

LAND NORTH OF MALDON ROAD TIPTREE

VISION DOCUMENT

PEGASUS
GROUP

BLOOR HOMES[®]

Prepared by Pegasus Group on behalf of Bloor Homes (Eastern)
P23-2543_GD01B | December 2025

A field of white daisies with yellow centers under a blue sky with light clouds. The text is overlaid on the image.

“The creation of high quality, beautiful and sustainable buildings and places is fundamental to what the planning and development process should achieve. Good design is a key aspect of sustainable development, creates better places in which to live and work and helps make development acceptable to communities...”

(Para. 126, NPPF 2024)

ABOUT PEGASUS GROUP

Since 2003, we've been solving planning and development problems for our clients successfully, and we're really proud of that. Even though our work is complex, what we deliver for our clients is very simple: we deliver results.

Expertly Done sums up our approach. We listen and learn from our clients, working as true partners who are passionate about delivering excellence and expertise on every step of the journey.

Everything we do is **Expertly Done**.

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NOTE: THIS DOCUMENT IS DESIGNED TO BE VIEWED AS A3 DOUBLE SIDED

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ABOUT PEGASUS DESIGN

Pegasus Group's experience embraces all types of projects within the development industry, from large scale urban extensions and strategies for area regeneration, to renewable energy and residential schemes.

Our work supports planning applications and we have an exceptional understanding of the development control process and planning policy requirements in relation to design. Our design team is well regarded and is increasingly involved in expert design review and witness work.



THE VISION – DESIGN OVERVIEW

The circa 10 Hectares site to the north of Maldon Road presents an opportunity to create a sustainable, landscaped new neighbourhood to the west of Tiptree.

Vision to development on Land North of Maldon Road includes the following benefits:

- **New Homes** - Up to 165 new homes of all sizes to meet a range of housing needs, including affordable housing.
- **Landscape Led** - Provision of multifunctional public open space as an attractive backdrop for the new homes, facilitating sustainable alternative modes of movement and enhanced pedestrian and cycle permeability.
- **Movement** - A robust strategy of movement, supporting links to existing vehicular, cycle and pedestrian routes within the site's context, to assist in promoting a permeable, safe and convenient network of movement corridors, which supports sustainable modes of travel.
- **Character and Identity** - Proposals will respect the local character of Tiptree and at the same time move the community towards a more sustainable future, through an increase in housing choice. Development on the site will accord with well-established principles of high-quality design and placemaking, as set out in local and national design guides, to create a townscape that is both varied, and yet sympathetic to its environment. The aim is to achieve a development with a strong identity and distinct sense of place, whilst at the same time integrating with the existing community of Tiptree.
- **Sustainable Community** - The development proposals comprise a range of land uses, providing a good basis for the creation of a sustainable community. Residential development is proposed alongside public open spaces, offering easily accessible areas for play and recreation, as well as creating a truly walkable neighbourhood, while encouraging opportunities for social and community cohesion. A mix of house types, tenures and sizes will be proposed, which will limit social exclusion and ensuring the creation of a truly varied and mixed community.
- **Climate** - Incorporating site-wide Sustainable Drainage Systems (SuDS), integrated into the public open spaces to form a consolidated green-blue infrastructure which also benefits biodiversity enhancement.
- **Ecology and Biodiversity Enhancement** - Wide-reaching environmental enhancements across the entirety of the site, including tree planting, preservation of existing habitats and additional habitat creation.

