

ASSESSMENT

VIEWS TOWARDS THE SITE

VIEW 8



From Burnham Road at the junction with Woodham Road and Ferrers Road, looking north-east

VIEW 9



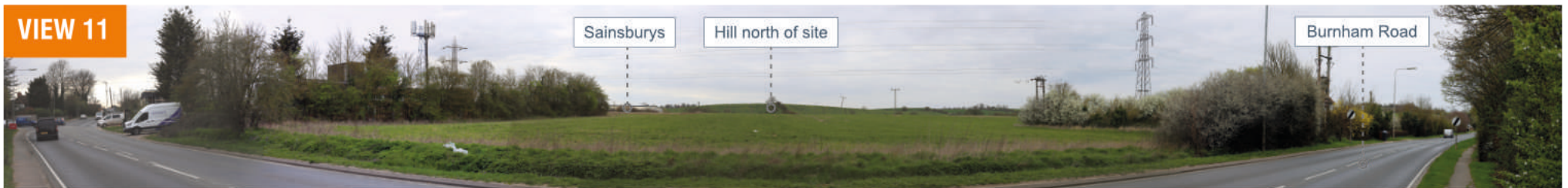
From Burnham Road, at the crossing point of Bridleway 46, looking north

VIEW 10



From Burnham Road, at the south end of public footpath 24, looking north

VIEW 11



From Burnham Road, to the east of the junction with Hullbridge Road, looking north

VIEW 12



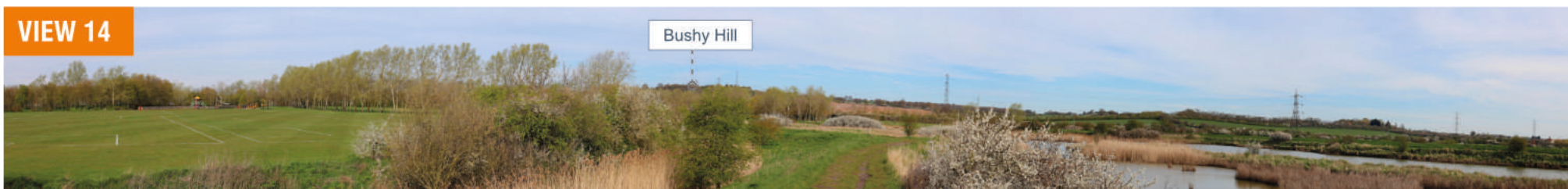
From the Memorial Garden south of Woodham Road, looking north

VIEW 13



From Ferrers Road, adjoining the railway bridge, looking north

VIEW 14



From Compass Gardens, looking north

VIEW 15



From Burnham Road, approaching South Woodham Ferrers from the west, looking north-west

ASSESSMENT

NATURAL ENVIRONMENT

The Bushy Hill Local Wildlife Site lies adjacent to the site on Bushy Hill, including Edwinshall Wood, an area of potentially ancient broadleaved woodland, and is protected by a Tree Preservation Order.

The Local Wildlife Site extends southwards into part of the site to the north of Burnham Road, comprising an area of acid grassland, with a series of terraced slumps, important for scarce invertebrates.

The majority of the site is in arable agricultural use. The area around Mill Hill comprises an area of semi improved grassland. Within the remainder of the site there is a well-developed network of hedgerows, with a field pattern that is still recognisable in part from the 1881 Ordnance Survey map.

Some lengths of hedgerow have been lost over time, occasionally marked by trees. Most hedgerows are predominantly comprised of Hawthorn and Blackthorn.

A watercourse runs east to west through the site towards Fenn Creek, to the south-west. There is one pond on site, and one adjacent to the boundary. There are numerous ponds in the surrounding area, especially to the north and east of the site.

There are some good quality broadleaved trees within the site particularly along the central watercourse. A belt of relatively recent mixed planting is evident on the south edge of the site, associated with the construction of Burnham Road. Other trees are associated with field boundaries.

The hedgerows, watercourses, and field margins provide ecological connectivity through the site and into the wider landscape.

Ecological Surveys have been undertaken on site during 2017 and 2018 to identify the important habitat features. These features are identified on the plan opposite. Species found to be using the site include Reptiles, Bats, Breeding and wintering birds, Badger, and Great Crested Newt.



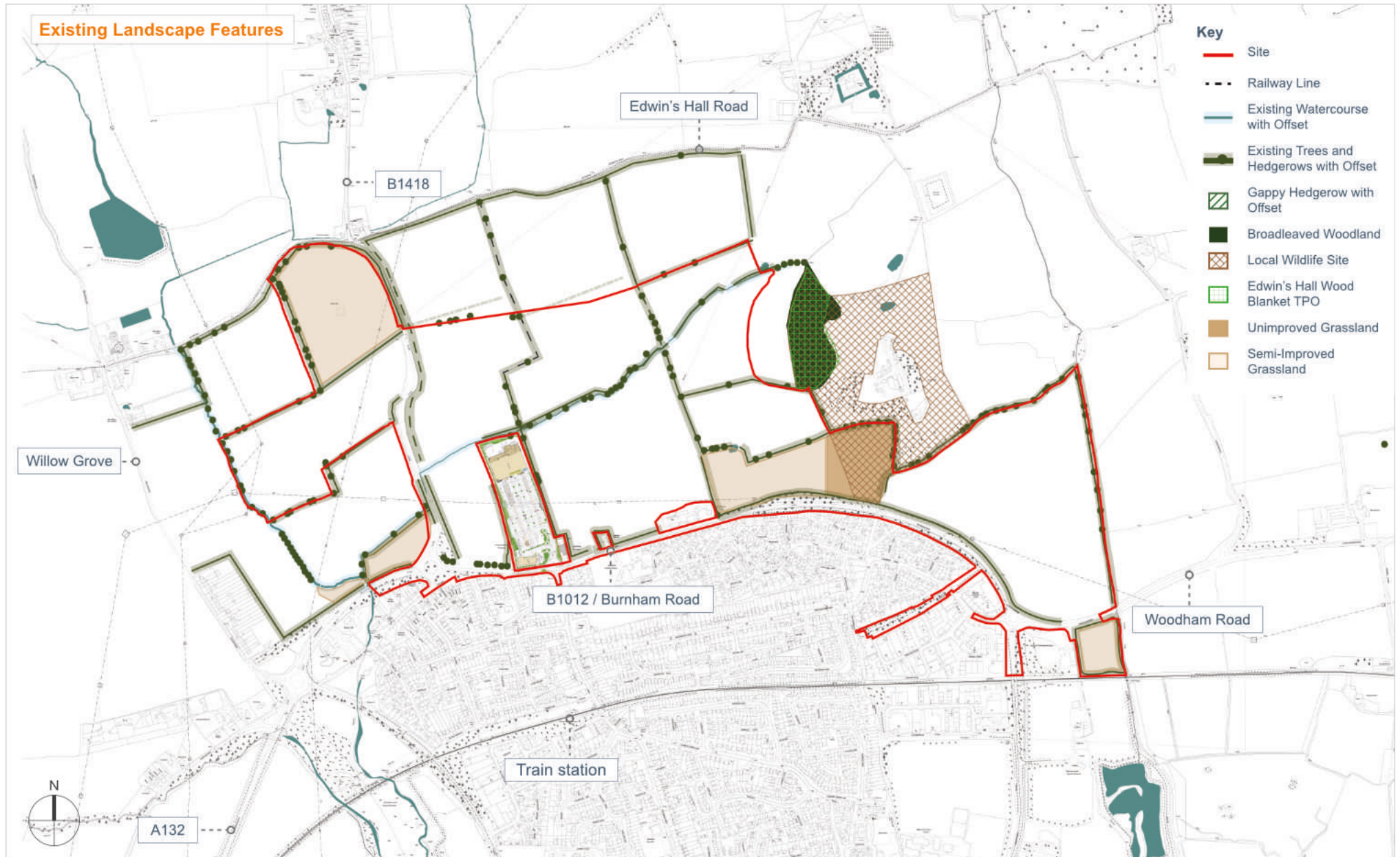
View west across site from the edge of Edwinshall Wood



Woodland margin along the edge of Edwinshall Wood



Mature trees within hedgerows and field margins



ASSESSMENT

FLOODING AND SURFACE WATER DRAINAGE

The western part of the site falls from the northeast to the southwest with steep falls from approximately 30.0m AOD on the north eastern boundary to 8.0m AOD at the roundabout between the B1012 and B1418. The parcel on the west of B1418 falls from 20.0m AOD to 8.5m AOD.

The eastern part of the site falls from north to south with levels dropping from 40.0m AOD to 9.5m AOD. A small parcel to the south of the B1012 is included in the site, with existing levels falling from 9.5m AOD to 6.0m AOD.

The Fenn Brook flows north to south through the western portion of the site. It was classed as a Main River by the Chelmsford City Council Strategic Flood Risk Assessment (SFRA)4.

A branch of the Fenn Brook flows north east to south west through the site. This branch crosses the B1418 to the north of its roundabout junction with the B1012 in a culvert. It was classed as an Ordinary Watercourse by the SFRA along much of its length, becoming a Main River downstream of the B1418. It joins the Fenn Brook to the north of the B1012 between its roundabout junction with the B1418 and the roundabout junction with the A132. The Fenn Brook then flows south under the B1012, connecting to Fenn Creek at a

point approximately 650m south of the site. The Fenn Creek flows in a southerly direction towards the River Crouch, which is located approximately 2.5km south of the site.

The contours on the western part of the site fall directly towards the Fenn Brook branch and to existing ditches that convey the runoff into the Fenn Brook branch. Therefore, the runoff from the majority of the site discharges into the Fenn Brook.

The topographical survey shows no watercourses in the eastern land. The contours in the east of the site are falling towards the B1012. There is an existing ditch to the south of the B1012, between the Memorial Gardens and the site. This ditch flows in a north to south direction, crossing below the railway lines.

The Fenn Brook, which runs north to south on the west boundary of the site, is the primary source of fluvial flood risk to the site. The EA map shows Flood Zones 2 and 3 sitting on the southwest boundary of the site. Therefore, the approved masterplan has been designed to ensure that all development is situated outside of Flood Zone 2 and 3, falling within Flood Zone 1 only. Flood Zone 1 comprises land assessed as

having a less than 0.1% (1 in 1000) annual probability of river or sea flooding. The risk of fluvial flooding can be considered as low.

