

# DESIGN





South Woodham Ferrers

Village square

Community centre

Childrens' play

Sainsburys

Burnham Road

Existing stream corridor retained and enhanced

Central green corridor

Spine street frontage

New homes of mixed types and tenures

# DESIGN

## DESIGN PRINCIPLES

The following pages illustrate the design principles proposed for each of the development areas. Shaped by the landscape framework of the masterplan, six development areas are identified and described.

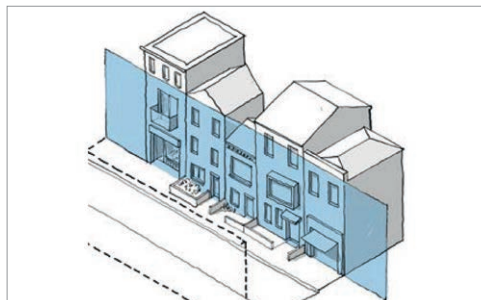
For each of these areas, key design features and characteristics are identified. These elements together will create a sense of individual identity for each of the development areas, within a rich overall urban design framework across the masterplan as a whole.

The key design features and characteristics identified are considered under two main headings; structure and legibility, and frontage characters.

### Structure and Legibility

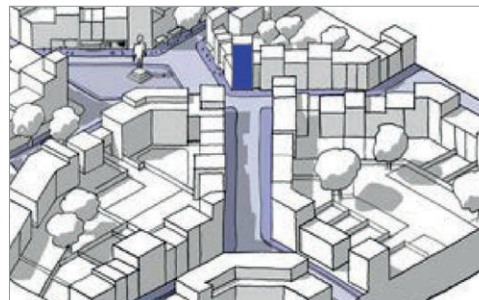
For each development area, a layout diagram shows a number of key elements, which work together to create a structured and legible urban design framework. These are summarised here.

The diagrams on this page are taken from the National Model Design Code.



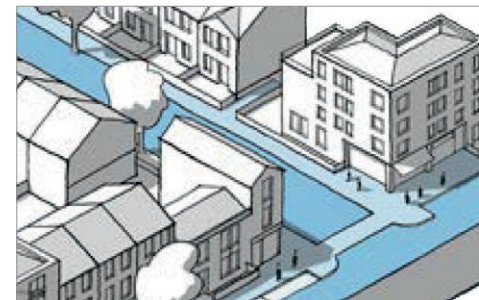
### Primary frontages

facing either landscaped areas adjoining the parcel boundary or within the parcel, or key streets within the development areas;



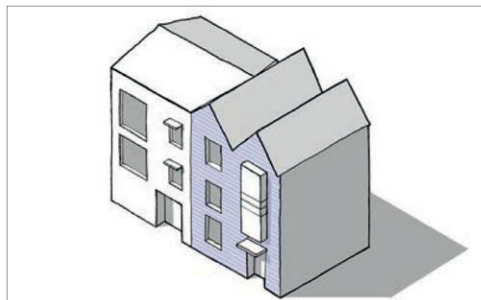
### Significant vistas

towards or across significant buildings, spaces or landscape features;



### Gateways

created most commonly by pairs of buildings either side of an entry point into a development area;



### Feature buildings

located at particularly significant points within the layout, characterised by special treatment (for example use of materials, variation in scale, use of strong built form);



