

Welcome



DAVID WILSON HOMES

WHERE QUALITY LIVES



Welcome. This virtual exhibition outlines our plans for a proposed new development for up to 250 homes on land south of Hall Road, Rochford.

This gives you the opportunity to have an active role in shaping our proposals as we work towards submitting a planning application. We would like to hear your views on the proposals and how this development may integrate with the existing community in Rochford.

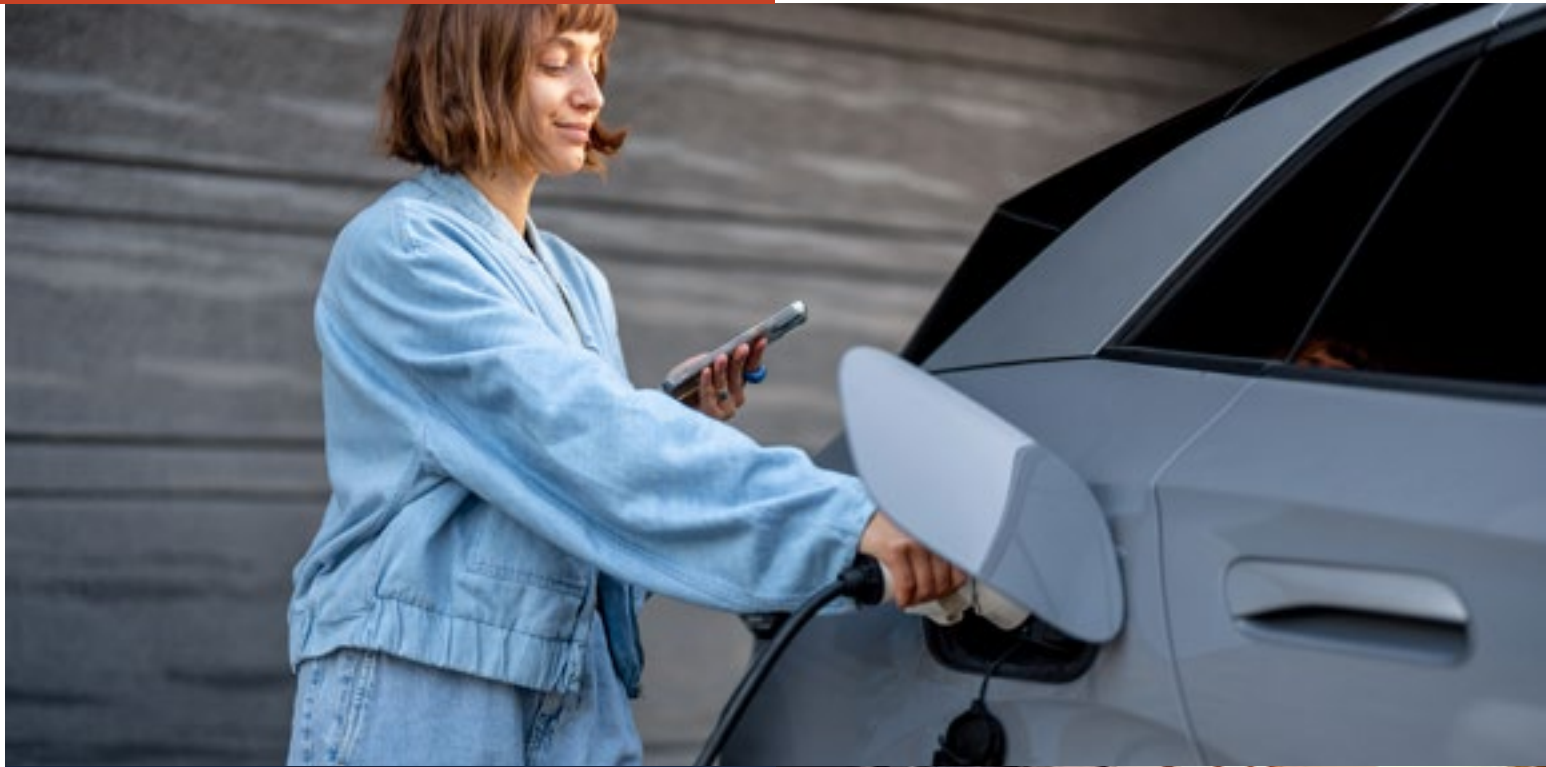
Please view these virtual boards in conjunction with the information on the website. Once you are familiar with our proposals, please do complete our survey questionnaire to let us know your thoughts on the plans, and your suggestions.