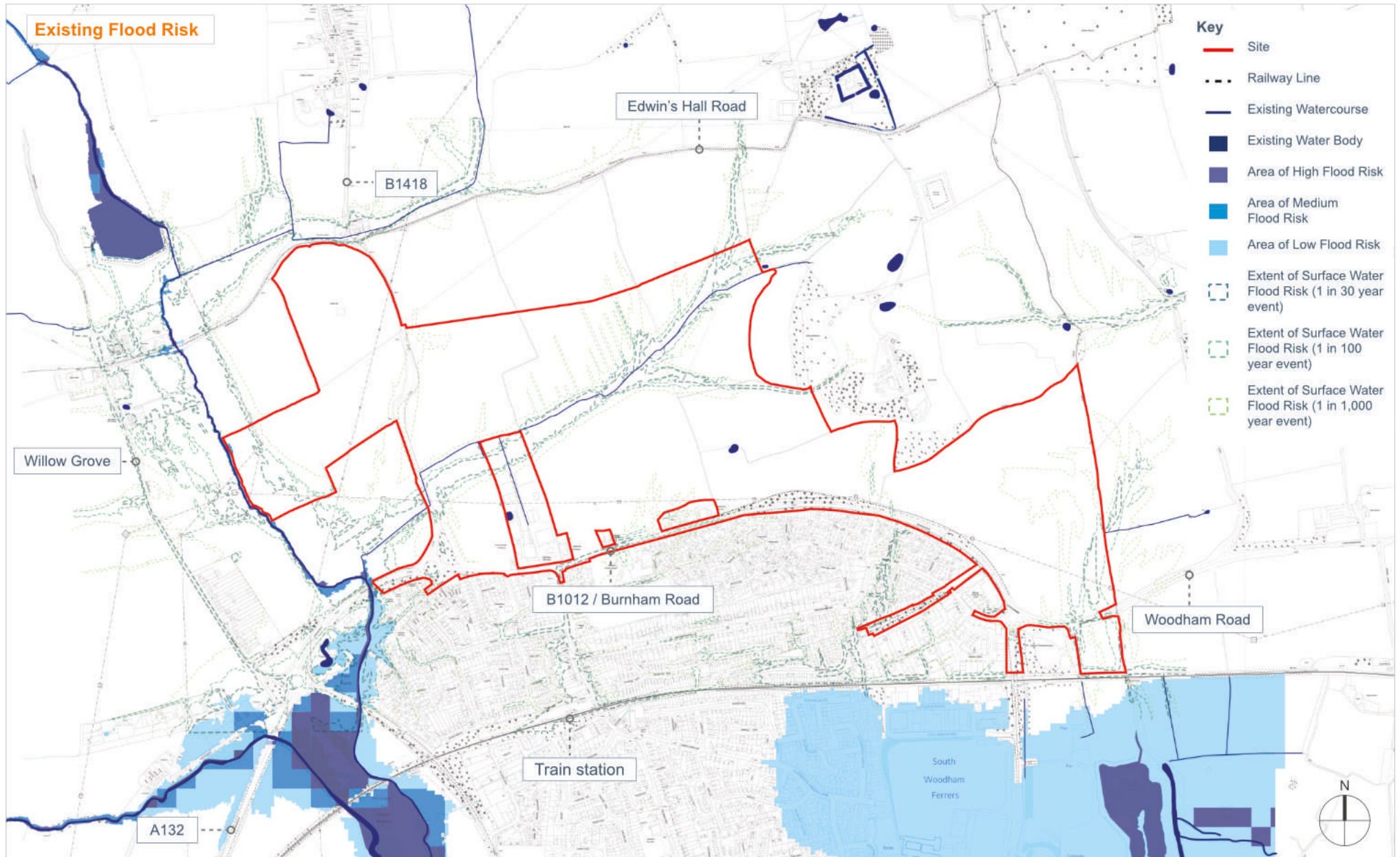
Parts of the west of the site are susceptible to flooding from groundwater whereas the vulnerability of the east side from groundwater flooding is considered as low. There are no known instances of groundwater flooding on or in the vicinity of the site. Notwithstanding this, the risk to the undeveloped site from groundwater flooding is considered to be medium. The impact of the proposed development to groundwater flooding on adjacent areas is expected to be low and further action or mitigation is not considered to be required. Discussions with the Lead Local Flood Authority have confirmed that the 1 in 1000 year surface water flood risk zone is not a constraint on proposed development. Development within the 1 in 100 or 1 in 30 year surface water flood risk zones will need careful consideration. Appropriate routing of overland flows will be included in the design to ensure surface water drainage is appropriately managed.

The site does not fall within the risk of flooding area from any reservoir according to the Environment Agency Mapping.

The site is not situated within a groundwater source protection zone and there are no abstraction points within 0.5km of the site.



Existing drainage ditch within site



ASSESSMENT

UTILITIES

A number of utilities run across the site, both above ground and underground. The most notable utility crossing the site comprises the overhead power lines. These are 132kV and require a 30m stand-off in relation to residential use. The main overhead power line affecting the site runs in an east-west direction closely following the southern boundary onto Burnham Road. Further overhead power lines criss-cross the site and land immediately adjoining on the western side.

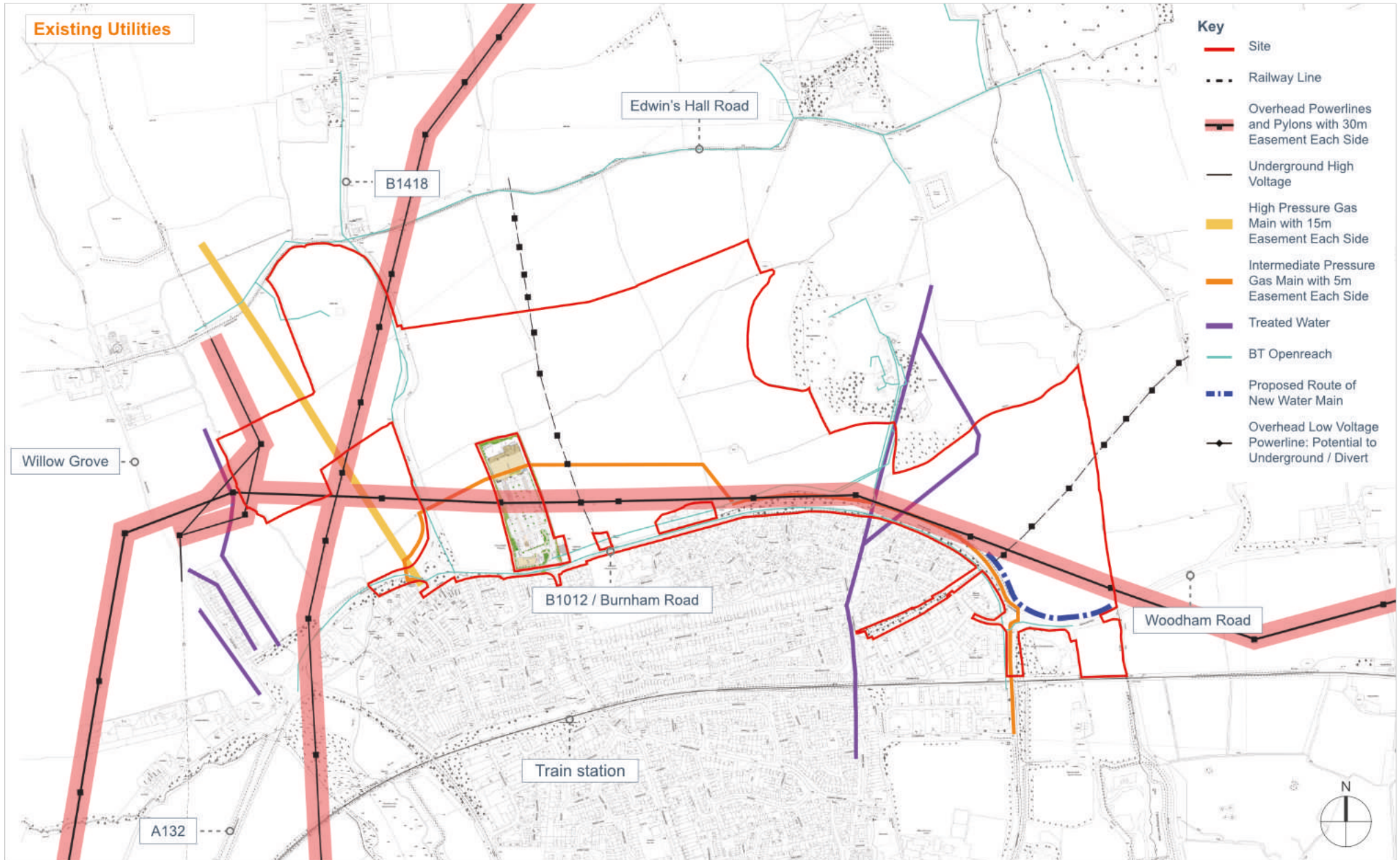
There are further low voltage power lines on the site, but it is assumed that these will be placed underground, as required.

A high pressure gas main runs underground in a south east – north west direction, crossing the western part of the site. It originates from a point to the east of the junction between Old Wickford Road and Burnham Road. This has its own easement of 15m. An intermediate gas main, also originating from the same point, runs in an east-west direction across the site through the central areas. It crosses the new supermarket site, just to the south of the new retail unit before heading back towards Burnham Road and then following the route alignment towards the south. Again, this has an easement of 5m.

Other utilities include a number of treated water and water distribution pipelines in the east and west of the site.



Overhead powerlines within the site



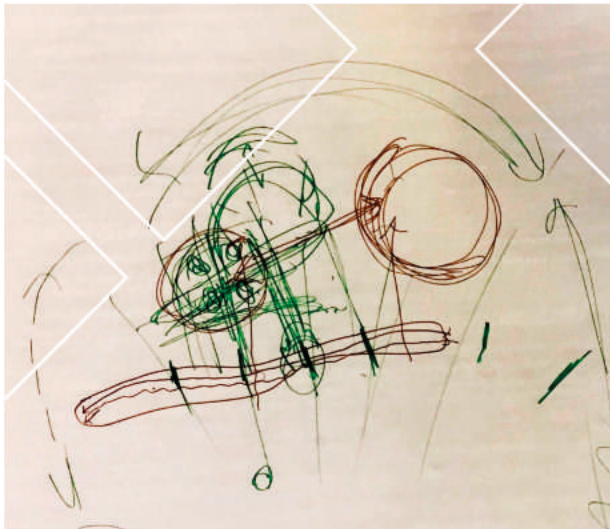
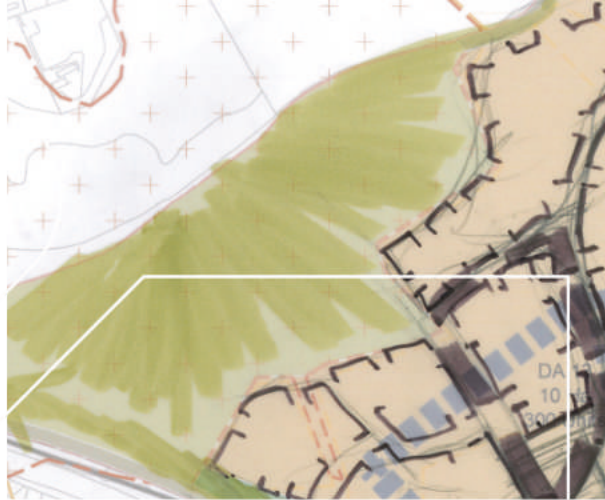
SECTION 3 INVOLVEMENT AND EVALUATION

“Communities can effectively shape both design policies and development through a collaborative process of meaningful participation. Early engagement and linking engagement activities to key stages of design decision-making and plan-making can empower people to inform the vision, design policies and the design of schemes.”

(National Planning Policy Framework, 2019)

