

Welcome

Latton Priory provides an unique opportunity to create an inspirational place to live, work and enjoy with much-needed housing provided amongst local centres, new woodland, parks, sports pitches, allotments, schools, healthcare facilities, shops and services.

We hope you want to contribute to the masterplanning of a high quality, sustainable urban extension that will serve the needs of both Epping and Harlow.

Welcome to today's exhibition, please review the information, ask any questions of the team and complete a questionnaire to provide your views.



Artist's Impression of the local centre, school and facilities.

Key aims:

We want to work with Epping and Harlow Councils to deliver inward investment, regeneration, employment and meet local housing needs. We aim to:

- Provide much-needed new homes adjacent to the urban edge of Harlow, within easy reach of employment, public transport and facilities
- Create new job opportunities, investment and economic growth into Harlow and Epping Forest, in an attractive location adjacent to the M11
- Contain the development within the 'ridge,' surrounded by existing and new woodland, parks and green space, to enclose the site and ensure no visual intrusion on Epping or Harlow
- Provide highway improvements including significant investment to improve Junction 7 on the M11, up to £10m contribution towards Junction 7A, improvements to the local road network, a new shuttle bus service and new cycle and footpath links
- Enhance the existing green space network and connect Mark Bushes and Parndon Wood to the west to improve bio-diversity
- Deliver high quality housing ranging from large family homes to first time buyer, affordable and elderly accommodation to meet local needs
- Bring new residents into the area to support existing shops and services as well as providing new community facilities, shops, schools and recreation provision



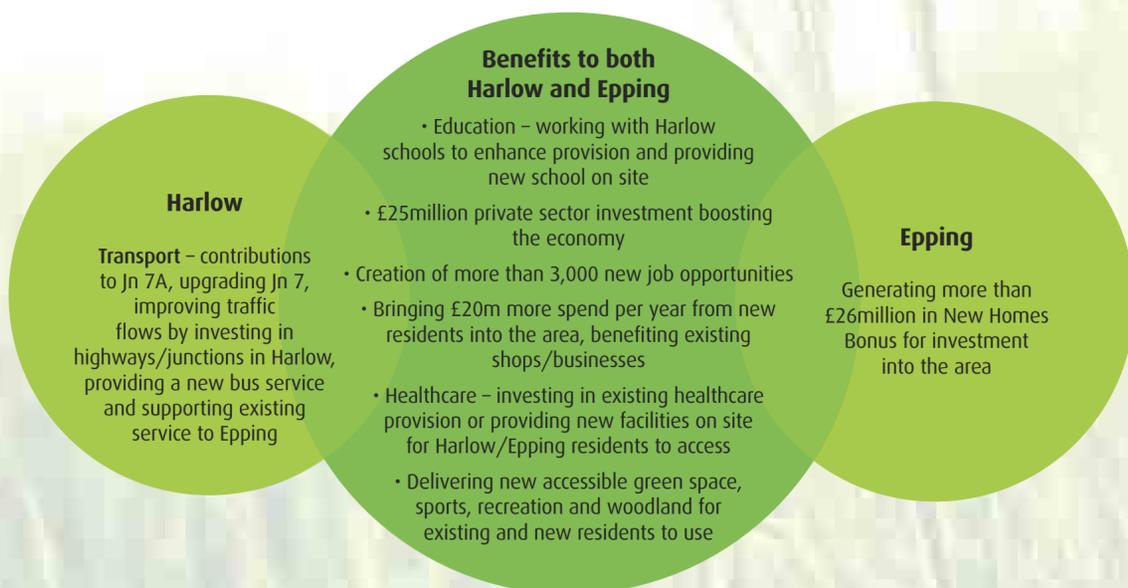
Community Consultation

Two public consultation events were held in March 2013 and a dedicated website, www.lattonpriory.co.uk launched. CEG and Hallam Land Management have also been meeting with community groups and individuals to better understand any concerns or ideas for the site.