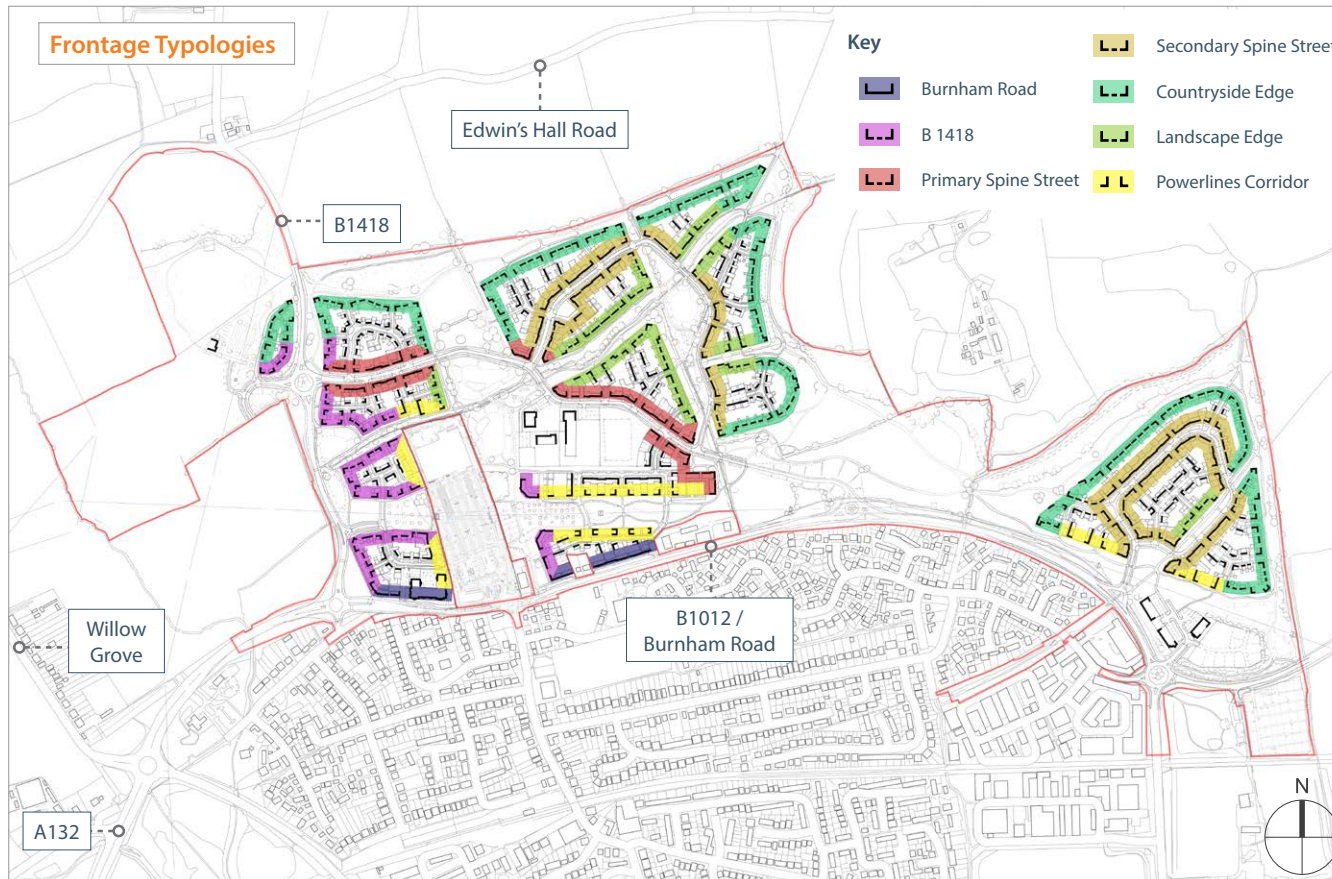
### Focal spaces

located within the development areas at key locations, providing punctuation to spine streets through the development areas and / or a local focus within larger development parcels;



### Landscaped areas

which create the setting for the development parcels or in some cases provide linear features within them;



### Burnham Road Frontage

**Scale** - Generally 2 and 2.5 storeys, with potential for 3 storeys at key feature locations;

**Compliance** - Relatively high frontage continuity, generally between 60% - 80%;

**Variance** - building line generally consistent, between Hullbridge Road and Hamberts Farm based on existing buildings;

**Character** - relatively formal and ordered, buildings set behind landscaping but establishing a strong presence onto Burnham Road;

**Typology** - generally smaller and medium house types, with some apartment buildings.

### Frontage Characters

This diagram shows the distribution of frontage typologies, responding to different contexts across the layout. The typologies are described in more detail on this page and overleaf.

The typologies are:

- Burnham Road frontage;
- B1418 frontage;
- Primary Spine Street frontage;
- Secondary Spine Street frontage;
- Countryside Edge frontage;
- Landscape Edge frontage;
- Powerlines Corridor frontage.

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## FRONTAGE TYPOLOGIES



### B1418 Frontage

**Scale** - Generally 2 and 2.5 storeys, with potential for 3 storeys at key feature locations;

**Compliance** - Medium frontage continuity, generally between 50% - 70%;

**Variance** - building line varies in response to landscaped setting;

**Character** - relatively informal, buildings set behind landscaping but arranged to provide incident and interest;

**Typology** - wide range of house types, with some apartment buildings.

### Primary Spine Street Frontage

**Scale** - Generally 2 and 2.5 storeys, with potential for 3 storeys at key feature locations;

**Compliance** - Relatively high frontage continuity, generally between 60% - 80%;

**Variance** - building line generally consistent, with occasional setbacks to articulate frontages;

**Character** - relatively formal and ordered, with features adding interest at gateways, junctions and where buildings terminate vistas into the street;

**Typology** - generally smaller and medium house types, with some apartment buildings.

### Secondary Spine Street Frontage

**Scale** - Generally 2 and 2.5 storeys, with potential for 3 storeys at key feature locations;

**Compliance** - Medium frontage continuity, generally between 50% - 70%;

**Variance** - building line generally consistent, but with setbacks and changes in alignment to reflect generally curving street pattern;

**Character** - varied and informal, with features adding interest at gateways, junctions and where buildings terminate vistas into the street;

**Typology** - wide range of house types, with some apartment buildings.



### Countryside Edge Frontage

**Scale** - Generally 1.5 and 2 storeys, with potential for 2.5 storeys at key feature locations;

**Compliance** - Lower frontage continuity, generally between 40% - 60%;

**Variance** - building line varies in response to landscaped setting;

**Character** - informal, buildings set behind landscaping but arranged to provide incident and interest;

**Typology** - generally medium and larger house types.

### Landscape Edge Frontage

**Scale** - Generally 2 and 2.5 storeys, with potential for 3 storeys at key feature locations;

**Compliance** - Medium frontage continuity, generally between 50% - 70%;

**Variance** - building line varies in response to landscaped setting;

**Character** - varied and informal, with features adding interest at gateways, junctions and where buildings terminate vistas;

**Typology** - wide range of house types, with some apartment buildings.

### Powerlines Corridor Frontage

**Scale** - Generally 2 and 2.5 storeys, with potential for 3 storeys at key locations;

**Compliance** - Lower frontage continuity, generally avoiding primary frontages facing powerlines. Secondary frontages and high quality means of enclosure important for security and surveillance;

**Variance** - building line varies slightly

**Character** - varied and informal, with particular importance to buildings adjoining routes across corridors;

**Typology** - wide range of house types, with some apartment buildings.

## DEVELOPMENT AREAS

The following pages show how the development parcels within the layout are divided into six development areas. This division follows the landscape led structure of the site layout, which naturally generates the six development areas identified.

Detailed layouts and building designs within these areas will be determined through future reserved matters planning applications. However the following pages establish the design principles to which future applications will respond.

The development areas are:

- D01 Local Centre;
- D02 Southwest Edge;
- D03 Mill Hill Slopes;
- D04 Edwinshall Edge;
- D05 Bushy Hill Slopes;
- D06 Mixed Use Area.

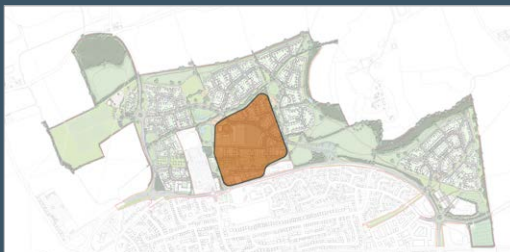


## DEVELOPMENT AREAS - DO1 LOCAL CENTRE

This area is bounded by Burnham Road to the south, the stream corridor to the north, and Sainsburys to the west.

It contains the centre of the proposed development, both in location and in community function, with the Village Centre arranged around a focal square and incorporating community uses including a community hall, potential primary school and early years facility.

The primary spine street through the development runs south-eastwards from the focal square, eventually joining Burnham Road to the east of Hamberts Farm. The area is also crossed by the southern part of the Hullbridge Corridor, linking the development with the wider town to the south, and by the retained overhead powerlines.