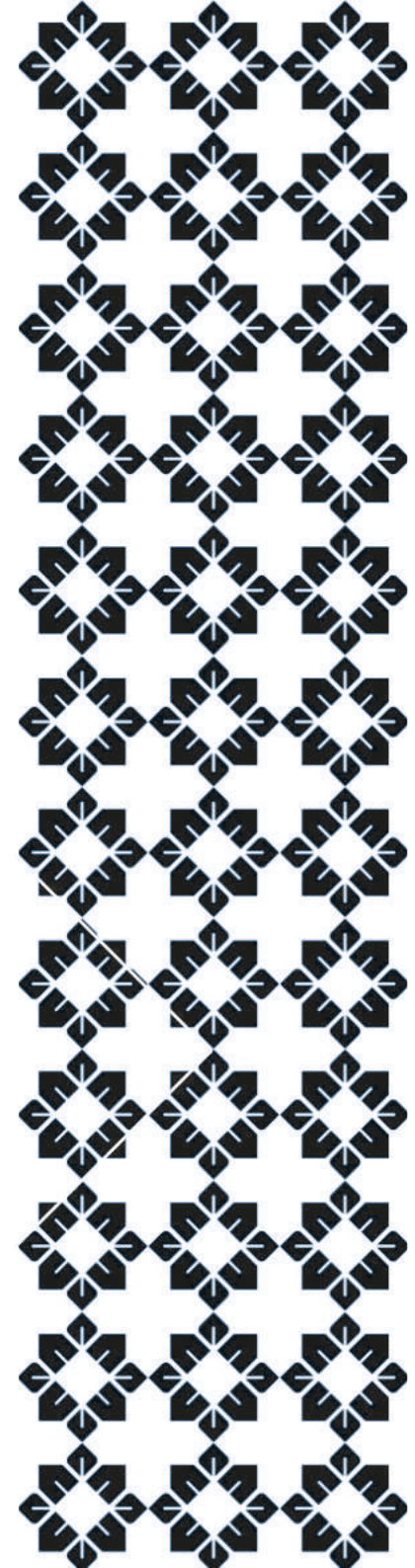
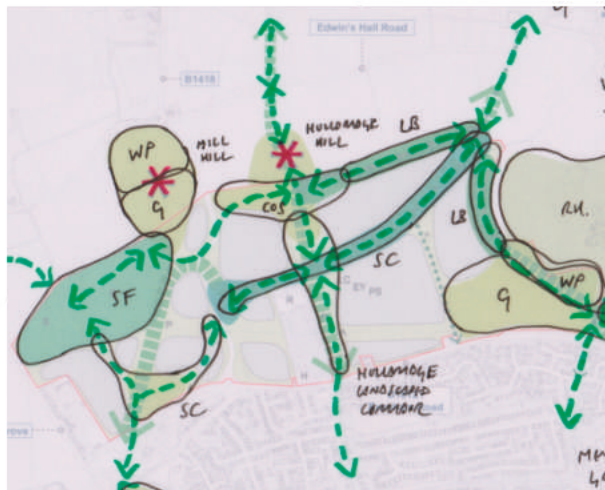
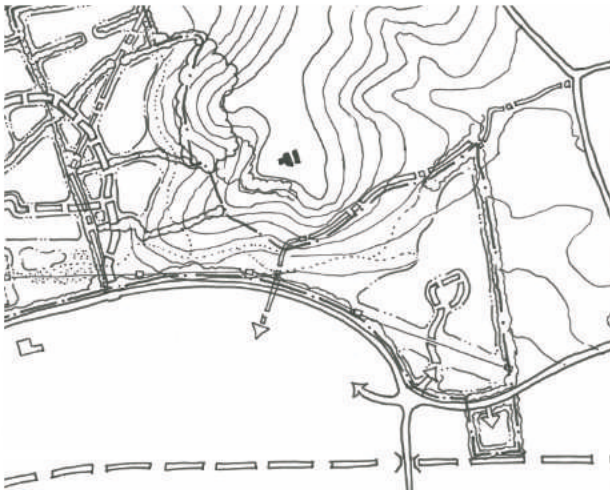
This section summarises the extensive process of refining the proposed design, in consultation with local and statutory stakeholders, through the development of the Masterplan and subsequently the planning application.





OAKLANDS MEADOWS SOUTH WOODHAM FERRERS

ESSEX



INVOLVEMENT AND EVALUATION

STAGE 0 MASTERPLAN

This drawing shows the initial version of the proposed masterplan, submitted to Chelmsford City Council in 2019.

It was generated based on comprehensive analysis of the site's context and constraints, brought together with the then emerging draft allocation policy for the site.

The landscape-led approach, the creation of the 'Green Grid' constituting the spatial framework for the proposed masterplan, can be clearly seen, providing a comprehensive landscape led structure within which the proposed uses can be distributed.

The masterplan proposed the creation of development parcels set within the framework established by the 'Green Grid', incorporating a wide range of residential dwelling types and tenures across the site as a whole, as well as focal community and education facilities, employment, retail and healthcare, with their preferred locations identified.

Initial strategies for pedestrian, cycle and vehicular access, together with managing flood risk, are also incorporated into the masterplan at this early stage.



STAGE 2 MASTERPLAN

Following consultation with local and statutory stakeholders early in 2020 ('Stage 1'), the masterplan was revised in order to respond to comments and resubmitted in March 2020 ('Stage 2').

Key changes made were:

- Restricting the full colouring of the plan to the allocation boundary to avoid confusion;
- Removal of development from the land south of Woodham Road adjoining the Garden of Remembrance, replaced by allotments provision;
- Specific locations for Early Years facilities identified;
- Additional pedestrian and cycle routes added;
- Junction amendments.



INVOLVEMENT AND EVALUATION

AUTUMN 2020 MASTERPLAN

Over the summer of 2020, following the submission of the Stage 2 masterplan, further consultation took place with local and statutory stakeholders, the Essex Quality Review Panel, and the general public.

In response to comments received, the masterplan was further revised with the following amendments:

- Eastern and northern development edges set back to allow for increased buffer planting;
- Play provision in central corridor located closer to local centre;
- Play provision in eastern parcel moved more centrally to parcel;
- Play provision in western area moved away from powerlines;
- Additional tree planting added around Bushy Hill edge and on Mill Hill;
- Refinements to pedestrian and cycle routes through site;
- Refinements to Burnham Road crossing points.

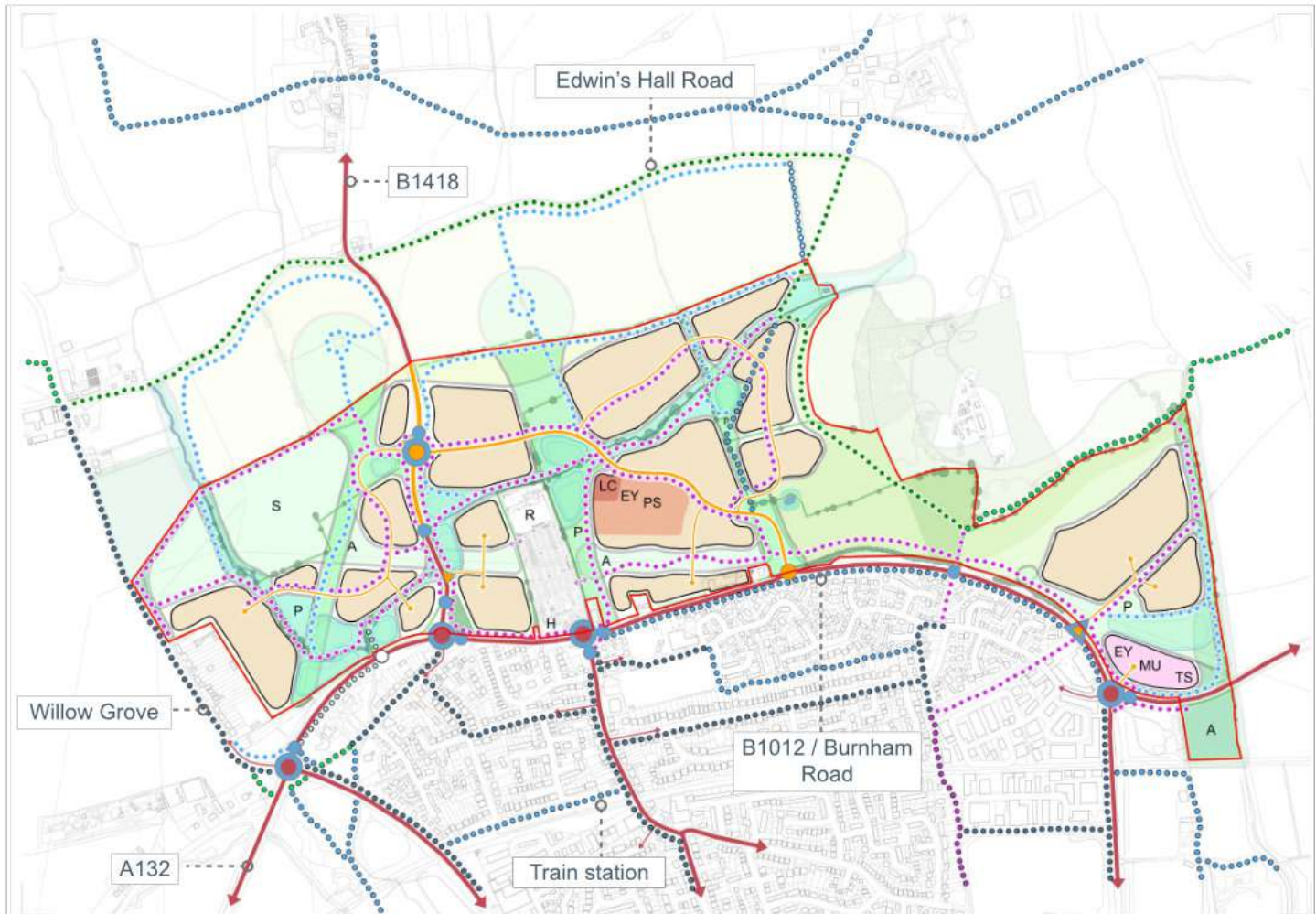


STAGE 3 MASTERPLAN

This plan shows the Stage 3 final submission Masterplan, approved in March 2021.

A number of minor changes were made late in 2020 prior to submission in January 2021, following further stakeholder comments:

- Refinement of pedestrian and cycle movement strategy including increasing the extent of cycle routes;
- Refinement in the route of the proposed bridleway through and adjoining the site;
- Refinements and additions to crossing points on Burnham Road and the B1418.



INVOLVEMENT AND EVALUATION

PREAPPLICATION LAYOUT

Following the finalisation of the masterplan, consultations continued including a preapplication submission and discussions with Chelmsford City Council.

The illustrative plan shown here was the basis for the preapplication submission and shows the following developments:

- Extent of site reduced from the masterplan to reflect the extent of Oaklands Meadows;
- Inclusion of the landscaped Mill Hill area to the north-west;
- Refinement of the extent of the proposed development parcels;
- Initial development of the design of the proposed parcels considering structure, legibility and placemaking;
- Relocation of the central Burnham Road access junction eastwards to enable reduced land gradients here;
- The preapplication submission included initial proposals regarding building heights;
- Developments in more detail for the landscaped areas around and between the development parcels were also presented.



REFINED LAYOUT

Following the preapplication submission and comments received, further refinements were made to the illustrative layout:

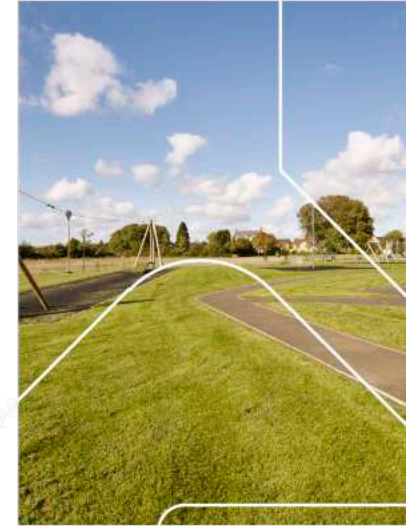
- Extent of application redline extended to include relevant highways land;
- Refinement of spine street alignments based on more detailed design and consultation, in particular the secondary spine street within the northern part of the layout;
- Refinements and additions to junctions and crossing points on Burnham Road and the B1418, in consultation with Essex County Council;
- Hamberts Farm and its immediate curtilage removed from the application area;
- Proposed building heights reviewed and maximum heights adjoining the countryside edge reduced;
- Indicative location for custom build homes added to application plans;
- Indicative location for potential care home added to application plans.



SECTION 4 THE VISION

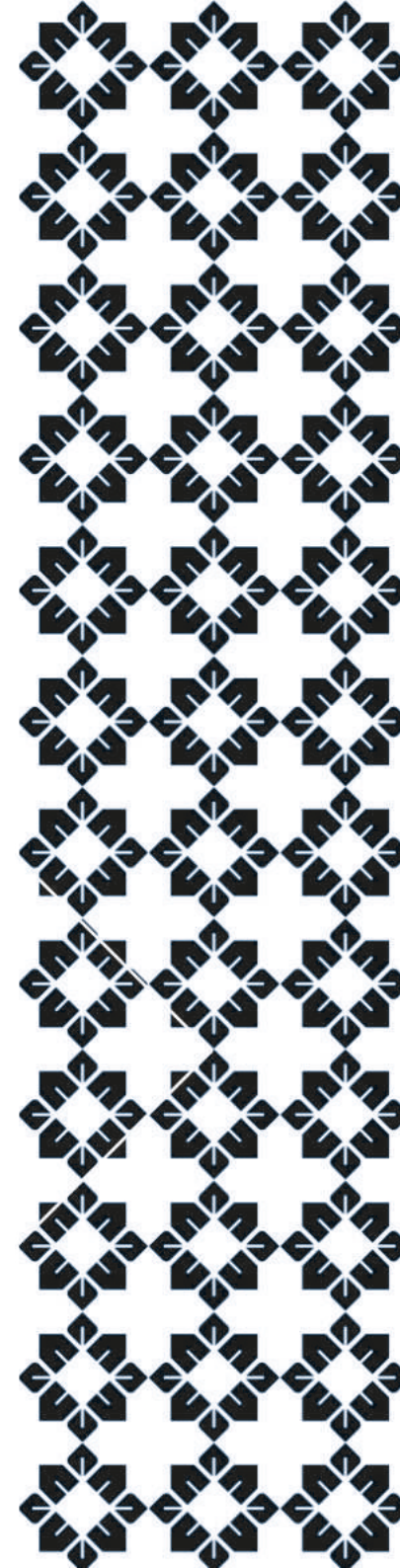
“Design decisions at all levels and scales shape the character of a new place or building and help to create a memorable sense of place. Character starts to be determined by the siting of development in the wider landscape, then by the layout and grain – the pattern of streets, landscape and spaces, the movement network and the arrangement of development blocks... In this way, it creates a coherent identity for residents and communities to identify with.” (National Design Guide, 2021)

This section describes the Vision for Oaklands Meadows, identifying the key aims and objectives for the site.





