

BroughSouth

Great communities
need great facilities



The Application

Proposal: Outline - Erection of mixed use redevelopment comprising residential (Use Class C3) (circa 800 units); business (B1, B2 & B8); food and non-food retail (A1) (including foodstore circa 3250 sqm gross); food and drink (A3 & A4); hotel (C1); residential care home (C2); healthcare (D1) and leisure (D2) uses along with car showroom and petrol filling station and incorporating associated new access (to include construction of Phase 3 of the Brough Relief Road), transport interchange and rail station parking, associated infrastructure and landscaping works (All matters reserved) at Land At Ings Lane and East of Skillings Lane Ings Lane Brough East Riding of Yorkshire.

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Proposed plan



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Key

- | | | | | | | |
|--|--|---|---|--|--|--|
|  Restaurant |  Healthcare |  DIY Store |  Transport Interchange / Station Car Parking |  Non-Food Retail |  Industrial/Trade |  Fuel Filling Station |
|  Nursery |  Office |  Gym |  Residential Area |  Hotel and Public House |  Care Home |  Food Store |

The Big Picture

- Emerging Core Strategy / Population Growth
- Tesco
- BAE Systems
- Brough South

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Look into the big picture in more detail and see how Brough South can play a significant and leading role

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Emerging Core Strategy and Population Growth

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The LDF – Spatial Distribution of development



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Emerging Core Strategy – Housing Numbers

Proposed distribution of residential development to 2028

Total dwellings up to 2028 = 25,500

Major Haltemprice 14% of total = 3,570 total dwellings

less 429 existing = further land to be allocated for 3,141 dwellings

Settlements

Principal Towns 43.5% of total = 11,093 dwellings

less 1,316 existing = further land to be allocated for 9,777 dwellings

Local Service Centres 21.5% of total = 5,739 dwellings less 1,036 existing = further land to be allocated for 4,446 dwellings

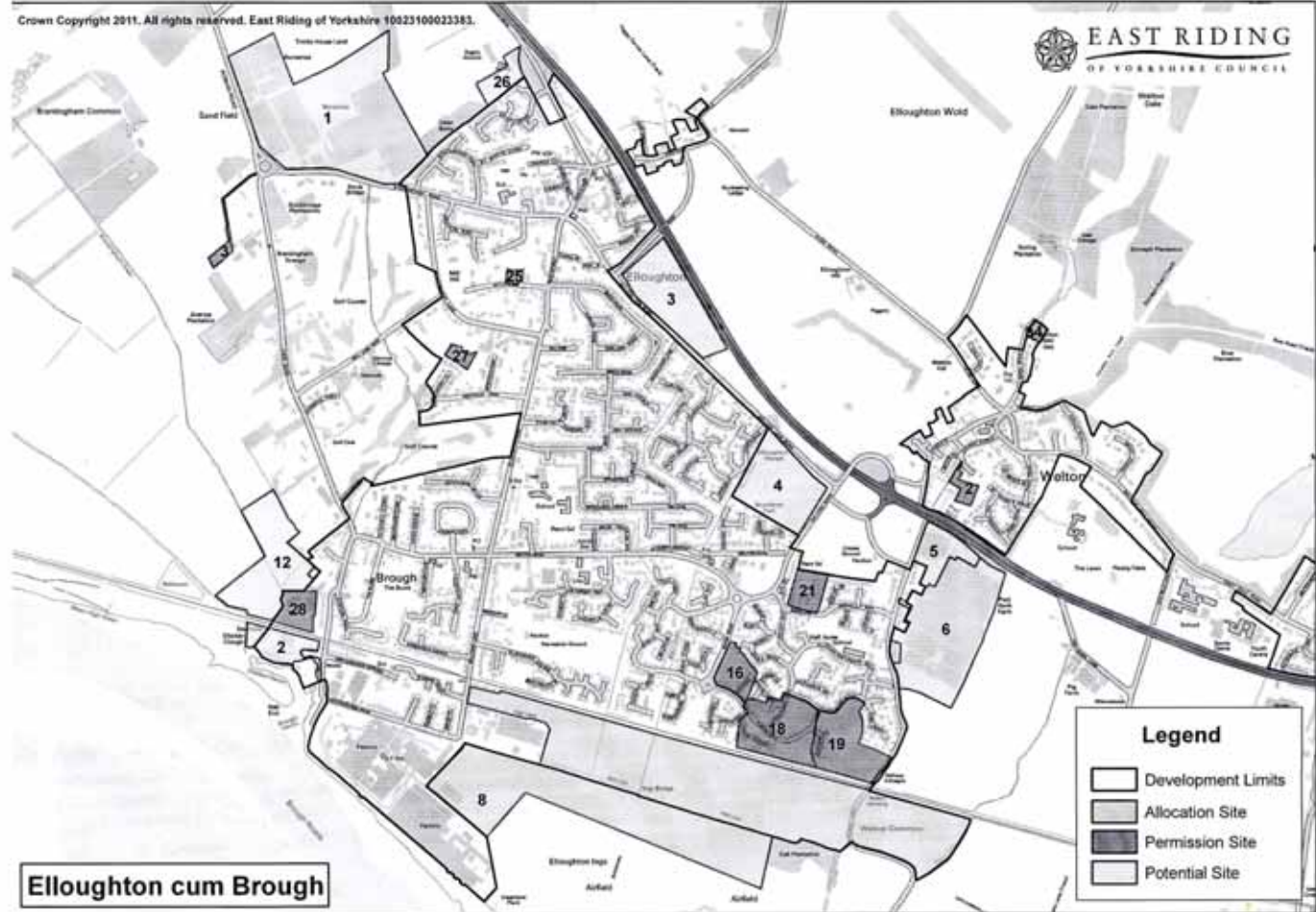
Elloughton/Brough 4.5% of total = 1,148 dwellings

