

STATEMENT OF KELVEDON AND FEERING HERITAGE SOCIETY  
TO PLANNING COMMITTEE 2<sup>ND</sup> FEBRUARY 2021

Application 19/01025/REM CALA Homes, Kelvedon

We objected to the original application for this site on the 14<sup>th</sup> July 2020, to the Site-Wide Design Guide on the 14<sup>th</sup> August, and to subsequent revisions on the 18<sup>th</sup> September and 22<sup>nd</sup> November. The current revision is solely for a change of tenure to the flats, but notwithstanding we still object to the application for the following reasons:-

There was a lot of worthy analysis of local vernacular houses in the Site-Wide Design Guide, none of which was apparent in the building forms proposed, which are universally deep-plan with shallow roof pitches and tiny chimneys, more typical of the Eastern Avenue than of Kelvedon. There was a lot of reference to the Essex Design Guide, but again none of its principles are apparent in the approved layout. The 'primary road' of detached houses is at a lot higher density than is advised by the Essex Design Guide (30dph instead of a maximum of 20) whilst the 'secondary roads' are of uniform width and car-dominated, being lined by parked cars at right-angles to the carriageway, a solution advised against by the Essex Design Guide. Other than the central open space, no places of identity have been created within the layout.

All in all, the applicant failed to use local design guidance in the form of the Essex Design Guide to achieve design quality, and we feel that the Council should have asked the applicant for a radical redesign.

Alan Stones