

Welcome

Welcome to Bellway’s public consultation event to display the emerging design concepts for their Masterplan for the land at Billet Road opportunity area.

This event is part of the first round of the public consultation process to prepare the Masterplan. This round focuses on the core concepts and design principles for the Masterplan that will influence the detailed design. Early next year, Bellway will hold the second stage of their consultation that will present more detailed designs.

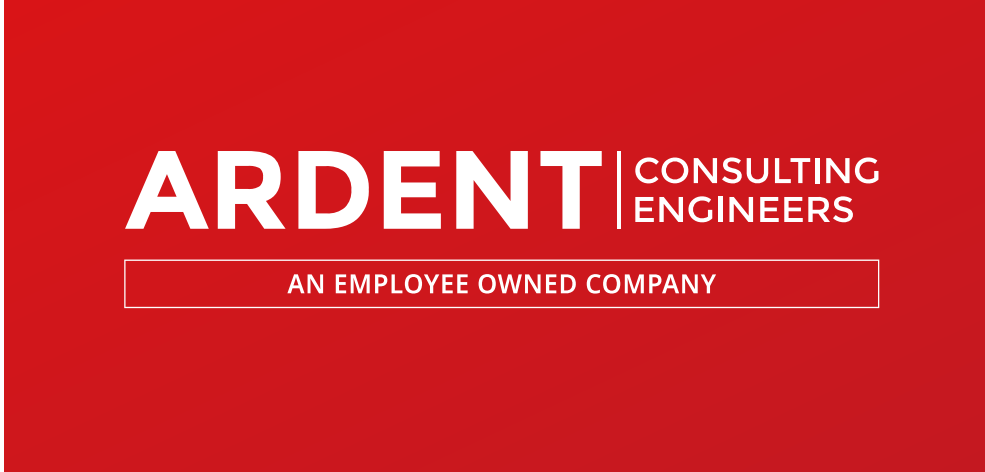
Introducing Bellway

Bellway Homes have acquired two parcels of land that form part of the wider land at Billet Road opportunity area allocated in Redbridge Council’s Local Plan.

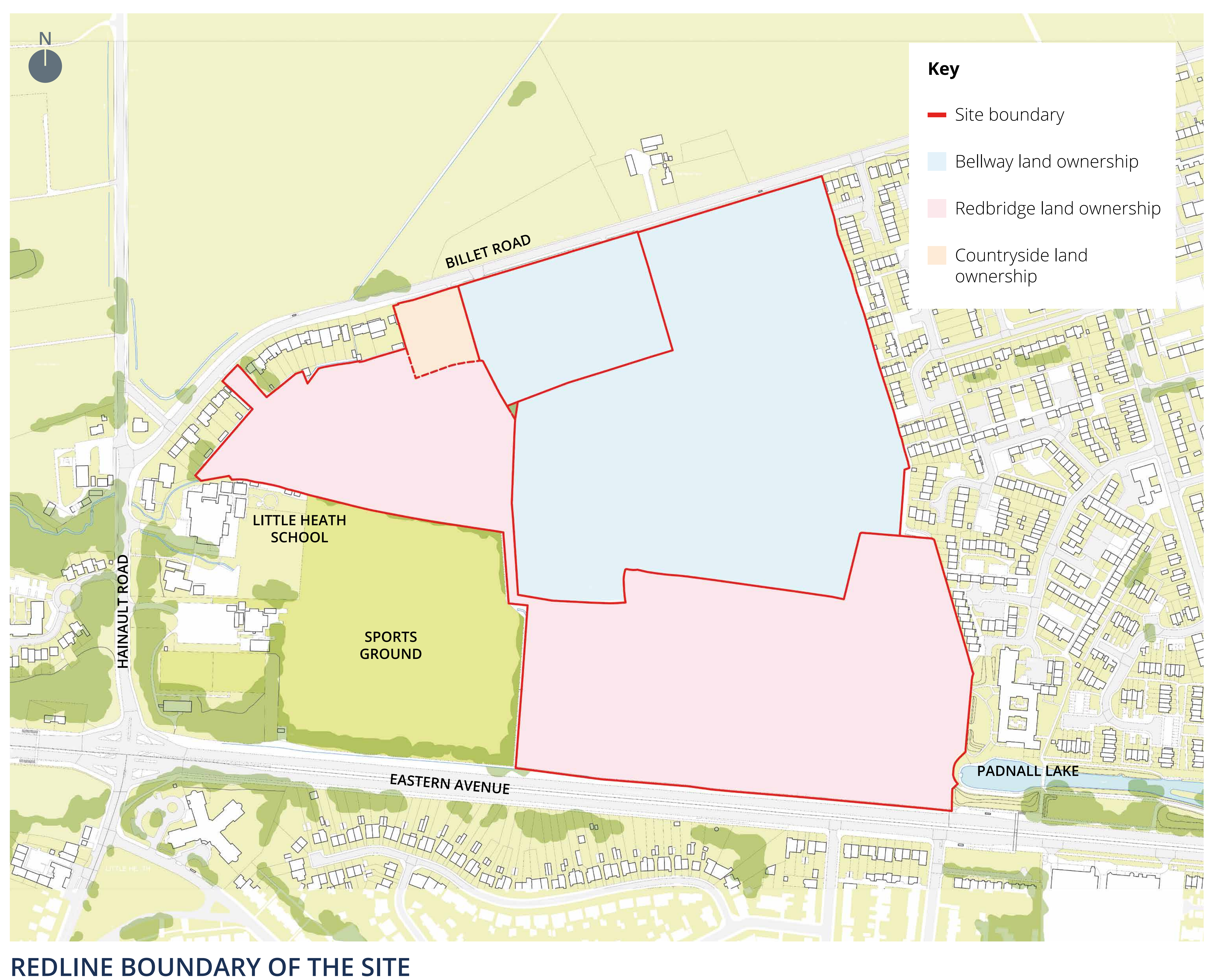
They are one of the nation’s leading housebuilders and are renowned for their commitment to delivering high quality places to be proud of.