If you would like hard copies of the exhibition and/or the survey questionnaire, please contact us below and we will post them to you, together with a reply-paid envelope so you can return the survey to us.

The consultation will run until Sunday 24 August 2025.

Get in Touch

For further information and to register for updates please go to our project website: www.planningconsultation.com/hall-road or call our helpline number 020 7939 7950 or email us at: planning@chelgate.com



The new homes will also include a variety of sustainable and community-focused features:

- Air source heat pumps for energy-efficient heating,
- Electric vehicle charging points,
- Solar panels to generate renewable energy,
- Homes built to meet low carbon standards,
- Play areas designed for both new and existing communities,
- Integral bird boxes to support local wildlife,
- Planting of new native woodland,
- Sustainable Urban Drainage Systems (SuDS),
- Hedgerows and boundary planting to enhance biodiversity,
- Flood attenuation basins to manage surface water.



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- We are committed to consulting with the local community and residents to understand how best to support the local community with its existing infrastructure. The usual Section 106 (s106) contributions towards local community infrastructure projects will apply in this scheme.
- There is currently not a requirement for a school on the site as schools in Rochford are currently under-subscribed. We are likely to make financial contributions for pre-school, primary and secondary education provision, in accordance with Essex County Council (ECC) requirements.
- There is no requirement for healthcare provision on the site, but we are likely to make a financial contribution towards other provision in the area, in accordance with the Mid and South Essex Integrated Care Board (ICB), whom we are in contact with.
- Financial contributions towards highways improvements are also being considered, with engagement with ECC on the proposals and how they will integrate Essex standards and provide for suitable mitigation measures as required.
- We will provide a variety of formal and informal recreational/play space as part of the scheme, as well as retain the existing section of public footpath running diagonally across the site and incorporate this within an enhanced, high quality linear green corridor running through the site.

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Landscape and Ecology



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- The proposals will have a minimum Biodiversity Net Gain (BNG) of 10%, delivered on site.
- We will provide appropriate development offsets and landscape buffers to identified landscape features and existing residential properties.
- The proposals aim to conserve, restore and enhance existing hedgerows and boundary tree vegetation, aside from where access is proposed along the northern boundary, with hedgerow planting to comprise native species of local prevalence.
- The main open space is located to the south, within the River Roach flood zones, providing recreational access and river frontage for both new and existing residents.
- Proposals include 4.7 hectares of open space, including a mix of formal and informal areas to support biodiversity and children's play.
- A LEAP (Locally Equipped Area for Play) and a LAP (Local Area for Play) will be located in the southern part of the site and will be accessible to all. The site is located close to Rochford Town centre, a settlement classified in the Rochford Local Development Framework Core Strategy as a 'first tier' settlement, with a range of services as well as access to public transport.
- Due to its agricultural use, the site does not contain any landscape features of note, with the only key features considered to be the mature treescape; providing a high degree of physical containment along its boundary. Predominant species include oak, ash, hawthorn and field maple.

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Flooding



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Fluvial (flooding from River Roach)

- The Environment Agency Flood Map for Planning shows that all residential development will be located in Flood Zone 1 (low risk of flooding).
- It also shows the south of the site is partially located within Flood Zone 2 (medium risk of flooding) and Flood Zone 3 (high risk of flooding) associated with the fluvial River Roach. The site design is configured to accommodate the flooding risk with no residential development in these zones.

Surface Water

- The Environment Agency's surface water flood risk mapping, combined with ECC modelling, requires infrastructure to handle a 1 in 100-year weather event plus 45% climate change uplift.
- To manage the predicted flow path of storm water running through the centre of the site during an extreme event, overtopping Hall Road in the northwest corner, a shallow swale c.500-600mm deep channel is proposed to divert the anticipated overland flow path along the western site boundary, away from residential development and onsite infrastructure.

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Timescales and next steps



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- David Wilson Homes is expecting to submit a planning application in September 2025, at which time the local council will undertake its own statutory consultation on the proposals.
- It is then anticipated that a reserved matters planning application will follow during 2026.
- If approved, construction is likely to commence in 2027, and will last for around five years.

Thank you for taking the time to look through our public exhibition. We encourage you to provide your feedback by completing the survey questionnaire. The consultation will close on 24 August.

If you would like hard copies of the exhibition and/or the survey questionnaire, please contact us and we will post them to you, together with a reply-paid envelope so you can return the survey to us.

Updates

If you wish to receive updates on the progress of our application, please register on the website, or call us below.

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