less 264 existing = further land to be allocated for 884 dwellings

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EAST RIDING
OF YORKSHIRE COUNCIL



Elloughton cum Brough

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Tesco

- England & Lyle identify need for one supermarket
- Direct Competition
- Brough South best serves local needs
- Accessible by all modes of transport

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BAES Site

- Strategic employment site
- Improved access required
- Need to plan for increase in commercial traffic
- Relief Road can deliver a solution
- Enterprise Zone opportunity

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Need to plan for growth, resolve big issues (existing and potential) and make Brough, Elloughton & Welton a better, more sustainable community

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The Big Issues

- Traffic safety and congestion
- Education
- Housing
- Flood risk
- Lack of facilities and amenities
- Employment

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Options

1. Piecemeal development

Unlikely to provide solutions and will likely add to them

2. Comprehensive development

Can provide solutions and will add value to the local economy, community and make the area more sustainable

Let's look at how Brough South can address the big issues...

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Highway Issues

- Extensive traffic data collection was undertaken during term time in October 2010.
- This data has been analysed to show how all major junctions in Brough operate at the present time and in the future. Using industry standard computer software queue lengths have been calculated which include growth factors issued in conjunction with DfT.
- It is acknowledged that there are queuing issues stemming from the existing signals at the Welton Road / Welton Low Road / A63 slip roads junction.

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2011 Q lengths, 2021 Q Lengths

Improvements are, therefore, proposed at this junction which initially change the timing of the signals to accommodate Phase 1 of the development in 2013.