They have a record of delivering high quality homes across east London, such as their development at Barking Riverside, and last year they invested £71.3 million into local communities. Bellway are recognised as a 5 Star housebuilder by the Housing Building Federation customer satisfaction survey.

The project team

DEVELOPER	URBAN DESIGN AND MASTER PLANNING	LANDSCAPE DESIGN	
			
PLANNING CONSULTANT	HIGHWAYS AND NOISE CONSULTANT	CIVILS AND DRAINAGE CONSULTANT	COMMUNITY CONSULTANT
			

Site background



Redbridge Local Plan

The land at Billet Road is a strategic housing site that is allocated for new homes in Redbridge Council's Local Plan, that was adopted by the local authority in 2018.

The Adopted Local Plan earmarks the site for new homes and establishes the principle of residential development. It also provides a broad framework for Bellway to work to as they prepare their Masterplan.

Site history

Historically, the site was used as an unregistered and uncontrolled landfill site during the 1970s and 1980s. As a result, remediation works are needed to first clean up the environment at the site to allow for homes to be built safely in the future.

In October, Bellway submitted their planning application for enabling works to clean up the site and they hope to receive a decision from the council early next year. Safety is the top priority for the enabling works and Bellway will work closely with the Environment Agency throughout the process.

Site background

The process to produce the Masterplan for the site is influenced by the local context of the site and the surrounding area. As a result, the early design process considers both the constraints and opportunities available.

Design opportunities

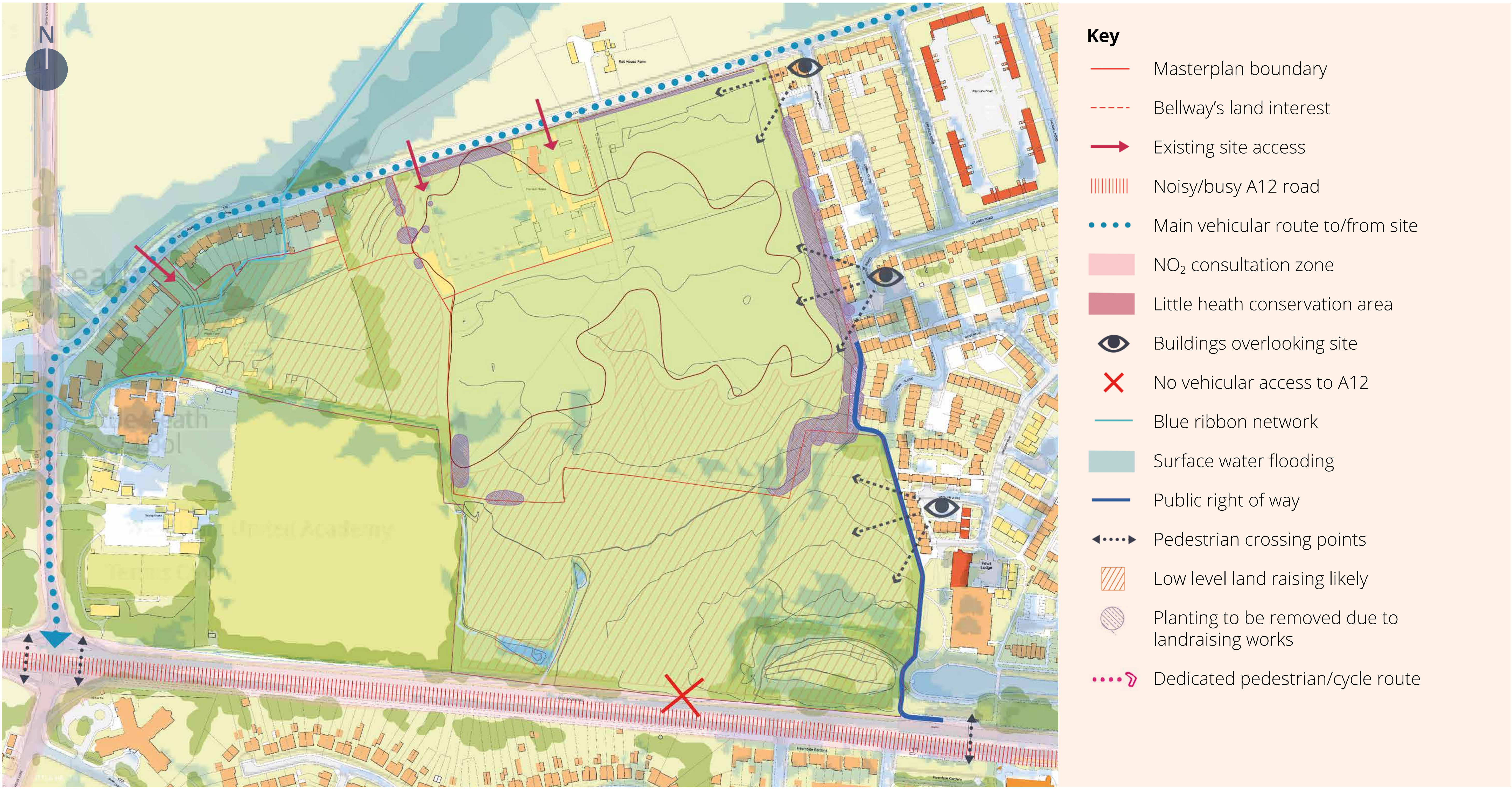


- ▶ Green links across the site can connect to the central open space

▶ Existing trees and landscape features can contribute to the overall open space strategy
- ▶ Coral Close could provide a direct link to Rose Lane local centre

▶ A new frontage along the A12 can promote public and active travel

Design constraints



- ▶ Landfill and drainage considerations

▶ Vehicular access is required from Billet Road
- ▶ A12 acts as a barrier to the South

▶ Careful consideration is required at edge with Marks Gate

The Masterplan Vision

The design process to prepare the Masterplan is guided by a clear vision with a landscape-led approach to deliver a family-friendly neighbourhood set within a network of green spaces integrated into its wider setting.