These included meetings with:

- City of London Corporation
- Friends of Epping Forest
- Epping Society
- Harlow Civic Society
- Harlow Chamber of Commerce
- Church Langley Residents Association
- Latton Green Primary School
- St James Primary School
- Longwood Primary School
- Berecroft Residents Association
- Local Parish Councils

This development will create new job opportunities, investment and economic growth into Harlow and Epping Forest, benefiting both areas in the following ways:



This is what you said and how we have taken this into account by reconsidering the proposals:

Your Comment	How the masterplan can respond
We live north of the site what will we see?	We will deliver new planting so when you look over the fields to the south of Harlow you will see new landscaping.
Why are you proposing to invest in Junction 7a. Why not improve a junction closer to the site?	Junction 7a has been a strategic transport aim for Essex County Council for some time. It would divert the traffic which is currently coming across Harlow and into Epping and allow it to access the motorway by providing an alternative route, thereby reducing traffic on roads such as Southern Way. Investment will also be made into improvements to Junction 7 on the M11.
There is already a lot of empty commercial space. Why are you providing more?	The commercial space to the north west of Harlow is too far from the motorway to make it attractive for new investment. We can deliver high quality business space in a sought after location next to the motorway. This will meet the employment needs of the emerging development plan.
Epping tube is congested	We will provide a high quality express bus service linking the site to Harlow Train Station and Harlow itself to minimise transport movements.
Riddings Lane is not suitable as an access point	There would be a hierarchical road access strategy which might include Fern Hill Lane, Rye Hill Road, London Road and Riddings Lane to disperse movements. We are reviewing the suitability for improvements and prioritisation in terms of walking, cycling and vehicular access.
Consider inclusion of elderly accommodation	This would be catered for; the aim is to provide a full mix of homes for first time buyers, families and the elderly including bungalows, affordable and sheltered accommodation.
Do not want to lose Green Belt/be closer to Harlow	EFDC has stated it will have to release some land from the Green Belt, given they have only a limited supply of brownfield sites. Latton Priory is the most suitable of the identified sites as it is well contained, the development would not be visible from Epping and will be visually contained within the landscape to protect views from Harlow. It will provide a new natural boundary for the Green Belt following the topography of the site. Epping would still be some 2.5 miles away thereby limiting the potential for the coalescence between the two settlements.
There is a need for services, shops, a pub, recreation facilities	The delivery of an increased critical mass on site will provide additional resources to support the delivery of additional land uses on site. Rather than being only housing, the development could deliver sports and recreation, retail, schools, healthcare provision, hotel, employment, restaurants, pubs, parks and open space.
What is the proposed housing density?	A range of densities would be delivered from lower density along Rye Hill Road to higher densities near the local centres.
Is it a 'ridge' ?	The area of land commonly referred to as a 'ridge' is in fact a landscape feature where the land rises up towards the south of the site, before levelling off and opening up to the wider Green Belt between Harlow and Epping. As a result, by not developing further than this landscape feature it would be hidden from view due to existing and new landscaping and the topography.
How is this site better than the other sites proposed?	This site is visually well-contained, it will contribute towards a new junction on the M11, as well as improving junction 7, and it can protect the Green Belt south of the 'ridge'. It was identified by Harlow's original architect, Sir Frederick Gibberd, and, unlike other proposed development sites, will not lead to uncontained sprawl of Harlow, nor will it impact on the historic setting of Nazeing and South Roydon Conservation Areas.
What benefits would it deliver?	An assessment has been undertaken to show the economic benefits. This £180m investment would create 70 construction jobs a year, approximately 2,170 jobs on site and sustain a further 435 jobs locally. The residents on site would bring an annual spend into the local economy of £20 million. The Local Authority would benefit from a £26m New Homes Bonus windfall, £2m a year in council tax and a further £2m in business rates. This could bring £133m annual GVA into the local economy.
How will you protect the environment?	New green space and woodland can extend and interconnect Harlow Park Wood, Latton Park, Mark Bushes, Parndon Wood and Hospital Wood. This would benefit biodiversity and provide new accessible open space for recreation, replacing land which is currently intensively farmed and of little value to wildlife.
There are concerns about the scale how will you respond to this?	We shall work with key stakeholders, including Epping and Harlow districts to look at the scope and capacity of the scheme
How will you improve walking links?	Using Gibberd's principles the emphasis will be on walkable neighbourhoods connecting homes, facilities and employment. In addition recreational paths can be created by seeking to reconnect the old drover's path from Rye Hill to Latton Priory as well as making the Moat accessible as part of a linked public footpath network.