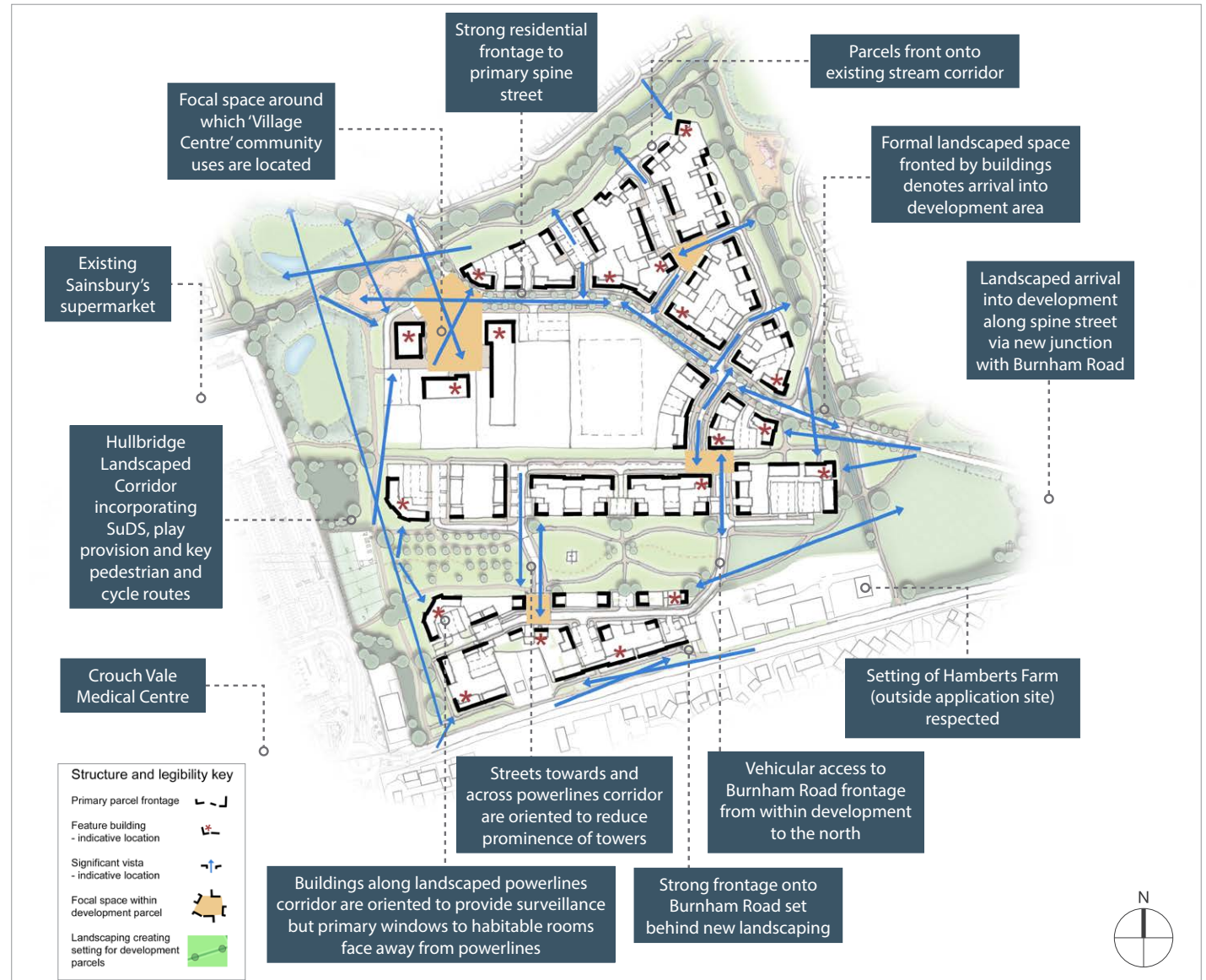
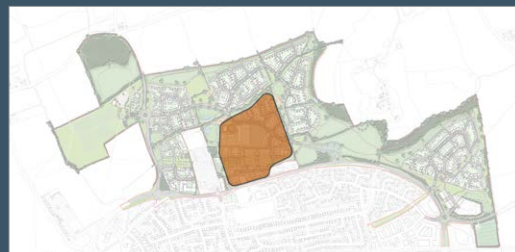
# DESIGN

## Structure and Legibility

Key arrival points into this area are characterised by feature buildings at key corners; the pedestrian / cycle access from Hullbridge Road across Burnham Road; the eastern end of the spine street, or the northwestern continuation of the spine street across the stream corridor.

This corner of the area, located at the centre of the masterplan as a whole, contains the focal space around which the 'Village Centre' community uses are located. This area is described in more detail overleaf.

The residential parcels themselves are laid out to create small focal spaces and key vistas looking towards landscape features within the green corridors surrounding the area, or feature buildings within the streetscape, often located at key corners or along the central spine street.



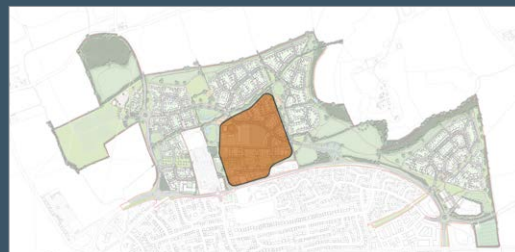
### Frontage Characters

The frontage typologies used within this area respond to the different conditions of each frontage and help create legibility and structure.

The frontages to Burnham Road and the Spine Street have the strongest continuity, reinforcing their status as the key streets within this part of the overall layout.

Between the spine street and Burnham Road, the frontages respond predominantly to the presence of the retained powerlines passing through the area. Stronger frontages incorporating feature buildings face the Hullbridge Corridor, to the west of the area.

The northern frontages to the area facing the stream corridor and retained eastern hedgerow follow the 'Landscape Edge' typology, appropriate to their setting along landscaped corridors incorporating retained and new planting, pedestrian and cycle routes.