Design themes



Public open space

- ▶ A welcoming central green with a range of uses
- ▶ Green links to form a network of open space
- ▶ Flexible uses to cater to all age groups



Family neighbourhoods

- ▶ Variety of homes to foster vibrant communities
- ▶ Create connections to local services and facilities
- ▶ Promote active travel with new pedestrian and cycle links



Sustainability

- ▶ Maximise landscape design
- ▶ Introduce integrated blue and green infrastructure
- ▶ Promote energy efficiency



Built character and identity

- ▶ A design inspired by local character
- ▶ A variety of character areas
- ▶ Using scale and layout to create a sense of place



INDICATIVE IMAGE OF CENTRAL GREEN SPACE

The Emerging Design

The key concepts of the emerging Masterplan are:

- ▶ A **community hub** at the heart of the site
- ▶ A network of **public open spaces**, including play spaces
- ▶ **Tree lined streets**
- ▶ **Improvements to connectivity** for pedestrians and cyclists
- ▶ A range of circa. **1,300 homes**, from family to starter and affordable homes
- ▶ **Typically low to mid rise**, with low rise closest to existing homes, and landmark buildings of up to eight storeys at the centre of the site
- ▶ **Promotion of public transport** and active travel
- ▶ **On plot parking** for all housing, car clubs and a lower parking ratio for flats
- ▶ **Environmental improvements**
- ▶ **Improvements to the highways network** where necessary