OAKLANDS MEADOWS
SOUTH WOODHAM
FERRERS
ESSEX



THE VISION

Oaklands Meadows will become the next new chapter in the evolution and growth of South Woodham Ferrers.

Our Vision is to create a high quality, sustainable and inclusive new neighbourhood that, once completed, will have the 'feel' and function of an integral part of the town, but with its own character and identity.



View across Oaklands Meadows looking south-east along central green spine



THE VISION



Oaklands Meadows will sit within a **high quality and varied green infrastructure** framework that respects the existing landscape context



Oaklands Meadows will be a **healthy place** that offers spaces for outdoor activity as well as quality walking and cycling routes both within the site and to the surrounding countryside.



Oaklands Meadows will be **fully integrated with the adjoining community** and well connected to key services and facilities in the town.





Oaklands Meadows will have a **strong sense of place and community**, focused around a central, accessible and mixed use local hub.



Oaklands Meadows will cater for a **cross section of society**, offering market and affordable housing as well as a location for travelling show people.



Oaklands Meadows will be an **attractive and characterful** place and a new northern gateway into the town.



THE VISION

SUSTAINABILITY

The proposed development at Oaklands Meadows aims to deliver a sustainable extension to the existing settlement, incorporating a range of sustainable design measures to deliver sustainable new homes which mitigate and adapt to the effects of climate change, as well as delivering social and economic benefits and measures to protect and enhance the environment. A Sustainability and Energy Statement has been prepared to support the application which sets out the sustainable design incorporated at this stage and to be considered further as part of the detailed design of the development to help deliver sustainable development.

Sustainable Location

The development is in a sustainable location due its integration with the existing settlement of South Woodham Ferrers, giving rise to access to the multitude of services and facilities within the town, all within walking or cycling distance. The proposed extension to the existing bus routes through the development, provision of a car club, provision of walking and cycling facilities and proximity to rail stations will reduce

the reliance on the private car, especially for short distance journeys, improving the sustainability credentials of the development.

Socio-economic benefits

The development at Oaklands Meadows will generate a range of socio-economic benefits for future residents and the wider area and local economy:

Social benefits – the proposed development has been designed with the health and wellbeing of future residents acting as a guiding principle to the creation of a sustainable community, by integrating the principles of the Livewell Standard into the design. This includes the following design features:

- 35% affordable housing integrated throughout the development
- The primary school and nursery will deliver social value and benefits, creating a close knit community
- Up to 6.2 hectares of open recreational space with good accessibility and adjoining pedestrian routes, alongside formal children's play areas, creating a safe a connected community
- Enhancement of the pedestrian and cycle facilities including over 10km of

pedestrian and cycle links permeating through the site and connecting to the existing network, including circular walks

- 0.864 hectares of allotments to provide access to healthier food and encouraging community engagement
- Provision of 5 serviced travelling showpeople plots
- [Anything else in particular from HIA once received, esp. AQ and noise which is one of the principles in Livewell not mentioned above yet]

Economic benefits – the proposed development will contribute to positive economic growth, providing employment opportunities during the construction of new homes, and generating demand for local goods and services during construction and occupation. The development will also generate additional Council Tax revenue to support local Council services. The proposed 1000m² of business floorspace will create employment opportunities within the community.

Environmental Protection and Enhancement

Through a range of design measures the development aims to protect and enhance the local environment. Key





measures include buildings designed to make use of sustainable materials, provision of measures to protect and enhance site ecology, including new site habitats to achieve a net gain in biodiversity. The development will plant 1 new tree for every new resident (approximately 2,880 trees). The development also has made provision for measures to minimise waste and encourage recycling through construction and operation, detailed in the accompanying Site Waste Management Strategy.

Mitigating and Adapting to Climate Change

Countryside Properties are committed to delivering development which reduces carbon emissions and is resilient to the future effects of climate change. UKCP18 climate projections show the UK will experience rising annual temperatures, reducing summer rainfall, increasing winter rainfall and an increase in extreme weather events.

- Water – to reduce the pressure on potable water availability, new homes will be designed to reduce water consumption such as water meter and low flow fittings. This will achieve a water consumption rate of 110 l/p/d.

- Biodiversity – The development will achieve at least a 10% net gain in biodiversity, using climate tolerant species where possible.
- Overheating – to minimise the risk of increasing summer temperatures on overheating, buildings will undergo thermal dynamic modelling using future climate projections to inform design to minimise overheating
- Flood Risk – the development is not at risk of river flooding and the use of Sustainable Urban Drainage Systems will attenuate surface water to the 1 in 100 year event plus a 40% allowance for climate change.
- Carbon Emissions – to mitigate the impact of the development, a range of measures will be incorporated to reduce carbon emissions through construction and operation, including:
 - Delivering homes which go beyond the requirements of Part L 2013 achieving at least a 31% reduction in carbon emissions through reducing the energy demand through the fabric first approach.
 - The detailed design of the development will explore options for the use of low carbon, renewable energy systems, such as solar PV. It

is intended that the use of gas will be avoided.

- EV charging points will be provided.

Waste and Recycling

The proposed new development at Oaklands Meadows is a sustainable and waste-efficient scheme. This efficiency is achieved by a commitment to reduce construction waste and ensuring that there is a robust operational waste strategy in place. The anticipated construction waste arising from the development is 10,771 tonnes based on Countryside's waste intensity of 8.8t / 100m². A target of 90% diversion from landfill has been set for the development, so approximately 9,694 tonnes will be diverted from landfill and reused or recycled.

From an operational perspective, appropriate waste and recycling management facilities at the building level will be provided. Currently, the proposed waste strategy at Oaklands Meadows is for a conventional system, comprising wheelie bins for individual houses and compounds for non-domestic buildings. Households and business will be encouraged to reduce, reuse and recycle as much as possible to avoid waste going to landfill.

THE VISION

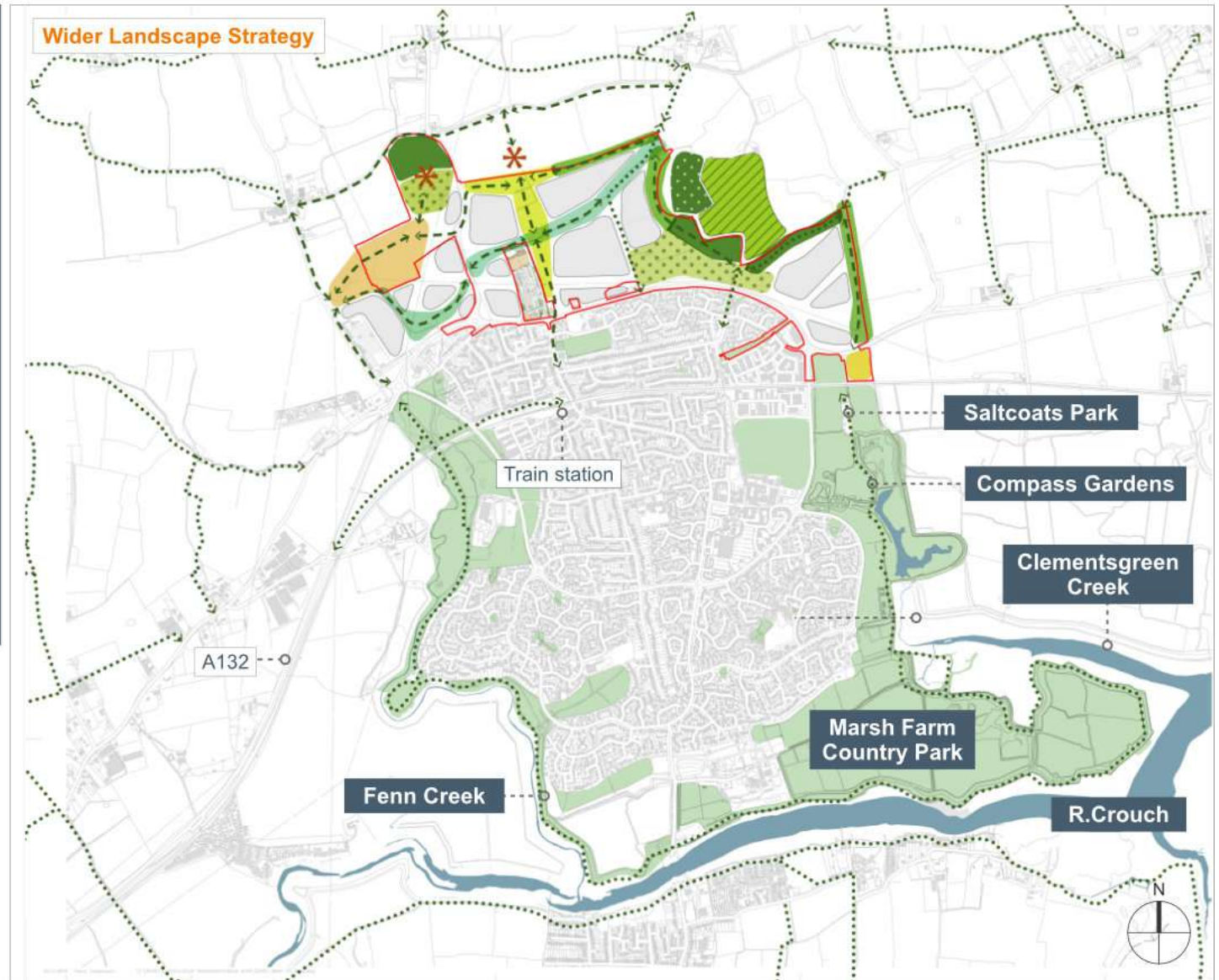
A LANDSCAPE LED MASTERPLAN

Parkland Ring

The site forms part of the missing link in the 'green ring' of parkland and public space around the town.

A band of publicly accessible space and/or routes around the site's northern edge will complete the parkland ring. This parkland ring will link the four areas of particular local importance in the landscape; namely Fenn Creek, Mill Hill, Bushy Hill and Saltcoats Park.

Of these areas Mill Hill, Bushy Hill and the connecting ridgeline are visually significant. Key views of these areas from the edge of the town and the surrounding landscape will be protected and enhanced.





Key elements of the landscape strategy are:

- The high points to the north of the site, linked by rising ground forming backdrop beyond the site;
- The sensitive northern and eastern edges of the site, adjoining agricultural countryside;
- Retained landscape elements within the site such as trees, hedgerows, watercourses and ecologically sensitive areas;
- The opportunity to create a network of interlinked landscape spaces structuring the proposed layout.

Key

	Site
	High point
	Visually sensitive edge
	Parkland arc
	Central green spine
	Landscape routes
	Areas of local importance in the landscape
	North-western edge
	Retained vegetation

The 'Green Grid' constitutes the spatial framework for the proposed masterplan, providing a comprehensive landscape led structure within which the proposed uses can be distributed.

The 'Green Grid' is also taking into account the constraints imposed by the various utilities that run through the site, in particular the overhead power lines. The edges of the corridors created by the utility easements will be softened to avoid overly straight linear open spaces.