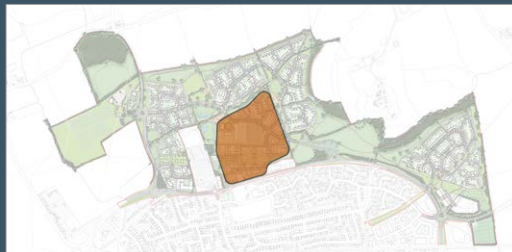
# DESIGN

## Village Centre

At the heart of this development area, and at the centre of the whole layout, is a focal space, leading off the Spine Street, around which key community buildings are located:

A multi-use community hall provides a location for a variety of community activities. As well as the facilities and spaces within it, its location between the hard landscaped 'Village Square' and the softer Hullbridge Corridor allows it to service regular uses and events as well as 'pop up' one off or short term activities within these adjoining outdoor spaces.

A 2 form entry Primary School and adjoining site for Early Years provision are also located fronting onto the traffic free 'Village Square'. The site for these has been shaped in response to Essex County Council guidance on the design of primary school sites and the illustrative layout shown here describes one way in which the key elements of a primary school site could be arranged here.





View looking south towards village centre

# DESIGN

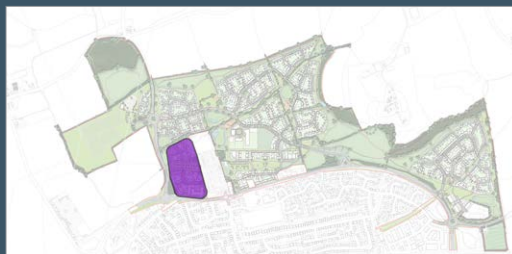
## DEVELOPMENT AREAS - DO2 SOUTHWEST EDGE

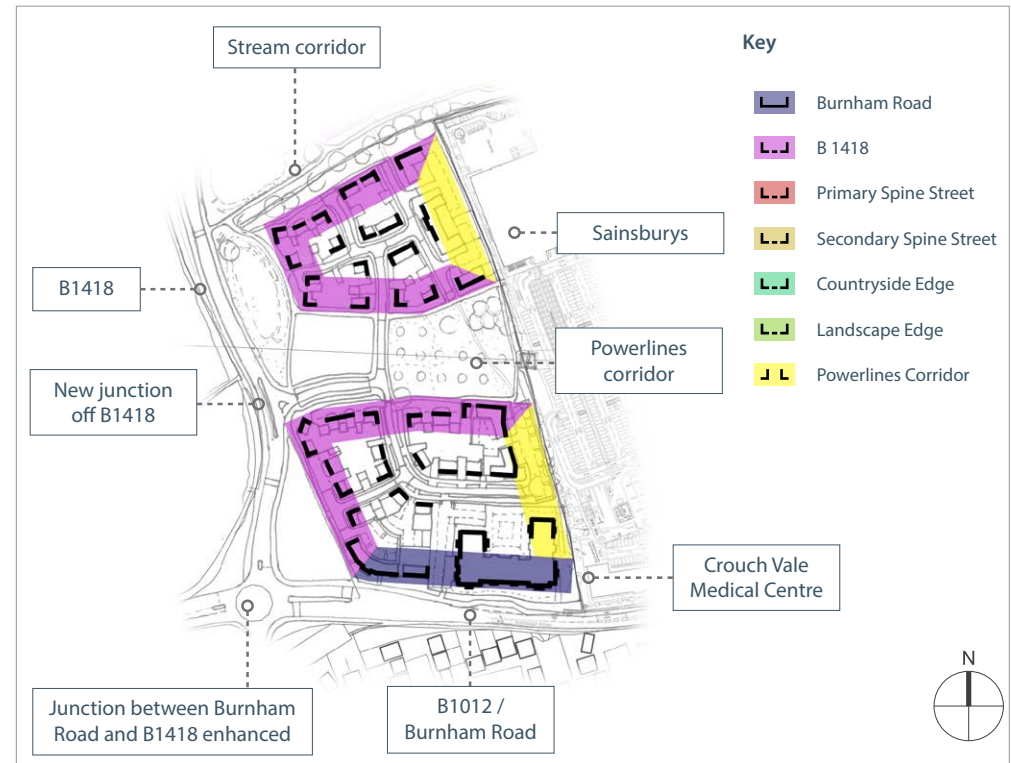
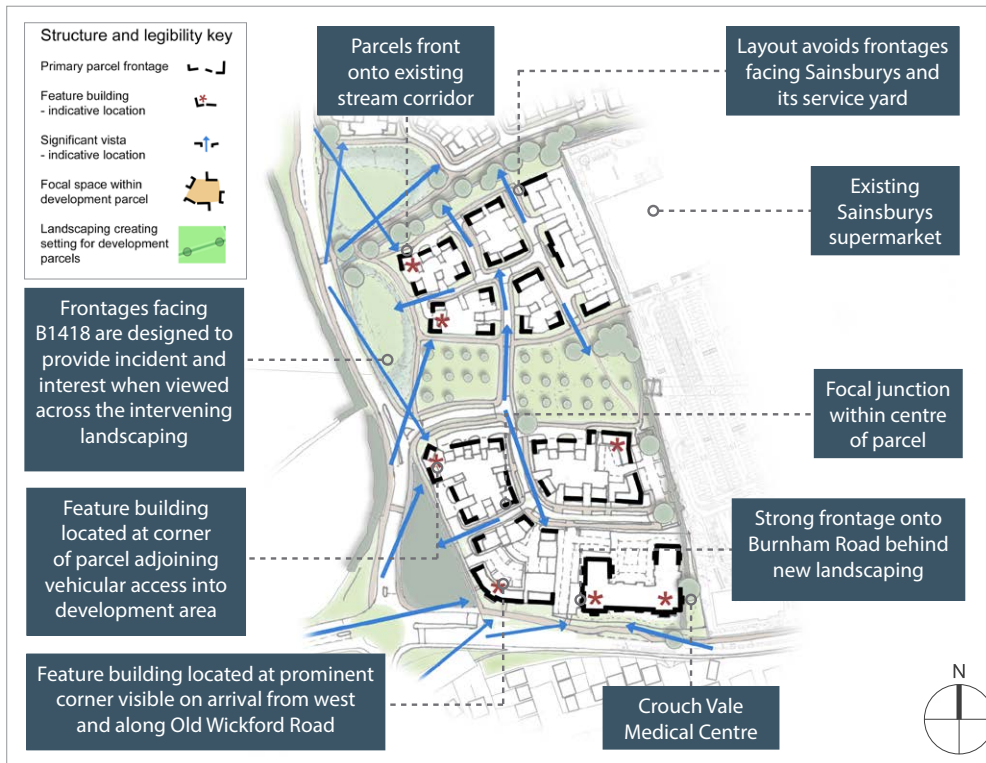
This area is located between Burnham Road to the south, the retained stream to the north, the B1418 to the west, and Sainsburys and the Crouch Vale Medical Centre to the east.