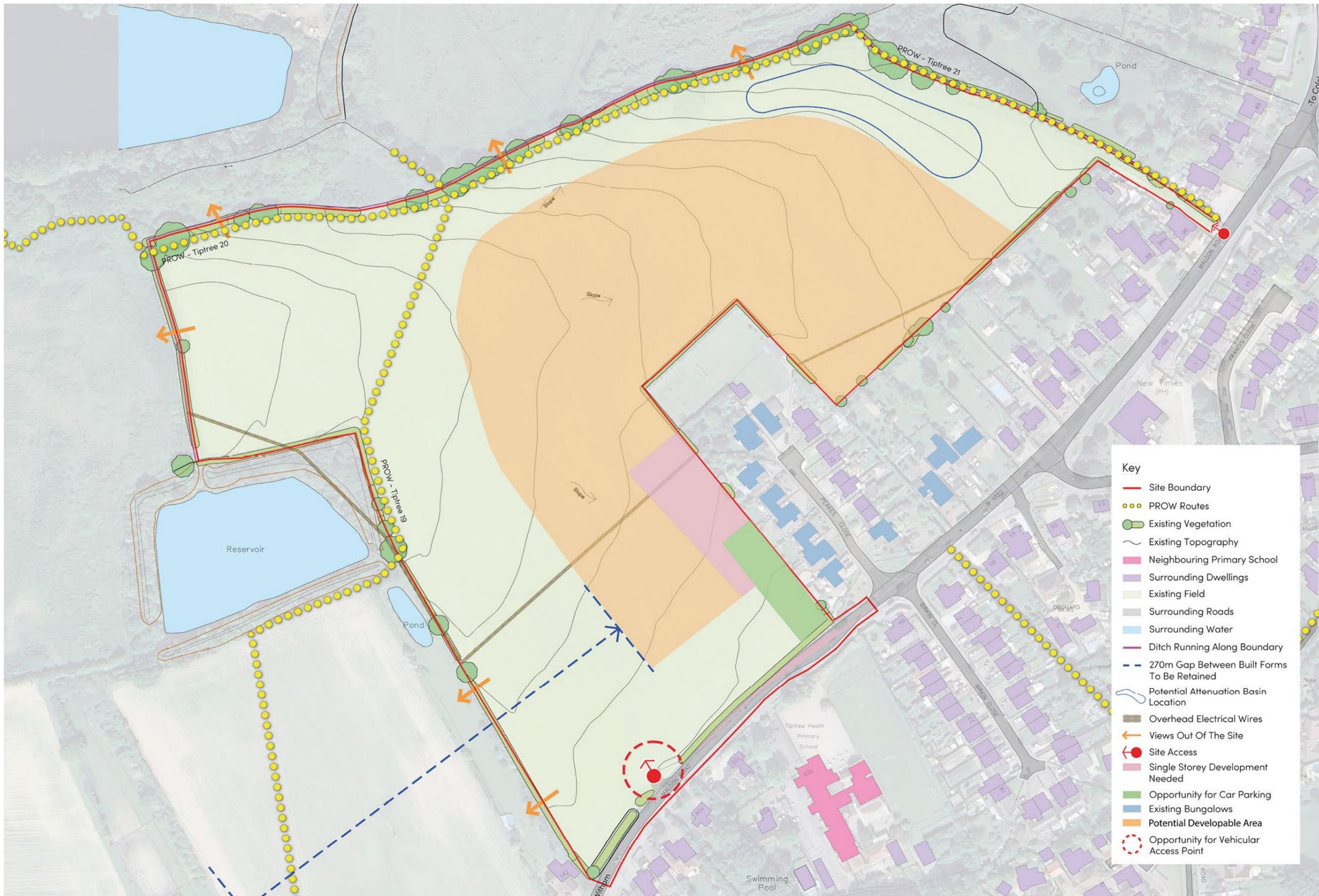
01 Introduction

- 1.1 This Vision Document has been prepared by Pegasus Design (part of Pegasus Group) on behalf of Bloor Homes (Eastern) as part of Colchester City Council's Regulation 18 Consultation on the "Preferred Options Local Plan" (2025), proposing a development of up to 165 dwellings (including affordable housing), public open space, landscaping, children's play areas, sustainable drainage infrastructure and all other associated infrastructure.
- 1.2 The purpose of this Vision Document is to set out the overarching design principles which will guide development on the site, in line with the National Design Guide (NDG), published by the Ministry of Housing, Communities and Local Government (2021), which outlines ten characteristics underlying a well-designed place.

- 1.3 The Vision Document achieves this purpose within the following sections:
- Section 1: Introduction.** Outlines the purpose and structure of this document;
- Section 2: Opportunities & Constraints.** Outlining the opportunities for development and its constraints, based on surveys and studies prepared in support of the document;
- Section 3: Design Overview.** Presentation of the indicative Development Framework Plan, highlighting the key design features;
- Section 4: Character Areas.** Presentation of the proposed distinctive Character Areas, which will contribute to enhancing the development identity and placemaking, while ensuring response to context; and
- Section 5: Conclusion.**



BLOOR HOMES®



- Key**
- Site Boundary
 - PROW Routes
 - Existing Vegetation
 - Existing Topography
 - Neighbouring Primary School
 - Surrounding Dwellings
 - Existing Field
 - Surrounding Roads
 - Surrounding Water
 - Ditch Running Along Boundary
 - - - 270m Gap Between Built Forms To Be Retained
 - Potential Attenuation Basin Location
 - Overhead Electrical Wires
 - Views Out Of The Site
 - Site Access
 - Single Storey Development Needed
 - Opportunity for Car Parking
 - Existing Bungalows
 - Potential Developable Area
 - Opportunity for Vehicular Access Point

OPPORTUNITIES & CONSTRAINTS PLAN
SOURCE: FINC ARCHITECTS.

02 Opportunities & Constraints

2.1 The results of the various site studies are used to inform and structure the development proposals. These are illustrated, where appropriate, on the Opportunities & Constraints Plan presented opposite.

LAND USES

- Opportunity for a provision of a sustainable development, which can accommodate up to 165 new homes (including 30% affordable housing), supported by public open space, landscaping and attenuation areas;
- Opportunity to making an efficient use of land through the application of appropriate density assumptions.
- Neighbouring residential properties along Peeké's Close should be considered so as to protect the private amenity of existing dwellings; and
- A gap between the development edge and residential areas at Tiptree Heath towards the south-west corner is to be retained, following feedback from the previously refused decision to not cause coalescence between the proposed development and Tiptree Heath.

ACCESS AND MOVEMENT

- Opportunity for a primary access point into the site off Maldon Road, along the site's southern boundary;
- Opportunity to enhance pedestrian and cycle connectivity through integration of proposed routes with the existing network of Public Rights of Way within and around the site. Footpaths 19, 20 and 21 will be retained in the development to link and enhance the movement network within the site and surrounding areas;
- Opportunity to incorporate car parking and school drop off area for Tiptree Heath Primary School to mitigate the negative traffic effects that occur on Maldon Road during key school times; and
- Opportunity for a network of pedestrian/cycle paths within the public open spaces, which could enhance accessibility between residential parcels and amenity greenspaces, as well as encourage sustainable modes of travel.