The 'Green Grid' is generated by combining the strategies for drainage, ecology and landscape,

Key

	Site
	Higher ground around Bushy Hill
	Higher ground to the north
	Stream corridor
	North / south corridor
	East / west corridor
	Eastern and western edges

THE VISION

PROMOTING HEALTH, ACTIVITY AND WELL-BEING

The masterplan and layout have been designed according to the principles of Active Design. These include:

- Facilities and open spaces should be accessible to all and should support sport and physical activity across all ages;
- Homes, schools, shops, community facilities, workplaces, open spaces and sports facilities should be within easy reach of each other;
- All destinations should be connected by a direct, legible and integrated network of walking and cycling routes;
- Co-location and concentration of retail, community and associated uses to support linked trips should be promoted;
- A network of multifunctional open spaces should be created to support a range of activities including sport, recreation and play plus other landscape features including

Sustainable Urban Drainage Systems (SuDS), woodland, wildlife habitat and productive landscapes (allotments, orchards);

- Flexible and durable high quality streets and public spaces should be promoted, employing high quality durable materials, street furniture and signage;
- Providing and facilitating access to facilities and other infrastructure to enable all members of society to take part in sport and physical activity;
- The internal and external layout, design and use of buildings should promote opportunities for physical activity;
- A high standard of management, maintenance, monitoring and evaluation is essential to ensure the long-term desired functionality of all spaces;
- Health promotion measures and local champions should be supported to inspire participation in sport and physical activity across neighbourhoods, workplaces and facilities.

The diagram opposite illustrates how these principles have been incorporated into these design proposals.



Appropriate infrastructure



Walkable communities



Connected walking and cycle routes



Co-location of community facilities



Multi-functional open spaces



livewell

2021
CHARTERED DEVELOPER



High-quality streets and spaces



Activity for all



Active buildings













Management, maintenance, monitoring, evaluation

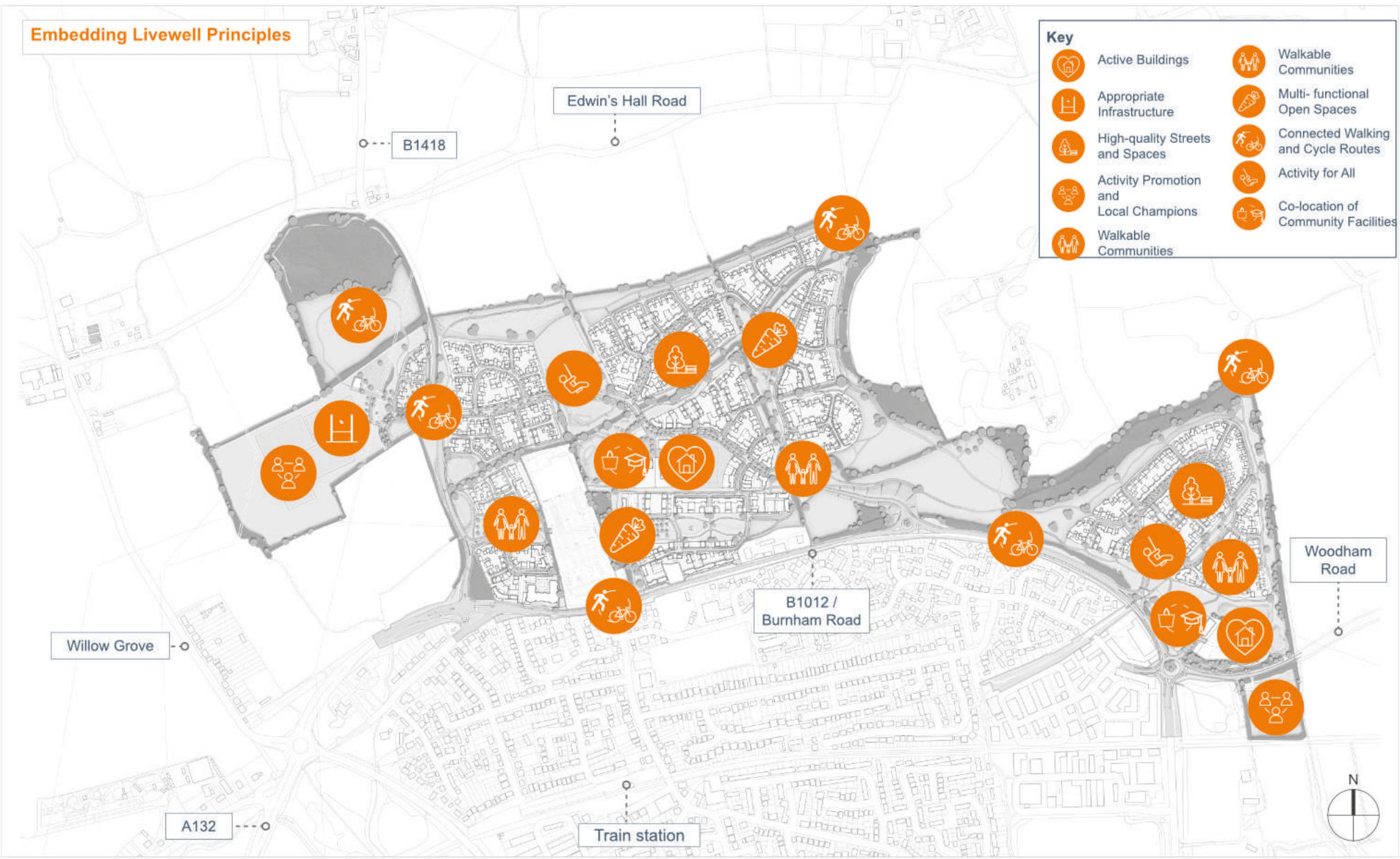


Activity promotion and local champions

Embedding Livewell Principles

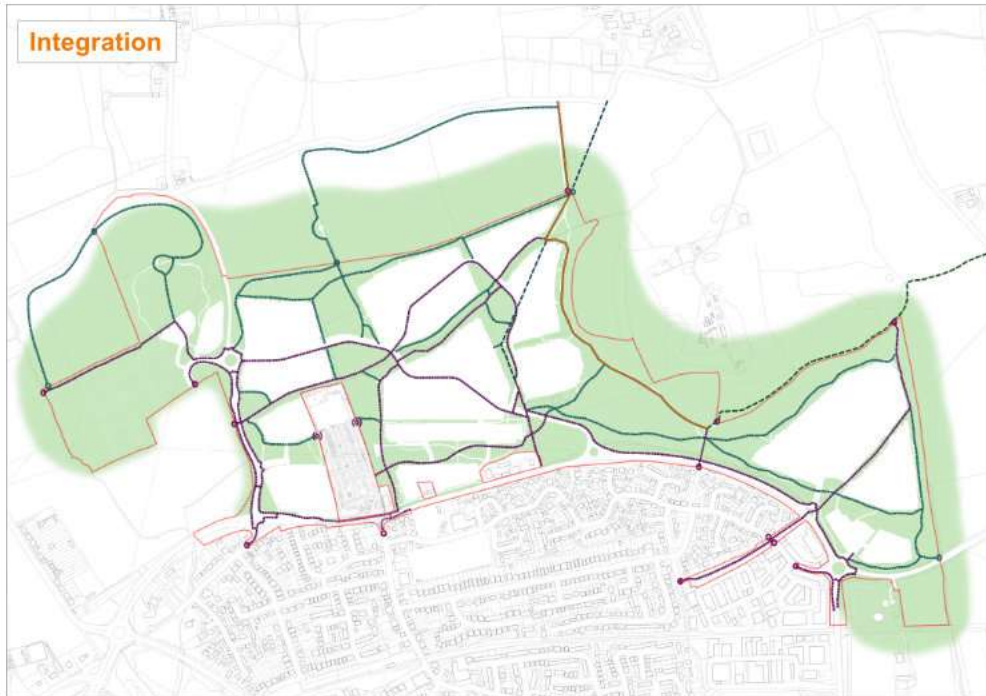
Key

	Active Buildings		Walkable Communities
	Appropriate Infrastructure		Multi-functional Open Spaces
	High-quality Streets and Spaces		Connected Walking and Cycle Routes
	Activity Promotion and Local Champions		Activity for All
	Walkable Communities		Co-location of Community Facilities



THE VISION

DESIGN PRINCIPLES



Walking and cycling are considered the priority forms of travel within the development.

Crossing points across major roads, in particular Burnham Road, are integrated with existing pedestrian and cycle corridors within South Woodham Ferrers, creating linkages from the existing town into and through the site.

Links to the surrounding countryside are also created, with existing public rights of way retained and new routes and connection points established.

This strategy enables convenient non-vehicular access to key amenities and destinations within the town, together with increased recreational opportunities within the site and improved linkages into the countryside beyond the site.

The Local Centre will form a central focus for the new community. It is likely to incorporate complementary services from the tertiary sector (for example a hairdressers) and will provide a setting for community uses such as a nursery or community hall / focal building. It will also be co-located with a new primary school.

The Local Centre is centrally located, close to the recently constructed

supermarket and health facilities adjoining. It will be easily accessible via all modes of access.

Within the eastern part of the layout, a development area will accommodate another non-residential mix of uses with particular emphasis on employment, complementary to the existing employment uses within the north-eastern part of the town.

Inclusion



The layout will incorporate a wide range of dwelling types and tenures.

New homes will range in size from 1 bedroom apartments to 5 bedroom larger family houses.

Within this mix of unit types, a range of tenures including private sale, affordable rent, and intermediate tenures will be distributed around the layout.

An area is identified within the eastern part of the site for custom build homes.

There is the potential for specialist elderly care provision to be located close to existing facilities.

Provision for travelling showpeople, in accordance with planning policy and the approved masterplan for the site, will be made.

Character



A high quality and attractive character for the new development will be established first and foremost by its landscaped setting, adjoining agricultural countryside and structured by landscaped corridors incorporating existing and new planting and recreational routes and activities.

Within this landscape-led framework, new buildings will be constructed within a strong pattern of streets,

squares, frontages and feature buildings. Forms and materials used will respond to local traditional patterns.

The character, density and scale of building will vary across the layout, responding to each area's particular context while reinforcing the overall legibility of the development, ensuring that every new home has an attractive setting and is a pleasant place to live.

SECTION 5 DESIGN

“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... Local character makes places distinctive and memorable and helps people to find their way around. Well-designed, sustainable places with a strong identity give their users, occupiers and owners a sense of pride, helping to create and sustain communities and neighbourhoods.”

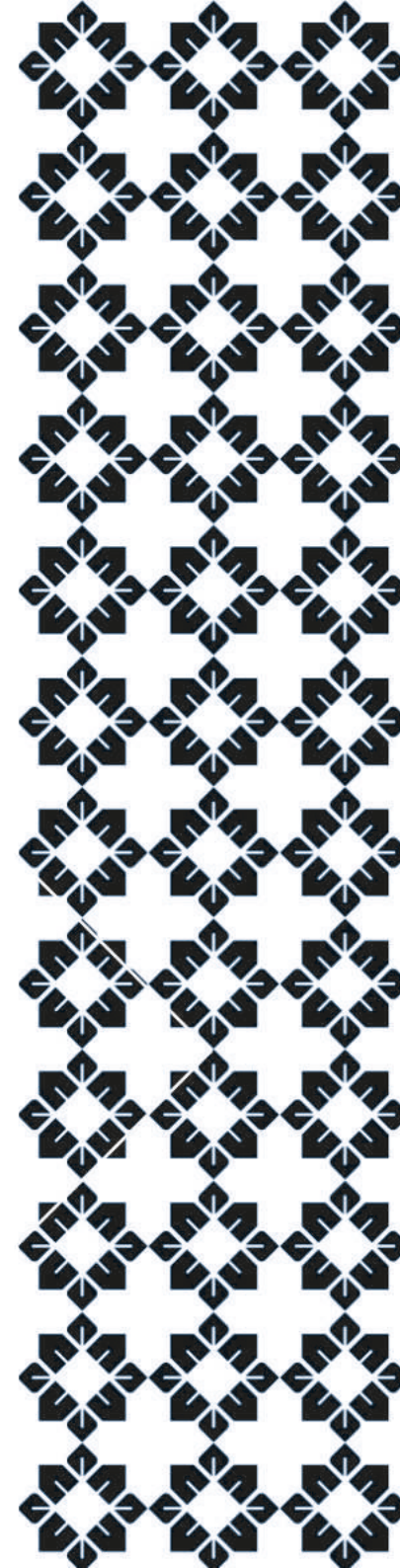
(National Design Guide, 2021)

This section describes the elements of the proposed design, explaining site-wide principles and more local key features, which together enable the creation of a richly varied and characterful place for both residents and visitors to enjoy.