It comprises two parcels, separated by the landscaped powerlines corridor. The southern parcel is the first part of the development to be seen on arrival from the west of South Woodham Ferrers.

These parcels both enjoy extensive landscaped frontages, but also need to mitigate through their design the potential impacts of their proximity to Sainsburys to the east.

There is the potential for a care home to be provided within the southern part of this parcel, fronting Burnham Road and adjoining the Crouch Vale Medical Centre.





### Structure and Legibility

Key corners are characterised by the presence of feature buildings. Of particular importance is the south-western corner of the area, the first building within the site viewed on arrival from the east along Burnham Road.

The residential parcels themselves are laid out to create small focal spaces and key vistas looking towards landscape features within the green corridors surrounding the area, or feature buildings within the streetscape, often located at key corners.

### Frontage Characters

The frontage to Burnham Road will have strong continuity and presence.

The frontage to the B1418 and facing the stream corridor to the north will be carefully considered to provide interest when viewed across its landscaped setting, with a composition utilising

variety in scale and alignment.

The eastern frontages to this area, along the boundary with Sainsburys and the Medical Centre, must avoid creating an unpleasant environment for new residents, with building orientation and location of habitable rooms carefully considered.

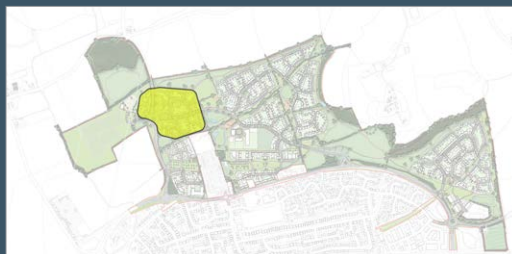
# DESIGN

## DEVELOPMENT AREAS - DO3 MILL HILL SLOPES

This area is located to the north of the central stream corridor, on land which rises steadily to the north, in particular towards Mill Hill and Hullbridge Hill.

This area is divided into three parcels by significant streets; the B1418 runs north to south, with access west to a small development parcel, the formal recreation area, and other development areas within the Masterplan but outside this outline application. To the east, the primary spine street bisects the area, creating two larger parcels.

The pattern of development across this area represents a transition between the higher density to the south of the stream corridor and around the Village Centre, and the lower density characteristic of the northern countryside edge.

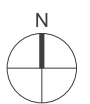
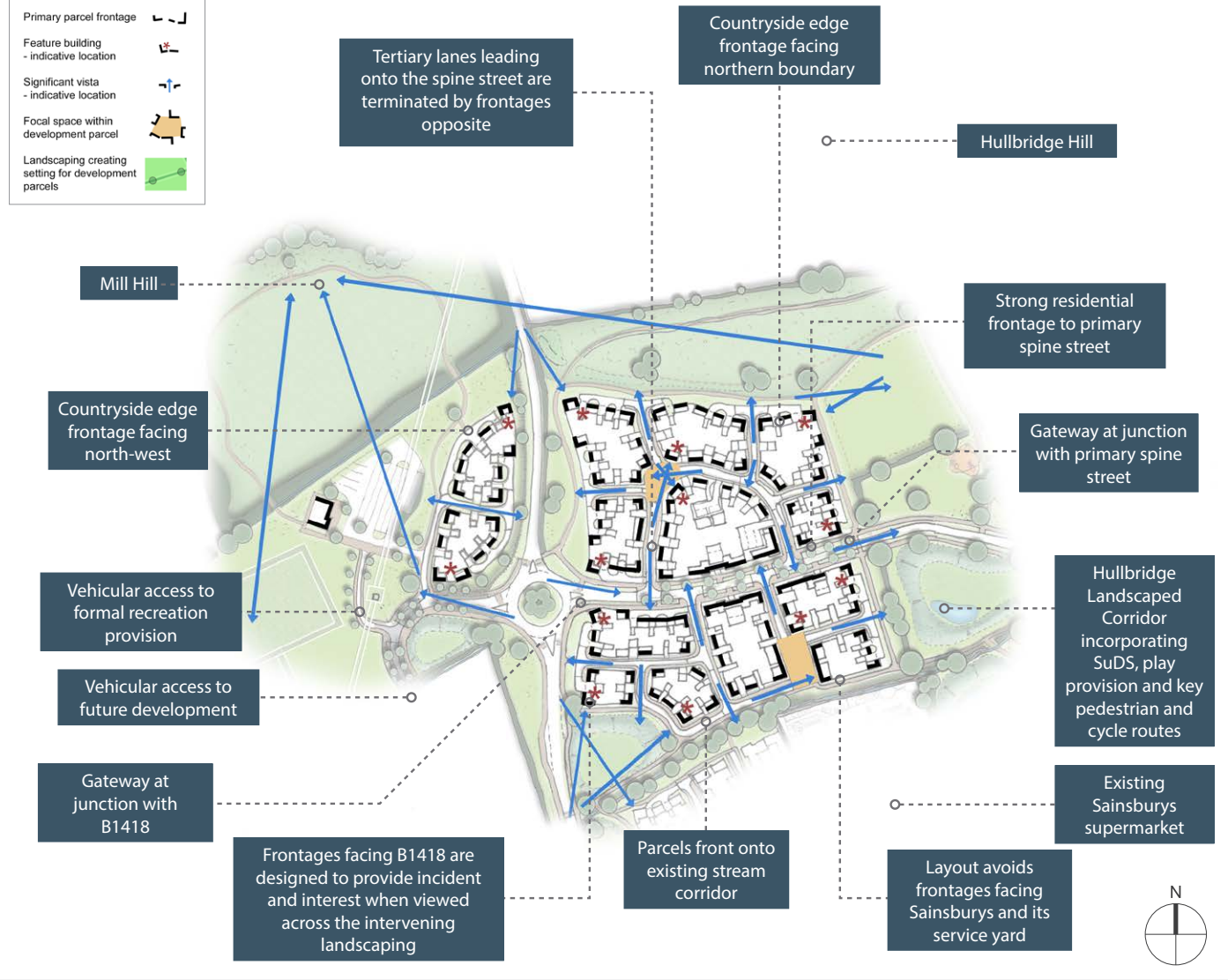
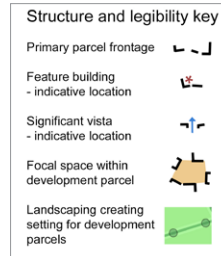


### Structure and Legibility

Key arrival points into this area are characterised by feature buildings at key corners; in particular the frontages facing the B1418, and the eastern frontage to the Hullbridge Corridor. The eastern and western ends of the Spine Street are laid out with buildings either side of the Spine Street together acting as a gateway.