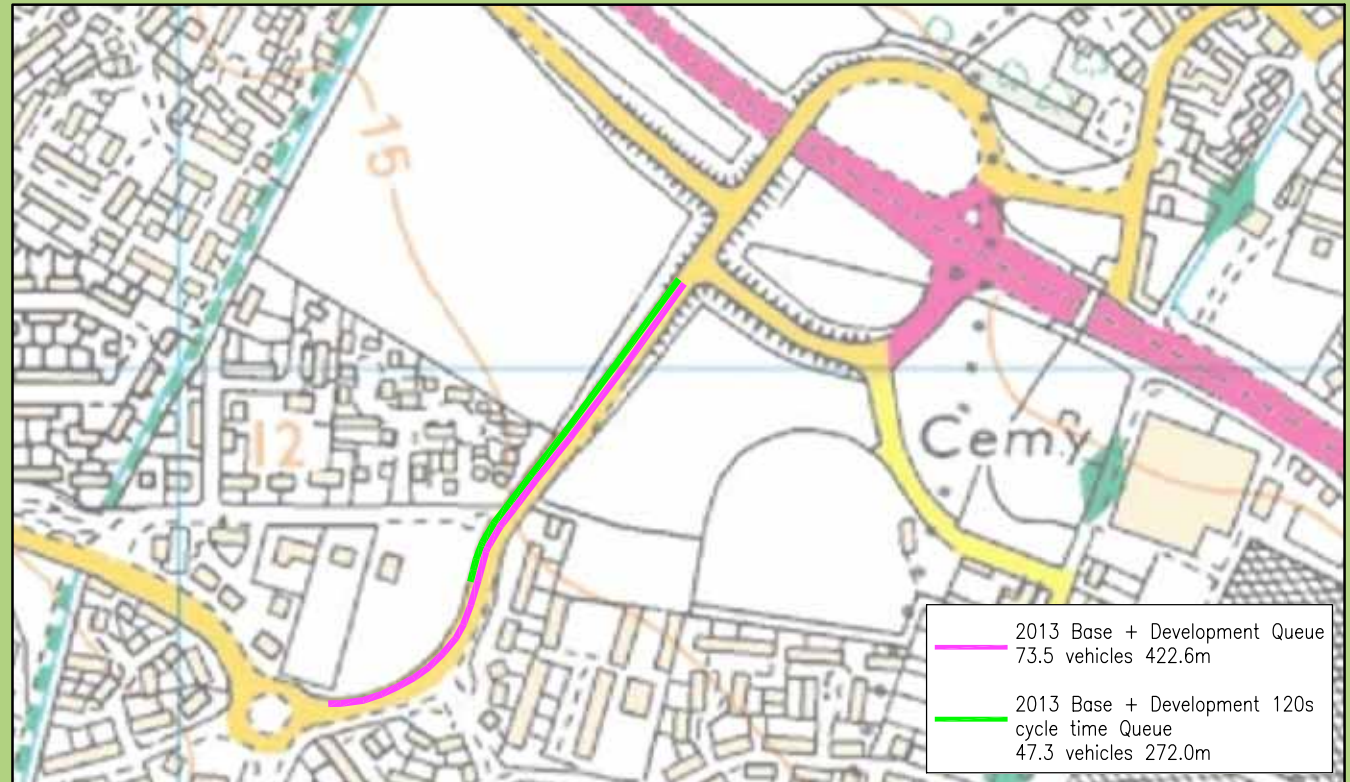


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 sanderson [®] associates (consulting engineers) Ltd <small>Highways Traffic Transportation Water</small> T 01924 844080 m0@sandersonassociates.co.uk F 01924 844081 www.sandersonassociates.co.uk	Proposed Mixed Use Development Brough	Welton Road/Welton Low Road/ A63 Slip Am Queue Lengths 2011 and 2021 Base		Drawn AA	Scale NTS	 QMS <small>REGISTERED</small>	
		Checked KS	Date October 2011	Approved KS	Drawing Number Diagram 1		Size A4

2013 Q lengths (no amendments), 2013 Q Lengths (altered cycle times)

Adding all the development to the existing highway network results in significant queues on all approaches to the A63 in the AM peak.



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Proposed Mixed Use Development
Brough

Welton Road/Welton Low Road/
A63 Slip Am Queue Lengths
2013 Base + Development Queues

Drawn AA	Scale NTS	 <small>ISO 9001 REGISTERED FIRM</small>
Checked KS	Date October 2011	
Approved KS	Drawing Number Diagram 2	Size A4



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2021 Q Lengths – existing network with all development traffic

A major infrastructure investment is, therefore, proposed in the form of a new roundabout to replace the signal controlled junction. This will not only resolve existing issues but will also accommodate development traffic. This junction improvement can be accommodated on land within the applicants control. No third party land is required.