HYDROLOGY AND DRAINAGE

- The Environment Agency's mapping confirms that the site falls within Flood Zone 1. As such, it is at a low risk of flooding from rivers. The same mapping facility confirms that the vast majority of the site is at low risk of surface water flooding with only very small, isolated pockets of flooding identified;
- Drainage needs and flood risks should be considered as part of a site-wide drainage strategy; and
- Opportunity to integrate Sustainable Drainage Systems (SuDS) within public open spaces, facilitating habitat creation, biodiversity enhancement and added amenity areas.

ECOLOGY AND BIODIVERSITY

- Opportunity for habitat creation within new attenuation areas (subject to detailed design) and as part of landscaped areas within the public open space;
- The arable habitat dominating much of the site is considered to be of low ecological value and hence more suitable for development than the valuable boundary habitats, comprising hedgerow. These habitats should be retained, buffered and enhanced;
- The preliminary survey identified potential for the site to support a number of protected and notable species;
- The site supports a range of notable and priority habitats, including mature trees and hedgerows, in addition to areas of lower value arable habitats; and
- Proposals should aim to follow the mitigation hierarchy - avoid, mitigate, compensate and enhance.

LANDSCAPE AND VISUAL IMPACT

- The existing trees, vegetation and other landscape features within and adjacent to the site are to be retained where practicable, particularly any vegetation of ecological interest and those acting as wildlife habitats;
- Opportunity to provide high quality areas of public open space, including wildflower meadows, wildlife pond, orchard tree planting, fitness trail and children's play areas; and
- The LVIA confirms the proposed development will result in short-term negative landscape and visual effects. However, due to the site's restricted visibility and the inclusion of extensive planting and landscape enhancements, longer-term effects reduce significantly, with some becoming positive - enhanced public access, habitat creation and new open space.

HERITAGE

- There are no statutorily listed or non-designated heritage assets within the site, and it is not located within a conservation area or close to one. Within 1 km of the site, there are six Grade II listed heritage assets and one locally listed building.
- The Heritage Statement confirms that the significance of these built heritage assets lies in the architectural and historical interest of their fabric and form, and that their settings and significance are not dependent on the site. The proposed development would have no direct (material) effect on them, nor would it affect their settings; all of the assets are well removed or heavily screened by existing buildings or vegetation, resulting in no intervisibility.
- The proposal would therefore have a neutral impact on all identified built heritage assets.

UTILITIES

- A Utilities Statement confirms there are high voltage overhead lines within the site which may need diverting depending on the finalised proposals.



- Key**
- Access point
 - Pedestrian access points
 - Site boundary
10.33 Ha (25.5 acres)
 - Existing public rights of way
 - Primary streets
 - Secondary streets
 - Tertiary streets
 - Walking routes
 - Outdoor Fitness Trail
 - Residential development for up to 165 dwellings.
Nett developable area 4.64 Ha (11.47 acres)
 - Single storey residential development
 - Key focal buildings
 - Additional school parking area (30 spaces)
 - Existing Primary School
 - Attenuation basins
 - Public Open Spaces
 - LEAP
 - Swales
 - Proposed trees
 - Existing hedges
 - Existing trees
 - Community Orchard

MASTERPLAN

SOURCE: FINC ARCHITECTS.

03 Design Overview

MASTERPLAN - OVERVIEW

- 1 A generous development setback from Maldon Road provides landscape setting upon entry to the village. It also enables long distance views to the west for people travelling out of the village.
- 2 A wide landscape corridor wraps around the western and northern edges of the site. This not only removes the possibility of coalescence with settlements to the west of the village but plays a vital role in shaping the character of the development.
- 3 Low density edges will provide an appropriate built form perimeter with organic building lines, generous front gardens and high levels of planting helping to knit the development into its wider surroundings.
- 4 Boulevard tree planting will not only create a unique character area within the development, but also help draw landscape into the core of the development linking it to the wider open space.
- 5 Provision of bungalows along a sensitive edge of the development responds to neighbouring dwellings and helps assimilate the development into its context.
- 6 A network of paths are stitched into the open space, providing a wealth of potential walking and cycling routes which connect into wider public rights of way.
- 7 A tree planted edge to the development will help soften long distant views into the site from the west.
- 8 A Locally Equipped Area of Play (LEAP) is proposed within the open space to the west of the site. Its location means it is easily accessible by all residents and is afforded a strong level of natural surveillance by properties to the east.
- 9 A blue/green corridor along the northern edge will provide a unique character whilst creating new habitat for various forms of ecology helping to improve the bio-diversity net gain.

3.1 The Masterplan provides a blueprint for the development and will include, in overview, the following components, as illustrated in the plan opposite, where appropriate:

USE:

- The main use of the proposals is residential (Class Use C3) – up to 165 dwellings;
- Public open space; and
- Highways infrastructure to facilitate access into the site.

BUILT FORM:

- Varying levels of density will respond to the site context and assist in integrating the development to its surroundings, while reinforcing placemaking principles and distinctive character areas;
- Incorporating the principle of ‘Continuity and Enclosure’ to reinforce the separation between public and private realms, facilitating active frontages and overlooking onto public open spaces, while promoting a safe environment;
- Integrating landmark buildings across the development in key locations, to assist in placemaking, enhance site legibility and add interest to the streetscene; and
- Incorporating a consistent strategy to proposed building heights, responding to the site’s context and in keeping with the scale of surrounding development.