The residential parcels themselves are laid out to create small focal spaces and key vistas looking towards landscape features within the green corridors surrounding the area, or feature buildings within the streetscape, often located at key corners or along the central spine street.

The smaller western parcel to the west of the B1418 on the lower slopes of Mill Hill is laid out with frontages facing outwards to the surrounding landscaping, also creating an attractive frontage to both sides of the B1418, with buildings set behind landscaping with glimpsed views and openness increasing as the B1418 continues southwards towards Burnham Road.





# DESIGN

## Frontage Characters

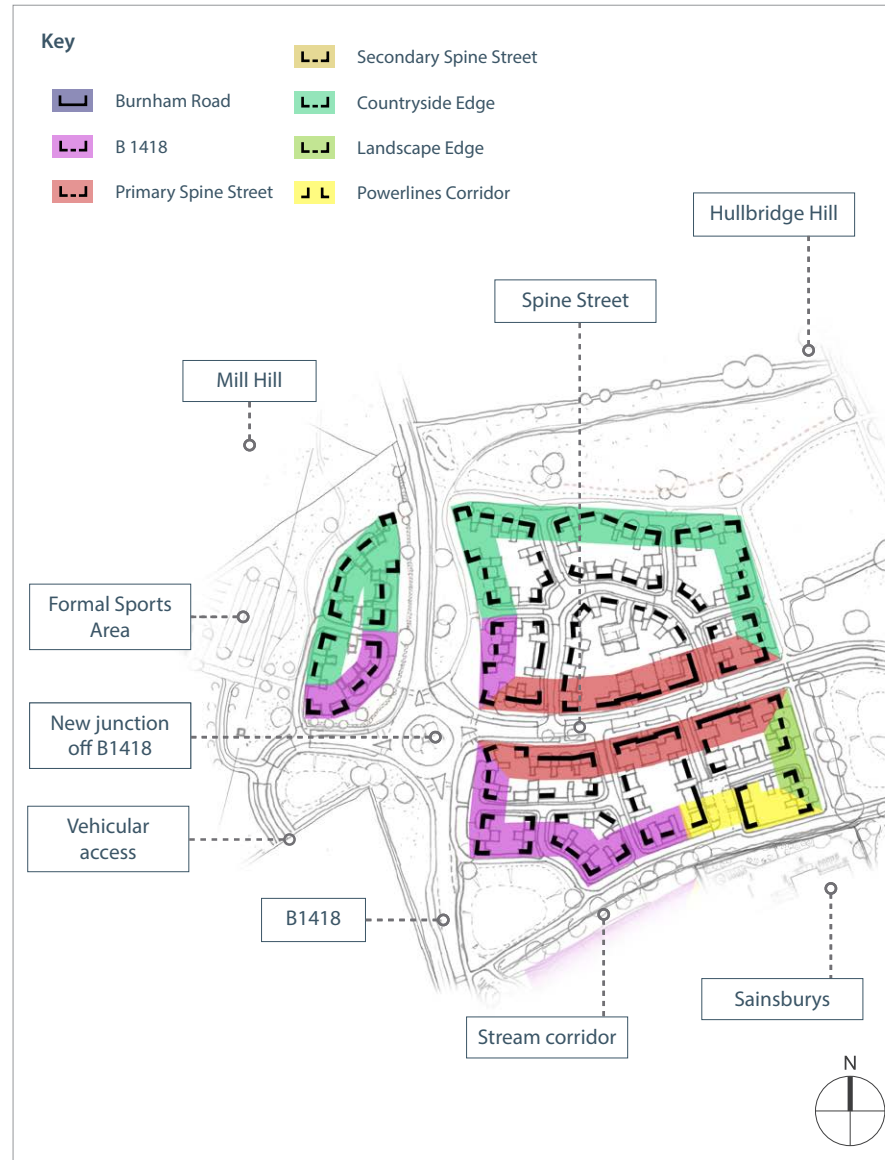
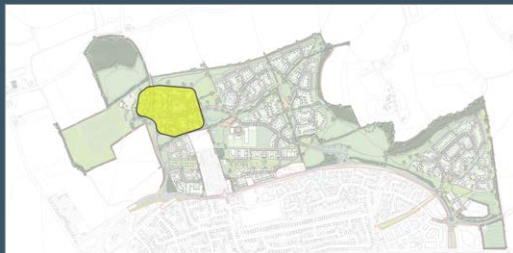
A relatively wide variety of frontage typologies are used within this relatively small development area, responding to the different conditions of each frontage.

The frontage to the B1418 with buildings set behind landscaping providing a sense of arrival and also a softening of the development edge as the B1418 continues north into the surrounding agricultural landscape.

The frontages to the Spine Street have the strongest continuity, reinforcing its status as the key street within this part of the overall layout.

The northern frontages to the area facing Mill Hill and Hullbridge Hill follow the 'Countryside Edge' typology, softening the development edge closest to the adjoining countryside.

The frontages within the south-eastern corner of the area respond to the Hullbridge Corridor and must also relate appropriately to Sainsburys to the south, with building orientation and location of habitable rooms carefully considered.



View looking west from central green spine along spine street



# DESIGN

## DEVELOPMENT AREAS - DO4 EDWINSHALL EDGE

This area comprises the northernmost part of the layout. Its northern edge faces the site's northern boundary and the rising agricultural land beyond. To the east, rising land also leads up to Edwinshall Wood and Bushy Hill beyond.