 (consulting engineers) ltd Highways Traffic Transportation Water T 01924 844080 mail@sandersonassociates.co.uk F 01924 844081 www.sandersonassociates.co.uk	Proposed Mixed Use Development Brough	Welton Road/Welton Low Road/ A63 Slip Am Queue Lengths 2021 Base + Development Queues		Drawn AA	Scale NTS	
		Checked KS	Date October 2011			
		Approved KS	Drawing Number Diagram 3	Size A4		

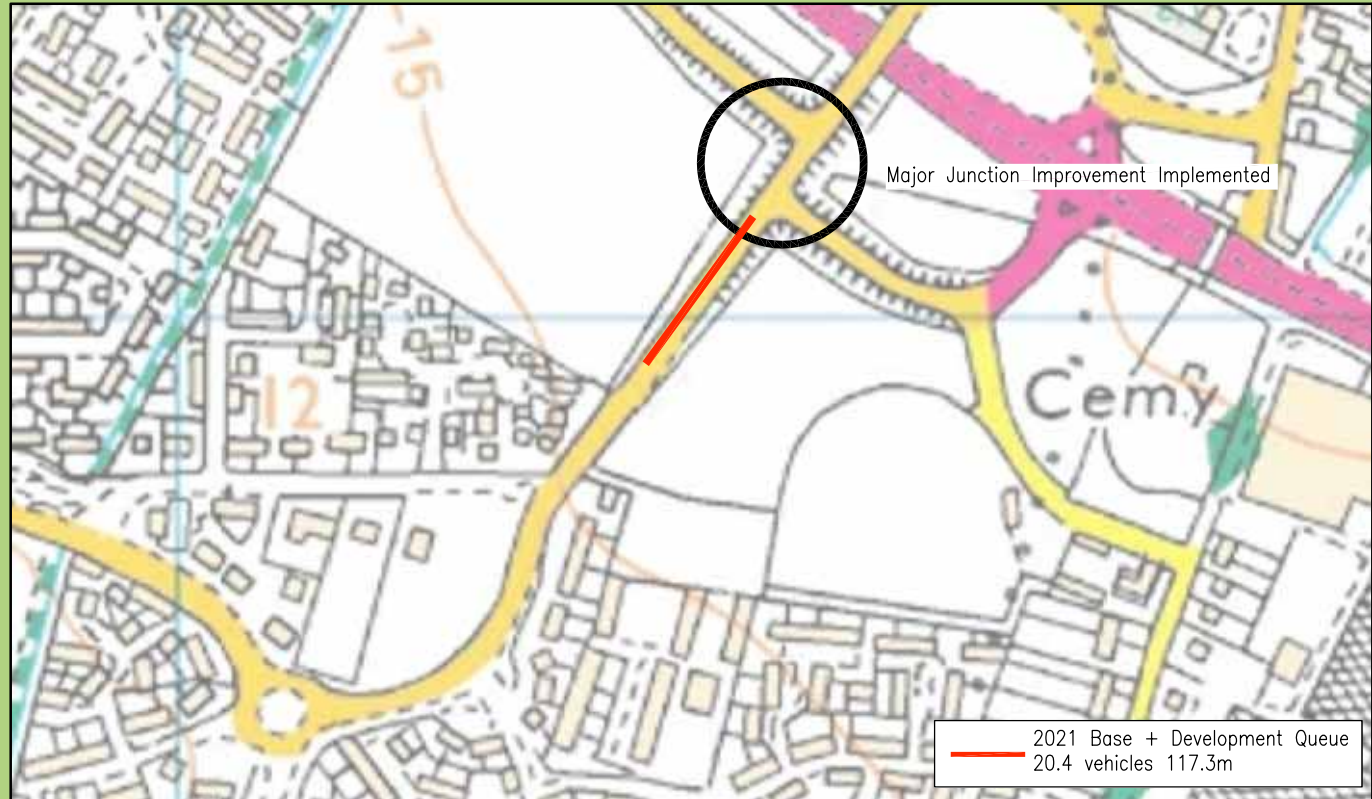
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Plan 1 - Proposed Roundabout

2021 Q Lengths – with new roundabout and all development traffic

The commercial elements of the development will provide extensive facilities and opportunities for both existing and future residents minimising the need to travel by car to other locations for basic essentials i.e. food and non-food shopping, employment and leisure etc. This is predicted to reduce vehicle trips through the A63 junction and on the roads in close proximity to the trunk road.