The Need for New Homes

Why is new housing needed?

There is a huge demand for new homes across the UK due to:

- Population increase
- The fact we are living longer
- Household sizes are decreasing
- Net migration

38 is the national average age for a first-time buyer, with the average home costing more than seven-times average income levels.

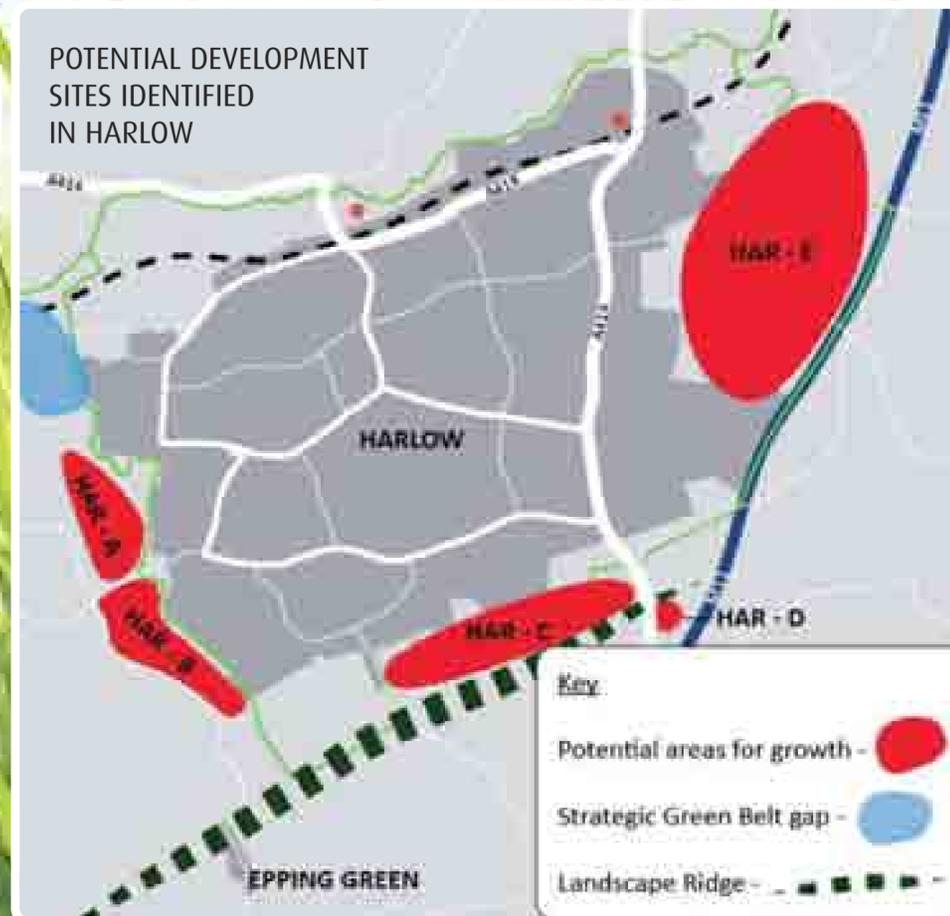
The Local Plan

Epping Forest District Council has consulted the community on the potential locations for new homes, providing three options – sites for 6,400 new homes, 8,900 new homes or 10,200 new homes.