MOVEMENT:

- Incorporating ‘Active Travel’ principles to the Movement and Access strategy, so that sustainable modes of travel, primarily walking and cycling, become an attractive choice throughout the development and as part of connection to local facilities in Tiptree;
- Incorporating attractive pedestrian and cycle routes and links so that to increase the development’s permeability and encourage sustainable modes of travel;
- Incorporating a primary access at the site’s southern boundary, off Maldon Road;
- Incorporating a clear hierarchy within the proposed network of streets, assisting in reducing vehicular speed and prioritising the movement of pedestrians and cyclists, while also reinforcing placemaking and distinctive character areas.

LANDSCAPE & ENVIRONMENT:

- Landscape strategy which aims to provide multi-functional public open space, such as green amenity space, children’s play areas, orchard tree planting and Sustainable Drainage Systems;
- Incorporating a network of pedestrian and cycle routes within the green public open spaces; and
- Incorporating ecological mitigation measures and enhancements, to achieve a Biodiversity Net Gain.

PLACEMAKING:

- Reinforcing the identity of the development through the inclusion of distinctive character areas which respond to the site’s context and structuring development components.

CA1

Green Edge



CA2

Western Edge



CA3

Boulevard



CA4

Peakes Edge



CHARACTER AREA PLAN

03 Character Areas

ESTABLISHED PRINCIPLES

“The identity or character of a place comes from the way that buildings, streets and spaces, landscape and infrastructure combine together and how people experience them. It is not just about the buildings or how a place looks, but how it engages with all of the senses.”

(Para. 50, NDG 2021)

- 3.1 Character areas are a useful way of helping assimilate the design proposals within its surroundings, whilst providing a continuity of themes across the development and helping to generate a sense of place. Each character area contains its own individual design components which aid in making it distinct from other areas. These components of character includes the built form elements, built form principles, and in addition consideration of changes in building height, building setbacks, landscape treatments, architectural detailing and materials.
- 3.2 The site has been divided into four proposed character areas, each with a clearly defined character relating to the site’s context and surroundings. The following pages describe how the outline character areas have been interpreted into detailed design stages.
 - **CA1:** Green Edge
 - **CA2:** Western Edge
 - **CA3:** Boulevard
 - **CA4:** Peakes Edge
- 3.3 Each character area is summarised across the following spreads.

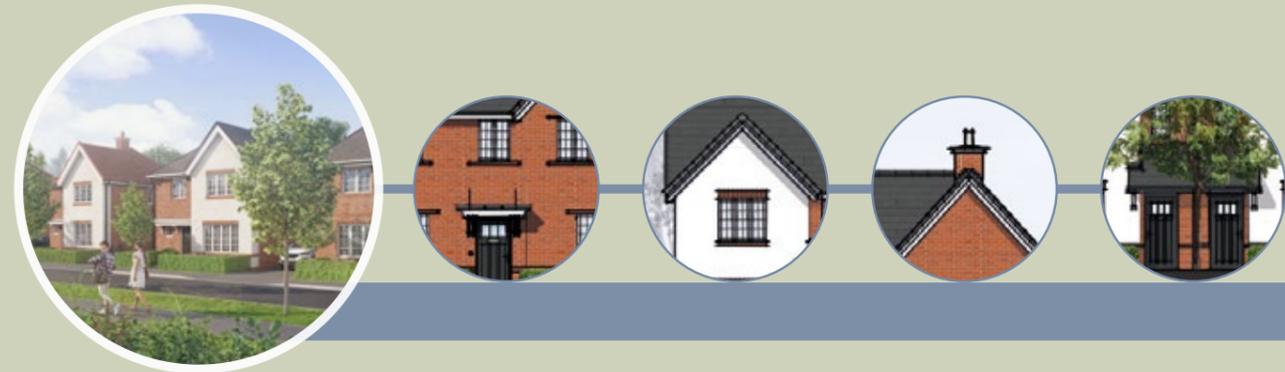
CA1 Green Edge



CA2 Western Edge



CA3 Boulevard



CA4 Peakes Edge



CA1. Green Edge

OVERARCHING CHARACTER AREA PRINCIPLES

- **Street Types** – Private drives and shared surfaces will line the outer edge of the site, providing an organic, less highway dominated appearance to the rural edge of the site;
- **Building typology** – Predominantly detached dwellings with potential for occasional use of semi-detached dwellings;
- **Building heights** – 2 Storey dwellings throughout;
- **Building containment** – Irregular spacing between dwellings with a mixture of property widths. Partial rhythm created by unit typology choice. Symmetry to be avoided to ensure an informal appearance;
- **Building lines** – Minor deflection in building orientation and frontage depths;
- **Architectural style & detailing** – consistent architectural style reflective of traditional local vernacular; balanced elevations with some use of chimneys, well defined entrances; occasional use of decorative brick detailing;
- **Materials** – A limited palette of materials is proposed along the green edge to compliment the wooded edge of development. Mix of solid and multi red brick, light coloured weather board, white eaves, grey & cream coloured render, grey and red roof tiles;
- **Landscape and boundary treatments** – High levels of Informal planting within private curtilage reflective of landscape edge. Appropriately sized trees in both public and private realm, some species unique to this character are. Knee-railing to delineate edge of private drives.
- **Landmark buildings** – Gable projection or hipped roof to landmark buildings along with the use of chimneys where appropriate.







