

PRIESTLEY AVENUE, RAWMARSH PROPOSED RESIDENTIAL DEVELOPMENT

**Taylor
Wimpey**

We're excited to share our vision for developing new homes at Priestley Avenue, Rawmarsh.

This consultation presents our initial proposals for the site.

It provides a chance for you to learn more about our plans and give your valuable feedback.

Taylor Wimpey is one of the UK's leading homebuilders, with a proud history dating back to the 19th century. We build over 14,000 homes each year.

Our commitment is to create sustainable, thriving communities by building high-quality homes that are environmentally friendly, zero carbon ready, and equipped for the future. We are the first major homebuilder to achieve the Carbon Trust Standard, reflecting our dedication to sustainability.

We are also proud to have retained a 5-star rating for customer satisfaction from the Home Builders Federation, with 9 out of 10 customers recommending us.

Taylor Wimpey are proposing to develop land of Priestley Avenue, Rawmarsh. An aerial image of the site is provided below. This will be in the form of a full planning application.



Key facts

100%

Affordable Homes



A mix of homes for different needs, including adaptable and accessible housing



Outdoor spaces and communal areas that are easily accessible to build a thriving community



Diverse new planting with native trees and other plants



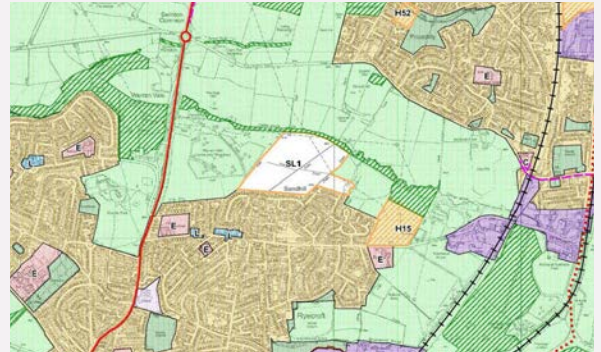
Public open space and landscaped areas

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The site is identified as Safeguarded land SL1. This means land that is set aside for development in case it is needed for development. Given the current housing shortage and the fact that the site is available and achievable now, it is considered to be an appropriate site to come forward in the short term for new homes.

The scheme would look to provide all affordable homes.



Amenity to existing residents to be considered



Existing Main - easement to be considered as part of any design



Existing footpath / Right of Way - Opportunity to connect from within the development