It is also proposed to improve the Moor Road / Welton Road roundabout



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Proposed Mixed Use Development
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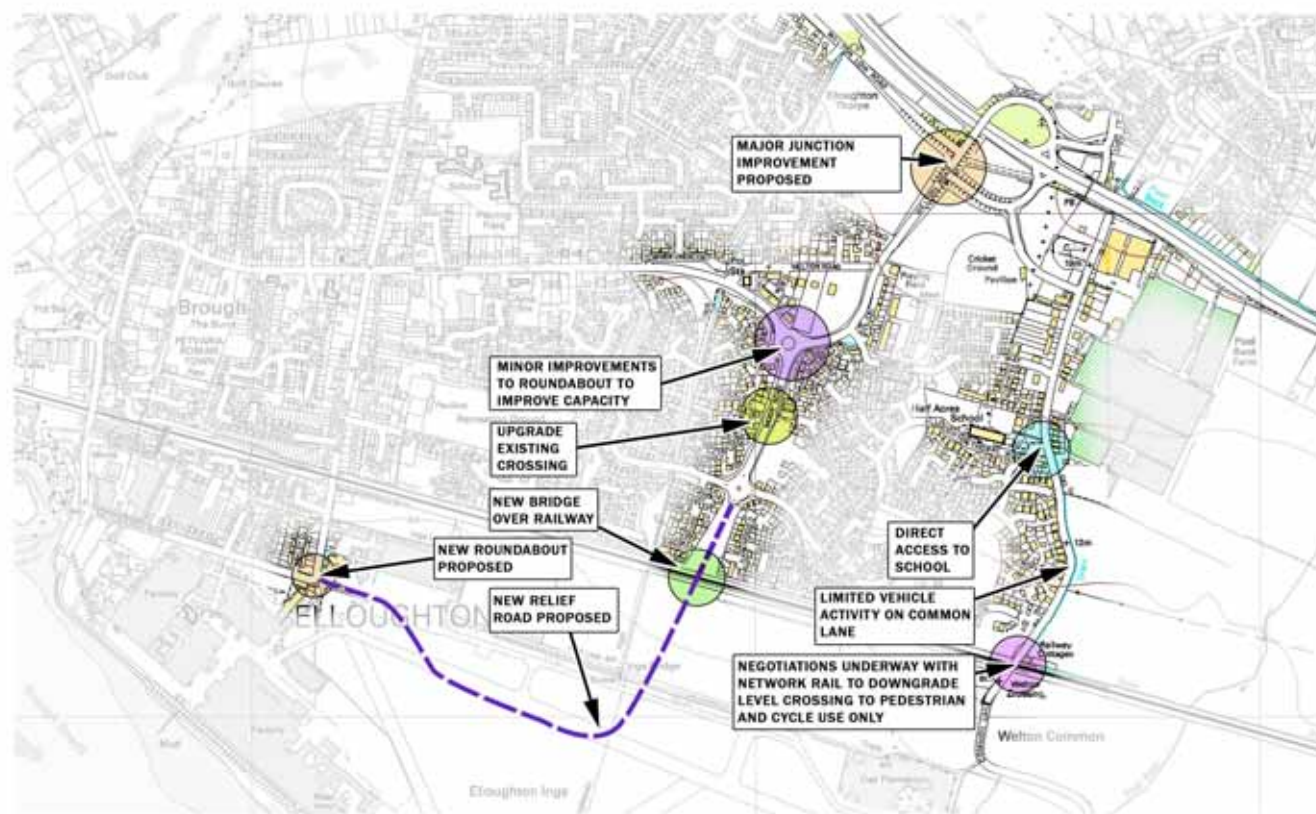
Welton Road/Welton Low Road/
A63 Slip Am Queue Lengths
2021 Base + Development Queues

Drawn AA	Scale NTS	
Checked KS	Date October 2011	
Approved KS	Drawing Number Diagram 4	Size A4

Horncastle

REDROW
HOMES

Plan 2 - Location of junction improvements, controlled crossing



**PROPOSED HIGHWAY IMPROVEMENTS
IN BROUGH**



A63 Journey Timings

Detailed Travel Plans are also being prepared in association with the Highway Agency and East Riding Council which cover both the residential and commercial elements of the development.