Green pastel shade front doors and garages



High levels of planting within the public realm



Chimney & gable project key buildings



Mix of red brick colour

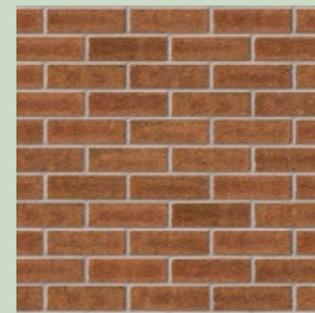
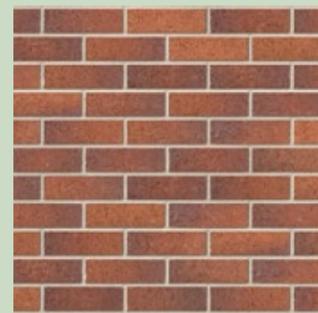
Use of light coloured weatherboard

Dual aspect dwellings to ensure high levels of surveillance over the public realm

CA1. Green Edge



Materials



Illustrative Streetscene



Local Precedents

CA2. Western Edge

OVERARCHING CHARACTER AREA PRINCIPLES

- **Street Types** - Private drives and shared surfaces will line the outer edge of the site, providing an organic, less highway dominated appearance to the rural edge of the site.
- **Building Typology** - Predominantly detached dwellings with potential for occasional use of semi-detached dwellings
- **Building Heights** - 2 Storey dwellings throughout
- **Building containment** - Irregular spacing between dwellings with a mixture of property widths. Partial rhythm created by unit typology choice. Symmetry to be avoided to ensure an informal appearance.
- **Building Lines** - Relatively consistent building line in contrast to more organic arrangement of CA1.
- **Architectural style & detailing** - consistent architectural style reflective of traditional local vernacular; balanced elevations with some use of chimneys, well defined entrances; occasional use of decorative brick detailing;
- **Materials** - Mix of buff and red brick, light coloured render (cream and white), white boxed eaves, red and grey roof tiles.
- **Landscape and boundary treatments** - High levels of Informal planting within private curtilage reflective of landscape edge. Appropriately sized trees in both public and private realm, some species unique to this character are. Knee-railing to delineate edge of private drives.
- **Landmark buildings** - Gable projection or hipped roof to landmark buildings along with the use of chimneys where appropriate.







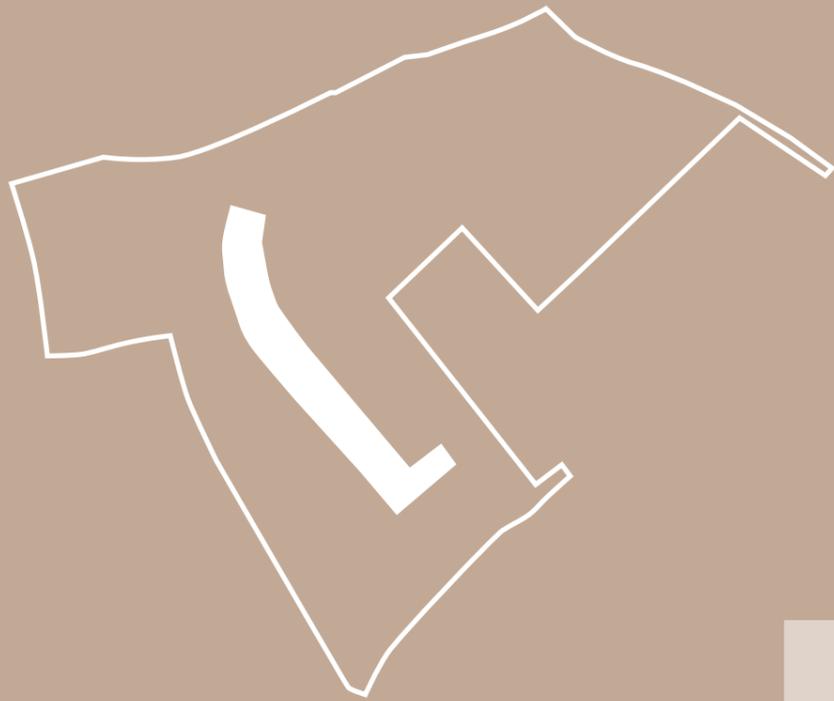
Mix of materials including red and buff brick and light coloured render



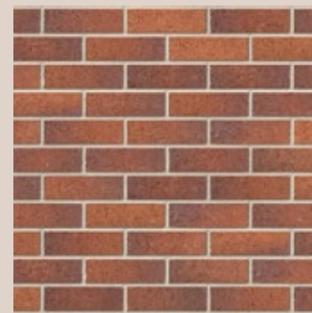
High levels of planting within the public realm