The consultation stated: *“There will have to be the release of some Green Belt land adjoining settlements to meet the need for housing and employment growth in the period up to 2033.”*

The challenge is to identify the most sustainable Green Belt locations for growth and protect the most sensitive Green Belt areas.

Harlow Council has outlined its aim to regenerate Harlow by enabling growth on the perimeter of the town, facilitating the delivery of infrastructure and highway improvements alongside economic benefits.



Gibberd identifies Harlow South for expansion

Sir Frederick Gibberd designed Harlow New Town after WWII. Expansion became necessary from the 1970s onwards and Gibberd identified part of the Latton Priory site as a potential expansion area several times.

This can be seen in Gibberd's plans below:

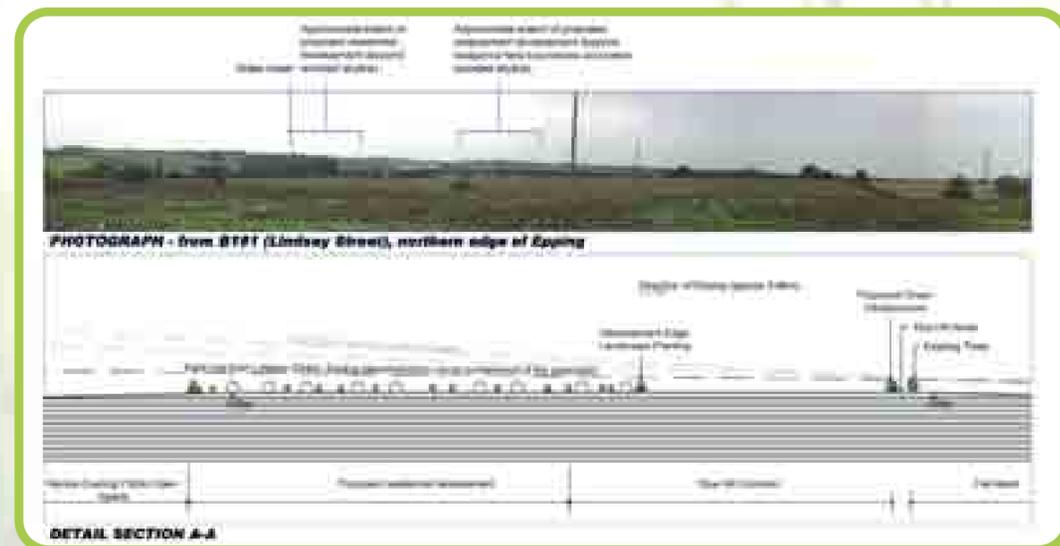
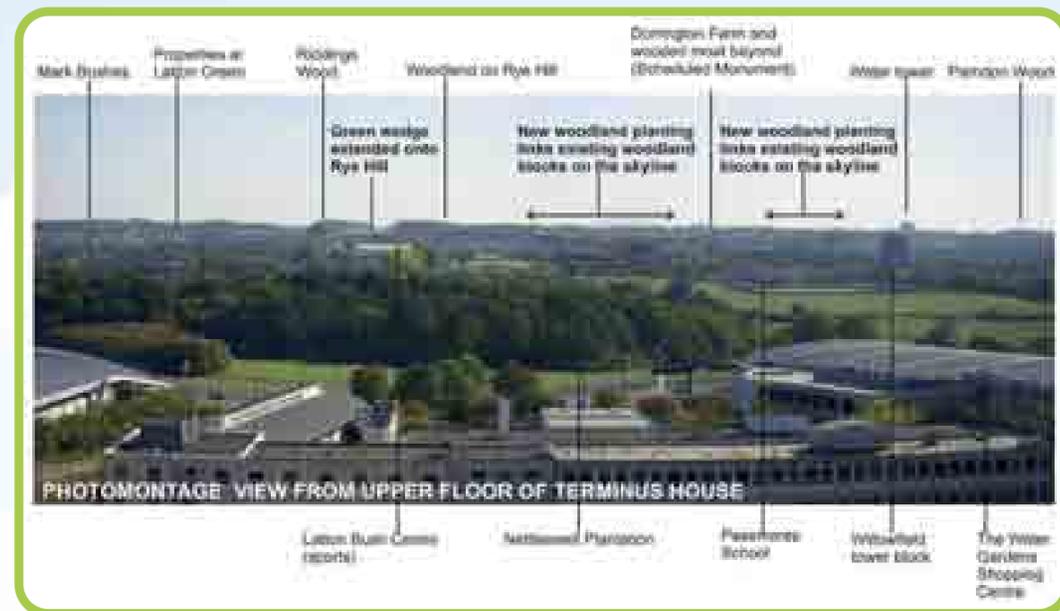


