is allocated for residential development within Central Bedfordshire Council's Site Allocations Development Plan Document (DPD), adopted 14th April 2011. Under Policy HA10 – (Land at Stanford Road, Shefford), the following requirements are outlined for the site:

- Development of approximately 100 dwellings (including affordable housing);
- Production of a site specific Development Brief;
- Preservation and enhancement of the River Ivel, including the River Flit County Wildlife Site;
- Provision of a new roundabout on Stanford Road to provide safe and convenient access to the development;
- Provision of sufficient capacity within the public foul sewerage system to meet the needs for the development;
- Provision of a buffer zone and a mechanism for the long term management of the River Flit County Wildlife Site; and
- Provision of an appropriate landscaping scheme in order to help assimilate the development into the surrounding countryside in accordance with the landscape character.



Development Brief

In terms of future proposals, as outlined in Policy HA10, a Development Brief is being prepared in a collaborative effort with Central Bedfordshire Council Officers, for which this exhibition will help influence. This Brief will then undergo a statutory 4 week consultation in the Autumn 2011, with its adoption anticipated for early 2012. The Brief's purpose is to help influence and guide the principles behind any full planning application for residential development at this site.



Locality

Location and Context

The entire site is 8.02ha in area located to the northwest of Shefford and is comprised of three key areas:

1. The actual **developable area** is located along the southern kerb of Stanford Road (B658), opposite Lucas Way. The site is former arable land, which is flanked to the east and west by residential properties and light industrial units. The River Flit County Wildlife Site and River Ivel sit to the south of the site;
2. The **River Flit County Wildlife Site** is a land designation as such that sits south of the developable area along the northern banks of the River Ivel and is to be improved and managed as a nature reserve; and
3. The **Island or Meadow** lies on the southern bank of the River Ivel. Formerly arable land, now a natural grassland that adjoins an existing Bridleway. This Bridleway forms part of the Millennium Green connecting to Shefford town centre, schools, residential areas and neighbouring villages.



≡ Aerial photograph



≡ River Ivel



≡ Stanford Road frontage



≡ County Wildlife Site



≡ Millennium Green

Constraints and Opportunities

Development proposals on this site will be influenced by many natural and man-made constraints and opportunities. These are identified below.



≡ Constraints & Opportunities

Design Harmony



≡ Design Concept Plan

Our Influences

It is our intention to develop a scheme which successfully integrates with the existing character of Shefford, which is defined by a wide variety of architectural styles, forms and materials with a number of distinguished houses and groups of houses. The attractiveness of the town is improved by the overall composition of buildings, gardens and streetscape. Our design team recognises that it is essential to compliment these compositions and provide a development that will enhance the existing built environment.

Bloor Homes' proposals be take influenced by the architectural merits evident within Shefford and the immediately surrounding villages.

Illustrative Layout

Bloor Homes have worked closely with Central Bedfordshire Council to prepare the following illustrative layout.



≡ Illustrative Layout

The indicative streetscenes provide an interpretation of how Bloor Homes expects the character of the development could appear. We welcome your comments on these aspects of our proposals.



Bloor Homes

Examples of our Work

The following photographs are examples of schemes Bloor Homes have recently built, or are building, in Central Bedfordshire. They emphasise our understanding of the local characteristics and demonstrate the quality of our developments.



≡ Ampthill Heights



≡ Houghton Conquest



What Happens Next...

Thank you for taking the time to read through our proposals. Please let us know what you think of our proposals by filling in a Response Form Questionnaire. You can put these forms in the ballot box or post / fax them to us by the date below. Additional comments could also be emailed (please see the questionnaire for contact details).




Your comments made in respect to this evening's exhibition will help evolve the design and layout of the scheme, which will influence the detailing of the Development Brief. A report will be prepared, compiling all feedback received, which we would be happy to forward to you upon request (when completed).

Please let us have your feedback by **FRIDAY 30th SEPTEMBER 2011**.

Should you have any questions or queries about the proposals presented tonight, please don't hesitate to ask any of the Central Bedfordshire Council or Bloor Homes representatives.

Public Consultation Questionnaire – Contact Details

Thank you for taking the time to read through our proposals. Now you have seen what ideas are being proposed we would like to know what you think about them. You can put the form in the ballot box or send it to the address below . Please send us your comments by **Friday 30th September**. Bloor Homes will then compile a report summarising all comments and upon request, we will send you copy.