CA2. Western Edge



Materials



Illustrative Streetscene



Local Precedents

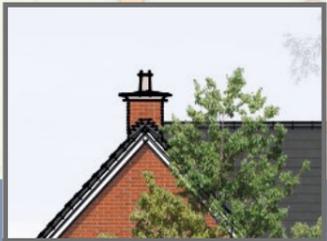
CA3: Boulevard

OVERARCHING CHARACTER AREA PRINCIPLES

- **Street Types** – Predominantly Internal Primary Avenue
- **Building Typology** – Mix of detached, semi-detached and terraced dwellings
- **Building Heights** – 2 Storey dwellings throughout
- **Building containment** – generally regular, consistent spacing between dwellings with strong frontages and animated streetscenes
- **Building Lines** – generally consistent and informed by parking arrangement open space provision. Limited frontage parking will avoid unnecessary breaks in the verge planting and private realm planting
- **Architectural style & detailing** – consistent architectural style reflective of traditional vernacular, simple balanced elevations with limited use of chimneys, well defined entrances, casement windows and bay windows where appropriate
- **Materials** – Limited palette of materials include red brick, white render, white boxed eaves, white windows, black doors and red/grey roof tiles
- **Landscape and boundary treatment** – Soft landscaping and tree planting within verge (min width 2m), additional street trees within private realm, front boundaries defined by mid-height hedge, side gardens defined by matching brick wall
- **Landmark buildings** – Gable projection, chimney and render to key buildings







Gable projection and chimney to key plots



Mix of roof styles in red and grey tiles



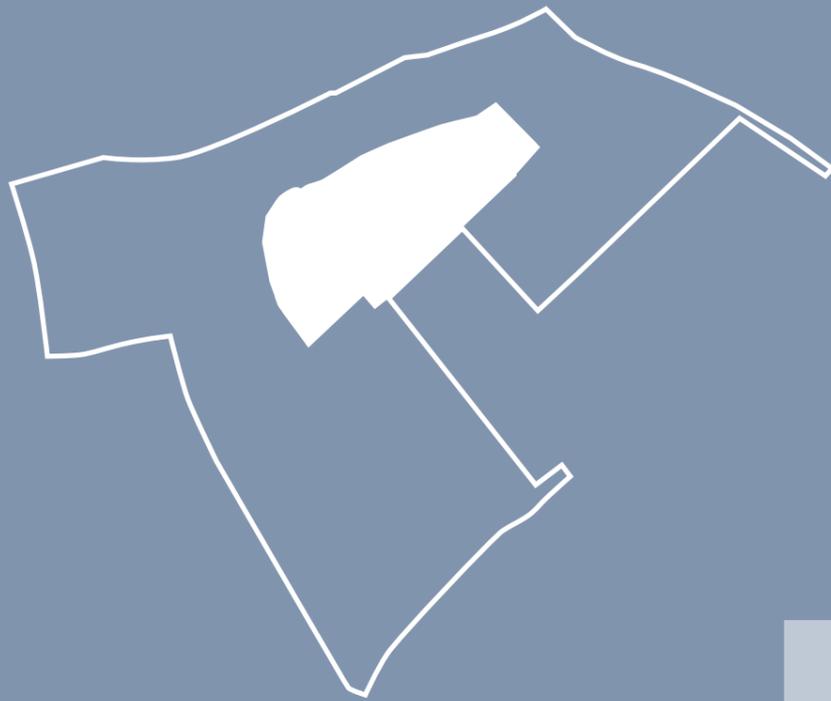
Regular spacing of dwellings for a formal appearance