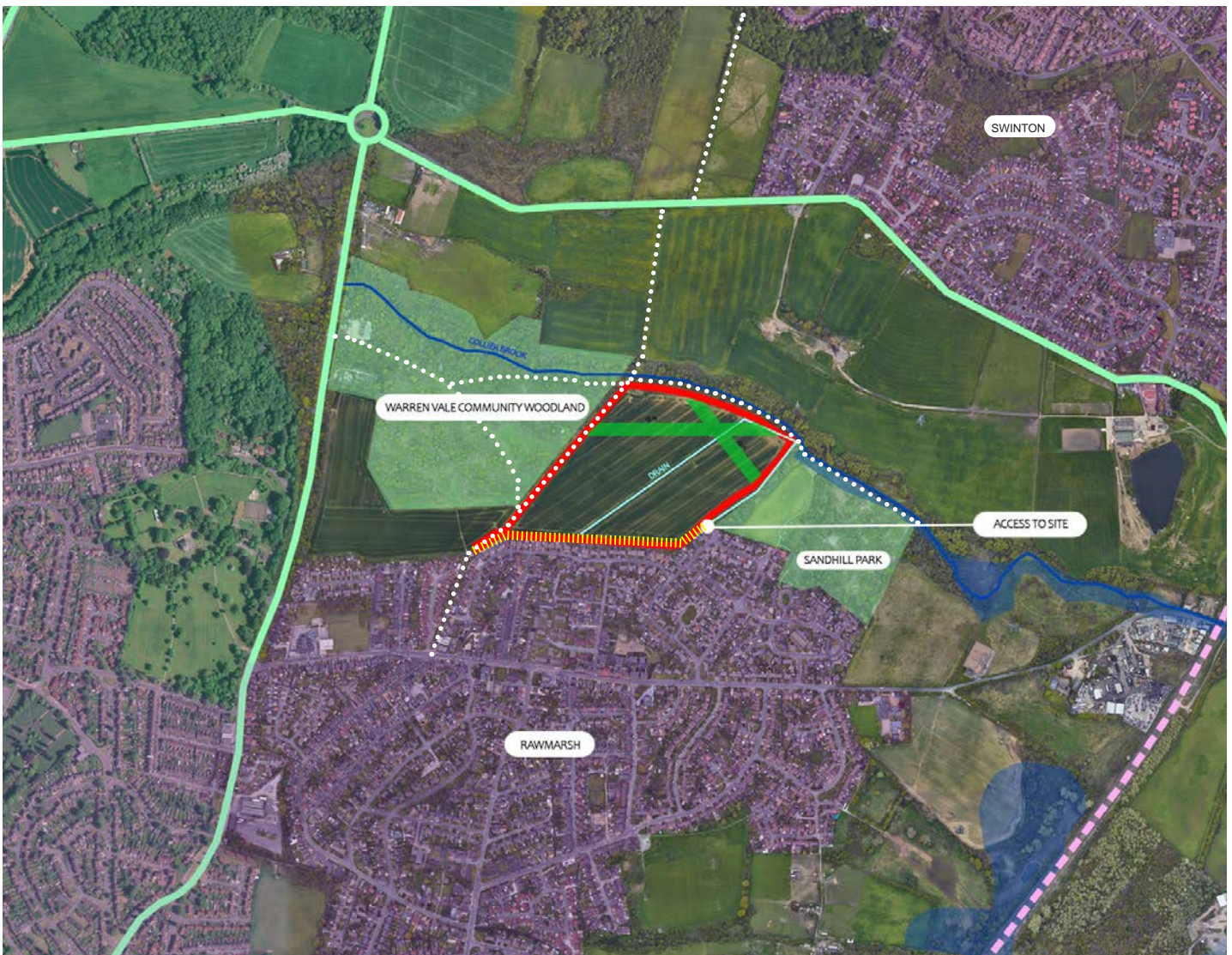
Overhead Cables - Easement to be considered



Access to be taken from existing road - Priestley Avenue



Local Wildlife Site LWS77 Collier Brook and Marsh to the north - buffer required to any development



Understanding the Context

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Key Elements of the Layout

Diverse housing mix: This application proposes 231 dwellings with a range of two, three and four bedroom homes, all of which are designated as affordable housing. This mix supports various needs, from young professionals to families and those looking to downsize.

Architectural interest: Focal buildings at key locations add variety to the streetscape. Homes face public spaces, with private drives to create quieter streets and ensure natural surveillance for safety.

Green spaces and play areas: Large areas of open space has been provided within the site for both formal and informal play.

Access and connectivity: Enhanced pedestrian paths and new routes are created providing sustainable travel options which link to the existing Public Rights of Way.

Sustainability and ecology: The scheme promotes biodiversity with wildlife corridors, increased native plantings, and street trees. A Sustainable Drainage System (SuDS) manages water runoff.

Key Details of the Development

Number of dwellings
231

Affordable Homes provision
100%

Bed Range:
2, 3 and 4

Storey Heights:
2 and 2.5 storeys

Types of dwellings:
Detached, semi detached, short terraces



Proposed Homes



Proposed Greenspace and footpaths



Existing woodland retained



Equipped Play Area



Gardens



Parking spaces



Roads within the development



Sustainable Drainage Basin



Access to the development taken from Priestley Avenue.