OAKLANDS MEADOWS
SOUTH WOODHAM
FERRERS
ESSEX



PARAMETER PLANS

As this is an application for Outline Planning Permission, matters such as the location, scale and appearance of buildings, and the layout of development parcels, are all reserved for later approval at the Reserved Matters stage, and no details on these matters are provided as part of this Application.

However, in order to assist the process of Environmental Impact Assessment, and in order to set a framework for the submission of future Reserved Matters applications, a series of Parameter Plans have been prepared, covering Land Use, Residential Density, Building Height, Access and Movement, and Landscape and Open Space.

Together, these five Parameter Plans define:

- The location for the principal areas of built-development within the overall application site boundary;
- The locations for non-residential development within the overall application site boundary;
- The height and density of development;
- The overall extent of land which may be used for open space, landscaping, surface water storage and other 'green infrastructure' (including ancillary structures connected with utility supplies and any structures related to the green infrastructure itself, such as sports changing rooms);

- The principal routes of movement for vehicular and non-vehicular traffic.

This Outline Planning Application closely follows the principles set out in the approved Masterplan. The five Parameter Plans demonstrate this as follows:

Land Use

The disposition of key Land Uses shown on the Application Land Use Parameter Plan matches exactly the distribution of key Land Uses shown in the Masterplan. Whilst some of the parcels have marginally different boundary shapes, there is no material difference between the Application and the Masterplan in terms of the Land Use principles.

Residential Density

The Application Density Parameter Plan closely matches the Masterplan Density strategy, and there is again no material difference in approach albeit the density parameter plan seeks to refine and tighten the density bands than the masterplan drawing so that there is greater differentiation in character areas.

Building Heights

The Masterplan did not specify building heights, but the proposed Heights Parameter Plan which shows predominantly 2 and 2½ storey development with limited incidences of 3 storey is compatible with the general design approach discussed in the Masterplan.

Access and Movement

The Access and Movement Parameter Plan submitted with the Application exactly follows the key movement principles established in the Masterplan strategy, including the same principles for site access, the same principles for public transport, and the same principles in terms of non-vehicular movement.

Landscape and Open Space

The Landscape and Open Space Parameter Plan follows the same principles in terms of the location of the key areas of recreation as are set out on the Recreation Strategy plan contained in the Masterplan, with the locations for allotments and community gardens, play areas, and playing fields being consistent between the two, and with the same drainage strategy principles replicated.

Illustrative Design Principles

The subsequent pages within this Design and Access Statement show in an illustrative way how the application parameter plans establish the framework and principles which will generate a high quality design for the site.

PARAMETER PLAN - LAND USE

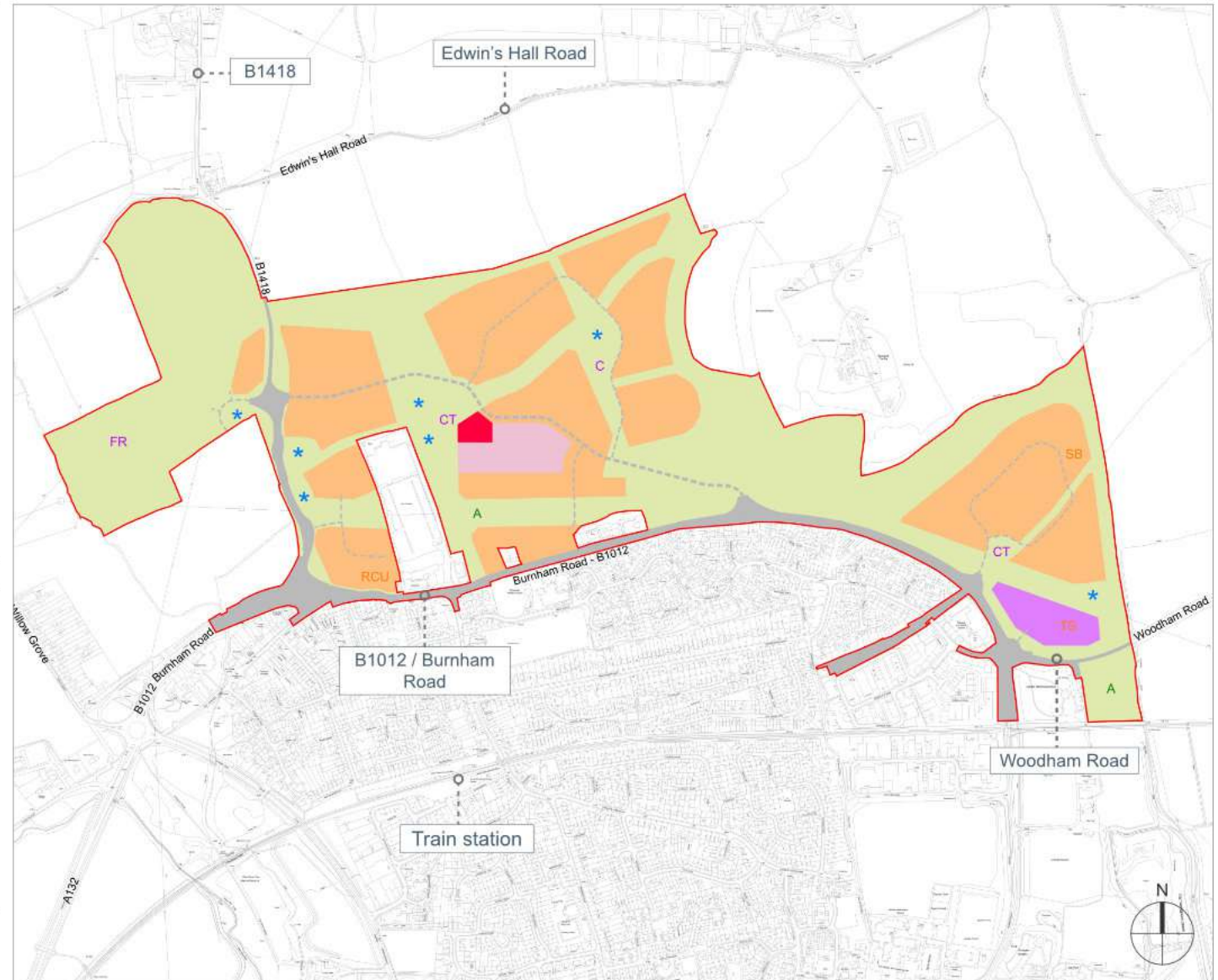
This plan shows the distribution of land uses across the application site. It shows the locations of vehicular access points into the site, and the indicative alignments of key streets.

It also shows the indicative locations of certain elements within the layout, such as play areas and formal recreation provision, allotments, areas for custom build homes and travelling showpeople provision, and a potential care home.

Extent of application	
Land use - residential <small>including town and local centre, external circulation, offices, parking spaces, sustainable drainage and landscaped areas</small>	
Land use - education	
Land use - mixed use area	
Land use - local centre	
Land use - landscape <small>including informal and formal open space, sports pitches, recreational play areas, parkland, woodland, buffer planting, ponds, ditches, hedgerows, herbaceous, lawn, trees and ornamental roads</small>	
Land use - highways and access <small>including footpaths, cycle routes and landscaping</small>	
Primary spine street - indicative alignment	
Secondary access street - indicative alignment	

Residential Care Use - broad location		RCU
Self Build Area - broad location		SB
Travelling Showpeople Area - broad location		TS
Childrens and teenagers play - broad location		CT
Childrens play - broad location		C
Formal recreation - broad location		FR
Allotments - broad location		A
Sustainable drainage feature - broad location		*

Note: The precise definition of developable boundaries will be determined at Reserved Matters stage. The developable area includes areas of residential, education, mixed use and local centre land uses and will not exceed 41.24 ha.

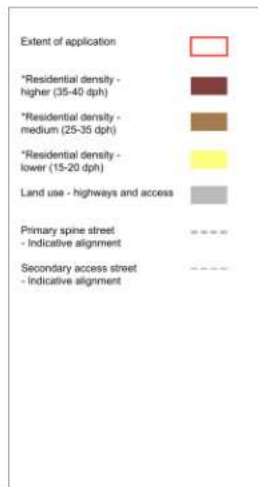


DESIGN

PARAMETER PLAN - RESIDENTIAL DENSITY

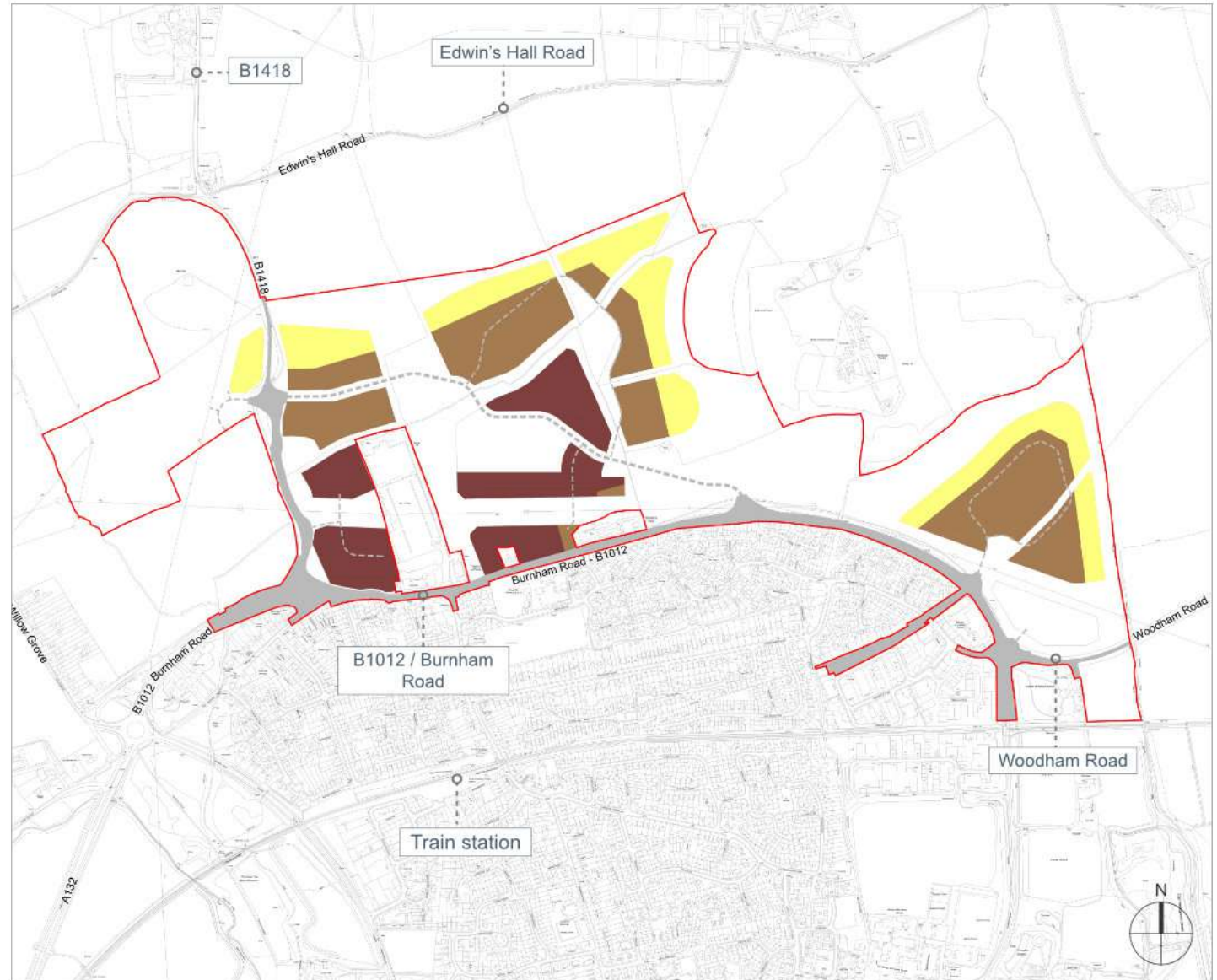
This plan shows the proposed residential density ranges within the development areas including or possibly including residential development.

