

Who we are

Croudace Homes is a well established regional residential developer founded in 1946 and to this day remains a family run business.

We are committed to building high quality homes backed up with a first class customer service. Our strength lies in the care and attention given to the internal and external design, specification of fixtures and fittings and a quality finish. This applies equally to the buildings and the landscaping and surroundings which enhance the street scene.

The Site

The application site is an L shaped parcel of land which extends to approximately 9Ha, located to the West of Hertford. It is currently shown on the adopted local plan as being within the Green Belt. However, it has been allocated for housing development under policy HERT3 in the Draft Local Plan 2011-2033.

Proposal

- Development of up to 251 Homes, with a mixture of 1,2,3 and 4 bedroom properties.
- Associated access and services.
- Ranges of different houses which will vary from 1.5 to 3 Storey buildings.
- New public open space.

Location

This site is located south of Welwyn Road and West of Thieves Lane.

There is existing housing to the North and East of the site which spreads into Hertford town. To the West of the site is Panshanger Park which is a Grade II* listed historic park and garden.



1. View South East from Welwyn Road.



2. View South from Welwyn Road.



3. View West from Thieves Lane

Planning Policy Position

The emerging East Herts District Plan sets out the Council's new planning framework for the District during the period 2011 to 2033 and identifies how East Herts will grow and develop. It is expected to be adopted by the Council later this year and it will then replace the policies in the Local Plan 2007.

Policy DPS1 sets out a requirement for a minimum of 18,458 net additional new homes within the District in the period 2011 to 2033, equivalent to an average of 839 new homes each year.

Policy DPS2 sets out the overall spatial approach to meeting the housing requirement during the plan period (i.e. where the new housing is expected to be located), which includes urban extensions to Hertford.

Policy HERT1 sets out the Council's strategy for accommodating growth in Hertford, stating that the town will be expected to accommodate a minimum of 950 new homes from 4 sites as follows:

- (a) at least 200 homes as part of mixed use development in the Mead Lane area
- (b) at least 550 homes to the west of the town
- (c) at least 150 homes to the west of B158 Wadesmill Road,
- (d) at least 50 homes to the west of Mangrove Road

Policies HERT2 to HERT5 set out the detailed policies relating to each site.

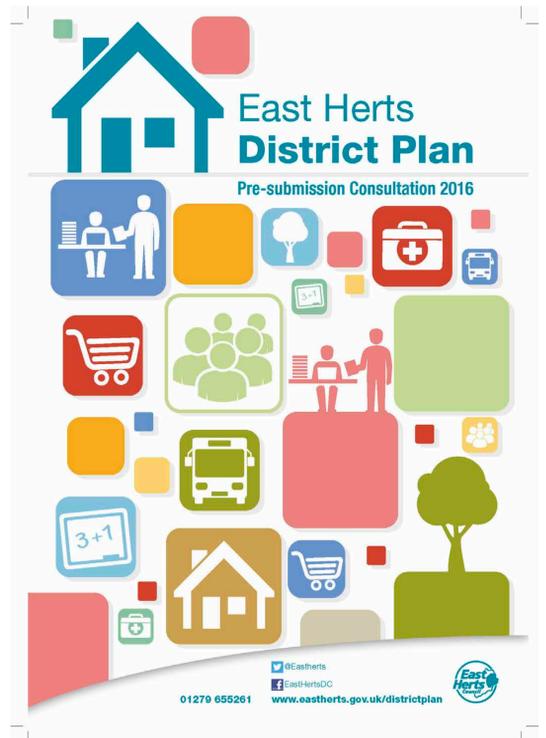
Policy HERT3 sets out the requirements to be met by new development to the west of Hertford, which includes the following:

- I. Land to the west of Hertford is allocated as a residential site, to accommodate a minimum of 550 homes by 2022, with at least 300 homes being provided to the north of Welwyn Road and at least 250 homes south of Welwyn Road/west of Thieves Lane.
- II. A Masterplan will be collaboratively prepared, involving site promoters, landowners, East Herts Council, Hertfordshire County Council, Hertford Town Council, and other key stakeholders. This document will further be informed by public participation in the process.

Policy HERT3 ensures any such development makes provision for:-

- a range of house types;
- affordable housing;
- the necessary infrastructure including an appropriate and safe means of access and a means of managing foul and surface water drainage from the site
- protection of public rights of way;
- landscaping;
- protection of the ancient woodland; and
- protection of the setting of the listed Panshanger Park.

The aforementioned policy requirements have informed the scheme design and have been the subject of discussion with the Council as part of the ongoing pre-application process.



Team