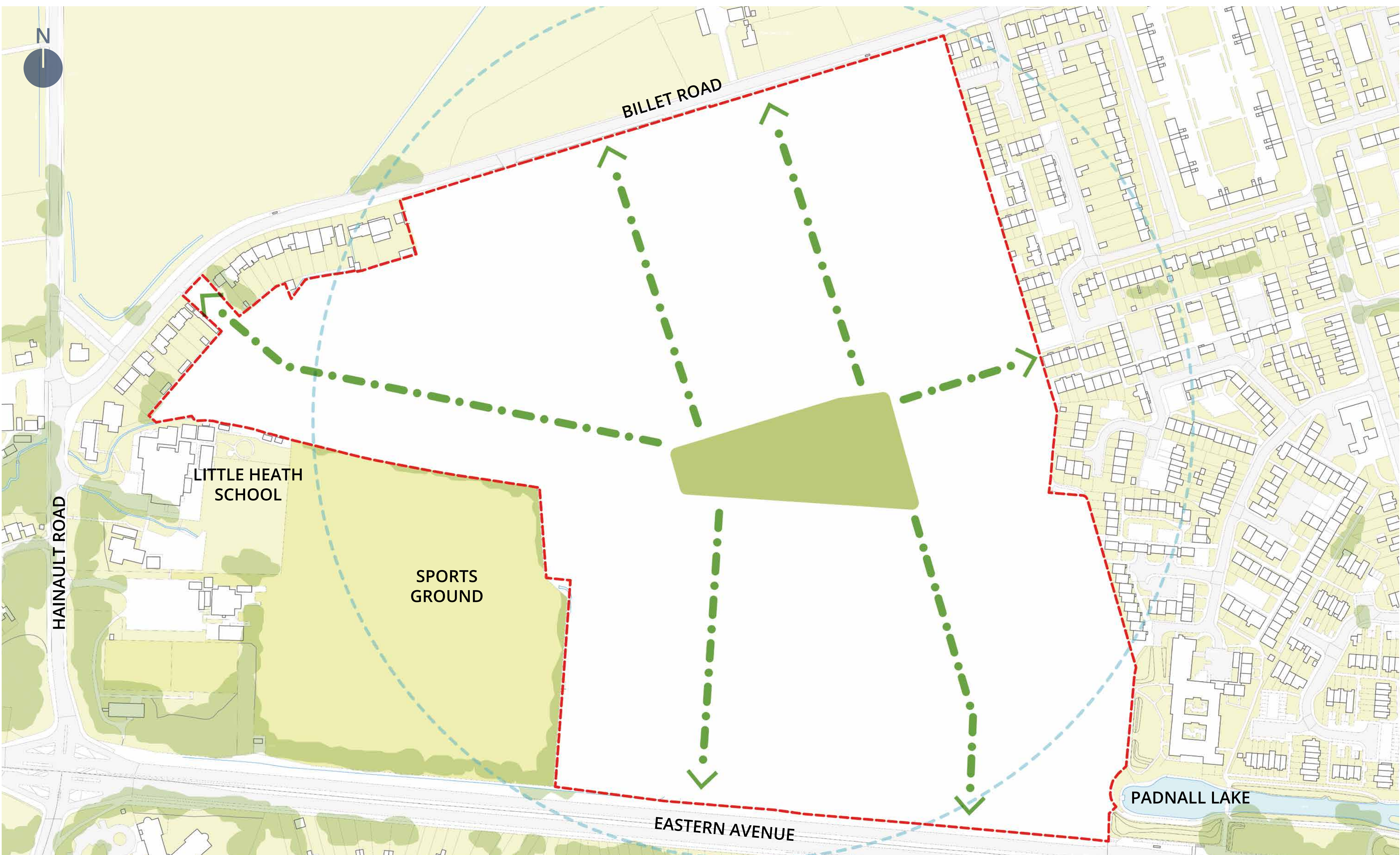


MASTERPLAN CONCEPT SKETCH

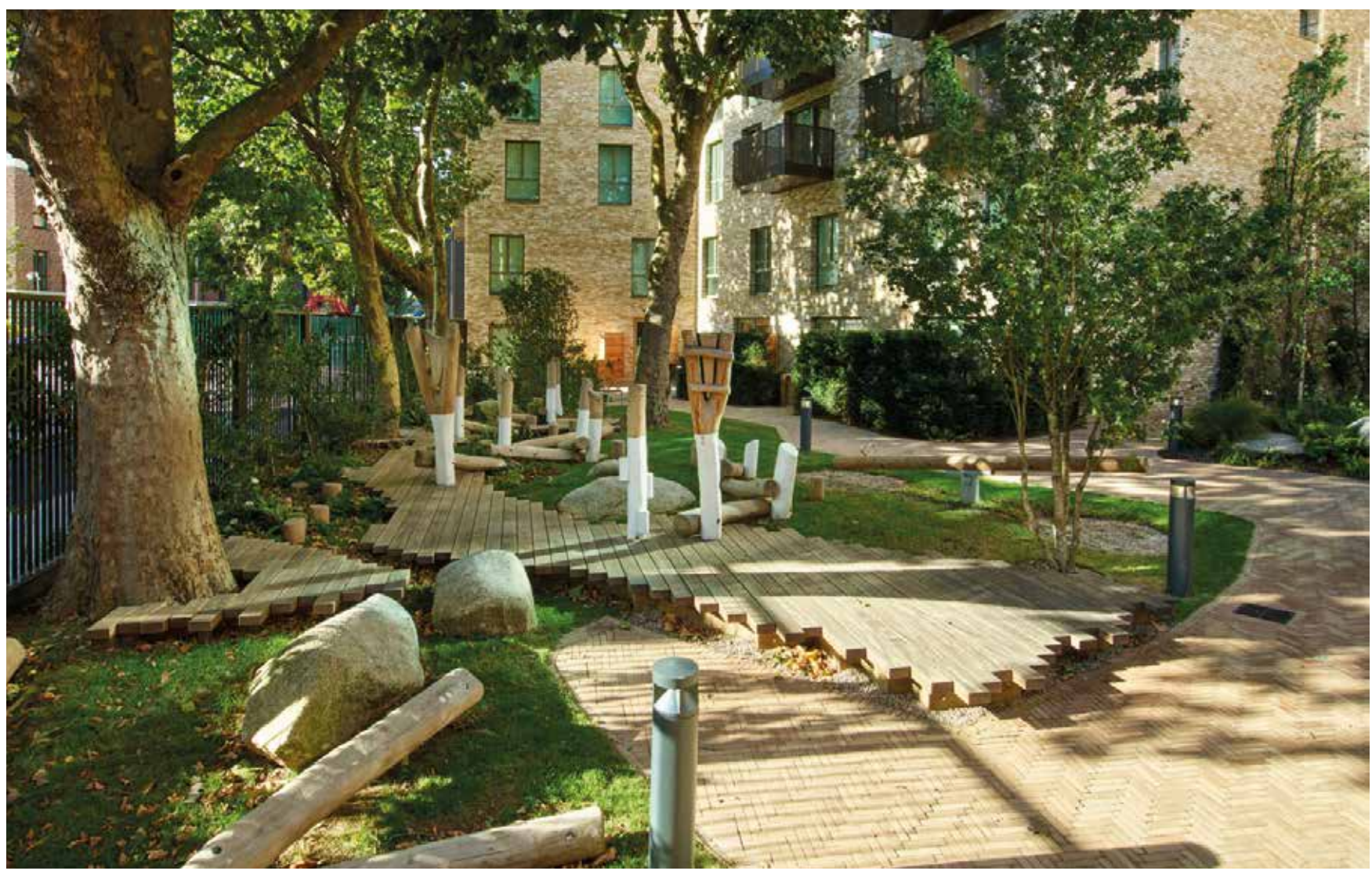
The Masterplan

Key concepts

A connected central park



GREEN STREETS

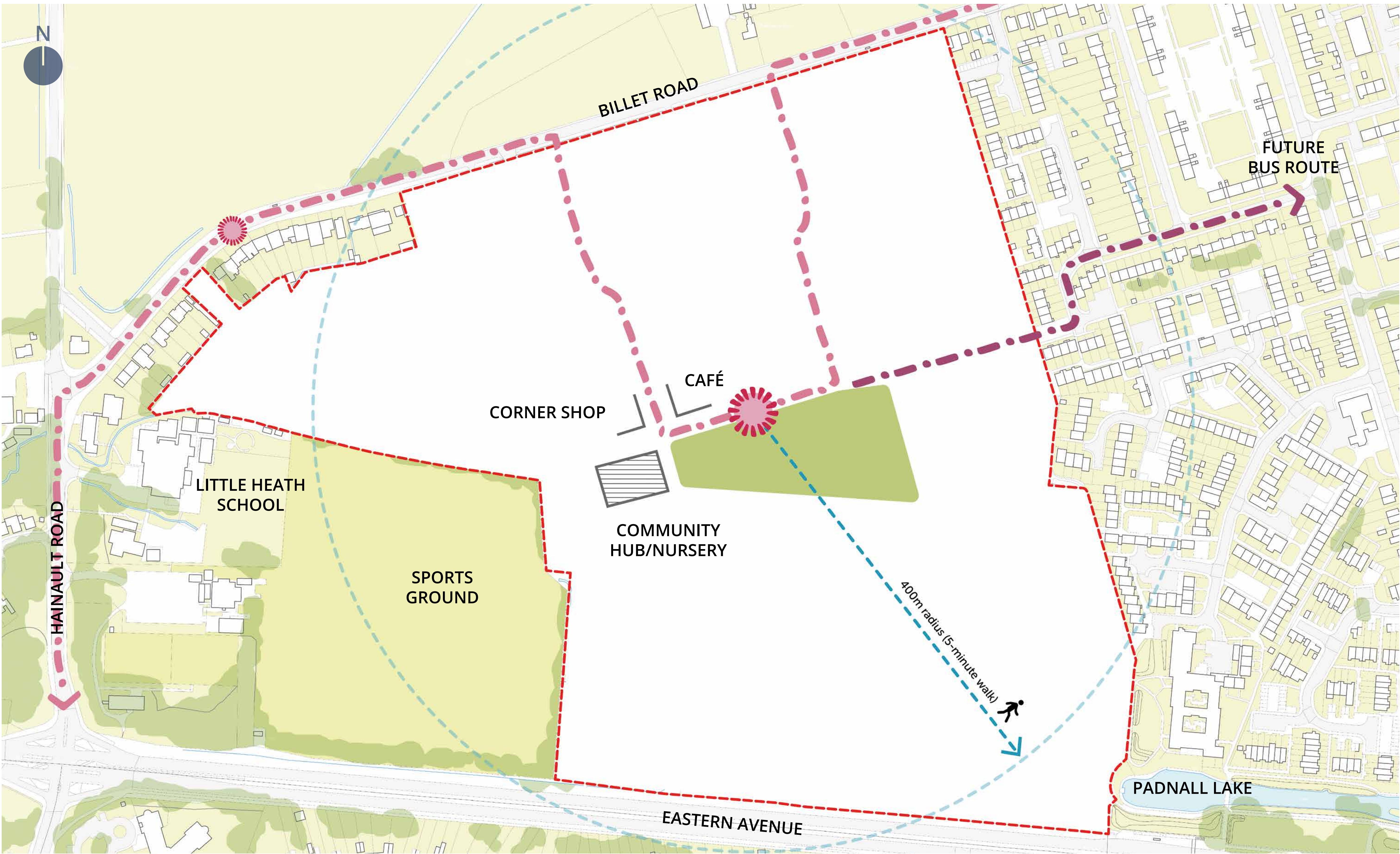


PLAY SPACES



LOCAL CHARACTER

Bringing the 296 bus route to the heart of the site



SOCIAL SPACES



LANDSCAPED AVENUES

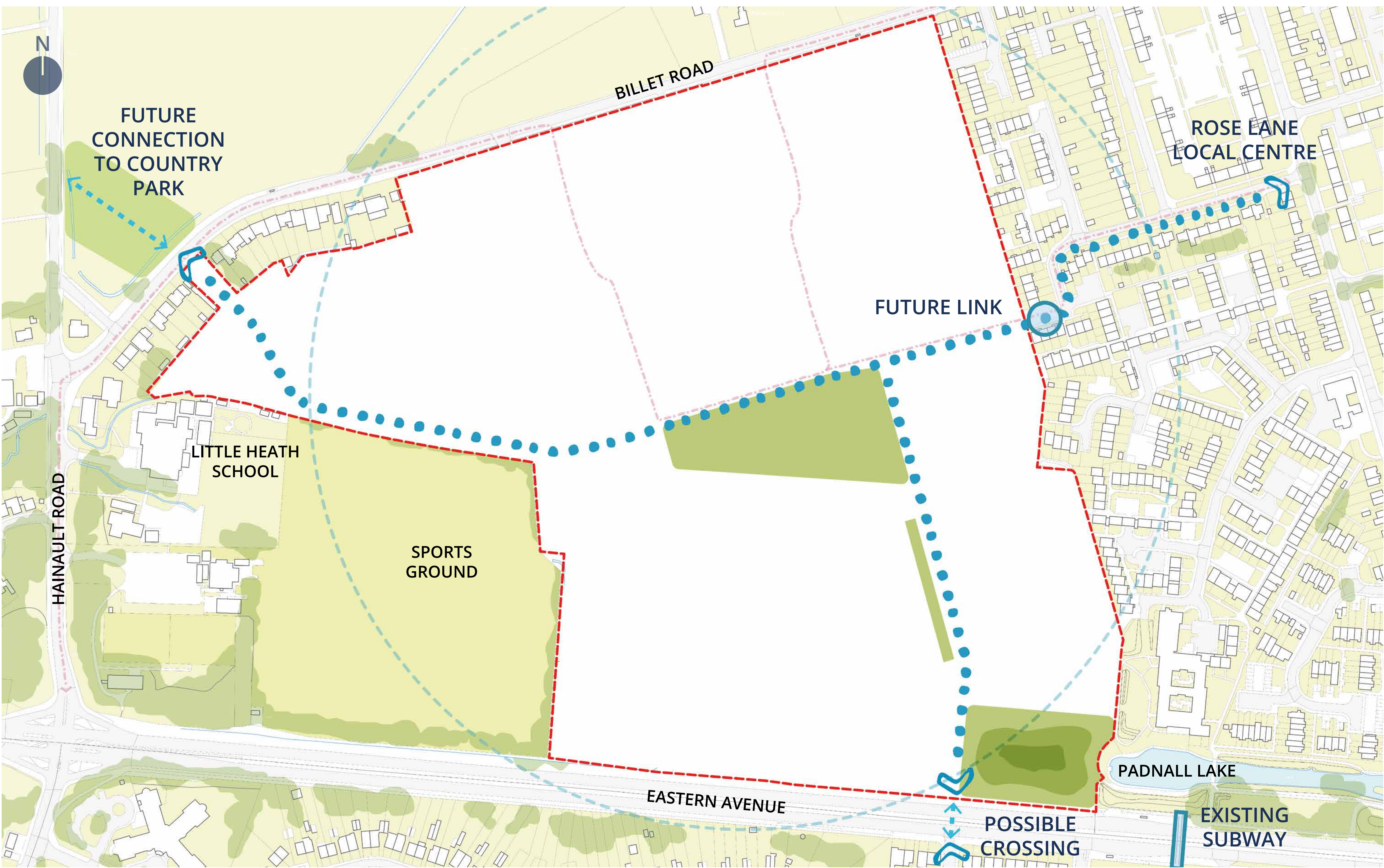


WATER FEATURES

The Masterplan

Key concepts

Creating pedestrian and cycle links through the site



CONNECTING TO PARK

