

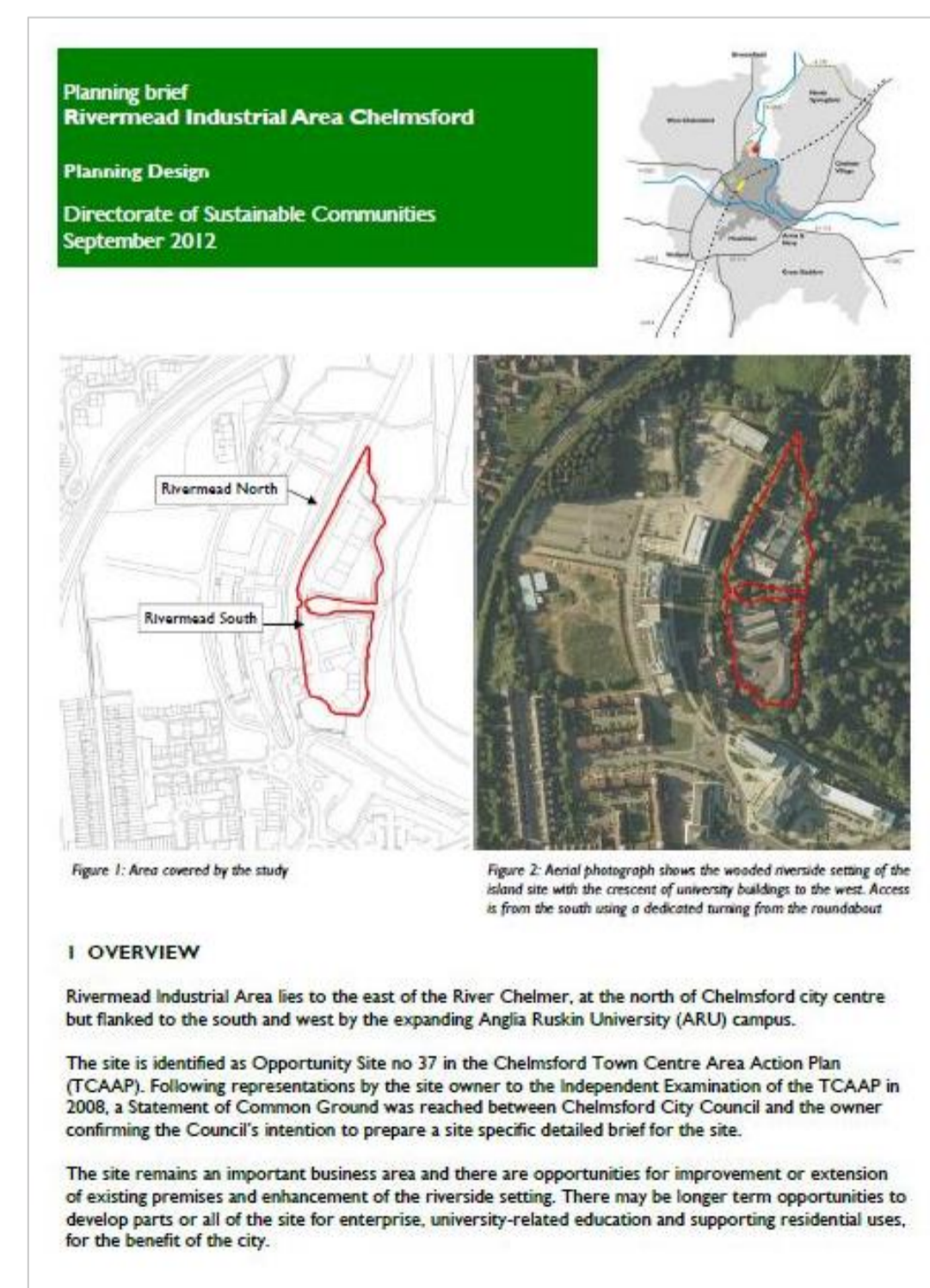
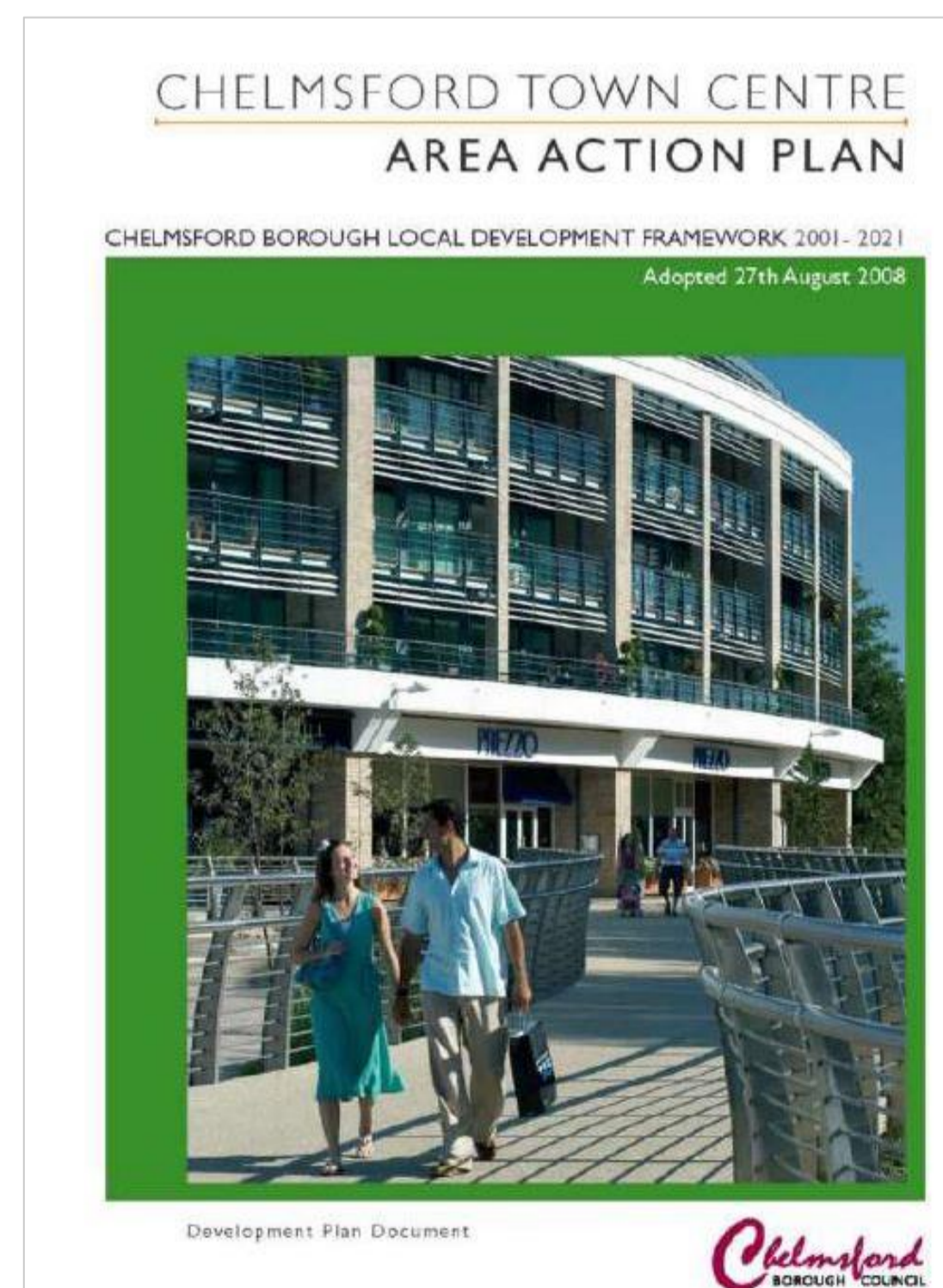
# 13 PLANNING CONSIDERATIONS