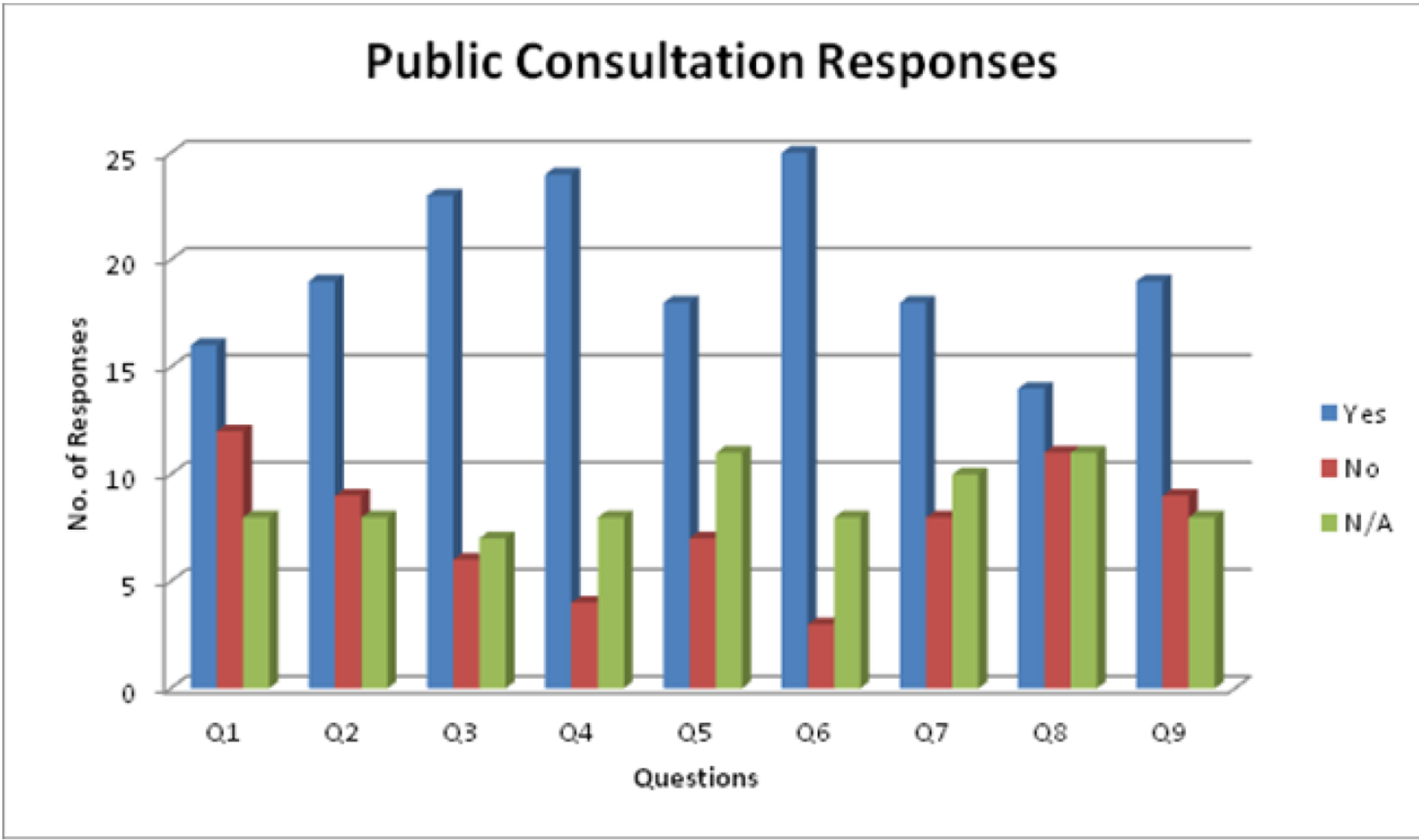
You can submit your views	Your Details
<p> Post Phil Clark Bloor Homes (South Midlands) Primus House Cygnet Drive Swan Valley Northampton NN4 9BS</p> <p> Email sheffieldconsultation@bloorhomes.com (mark FAO Phil Clark)</p> <p> Fax 01604 684 401</p>	<p>Title_____ Initial_____ Surname_____</p> <p>Address _____ _____</p> <p>Phone _____</p> <p>Email _____</p> <p>Are you: <input type="checkbox"/> Local Resident (home owner) <input type="checkbox"/> Local Resident (tenant) <input type="checkbox"/> Other (specify) _____</p> <p>If you require additional copies of the questionnaire, please email Rachael Brydges on: rachael.brydges@centralbedfordshire.gov.uk .</p>
<p>Under the Data Protection Act 1998 we will ensure that the data you supply to us is processed with care and in accordance with the legislation and codes. Your details will not be passed to any third party outside Bloor Homes Ltd (South Midlands). We take our responsibilities in respect of your Personal Data extremely seriously. We will not contact you for promotional purposes, unless you specifically agree to be contacted for such purposes at the time you submit your information. Please tick the box if you would like to be contacted for promotion purposes <input type="checkbox"/>.</p>	



