

Chichester Local Plan

Proposed Submission Version

Heaver Homes Ltd Representations

March 2023

Turnberry

BROADBRIDGE

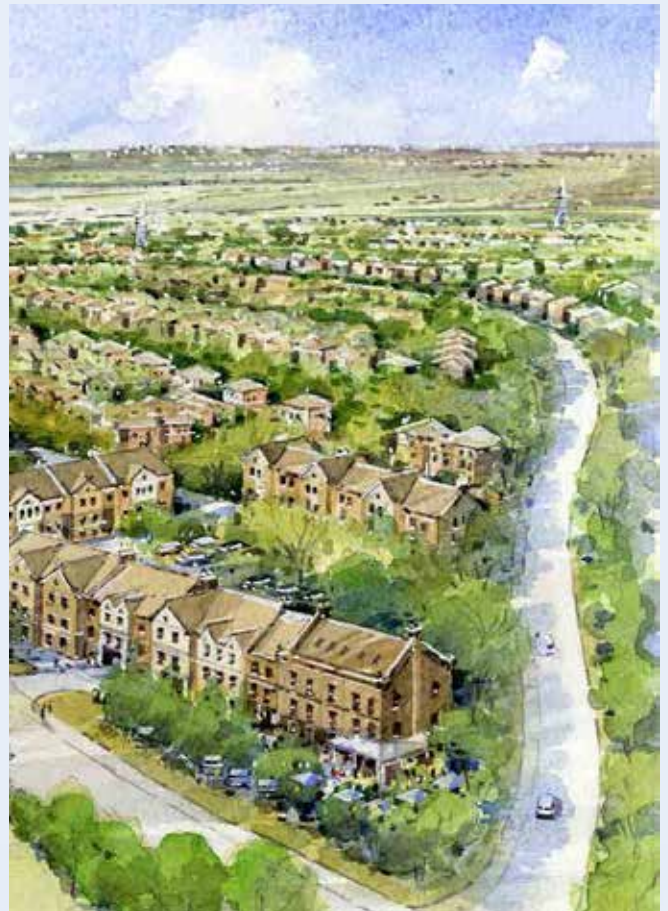
HEAVER

Broadbridge Development Potential

This note is provided in support of representations made by Heaver Homes Ltd, a local housebuilder established to pursue mixed-use development opportunities following landowner legacy principles in response to Chichester District Council's Consultation on the Local Plan Review 2016-2035. Heaver Homes has sought to present a vision for Broadbridge, Bosham.

For over 200 years, the landowners have left a lasting legacy at Bosham. This is shown by their economic impact and local enterprises, such as Chichester Dairies and the Heaver's aggregates industry headquartered in Chichester. In terms of design, the Heaver's have also heavily influenced the architectural landscape of Bosham and its surrounding hamlets by preserving the rural heritage and identity of the area through Heaver brick making. The Heaver's have also had an unprecedented impact on the community, evidenced by the construction of Chichester Festival Theatre and Chichester Leisure Centre.

Heaver Homes wants to continue to contribute positively to the character and prosperity of the local area by redeveloping land north of Broadbridge to create a sustainable new settlement at Mudberry and Knapp Farms known as Broadbridge.



A vision of Broadbridge





Chichester Festival Theatre

Taking advantage of the land's enviable strategic location, connectivity and limited environmental constraints, Heaver Homes have identified an opportunity to create a new and distinguished settlement that will transform Broadbridge into a unique and thriving community, carefully planned and designed to create a distinct sense of place. A sustainable, and well-balanced community that caters for the needs of all its residents. A landscape-led scheme which prioritises enduring and thoughtful design, with a focus on public open spaces that complement and enhance the natural surroundings.

Having identified the opportunity to create a new community at Broadbridge, Heaver Homes appointed a team of specialists to explore the opportunity further and promote the site through the Regulation 18 consultation. As explained further below, the team undertook a considerable amount of work to scope out in more detail the feasibility of Heaver Homes' vision for the land, preparing a well thought out masterplan for the site.

The masterplan identified an opportunity to create a settlement with a diverse mix of character ranging from open parklands to rural settlements and a mix of uses including schools, shops, cafes, civic spaces, and a range of businesses premises. A balanced community that meets the needs of both new and existing residents, with access to local schooling and employment opportunities in line with the Heaver's history and ancestral legacy in Bosham and Chichester.

High Street Bosham



Moving Forward

Whilst the land at Broadbridge has not been included in as an allocation within the Proposed Submission Local Plan, Heaver Homes considers that the strategic attributes of the site continues to make it a highly suitable location for the creation of a sustainable, distinctive new settlement. Heaver Homes thereby remains committed to this vision in the long term.

To this end Heaver Homes has continued to explore how their aspirations to create a high quality, sustainable new settlement can best be realised. This has included taking further planning and strategic development advice from Turnberry Consulting, who have a track record in designing, planning and delivering, high quality sustainable new settlements across the country.

Building upon the work that has been undertaken so far, the team have identified two key areas through which the proposals for Broadbridge can be further refined to better realise Heaver Homes' vision for the site: firstly, by designing more effectively for a mixed-use settlement; and secondly, by implementing a master developer 'landowner legacy' delivery model.

