



Gerrards Cross
BUCKINGHAMSHIRE - UK





Introduction & Background

INTRODUCTION :

The exclusive Gerrards Cross is one of England's most desirable places to live and is often referred to as 'mini Hollywood' due to its celebrity residents. Gerrards Cross has a reputation for being very up market London. In February 2010, Declan Curry of the BBC described Gerrards Cross as "Britain's richest town".

Gerrards Cross is one of the larger settlements (population 7,352) in South Bucks District, a predominantly rural (89% green belt) area immediately outside Greater London. It is widely regarded as a very desirable place to live because of its high quality residential accommodation set in a spacious, leafy environment with excellent communications. At the heart of the village, alongside the A40 is Gerrards Cross Common, much loved by residents and intensively used for recreation and for dog walking. The children's play area is always busy and the football pitch is well used at weekends.

Many residents are particularly attracted by the excellent schools, primary and secondary, public and private, in Gerrards Cross and in easily accessible nearby areas. Buckinghamshire County Council operates selection at 11 for public secondary education. Approximately 30% of pupils are offered places at (mostly) single-sex grammar schools.

Although many residents are daily commuters to employment in London, Gerrards Cross is not just a dormitory village. It has a thriving village centre (traders' association) with shops, banks, restaurants, hotels, estate agents, solicitors, a cinema and many other facilities. To the north, Gerrards Cross

is adjacent to the larger community of Chalfont St Peter which also has extensive facilities used by Gerrards Cross residents and in particular the excellent local hospital and associated GP surgery.

BACKGROUND :

Some of the structures in the area date back to the Bronze Age, but the modern village was first founded by Anglo-Saxons by at least the 10th century. Since the 1700s, a major population increase brought a number of wealthy visitors to Gerrards Cross, turning the village into a strong architectural site, most notably for its famous St. James Church.

According to historian Julian Hunt in "Gerrards Cross: A History," the region became very popular with the wealthy elite of England in the late 1700s. The Old Berkley Hunt club chose Latchmore Pond, a scenic area, to hold meetings in the 1790s. In the 1860s, due to the mass influx of wealthy visitors, the area became known as the "Brighton of Bucks." The important transit site, the Oxford Road, was the main hub for activity, bringing in visitors from all over the country.

In 1906, a major railroad station was opened in Gerrards Cross. Called the Great Western and Great Central Joint Railway, the station stimulated a large influx of new residents to the area, with a number of famous architects among them, including Stanley Hamp and Robert Muir. The architectural firms founded in the area pioneered a number of new design elements specifically geared toward the high class residential market.



Site Information & Distances

DISTANCES FROM :

- Marble Arch – 17.1 miles
- Knightsbridge – 19.1 miles
- Heathrow Airport – 12.3 miles
- Windsor Castle – 9.2 miles
- Richmond Upon Thames – 18.1 miles
- Thorpe Park - 19.3 miles
- Gerrards Cross Train Station – 1.3 miles