The site we have identified for development is in line with Gibberd's expansion plans and is a natural extension to Harlow. We aim to follow Sir Frederick Gibberd's urban design principles by:

- Evolving the development from existing topography
- Reinforcing natural landscape using green corridors to integrate neighbourhoods
- Protecting and enhancing existing ecology
- Creating a strong local character and identity for the neighbourhoods by learning from the architecture in Harlow and Epping and working with groups such as Harlow Civic Trust
- Creating a mix of low density with the higher density near the local centres to create interest
- Providing community facilities, open spaces, quality civic spaces and vibrant neighbourhoods which promote walkability and safe cycling
- Locating employment where there is good access to the public transport network and the motorway

Visual and Environmental

The undulating local landscape ensures that visually, the site can be contained in order to minimise the sensitivity to the local landscape. It can be improved with further planting.



By locating development to the north of the site it will ensure that it is visually contained within existing woodland belts and planting.

Design Influences

A mixture of housing styles in keeping with Epping's rural character is proposed. There is a strong local character that can be tapped into for design ideas and themes.

These images are examples of housing which demonstrate the old and new local character and will be references for the residential element of the scheme.



Protecting views from Epping:

The development can be self-contained behind the 'ridge' and with existing and new planting it will not be visible from Epping. Beyond the 'ridgeline' would be open space, habitat or planting and some could potentially be used to expand Epping Forest.

The non-sensitive areas would therefore house the development. This would also be contained within a woodland belt to provide additional screening.

Protecting views from Harlow:

The site was identified in earlier expansion proposals for Harlow. We intend to develop new landscaping to the north of the proposed development to protect views from properties in Harlow into the site, so residents will look into the common land and then onto new landscaping. Footpaths will enable residents to access the facilities and new sports and recreation space on the site.

The images to the left show how views can be protected.

Transport & Access

- The site is well connected to the motorway network and lies between two key rail/underground stations.
- The developers would contribute approximately £10million towards the proposed junction 7A of the M11, which, once delivered, will reduce queuing in this area and on the A414.
- There would be investment to improve Junction 7 of the M11 to support this site's development and the Harlow Enterprise Hub.
- Five existing bus routes link to the stations, Epping or Harlow. A new shuttle bus service is proposed to connect the site to Harlow town centre, bus and rail stations.
- Improved walking and cycling connections would be delivered into the town centre.
- There would be a hierarchical road access strategy which may include Fern Hill Lane, Rye Hill Road, London Road and Riddings Lane to disperse movements. We are reviewing the suitability for improvements and prioritisation in terms of walking, cycling and vehicular access.
- There would be junction improvements and mitigation measures to improve the areas which are at capacity
- The diagram shows that nine junctions, mostly along Southern Way, Paringdon Road and Junction 7 will need to be improved to effectively manage traffic flows.
- We would also work with the highways authorities to identify improvements at other junctions, such as the Rye Hill Road/Paringdon Road.
- By providing shops, services, schools and other facilities on site we can reduce the need to travel. In addition, a high quality shuttle bus service will encourage green transport connections to Harlow Town Centre, bus and rail stations.



Potential vehicle connections showing the key junctions which are being considered as part of an improvement/capacity study