The area itself is crossed by three significant landscape features. The retained stream corridor runs centrally north-east to south-west. Perpendicular to this, a retained hedgerow runs north to south. Another hedgerow leads eastwards towards Edwinshall Wood and Bushy Hill. Together, these three features divide the development here into four parcels.

The western edge of this area fronts onto the Hullbridge Corridor, while its southern edge looks towards Burnham Road, separated by existing and new landscaping. Vehicular access to this area is via the Village Centre area immediately adjoining to the south-west.



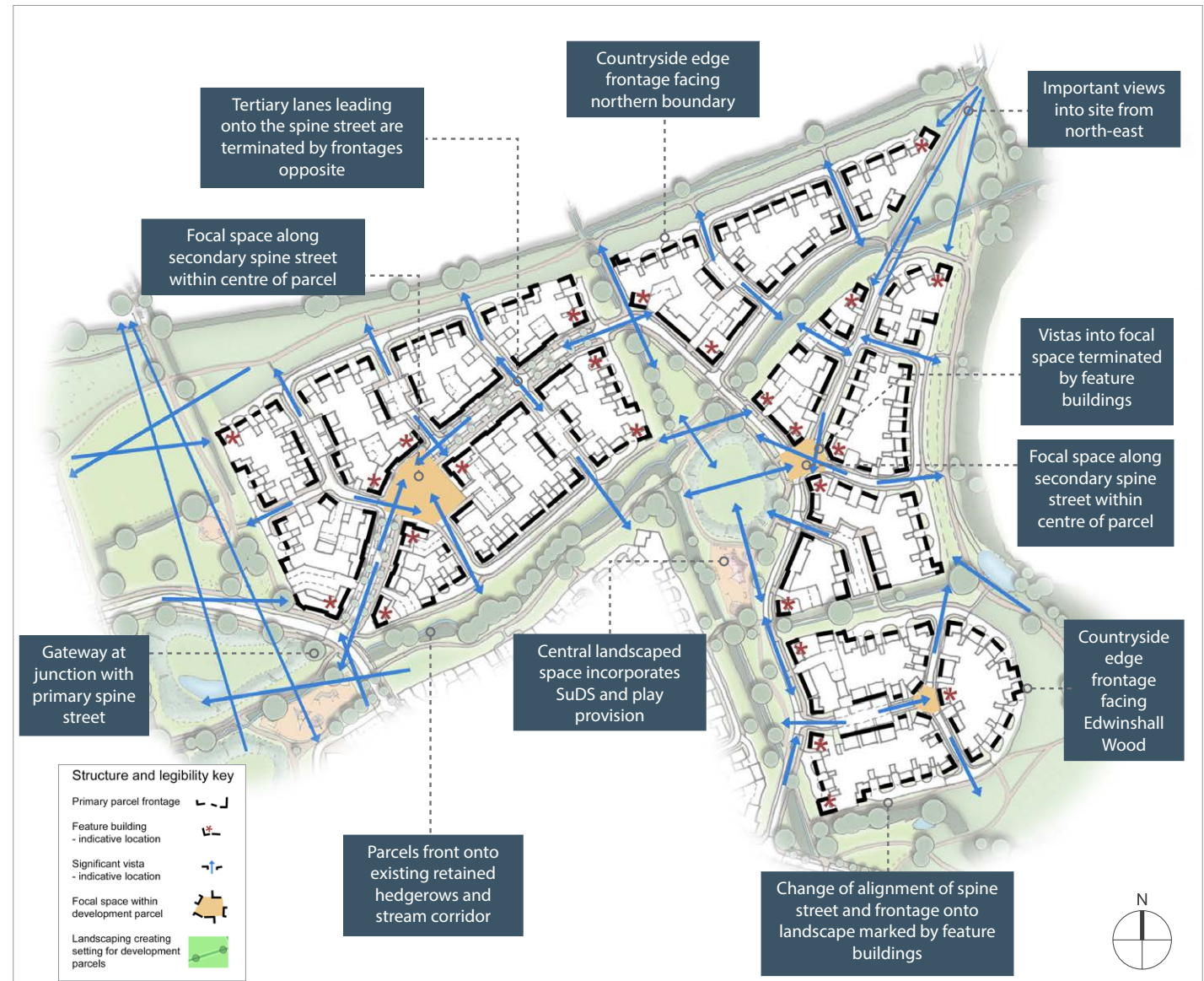
### Structure and Legibility

The development within this area is divided into four parcels naturally by the existing retained landscape features. All four parcels are arranged with frontages facing out onto the landscaped areas and corridors within which they are located.

The four parcels are linked by a secondary spine street which provides vehicular access into this area. The frontage to this street is characterised by feature buildings at key arrival points or key corners and junctions. Feature buildings are also located at key corners facing pedestrian / cycle routes from the wider landscape.

Within the three largest residential parcels, a small focal space provides a central anchoring element within the layout design. These spaces vary in size and character between the three parcels.

The residential parcels themselves are laid out to create small focal spaces and key vistas looking towards landscape features within the green corridors surrounding the area.



# DESIGN

## Frontage Characters

The frontage typologies used within this area respond to the different conditions of each frontage and help create legibility and structure.

The frontages to the Secondary Spine Street have the strongest continuity, reinforcing its status as the key street within this part of the overall layout. The alignment of the secondary spine street changes along its length, passing through the centre of the largest western parcel and running along the western landscaped edge of the three smaller parcels, thereby enhancing variety and sense of local place. Particularly strong landmark features are located at the western end where the secondary and primary spine streets meet.

The northern and eastern frontages to the area follow the 'Countryside Edge' typology, while the other edges facing the stream corridor and hedgerow corridors within the site follow the 'Landscape Edge' typology. All these edges fronting landscaped areas incorporate retained and new planting, pedestrian and cycle routes.



View looking west along countryside edge frontage



# DESIGN

## DEVELOPMENT AREAS - D05 BUSHY HILL SLOPES

This area is located on the south facing lower slopes of Bushy Hill. It is clearly defined, being surrounded by landscaping and some distance to the east of the other residential development parcels.

It is bisected by the former railway line to Maldon, now recreated as a pedestrian and cycle greenway, dividing the area into a smaller southern and a larger northern portion., and emerging at its western end into a community green through which the vehicular access off Burnham Road arrives.