An extensive footpath and cycle network is proposed which will link to existing facilities in Brough including the Rail Station.

A public transport interchange area including bus turning area and passenger waiting facility is proposed adjacent to rail station. This is further supported by additional cycle parking and related facilities.

Negotiations are underway with a local bus operator to provide services through the site. This would include school buses as well as general services.

Moor Road – A63 Westbound			Loxley Way – A63 Westbound		
In Time	Out Time	Duration	In Time	Out Time	Duration
07:57:48	08:00:13	02:25	07:45:07	07:47:39	02:32
08:02:41	08:05:00	02:19	07:57:59	08:00:48	02:49
08:10:42	08:14:29	03:47	08:11:49	08:14:23	02:34
08:22:20	08:26:01	03:41	08:21:30	08:24:41	03:11
08:25:18	08:28:25	03:07	08:27:41	08:31:26	03:45
08:43:52	08:46:17	02:25	08:44:11	08:46:19	02:08
Average Journey Time		02:57	Average Journey Time		02:50
Moor Road – A63 Eastbound			Loxley Way – A63 Eastbound		
In Time	Out Time	Duration	In Time	Out Time	Duration
07:45:12	07:46:32	01:20	07:47:16	07:49:27	02:11
07:53:01	07:54:35	01:34	07:51:54	07:53:17	01:23
08:09:55	08:14:37	04:42	08:07:15	08:10:49	03:34
08:18:44	08:23:54	05:10	08:19:36	08:24:04	04:28
08:26:59	08:31:44	04:45	08:34:03	08:37:04	03:01
08:37:01	08:40:23	03:22	08:44:00	08:46:04	02:04
Average Journey Time		03:29:	Average Journey Time		02:47

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Proposed highway improvements adjacent to A63 along Welton Road



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Education

- Pre School
- Primary
- Secondary
- 16+

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Brough South Residential Development

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Overview

- 67 acres divided into 3 distinct phases
- Maximum of 800 homes
- 2, 3, 4 and 5 bed accommodation
- Predominantly 2 storey buildings
- Affordable housing
- Retirement Accommodation
- 13 acres of open space & play areas

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Density and Design

- Create character areas within the development
- Respect existing landscape features and rights of way
- Mixture of densities and design themes
- Create a sense of place



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Density and Design

- 10 areas of open space (13 acres)
- Play areas
- Low average density approx. 12 dw/ac
- Bovis development approx. 15-23 dw/ac.



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The Homes We Build



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Summary

- Well designed and built environment
- Creation of distinct character areas
- Low density family housing
- Range of sizes from 2 to 5 bed
- Inclusion of affordable homes for local needs
- Extensive areas of open space