Development Proposals

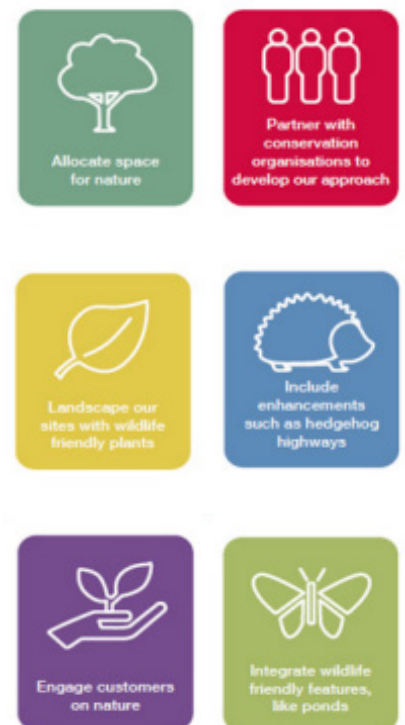
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Taylor Wimpey will purchase 100% renewable energy for all new construction sites. Some principles include:

- We will reduce emissions from our customer homes by 75% (by 2030) including renewable and lower energy use.
- Introduction of our revised house types portfolio in 2021 which are better designed to achieve carbon reduction including waste water heat recovery, flue gas heat recovery, PV, car charging points and eventually air source heat pumps.
- Inside our homes we use energy efficient fixtures and fittings including 100% low energy light fittings and LED recessed downlights.
- All appliances that we offer as standard options are at least A rated for energy efficiency.
- We are partnering with a number of nature organisations including Buglife and Hedgehog Street to encourage and provide bird boxes, hedgehog houses and highways, bee bricks and bug hotels.
- In constructing our homes we already source many materials with lower embodied carbon and energy such as,
 - Using timber frames where appropriate
 - Using glass mineral wool insulation which is made from recycled glass bottles,
 - Using recycled uPVC in our windows - recycled uPVC makes up over 60% of the material used in our window frames and cavity closers, using recycled aggregates and bricks and blocks and using chipboard flooring that contains 30% recycled wood and 70% wood sourced from Forest Stewardship Council certified supplies.
- We take the risk of flooding on our developments extremely seriously and identify potential flood risk as part of our site selection process.
- We do not buy land unless we can mitigate flood risk. We integrate sustainable drainage systems (SDS) that decrease flow rates to watercourses, increase infiltration into the ground and improve water quality such as ponds, swales, permeable paving, retention basins, infiltration trenches and soakaways. Many of these features also contribute to good placemaking.
- We put significant investment in Research and Development to provide efficient homes of the future. We work with universities and experts to explore the impacts of future regulatory requirements to design, specification, health and wellbeing in new homes. The R&D teams are currently trialling a range of energy efficient and low carbon technologies as well as continually looking at new and sustainable methods of construction. This will help us to meet our climate change targets and comply with expected changes to building regulations.

“Our aims and goals towards the approach to built fabric & technology”



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House Type Design

The images below identify some of the house types that are proposed as part of the development. The homes will range in size from 1 bedroom up to 5 bedroom and will be a mix of detached, semi detached, short terraces and limited apartments in the form of quarter houses.

What Happens Next?

- We welcome the views of local residents and businesses.
- Taylor Wimpey will review all comments received as they finalise their proposals.
- It is the intention to submit a planning application to Rotherham Council in March 2025.

Key Benefits



Overall, the development will provide 231 new homes.



The development proposes a scheme which provides 100% affordable homes. This will help local people to continue to live in the area.



Job Creation - through the construction process.



Walking and Cycling Routes - the new cycle and pedestrian linkages connect this development into the wider Public Rights of Way.



Access to Open Space and play facilities - New play facilities will be created within the development and connections created to wider open spaces such as Sandhill Park.



Ecological Benefits - In addition the retention of existing landscape features, the scheme sees the introduction of additional tree planting and enhancement of natural habitats. This includes a buffer from the development to Local Wildlife Site LWS77 Collier Brook and Marsh.

Have Your Say

We value the comments and suggestions of local people and businesses, particularly where this helps to refine and improve the development proposal so that the social, environmental and economic benefits are maximised. You can do this by:

- Emailing us via comments@aseland.co.uk
- Please include the following site reference to all emails: Rawmarsh
- Writing to us at ASE Land, 26 West Street, West Butterwick, DN17 3LA

Key Benefits and Next Steps