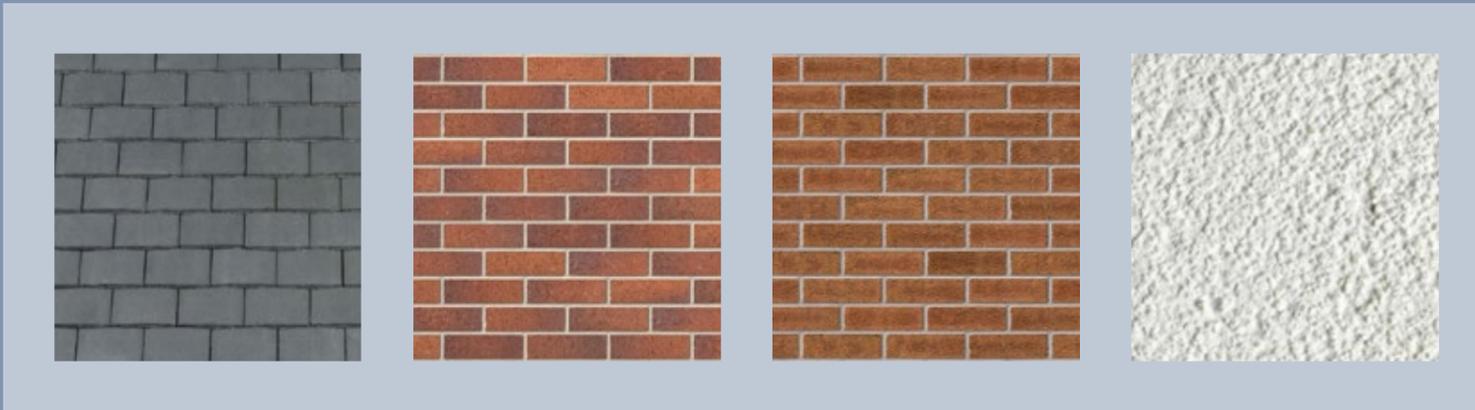
Formal tree planting in verge



CA3: Boulevard



Materials



Local Precedents

Illustrative Streetscene



Parking to side of dwelling to maximise verge length

Formal boxed hedge to edge of curtilage



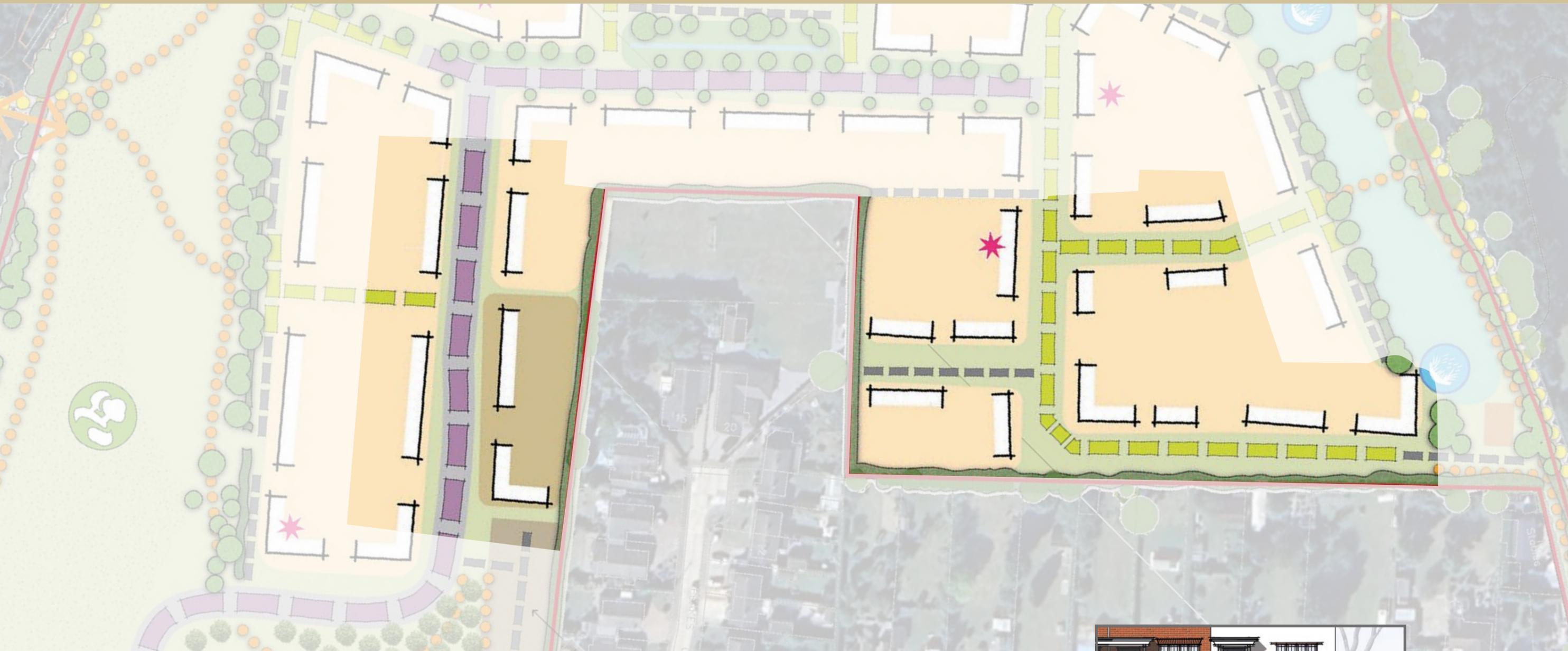
CA4: Peakes Edge

OVERARCHING CHARACTER AREA PRINCIPLES

- **Street Types** – Internal roads and shared surface streets
- **Building Typology** – Mix of detached, semi-detached and terraced dwellings
- **Building Heights** – Mix of 1 & 2 storey dwellings
- **Building containment** – generally regular, consistent spacing between dwellings with strong frontages and animated streetscenes.
- **Building Lines** – Building line influenced by parking arrangement and street alignment. Frontage parking utilised in this character area resulting in wider building frontage to frontage distances.
- **Architectural style & detailing** – consistent architectural style reflective of traditional vernacular, simple balanced elevations with limited use of chimneys, well defined entrances, casement windows and bay windows where appropriate
- **Materials** – Limited palette of materials include red brick, white render, white boxed eaves, white windows, black doors and red/grey roof tiles
- **Landscape and boundary treatment** – street trees within public and private realm, front boundaries defined by mid-height hedge, side gardens defined by matching brick wall
- **Landmark buildings** – Gable projection, chimney and render to key buildings