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Implementation

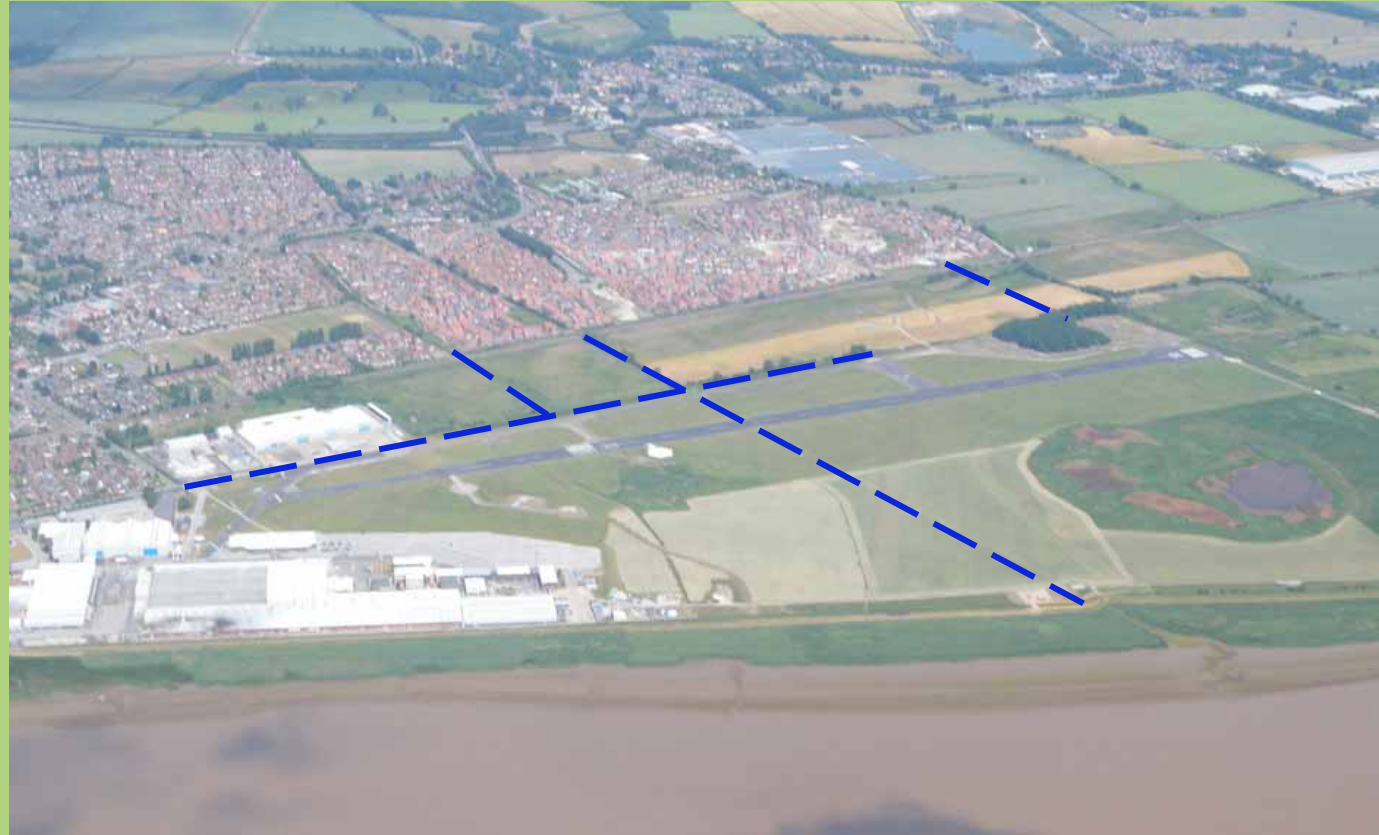
- Phased development over 10 years
- Three distinct phases
- Reserved Matters application for each development parcel will follow
- Significant infrastructure prior to occupation
- Open space network provided incrementally with homes

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Brough South Drainage and Flood Alleviation