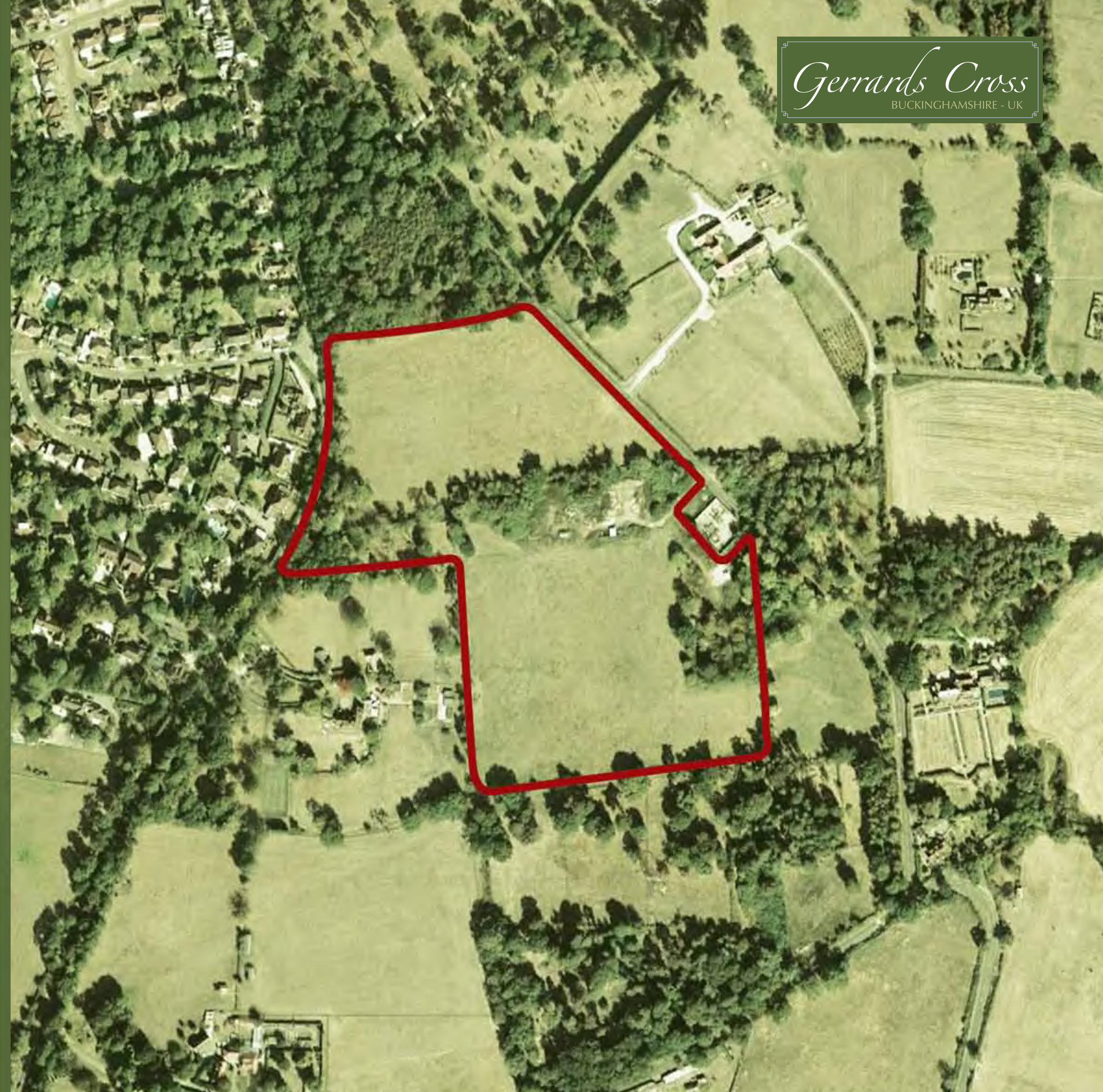
SITE INFORMATION :

- Freehold Title
- 21 acres
- 110 Plots
- Plot size 500 sq m
- Area Code: SL9 7BP
- Town: Gerrards Cross
- County: Buckinghamshire

SITE DETAILS :

The site has two road frontages. Fulmar Road forms part of the western boundary with the built up area of Gerrards Cross beyond, with Saint Huberts Lane forming the sites eastern boundary. Open fields and woodland surround the north, east and south of the site.

Located on the eastern edge of Gerrards Cross, access to the strategic road network is excellent with the M40 and M25 motorways within 5 miles of the site to the south and east. Public transport links are also good, with a frequent bus service running along Fulmar Road and regular train services into London from Gerard's Cross.



Site Layout



Planning History & Strategy

PLANNING HISTORY AND CORE STRATEGY :

The site is located in the District of South Buckinghamshire. The South Bucks Core Strategy has a fundamental role to play in managing the scale, form and broad location of future development in the District over the next twenty years. Beaconsfield, Gerrards Cross and to a lesser extent, Burnham, will be the main focus for new development (including residential and retail) over the Plan period. 2,200-2,800 new dwellings will be built in South Bucks in the period 2006-26. The locations in which this development will take place, and the rate of development, will vary over the Plan period.

In the first five years, average development rates will be high (with approximately 1,000 dwellings completed over the five year period), despite the economic downturn. Beaconsfield and Gerrards Cross will be the main focus for development, although two large sites (Denham Garden Village, Denham, and the Canadian Red Cross Hospital, Taplow) will also have made a substantial contribution to the completions in this period (approximately 279 units). In the period 2011-21, the rate of new housing development is projected to slow (with approximately 1,000 dwellings completed over the ten year period).

The Spatial Strategy and related Core Policies will be able to do more to influence the rate and location of new development - focusing new housing provision in the Principal Settlements of Beaconsfield, Gerrards Cross and Burnham. Some small scale rural exception sites will be developed in the period 2011-21, providing affordable housing in and adjacent to small rural settlements.

The housing potential identified in the District Council's Strategic Housing Land Availability Assessment (SHLAA, 2009) should be seen as indicative. The Council is committed to reviewing the SHLAA on a regular basis, with the likelihood that some new sites will be identified, and others may need to be removed.





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