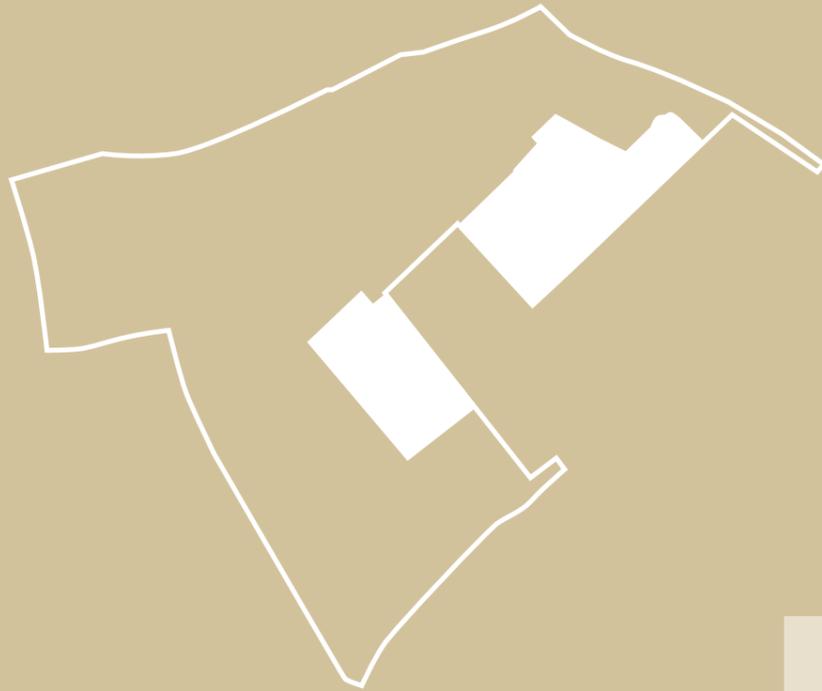


Mix of parking forms

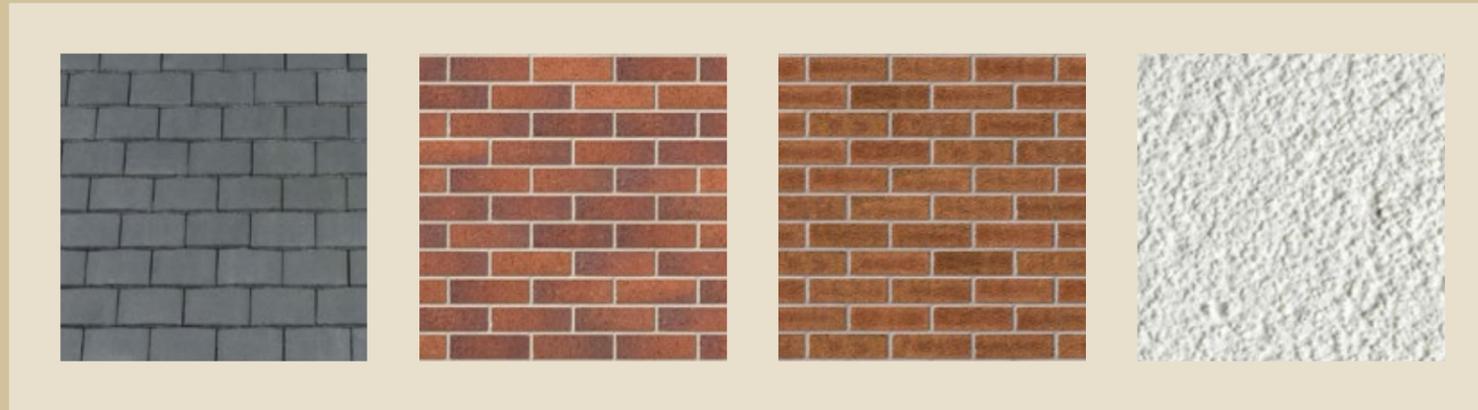
Higher density arrangement of dwelling types including terraces



CA4: Peakes Edge



Materials



Local Precedents

Illustrative Streetscene



Matching black doors throughout

Opportunities for single story dwellings





Creating a future place.

05 Conclusion

“Well-designed places and buildings come about when there is a clearly expressed ‘story’ for the design concept and how it has evolved into a design proposal. This explains how the concept influences the layout, form, appearance and details of the proposed development. It may draw its inspiration from the site, its surroundings or a wider context. It may also introduce new approaches to contrast with, or complement, its context. This ‘story’ will inform and address all ten characteristics. It is set out in a Design and Access Statement that accompanies a planning application.”

(Para. 16, NDG 2021)

- 5.1 This Vision Document has set out the key design principles which will guide proposals for development on the site. It establishes the vision for the development as a sustainable, landscape-led new neighbourhood in Tiptree, on land to the north of Maldon Road.
- 5.2 The development of Land North of Maldon Road, provides a unique opportunity to create a new neighbourhood, which is integrated into its surroundings and at the same time, incorporates distinctive character. Additionally, the development presents an opportunity to create housing choice and provide areas of accessible public open space, whilst improving public access across the site.
- 5.3 The masterplan is founded on best practice urban design principles, community integration and sustainable development.

- 5.4 The development proposals will offer the following main benefits:
 - The delivery of up to 165 new homes, in a range of dwelling types, sizes and tenure, offering an accessible and acceptable choice of lifestyles;
 - The creation of an integrated and sustainable residential community with a sensitive relationship to the existing village;
 - Delivery of new open spaces, including children’s play areas, for the benefit of both new and existing residents in the area;
 - Providing a development that is well connected, readily understood and easily navigated, with the delivery of a new access off Maldon Road;
 - The creation of legible routes through the development, complementing existing routes and providing sustainable transport choices;
 - The creation of pedestrian and cycle routes through the development, with links to the existing Public Rights of Way within and around the site;
 - The creation of a strong landscape structure, focused around the retained vegetation, responding to the local area, and enhancing and optimising the immediate locality;
 - The retention, and enhancement where appropriate, of trees and vegetation of key significance, with particular regard to vegetation which provides habitat. New planting will be provided to ensure there is a ‘net gain’ on the site; and
 - Promoting the objectives of sustainable development through layout and design.

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