The distribution of the three density ranges responds to the setting of each development area within the overall site, with a concentration of higher density within the centre of the layout and lower density at those frontages adjoining the wider agricultural countryside landscape.



***Note:** Depending upon the boundary the density may be capable of being increased to 40 dph in the centre of the site. The overall density of the site will be determined at the time of the final planning application.

Note: The precise definition of developable boundaries will be determined at Reserved Matters stage. The developable area includes areas of residential, education, mixed use and local centre land uses and will not exceed 41.24 ha.



PARAMETER PLAN - BUILDING HEIGHTS

This plan shows the permitted maximum building heights within the proposed development areas.

Similar to the distribution of residential density, the different height ranges shown are intended to create structure and legibility for the layout while responding to the setting of different parcels across the layout. In general, potential heights are taller within the central and lower parts of the layout, with heights being more restricted closer to the northern and eastern countryside edges

Maximum building heights are as described below. All heights are to ridge level but exclude any point features. All heights are measured above proposed ground floor level.

Extent of application



*Building height up to +13.0 metres (up to 3 storeys)
- generally 2 or 2.5 storeys with maximum of 25% of built footprint at 3 storeys



*Building height up to +11 metres (up to 2.5 storeys)
- generally 2 storeys with maximum of 35% of built footprint at 2.5 storeys

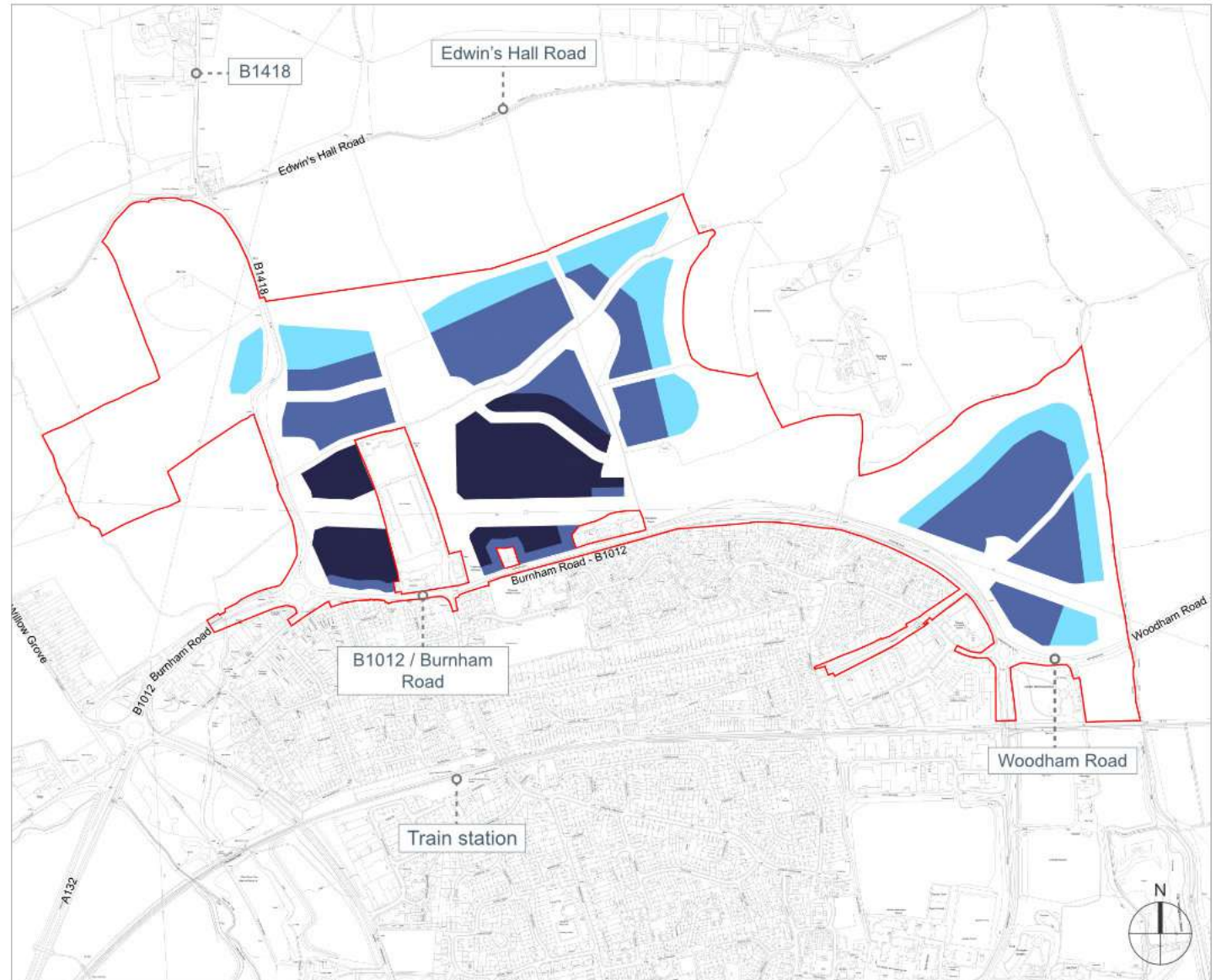


*Building height up to +9.0 metres (up to 2 storeys)



*Note: There is some flexibility for increased heights in identified residential areas adjacent to the wood and intended to bring about a more varied building form and height.

*Note: The precise definition of developable boundaries will be determined at Reserved Matters stage. The developable area includes areas of residential, education, mixed use and local centre land uses and will not exceed 41.24 ha.



DESIGN

PARAMETER PLAN - ACCESS AND MOVEMENT

This plan shows the locations of vehicular access points into the site, and the indicative alignments of key streets.

It also shows the locations of key pedestrian and cycle access points into the site, and the indicative alignments of key pedestrian and cycle routes.

Extent of application	
Land use - highways and access	
Primary spine street - indicative alignment	
Secondary access street - indicative alignment	
Existing bridleway - retained	
Proposed bridleway route - indicative alignment	
Proposed pedestrian and cycle route - indicative alignment	
Existing pedestrian route - retained	
Proposed pedestrian route - indicative alignment	
Proposed pedestrian and cycle connection point	
Potential proposed pedestrian and cycle connection point	
Proposed pedestrian connection point	

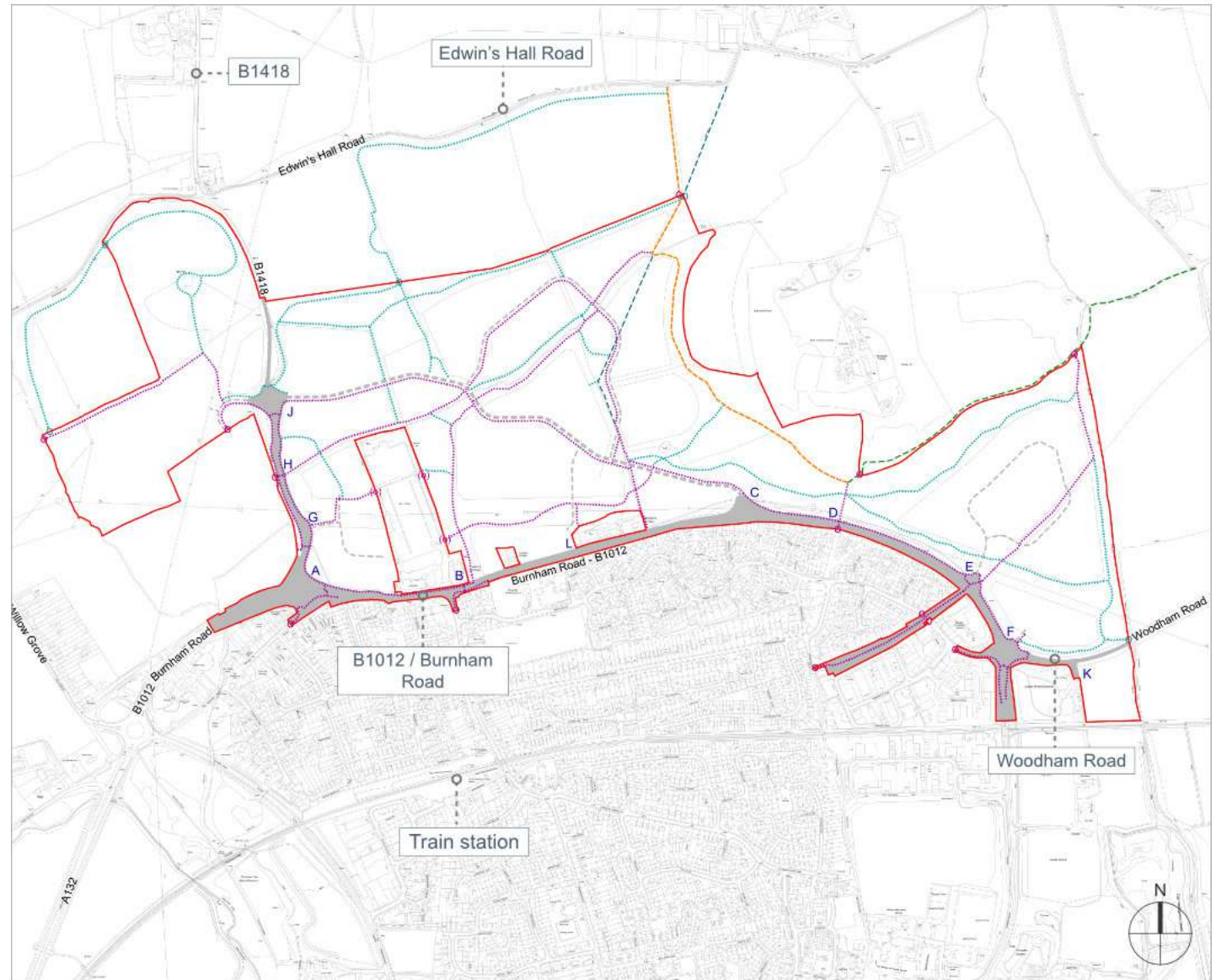
Junctions and crossing points to Burnham Road denoted by letters A to F and L. Junctions and crossing points to B1418 denoted by letters A, G, H and J. Junction to Woodham Road denoted by letter K.

Controlled crossing points provided at junctions A (Burnham Road and B1418), B (Burnham Road), D (Burnham Road), F (Woodham Road), H (B1418).

Uncontrolled crossing points provided at junctions E (Burnham Road), F (Farrers Road), J (B1418).

Existing bridleway at crossing point D to be extinguished and replaced by pedestrian and cycle route.

Note: The precise definition of developable boundaries will be determined at Reserved Matters stage. The developable area includes areas of residential, education, mixed use and local centre land uses and will not exceed 41.24 ha.