As is explained in more detail below, Heaver Homes is wholly committed to integrating these approaches into the design and delivery of Broadbridge, with a view to the site coming forward in the medium to long term.

Strategic Context

Before looking in detail at how Heaver Homes intends to further refine the proposals for Broadbridge, it is important to set out our understanding of the strategic context within which the site is positioned.

As noted above, whilst it is disappointing that the scheme has not been taken forward by the Council as part of the Proposed Submission Plan, Heaver Homes acknowledges the Council's concerns that the district is 'infrastructure constrained'. It is thereby understood that the Council has decided to set out a housing target for the Plan which falls below the housing requirement for the period.

Whilst Heaver Homes understands the approach that has been taken by the Council, the implication of this approach in terms of achieving a sustainable pattern of development must also be explored in respect of implications for housing affordability issues, restrictions on the mobility of labour and impacts upon economic activity and economic growth in the area.

Going forward it is critical importance that a solution to the infrastructure constraints affecting the district is identified. The infrastructure constraints must be unlocked to ensure the future success and prosperity of the district for the benefit of existing and new residents, current and future generations.

It is suggested that over the medium to long term an 'infrastructure led' strategy, rather than an infrastructure constrained strategy, is required to find a way through the difficult issues that the district is faced with, to achieve a sustainable pattern of development, to help meet the development needs of the area in full.

This reinforces our suggestion that the emerging Plan should include a commitment to an early review.

Strategic Opportunity

It is within this strategic context that the proposed sustainable new settlement at Broadbridge sits. In the medium to long term, and alongside the development proposed to come forward through the emerging Local Plan, the Council must identify opportunities to bring forward further significant further growth in the district.

A new settlement must be given serious consideration as a mechanism for sustainably and effectively delivering the additional, significant growth required to make a substantive contribution towards funding the necessary strategic infrastructure improvements that the district requires.

The well-rehearsed advantage of new settlement is that they bring forward new infrastructure and thereby have a significantly reduced impact upon existing communities. New settlements can 'consume their own smoke'. Broadbridge will deliver schools and social infrastructure alongside new parks, open space and hard physical infrastructure.

Beyond this Broadbridge has the potential to create a new community which is entirely orientated on promoting and encouraging sustainable travel opportunities. Taking advantage of the existing train station the new settlement has a real opportunity to ensure sustainable travel choices are made from the occupation of the very first dwelling. This will significantly assist in reducing the impact of the development upon the highway network, helping assist the sensible and managed delivery of the strategic highway improvements, entirely in accordance with the monitor and manage approach.

Designing for a mixed-use settlement

The masterplan aims to create a lively and thriving community by incorporating a diverse mix of uses and activities, rather than just a collection of houses. The objective is to cater to the daily requirements of the residents, minimising the need to venture outside the settlement by strategically locating retail, education, commercial, health, and social amenities in walkable, accessible locations.

Whilst the work that has been undertaken to date demonstrates how a mixed-use settlement can be created on the land, there is an opportunity for the masterplan to be further refined to better realise this

objective. Specifically, by achieving a greater mix and better distribution of non-residential uses the scheme can create more shopping opportunities, more leisure opportunities, and more employment opportunities, creating a more sustainable settlement with more internal sustainable travel trips and less external private vehicular trips. This has several benefits: reducing highways impact on the networks; reducing carbon emission; and increasing social interaction and engagement.

Poundbury is an excellent example of a mixed-use development where the number of jobs available is equal to the number of residents. Similarly, Chapelton in Aberdeenshire is another example, even at an early stage it had 30 employees despite only having 125 occupied homes. These statistics cannot be achieved by conventional housing developments.

Poundbury Mixed Us

Chapelton Hume Square. Bottom: Chapelton Box park



This level of integration is often too complex for more simplistic developments to accommodate as they rely on larger contractors delivering single-use development plots.

Whilst the masterplan as currently drafted includes a village centre which will serve the new development and the existing community, there is an opportunity to go further by also creating mixed use neighbourhood centres, which create, walkable, livable neighbourhoods. This will further enhance the sustainability of the settlement, creating diversity and interest.