## What does Planning Policy say about the development of the site?

The site is identified in the Chelmsford Town Centre Area Action Plan (CTCAAP) as an 'Opportunity Site' whereby sustainable mixed use redevelopment is promoted to make the best and most efficient use of brownfield land.

A Planning Brief for the site was published in September 2012, which supported a range of development scenarios on the site, including: the refurbishment, improvement and extension of existing buildings; or, part or full redevelopment of the site. It also considered a range of appropriate uses, including education use and student accommodation, commercial, office and research & development.

The Brief also established a number of important principles for development on this site, including a requirement to enhance river frontages and create riverside public spaces; to conserve the river environment and enhance biodiversity; and ensure that new development respects the character of the area.



## What are the benefits of this proposal?

This proposal will result in considerable benefits to the local economy through both the construction process and the operational phase of the development. Enhanced high quality commercial uses and spin off university related activity will have significant economic benefits and assist with meeting Anglia Ruskin University's (ARU) development needs. The land can support ARU's needs, such as providing student accommodation, and the retention of existing leisure uses creating a social hub for students on the North Island, and the potential for university-related office, light industrial or R&D space on the South Island. The ARU current site is limited in terms of its space for expansion and co-locating so closely to the existing campus on this site for its future needs is essential and good spatial planning.

ARU has confirmed it has a chronic shortfall and need for new student accommodation to assist in meeting its strong growing demand. It has identified this site as its preferred location for student housing and additional university related uses. ARU currently caters for 513 student rooms for first year students only, which means at any academic year there is a further 1000 students in the City (year 2 and 3 students) seeking accommodation elsewhere and using other family homes. Providing for student housing in close proximity to ARU will in turn release existing residential properties in the City that are currently used for student housing back onto the private rental/sale market and available for family properties. This will have a positive effect in the local property market.

There are other benefits from this proposal, which include, the enhancement of an untidy industrial estate through investment in new buildings, creating an enhanced public realm and landscape, improving connectivity with exiting footpath networks and ARU and, ecological and other landscape benefits.