Public Consultation Questionnaire – Questionnaire

1. Do you feel that the proposals relate well to Shefford's built environment / town centre?
Yes No
2. Do you like the idea of a new "gateway" feature along Stanford Road?
Yes No
3. Do you like the idea of introducing a roundabout and extending the 30mph zone to help reduce speeding along Stanford Road?
Yes No
4. Do you consider it important to provide a pedestrian / cycle connections from the site to the southern banks of the River Ivel to the Millennium Green and beyond?
Yes No
5. Do you think the preservation of the County Wildlife Site is adequate?
Yes No
6. Do you think that it is important to improve the amenity benefit of the River Ivel?
Yes No
7. Do you agree that meeting Shefford's local housing needs, including private and affordable housing, is important?
Yes No
8. The proposed scheme provides approx. 100 dwellings up to 2.5 storeys in height, with a mix of 2, 3 and 4 bed dwellings. Do you agree that this is appropriate for Shefford?
Yes No
9. Do you consider that the use of the Island / Meadow for informal play will benefit the community?
Yes No

Additional General Comments :



COMMENTS FROM PUBLIC EXHIBITION 13 TH SEPTEMBER 2011		
SUBJECT	COMMENT	RESPONSE
Principle of Development	Too many residential estates are being built without supporting amenities	The land at Stanford Road is allocated for residential development together with public open space and a nature reserve by Policy HA10 of the Site Allocations for Central Bedfordshire (North Area) Development Plan Document April 2011. The proposed development will help to meet the overall development strategy for the northern part of Central Bedfordshire as set out in the adopted Core Strategy. The principle of development has been subject to public consultation and independent scrutiny and the proposals have been found to be sound.
	Too much building work in the area	
	Development on this site will ruin open / rural feel of this part of town and will spoil views from Cockshoot Hill	
	There is no need for the proposed development	
	The site is not suitable for the proposed development	
	This is prime agricultural land and should not be developed	
	Is there sufficient employment in Shefford for residents of the new development?	
Access / Highways	Safety concerns regarding the proposed roundabout – would HGVs be able to negotiate it?	The roundabout will be designed in accordance with the Council's up to date standards which address matters of safety and capacity.
	Support for proposed speed reducing features on Stanford Road – roundabout and gateway feature – consider the addition of rumble strips and vehicle activated speed warning sign	Support noted. Additional speed reducing features will be considered as part of the detailed design.
	The development should not facilitate cycle or motorcycle access to the Millennium Green – this is illegal and there are no bridleways or cycle paths to connect to in this area. Consider the use of kissing gates	Noted. Kissing gates will be considered as part of the detailed landscape design.
	Support for improved footpath and cycle connections	Support noted.
	Concerned about the impact of additional traffic in the town	A full transport assessment will be prepared to support any planning application that will consider in detail the impact of development traffic on the existing highway network. However, initial investigations by highways consultants indicate that the existing highway network will be able to accommodate development traffic without additional capacity improvements (note these conclusions were based on a development of between 130 and 150 dwellings).
	The roundabout should be full size and not a 'mini'	A new non traversable four arm roundabout is proposed to facilitate site access. Mini roundabouts are not normally acceptable for new site access junctions.
	Concerned about the development having a single point of access	A single point of access is appropriate for the quantum of