Broadbridge 2019 Masterplan



Delivery

Landowner-led

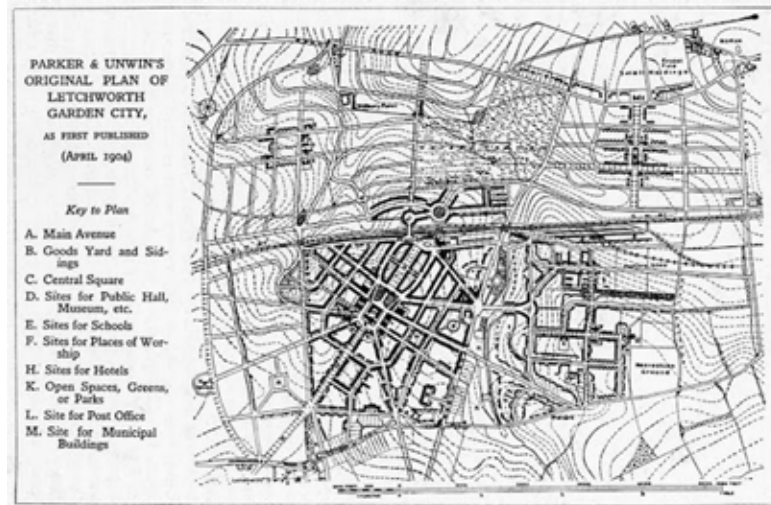
The existence of a single, long-term landowner at Broadbridge with a vested interest in the site and a desire to leave a legacy stand in contrast to most new development projects. Typically, developers lack a long-term financial stake in the land, and their priorities are driven by immediate shareholder satisfaction. This can have a significant impact on the development process. Development by a single, long-term landowner is arguably the only approach that allows for an extended, measured view of development. This perspective fosters innovation beyond the norm by enabling the adoption of a patient outlook on financial returns. This approach recognises that highly crafted construction, well-considered design, and mixed use will reap greater rewards over time, leading to a better place in the long term. This methodology is grounded in the principle of capturing uplift, which was fundamental to the original Garden Cities and model villages. Letchworth and Welwyn were both created by single bodies acting as the landowner, allowing them to capture and reinvest a portion of the returns from development to support the towns' physical and social infrastructure.

Stewardship

The Long-term landownership also equates to long-term stewardship of the Broadbridge site. The ethos of Garden City governance is embodied by this approach, which prioritises stewardship for the community's benefit and encourages their participation in the settlement's future. Having a shared vision was fundamental to building momentum in the development of original Garden Cities and contemporary planned settlements. This was necessary to create a strong sense of community identity. Stewardship bodies have played a significant role in supporting this vision historically, and they continue to do so today. The development approaches taken at new settlements like Tornagrain and Chapelton provide valuable models for Broadbridge's vision.

Buildings inspired by the local vernacular

Having adopted a long-term approach to development and committed to creating a new settlement which embodies the very best of Sussex urbanism and architecture, Heaver Homes will put in place a masterplan and design standards to create an exemplary new settlement. Broadbridge will provide beautiful homes for contemporary lifestyles and workspaces that sit comfortably within the landscape. A palette of local and natural materials referencing neighbouring towns and villages will be adopted, using modern and sustainable technologies and methods of construction. A design code will ensure that this approach is adopted consistently across the development, supplemented by close landowner supervision of all detailed planning applications to ensure development conforms to the code.



Letchworth Garden City



Tornagrain

Design coding and architectural control

Design coding is crucial to realising Heaver Homes' vision for Broadbridge, serving as a vital tool to ensure its fulfilment. By adhering to the design codes, each phase of the development will be constructed with the necessary quality and consistency, following a framework and a set of regulations that align with the agreed vision while complementing wider context of Broadbridge's unique sense of place.

The design codes will also provide clarity and assurance to the local planning authority and the community about the development's nature. By outlining the design requirements that all developers must follow, the codes will govern both the construction of buildings at Broadbridge and any future changes or alterations proposed. The code must achieve a balance between ensuring the delivery of the agreed vision and allowing architectural variety and excellence at the individual building level. The Heaver family will also be able to ensure that the design codes are enforced during the lifetime of the project.

Phased land release

A phased approach to releasing land for development is also critical to realising the Family's vision for the site, ensuring efficient and coherent infrastructure provision that can respond to economic and market factors as they arise. This approach also serves to protect the built output of housebuilders by linking future phases to adherence to the masterplan and vision established in previous phases. By distributing development phases strategically, the competition between housebuilders working on adjacent plots with similar products will be minimised. This will be done without compromising the delivery of essential physical and social infrastructure required to create a sustainable community.

Mix of housebuilders

As part of the Family's placemaking agenda, they will encourage a wide range of house builders from large-to-small to deliver nuanced housing. By providing differentiation within the site, Broadbridge will cater for a range of separate and distinct markets simultaneously. By engaging with small-to-medium house builders the site will stand out from typical volume-build sites, which can often lack diversity and character. In addition to enhancing the project's placemaking agenda, this approach is also expected to positively impact the project's pace and contribute to the creation of a strong community.

Ensuring quality

The Heaver family is committed to maintaining control over the quality of development of each phase of its land by participating directly in the design process, securing relevant planning permissions and ensuring adherence to design codes.



Poundbury

The family will not release land unless it is confident that housebuilders can achieve the required standards, and mechanisms will be in place to prevent deviation from the overarching vision for the development. The selection of housebuilder partners will be based on suitability for the specific area being developed. The same quality-control mechanisms will apply to non-residential components, and the Estate may explore building and owning non-residential elements in key areas.

Green Infrastructure

Broadbridge will become part of the broader network of settlements in the district and, in addition to meeting the needs of the people who live there, the development will benefit those who live in the surrounding areas.

In particular the settlement will accommodate an extensive network of new green infrastructure, providing a major new recreational opportunities for the new and existing residents of Bosham and Broadbridge. The new parks and open spaces will be a place for recreation and leisure, as well as an opportunity to create new habitats, introduce recreation areas, and install public art.

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