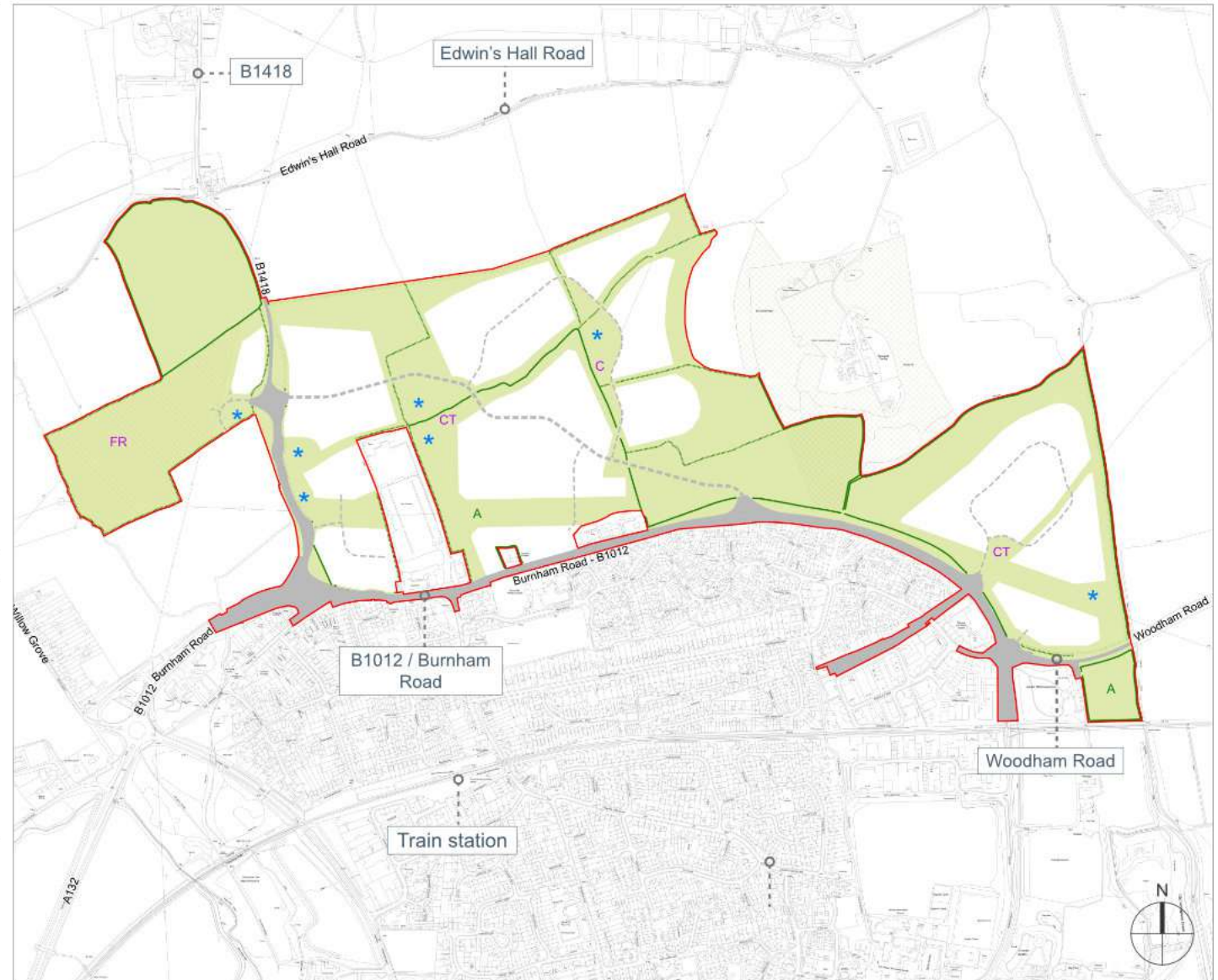
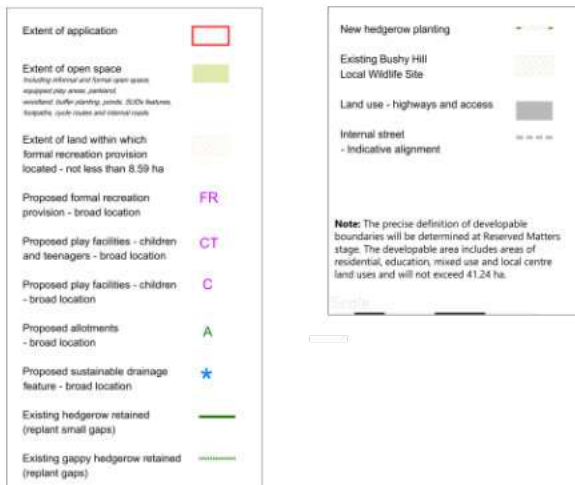


PARAMETER PLAN - LANDSCAPE AND OPEN SPACE

This plan shows the extent of open space within the layout as a whole.

Within this, it also shows the extent of land identified for formal recreation provision, as well as indicative locations for play provision, allotments, and sustainable drainage features.

It also shows existing hedgerows where these are retained, as well as key new hedgerow planting, in particular along the site's northern and eastern boundaries.



ILLUSTRATIVE MASTERPLAN

The masterplan opposite shows in an illustrative way how the application parameter plans previously described can generate a high quality design.

The masterplan has been generated by bringing together a number of design strategies:

Drainage strategy

Restricting development to areas of lower flood risk and incorporating a network of SUDS features and swales to limit discharge rates and manage overland flows.

Ecology strategy

Retention and enhancement of important existing habitats, with the creation of additional grassland areas, tree and hedge planting, creation of new ponds, and establishing a lasting management regime.

Landscape strategy

Responding sensitively at the development edges, and structuring the layout around the green grid created by existing watercourses and hedgerows.

The Green Grid

The 'Green Grid' constitutes the spatial framework for the proposed masterplan, providing a comprehensive landscape led structure within which the proposed uses can be distributed.

Desire routes

Identifying key pedestrian and cycle desire routes through the site, together with connection points with the existing town.

Open Space

Provision of a well-connected and distributed network of open space and formal provision, meeting policy requirements whilst maintaining the sensitive northern boundary.

Development areas and land use

The creation of development parcels set within the framework established by the 'Green Grid', incorporating a wide range of residential dwelling types and tenures across the site as a whole, as well as focal community and education facilities, employment, retail and healthcare, with their preferred locations identified.

Access and movement

Creating pedestrian and cycle links responding to identified desire routes and safely connected with the existing town. Provision of vehicular access throughout the proposed development including for public transport

The subsequent pages within this Design and Access Statement describe in an illustrative way and in greater detail the proposed design principles in relation to:

- landscape and open space (including recreation, ecology, non-vehicular access);
- urban design principles (including built character, building relationships, facing materials);
- vehicular access (including illustrative streets typology);
- indicative development phasing.

Key:

- | | |
|--|--|
| 1. Village square | 19. New wildflower grassland |
| 2. Community centre | 20. Existing public right of way retained |
| 3. Primary school | 21. New bridleway |
| 4. Early years provision | 22. Pedestrian and cycle routes |
| 5. Central green corridor | 23. Connection with wider countryside routes |
| 6. Childrens' play facilities | 24. Existing crossing enhanced |
| 7. Sports pavilion | 25. New crossing |
| 8. Formal recreation area | 26. Existing junction enhanced |
| 9. Allotments | 27. New junction |
| 10. Linear orchard | 28. Strong arrival character |
| 11. Landscaped countryside edge | 29. New homes mixed types and tenures |
| 12. Retained trees and hedgerows | 30. Gateway and focal buildings |
| 13. Existing stream corridor retained and enhanced | 31. Spine street frontage |
| 14. Sustainable drainage basins | 32. Countryside edge frontage |
| 15. New copses and tree planting | 33. Small focal square |
| 16. New hedge planting | 34. Potential care home |
| 17. Landscaped buffer planting | 35. Mixed use area including employment |
| 18. LWS retained and enhanced | 36. Travelling showpeople provision |



DESIGN

LANDSCAPE AND OPEN SPACE

The landscape plays a key role in tying the site together, and forging connections with the existing town. It will:

- Have defined character areas,
- Have a strong identity,
- Be multifunctional, inclusive and sustainable
- Encourage community involvement,
- Have year-round interest,
- Be as attractive to people as it is to wildlife,
- Promote community integration, informal play and health and well-being.
- Edible landscape - to encourage foraging across the site, edible fruit bearing species will be present in the choice of parkland trees, woodland thickets, hedge mixes, shrubs and planting areas.

Areas of local importance in the landscape

The parkland arc will link the four areas of particular local importance in the landscape; namely Fenn Creek, Mill Hill, Bushy Hill and Saltcoats Park. Of these areas Mill Hill, Bushy Hill and the connecting ridgeline are visually significant. Key views of these areas from

the edge of the town and the surrounding landscape are protected and enhanced.

The northern edge of the site was the subject of much analysis in the Northern Boundary Study submitted in determining the extent of the allocation. It is recognised that the form of development proposed and the open spaces created must be sympathetic to this sensitive edge. Building heights would be restricted so as not to be visible over the ridgeline to the north.

The eastern edge of the site is also visually sensitive and will form part of the new gateway into the town. The field boundary is straight so care must be taken to create a sinuous edge to the built form, stepping back in places and punctuated with small open spaces and tree planting.

The Bushy Hill Local Wildlife Site (LWS) forms the green heart to the site. There are opportunities to carefully create pedestrian and cycle links through its lower parts to connect the two parts of the site, without compromising the LWS.

Central green spine

The central water course and treeline forms a strong green spine running through the centre of the site. Similarly, the western watercourse would be retained as the backbone of a strong

green infrastructure network. Both retained spines would be enhanced with links to other interconnected open spaces, forming a green infrastructure network that permeates the site. Open spaces would be multi-functional, incorporating amenity space, opportunities for play, SUDS and water management, and biodiversity benefits where possible.

Landscape routes

The proposed landscape routes between the existing town / new development and the wider countryside are formed around existing Public Rights of Way or as connections between areas of particular importance in the landscape, for example the link between Burnham Road and Mill Hill.

North-western edge

The large area of flat ground to the north west of the site near Ilgars Manor contains fewer field boundaries and would be suitable for the provision of formal sports facilities, including the potential relocation of the rugby club. This use forms a soft buffer to the Ilgars Farm complex and a gentle transition to the open countryside beyond. Any pitches here would be unlit.

Retained vegetation

The majority of the existing trees and hedgerows are retained and incorporated into the wider green infrastructure

network. Particularly good quality trees identified in the arboricultural survey are celebrated as the focal points of open spaces, on key views or as features in their own right.

Public rights of way

The existing public rights of way (PROW) network within the site would be retained, and enhanced with links to the wider network and within the site, for example connecting the western and eastern parts of the site through the LWS.

A Habitat Regulations Assessment (HRA) identified a potential increase in recreational pressure on the nearby Crouch and Roach Estuaries (SPA, SAC, RAMSAR). Discussions have taken place with Natural England on the HRA and the provision of wider access to the countryside. Potential additional routes for improved access could link to the high ground at Mill Hill to the west, through the site to the west, and to Edwin's Hall Lane and nearby PROW to the north. Access will be provided throughout the site to allow links to the wider PROW network. These HRA routes fall outside the allocation and would be grassed paths on field edges. By creating suitable routes for walkers on the northern side of the site, the pressure for recreational walking on the more sensitive routes around the estuary can be reduced.



DESIGN

RECREATION STRATEGY

Open space provision

Despite the various constraints within the site there is scope to provide a well-connected network of multi-functional open spaces and formal provision whilst maintaining the sensitive northern boundary. The open space requirement for the masterplan site sets out a minimum of 5.99ha to provide for 1,020 units.

The precise arrangement of open spaces is to be determined but the general distribution is shown opposite. This has been refined through the development of the masterplan. The general location and arrangement of the formal sports facilities is shown.

Current standards require 4 ha of formal recreation to provide for 1,020 units. The large area of flat ground to the north west of the site near Ilgar's Manor would be suitable for the provision of the formal playing facilities. This would form a soft buffer to the Ilgar's Farm complex and a gentle transition to the open countryside beyond.

The full extent of this area as identified on the diagram opposite measures 8.19ha, within which an area of 5.4ha is unconstrained for formal recreational use by existing features such as overhead power lines or the stream.

Play spaces would be distributed around the site to give good walkable access to users of all ages. The quantum of space proposed and the content of the play spaces will be compliant with the requirements of the relevant planning policies. Play facilities would be grouped, and form part of larger multi-functional open spaces. Natural play will be encouraged, and the use of natural materials favoured. Opportunities for informal play throughout the site will be maximised, including play trails and trim trails.

Current standards require that a minimum of 0.75ha allotments be provided for 1,020 units. Two areas of allotments are shown within the Central Green Spine and east of the Garden of Remembrance with a combined area of 2.2ha. The wider open space network makes provision for other food growing spaces such as community gardens and orchards.



Precedent examples of play areas, play space and allotments