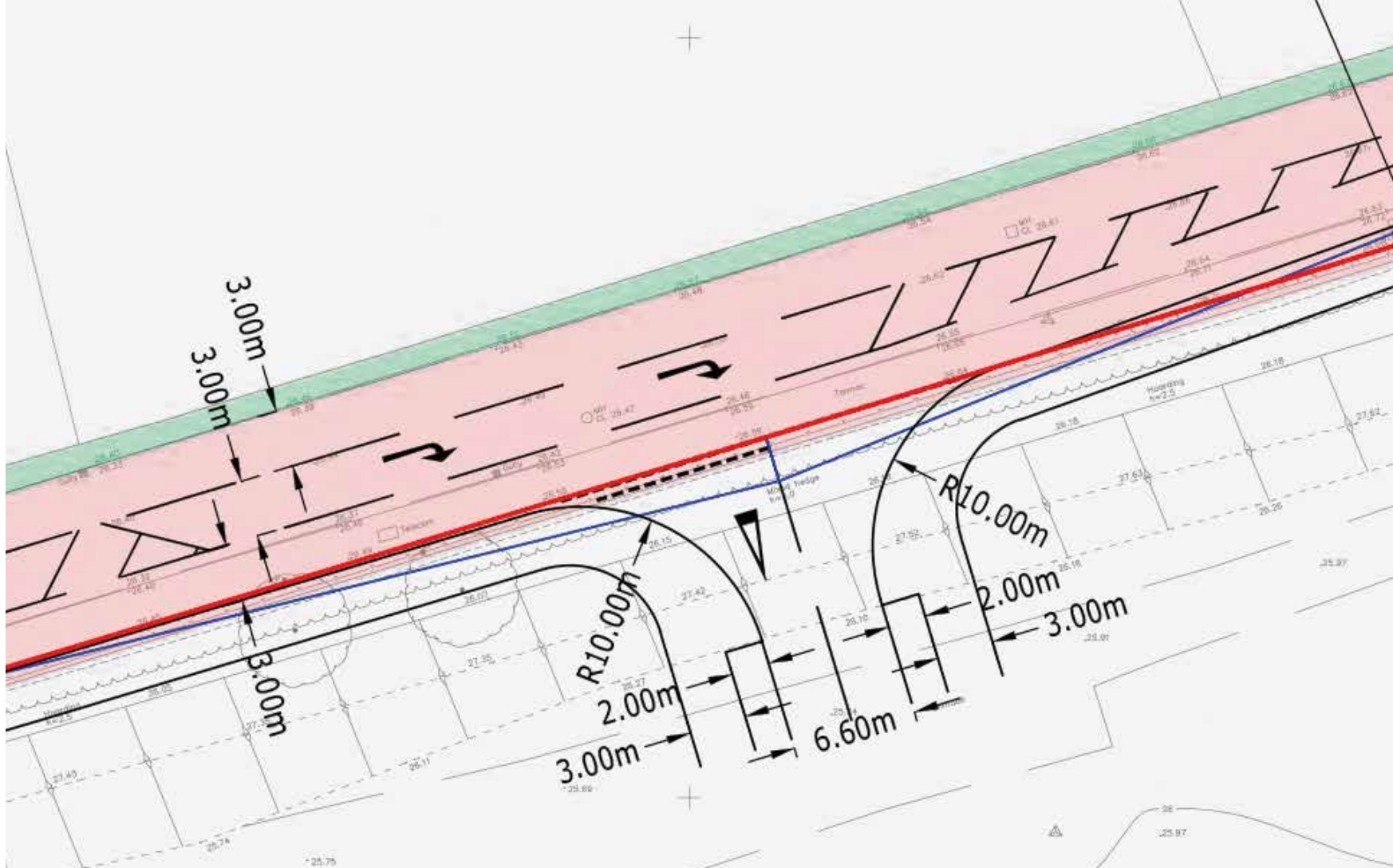


DEFINED ROUTES



SAFE CYCLE STREETS

Creating green gateways into the site



GHOST ISLAND JUNCTION



HEDGES ON BILLET ROAD



A12 NEAR ROMFORD

The Masterplan
Key concepts

Creating a circular pedestrian route within the Masterplan



GROWING SPACES



OUTDOOR ACTIVITIES



SAFE SPACES TO PLAY

New neighbourhoods



FLAT BLOCKS



TERRACED HOUSING

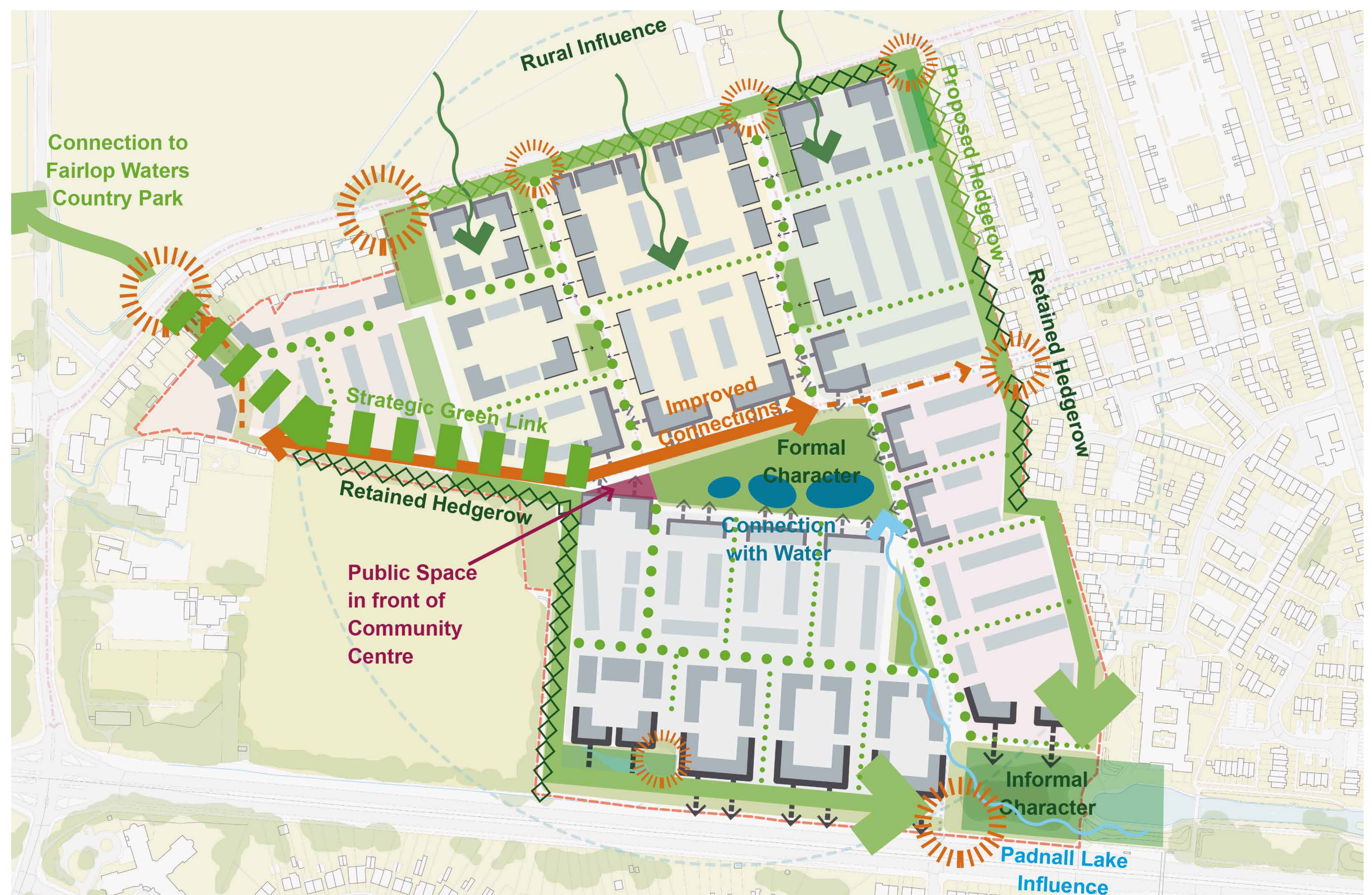


SUBURBAN HOUSING

The Masterplan Landscape strategy

The landscape strategy is at the core of the masterplanning process to deliver the vision for family friendly neighbourhoods set within a network of green spaces.

A network of new pocket parks, green streets and wider open spaces create child friendly connections to existing nearby amenities such as Fairlop Waters and Padnall Lake. The Masterplan will seek to increase tree cover to boost biodiversity and local habitats. There is also the opportunity to introduce green community space in the form of community food growing and gardening.



THE EMERGING LANDSCAPE STRATEGY

Play strategy

As part of the vision for a mixed and sustainable community, the Masterplan will seek to provide a variety of play spaces that cater to all ages.

Concepts for doorstep play could include climbing frames, small pieces of play equipment and seating for carers, while local playable space can incorporate natural landscaping, explorer paths as well as swings and slides.

Then, play spaces for over 12s can include a range of spaces from football pitches and basketball courts to outdoor fitness areas and spaces for outdoor recreation.