		development proposed, in accordance with the Council's highways design guidance.
	The proposed site access is located on a dangerous bend	The proposed site access and gateway feature will help to slow traffic down entering Shefford from the east and the required visibility at the new roundabout is available.
	Public transport in Shefford is not brilliant	Noted.
	Providing pedestrian and cycle links is a waste of money	Improvements to non motorised user links are a requirement of policy
	Consideration needs to be given to the impact of extra traffic on the structure of existing, older properties	Noted.
	Could the bypass be extended to this part of town?	This is not a requirement of the development.
	Would the roads on the development be adopted by the Council?	It is intended that the majority of roads on the site will be constructed to an adoptable standard, although smaller private drives serving small clusters of dwellings may be utilised for design reasons.
Design	Development should be limited to two storeys	Generally development on this site is intended to be 2 storeys in height.
	Houses are too high and are not in keeping with existing properties	The houses will be designed to complement existing properties in Shefford in accordance with policy requirements and the Council's Design Guide.
	The development is too large and imposing	See response above.
	Development should provide properties suitable for the elderly / disabled	A proportion of the dwellings on the site will be constructed to Lifetimes Homes standards which mean they can be easily adapted to meet the needs of elderly or disabled residents.
	The proposed development will be too dense – 100 houses is too many	A development of 100 houses will equate to a density around 30 dwellings per hectare which is considered to be an efficient use of land not out of character with existing development in Shefford.
	Careful design is required to ensure impact of new housing on existing neighbouring properties is limited	Noted – this will be addressed as part of the detailed design process.
	Lighting within the development needs to consider both existing residents and wildlife	Noted – this will be addressed as part of the detailed design process.
	4 bedroom housing should be a limited part of the overall mix	The mix of dwellings on the site remains subject to discussion but in order to deliver the required level of affordable housing on the site the market housing mix must provide the developer with a viable development.
Green Infrastructure	Support for the proposed preservation and enhancement of the	Support noted.

	County Wildlife site	
	Informal play areas and landscaping should be made available to the community	Policy HA10 requires the delivery of publically available open space as part of the development proposals.
	Informal open space is not needed	See comment above.
	Who will maintain the green spaces?	It is intended that the open space will be transferred into the ownership of a public body (Central Bedfordshire or Shefford Town Councils) and financial contributions will be made to the public body to fund the on going maintenance of the green spaces.
	Could a skate park be provided in the meadow? This would be of great benefit to youngsters in the town	This is not part of the current proposals and is unlikely to be an acceptable use in functional flood plain.
	Unsure as to the merits of the proposed landscaping around the edges of the development area – this is not something found elsewhere in Shefford	This is a requirement of Policy HA10, and is intended to soften the rural to urban transition.
	The proposed bridge over the River Flit is welcomed – can it be moved closer to the town centre?	Moving the bridge further to the west would encroach on the County Wildlife Site and is not therefore acceptable.
Infrastructure	Development will place additional strain on local facilities	Where development can be demonstrated to have an impact beyond the capacity of existing publicly funded facilities, financial contributions will be sought to address any capacity issues, in line with national and local policy tests.
	Why does the pumping station need to be located so close to the site boundary?	It is technically feasible to locate the pumping station away from the western site boundary and this will be shown on revised plans included within the brief.
	Additional amenities are needed in Shefford – schools, shops, health centre, cinema, swimming pool, skate park, tennis courts etc	See comment above.
	What plans are in place to accommodate foul and surface water generated from this development – there is an issue with sewerage in this area?	The issues relating to foul sewerage in the area are known and a requirement of Policy HA10 is to ensure the system has sufficient capacity to accommodate foul water flows from the development. It is proposed to construct a new pumping station and a new rising main to avoid existing at capacity sewers. The method of surface water disposal is yet to be determined as it is subject to ongoing ground investigations, however, a sustainable urban drainage system will be required that maintains the rate of surface water discharge from the site to current undeveloped levels.
	How will you mitigate flood risk from the River Flit?	To account for climate change, the developable part of the site will

		be limited to the area above 37.66m AOD, which is 100mm above the 1% (1 in 100 year) annual probability storm event flood levels for the River Flit as provided by the Environment Agency. Additionally, the finished floors of the proposed dwellings will be set at 38.23m AOD, which is 300mm above the highest recorded historic flood depth provided by the EA to protect the residences from extreme flood events.
	Stanford Road occasionally floods as a result of surface water runoff from Cockshoot Hill – this may be worsened by the proposed roundabout.	Surface water runoff from the site will be managed so as not to increase off site flood risk of all types.
Miscellaneous	What steps will be taken to reduce the impacts of construction on existing residents (noise, dust, mud on roads etc)?	These matters can be controlled by standard planning conditions attached to any planning permission granted for the development of the site.