A secondary spine street winds through the development from the arrival green, punctuated by smaller focal spaces at key corners. These elements together serve to structure the area into a number of smaller development parcels.

Within this area, some development parcels will be reserved for the construction of custom build homes.



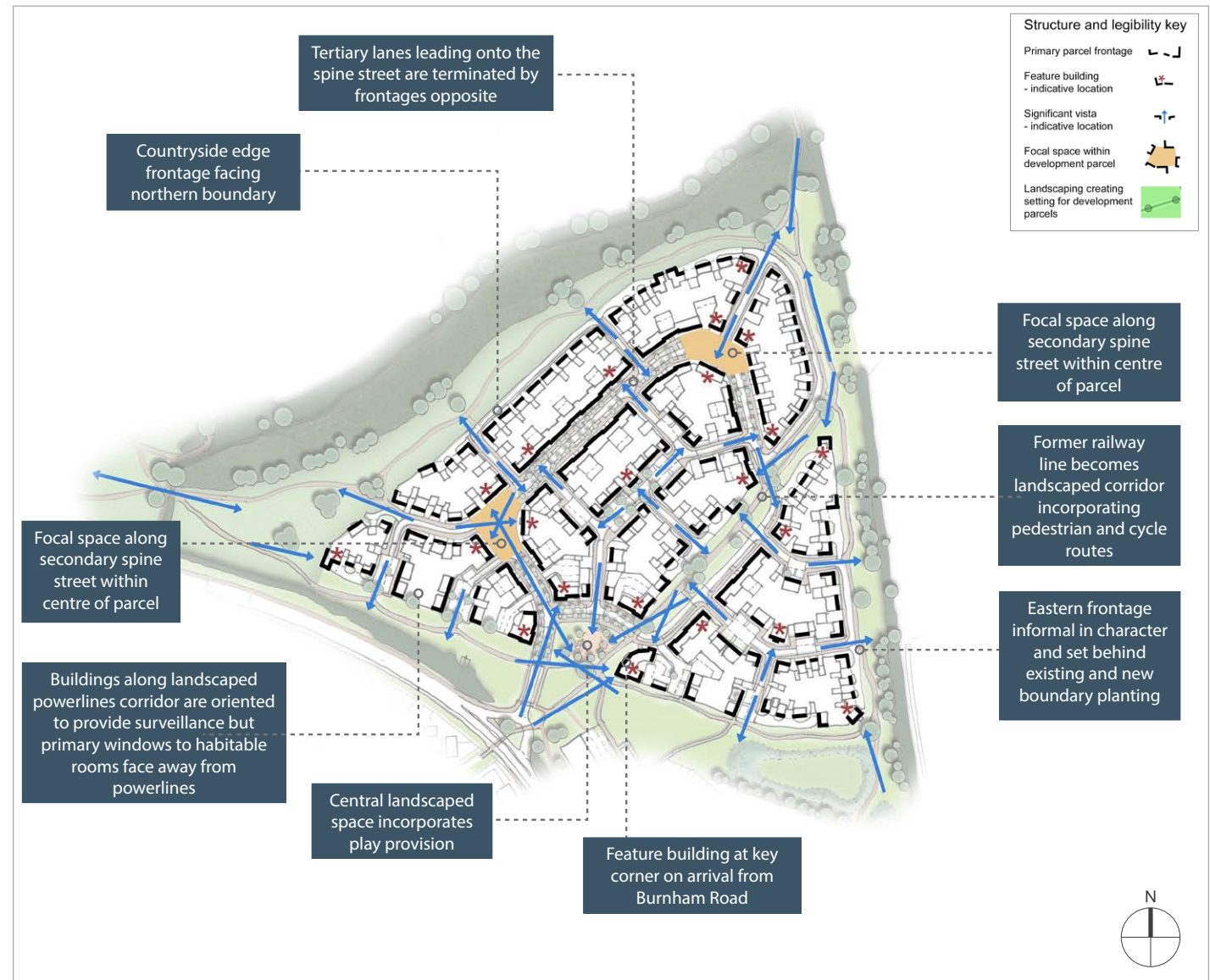
### Structure and Legibility

The roughly triangular shape of this development area is structured by a number of key elements.

The main arrival point from Burnham Road is at a landscaped focal space including a childrens' play area. This space is fronted on three sides by strong built frontages with feature buildings at key corners and junctions.

Leading north-east from this space, following the alignment of the former railway to Maldon, a landscaped corridor divides the area into two parts. Key pedestrian, cycle and vehicular movement routes run along this corridor.

Leading north-west from the arrival space, a secondary spine street loops round through the larger of the two parcels, eventually meeting the landscaped corridor. Smaller focal spaces, and feature buildings provide a variety of incident along this street, with key vistas looking towards the surrounding landscape creating relationships between the spine street and the more informal landscaped edges of the area.





# DESIGN

## Frontage Characters

Two main frontage typologies are used within this area to help create legibility and structure.

The frontages to the landscaped arrival space and Secondary Spine Street have the strongest continuity, reinforcing its status as the key street within this part of the overall layout.

In contrast, the northern and eastern frontages to the area follow the 'Countryside Edge' typology, responding to their setting and softening the relationship between the development, Bushy Hill to the north and the adjoining agricultural landscape to the east.

Either side of the arrival space, the frontages facing towards Burnham Road respond predominantly to the presence of the retained powerlines passing through the area, with primary facades facing the powerlines generally avoided. Landscaping and the presence of pedestrian / cycle routes along this corridor will have a strong influence on the character here.



## DEVELOPMENT AREAS - DO6 MIXED USE AREA

This area is located at the lowest part of the site, to the south of the powerlines corridor and to the north of the junction between Burnham Road, Woodham Road and Ferrers Road.

The main access into this area is via the redesigned roundabout junction, and the landscaping and built form around this access will be designed to create a sense of arrival.

Two uses then split the area roughly in half. To the west, employment generating uses will be arranged around landscaping incorporating access, servicing and parking. To the east, provision for travelling showpeople will be made, with this area laid out to accommodate areas for living, storage and servicing of equipment, and recreation. Landscaping will provide security and screening, especially when viewed from Woodham Road and the Garden of Remembrance to the south.