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Surface Water



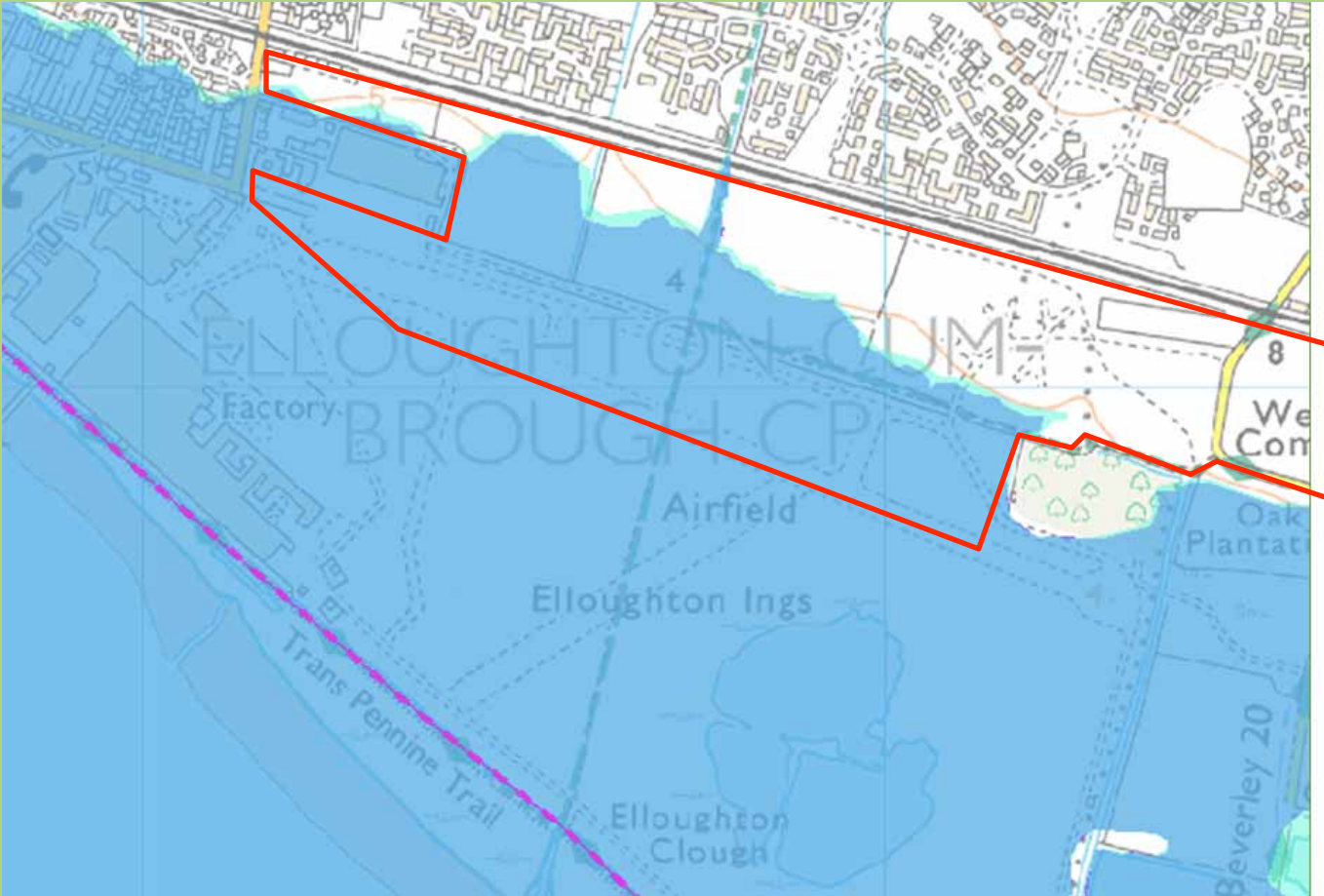
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Foul Water



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Flooding



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Our Proposals

- Open up existing culvert
- Create a Sustainable Urban Drainage System
- Raise levels and create biodiversity area
- New foul sewer to Melton Treatment Works
- Long term management

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Next Steps

- Continue discussions with EA regarding Flood Risk
- Detailed drainage strategy - Spring 2012
- Further updates to the flood map - 2013

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Retail

- England & Lyle were commissioned to do a report for EYRC to assess local needs
- Supermarket is sized as per report
- Shops provide larger foot plates for complementary retail uses
- DIY will include garden centre
- All scaled to meet local needs

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Leisure

- Family Pub
- Restaurants
- Hotel
- Gym

Healthcare

- Healthcare space for practitioners / commissioners
- Care centre / home

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Employment

- Adjacent to BAES / Enterprise Zone
- Scaled to meet local business needs
- High value employment opportunities
- Next to Transport Interchange

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Community Space

- Transport Hub
- Youth Meeting Area
- Other Ideas

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Summary

- New Jobs 720 Permanent & 200 in Construction Phase
- Phased Delivery Over 10 Years
- Meets Local Needs For Retail, Leisure, Healthcare, Business Employment & Community Space
- Deals with Issues on Highways, Education & Flood Risk
- Broadens the Housing Offer
- Improves Sustainability of Local Community
- Supports BAE Systems and proposed Enterprise Zone
- Something for Everyone

Brough South looks at the big picture and can resolve the big issues.

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Next Steps

- Consultations with ERYC, Highways Agency, Environment Agency, Yorkshire Water & Natural England
- Planning Decision
- If Approved, Reserved Matters Applications will be Submitted for First Phase(s)
- If Approved, Work will Start in Summer 2012

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Contact

For Further Information
About The Development
Visit www.redrow.co.uk or
www.horncastlegroup.com

To View The Planning Application
& Comment Visit www.eastriding.gov.uk

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