PLAY SPACE THAT CATERS TO ALL AGES

Competition time

Take part in Bellway's design competition



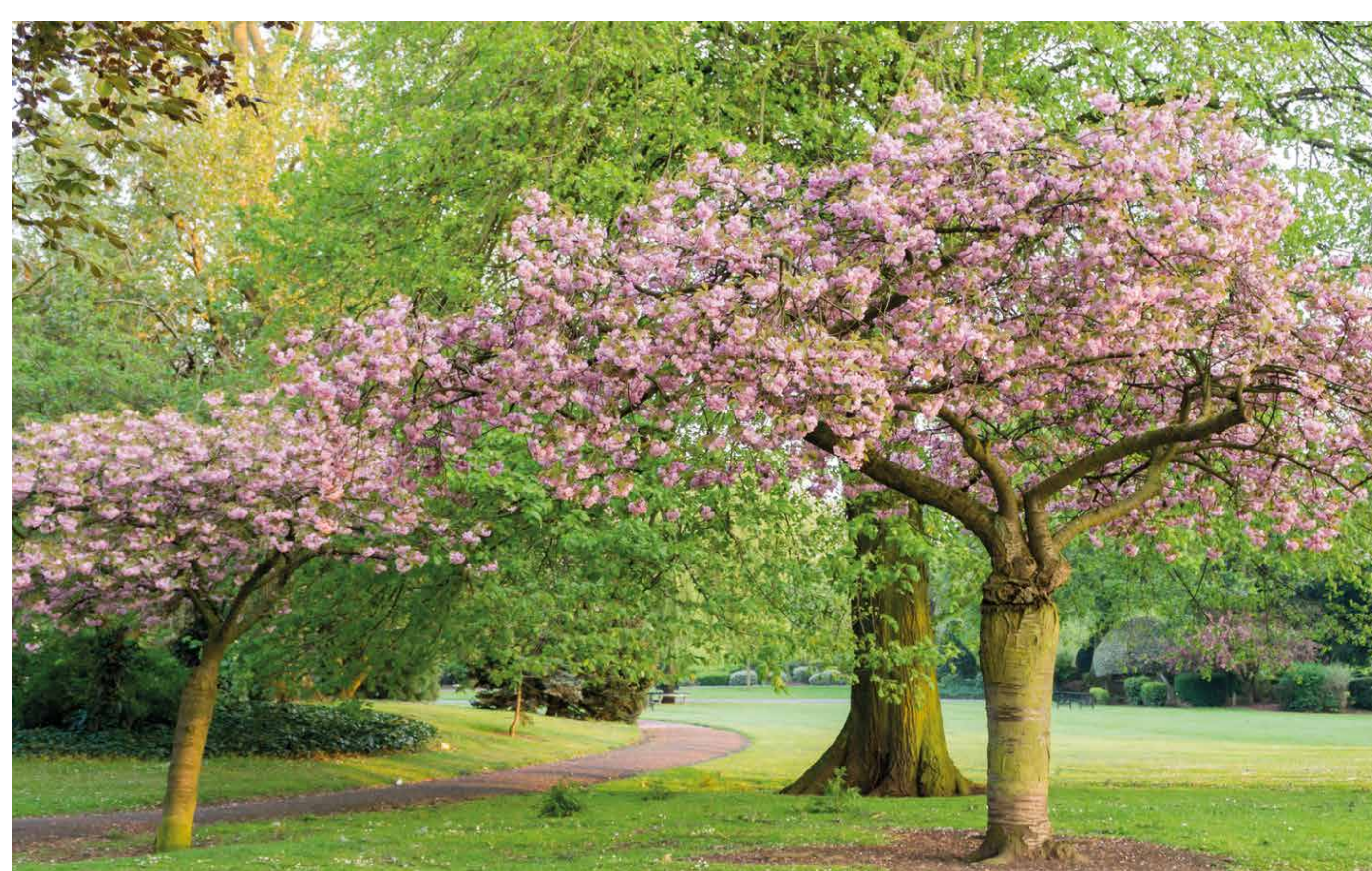
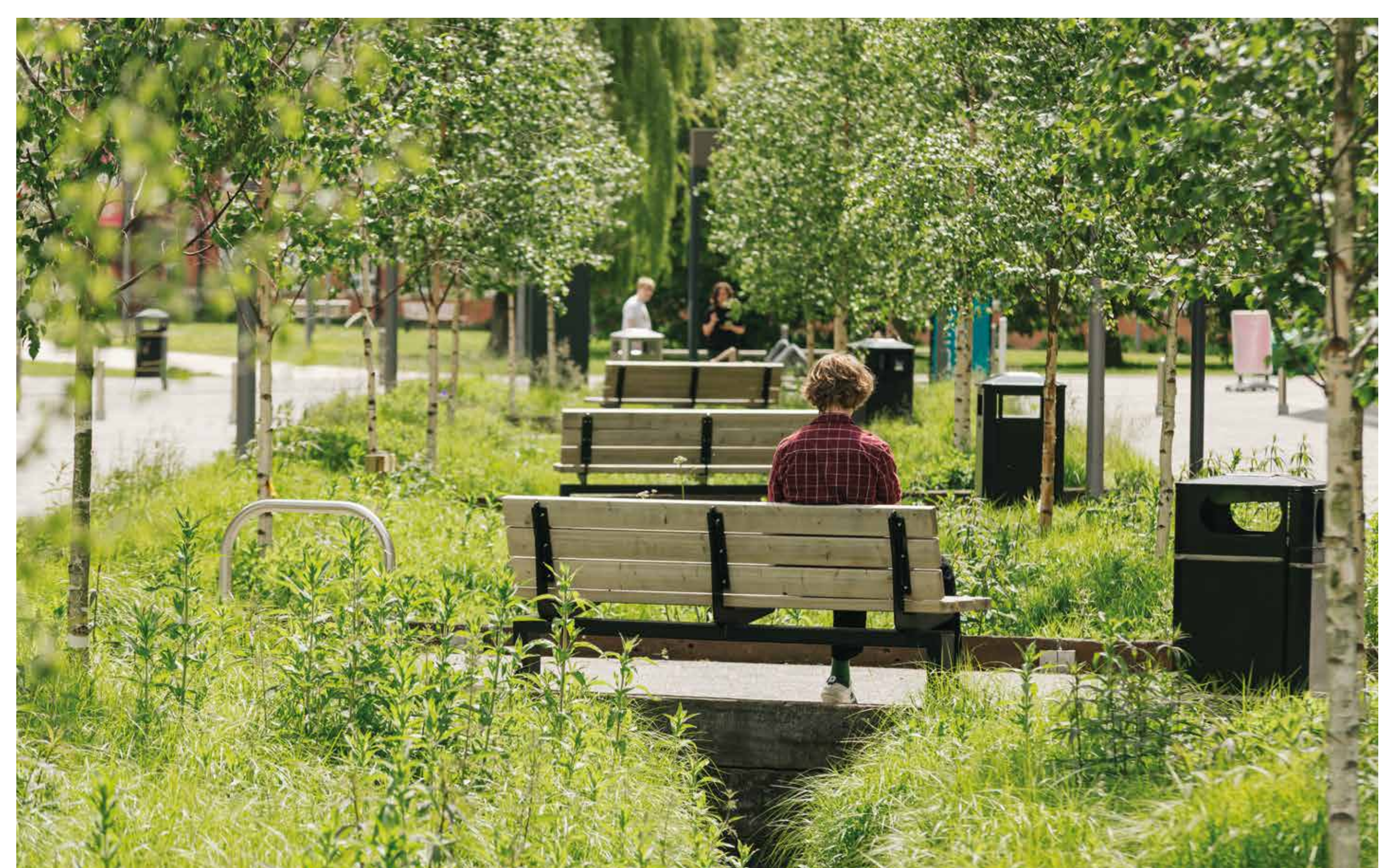
HOW THE CENTRAL PARK COULD LOOK

Bellway are inviting local children and young people to take part in their design competition to help shape the green spaces in the Masterplan.

To take part, please take one of the design competition forms available at the exhibition to complete.

Competition entries can be submitted at this event or via post at **Freepost GNL Consultation.**

There will be prizes for those who come up with the most creative ideas.



INDICATIVE IMAGES OF WHAT THE NEW GREEN SPACES COULD LOOK LIKE

Next steps

Thank you for attending today's public consultation event to view the core concepts and design principles that will influence the detail of Bellway's Masterplan for Billet Road.

Bellway are seeking to establish a Steering Group made up of local people from the community that will meet regularly to receive information about the process to redevelop the site. If you are interested in being a part of the Billet Road Steering Group, please register your interest using your feedback form.

Early next year, we will be back in touch with you to invite you to view the detailed design and see how your feedback has helped to shape the detailed Masterplan.

Project timeline

