

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.

DESIGN

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.

DESIGN

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.

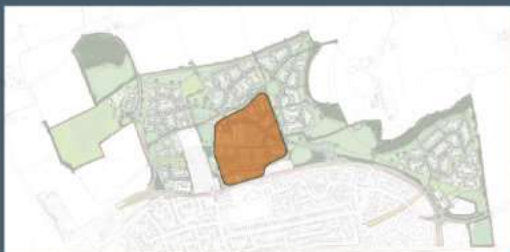


DEVELOPMENT AREAS - D01 LOCAL CENTRE

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.



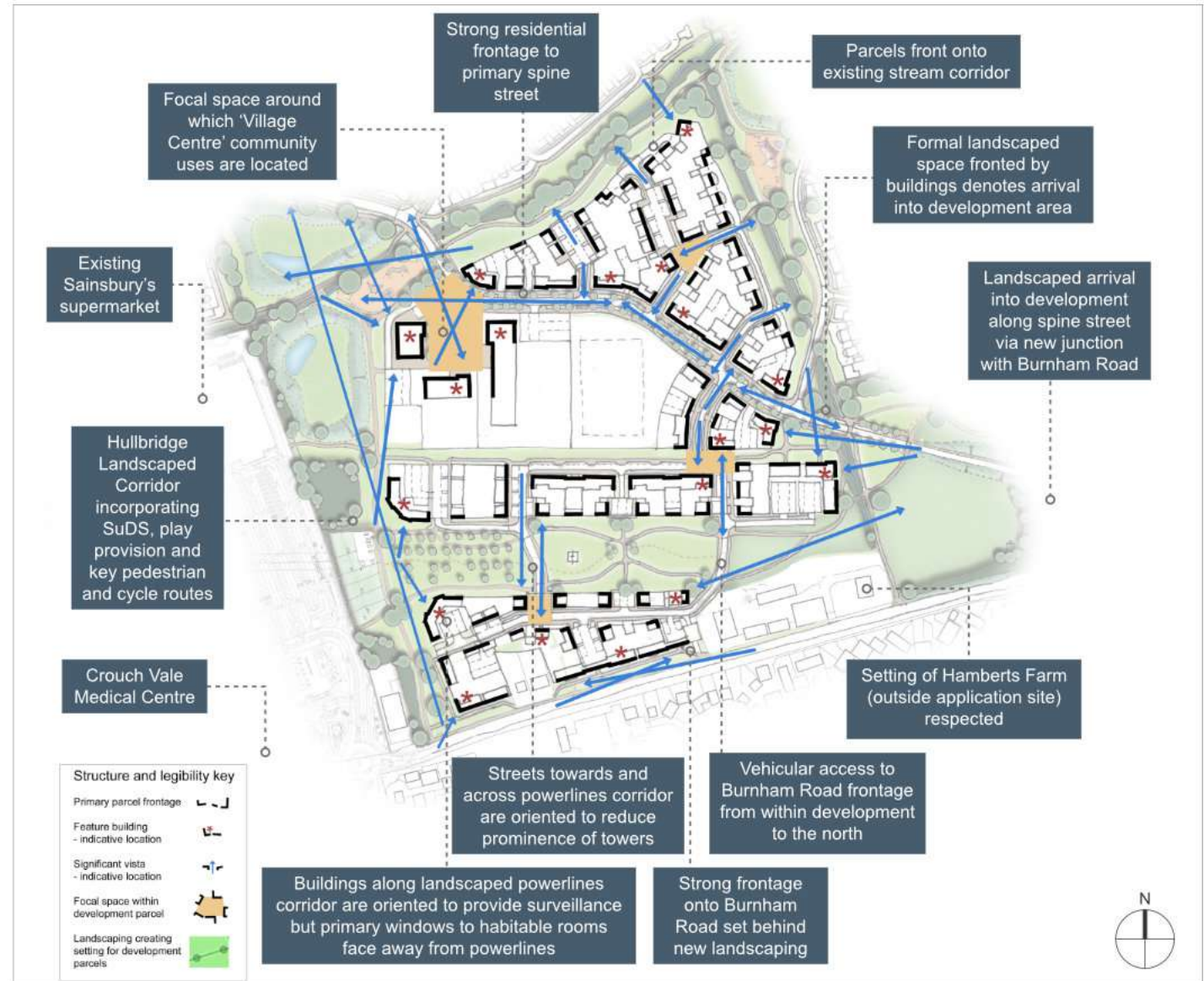
DESIGN

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.



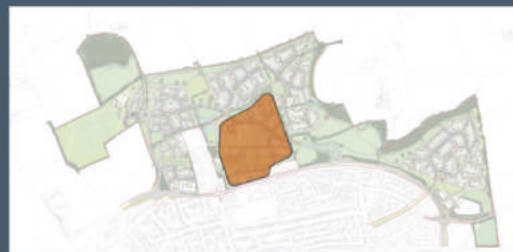
Frontage Characters

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 - D02 SOUTHWEST EDGE

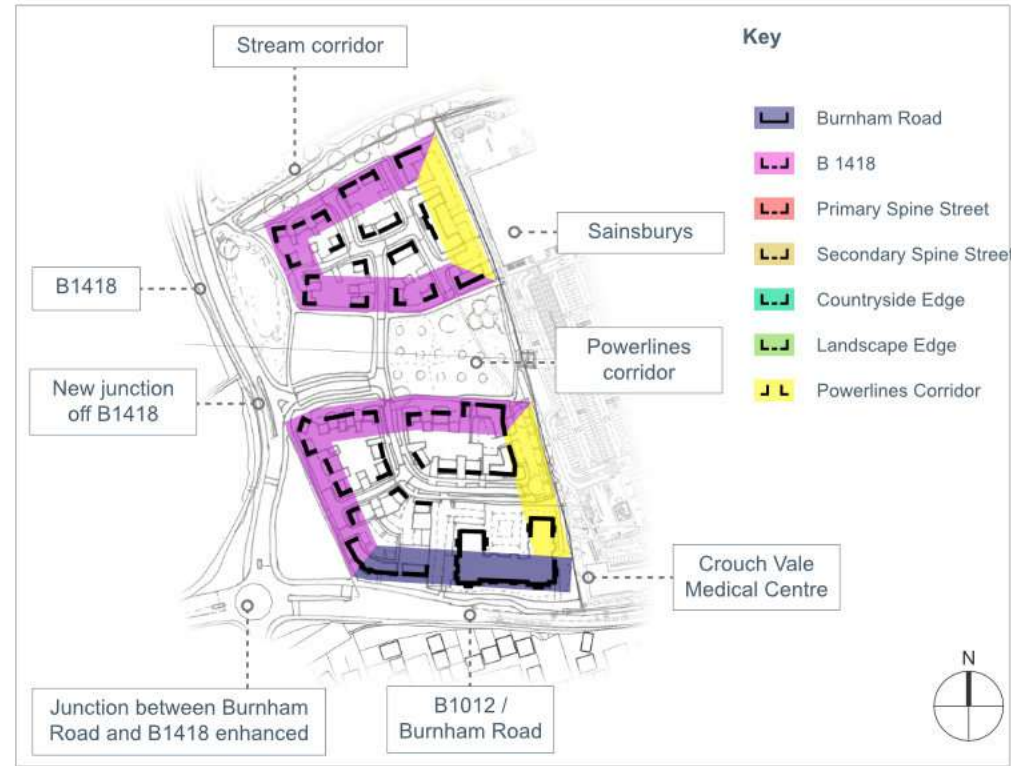
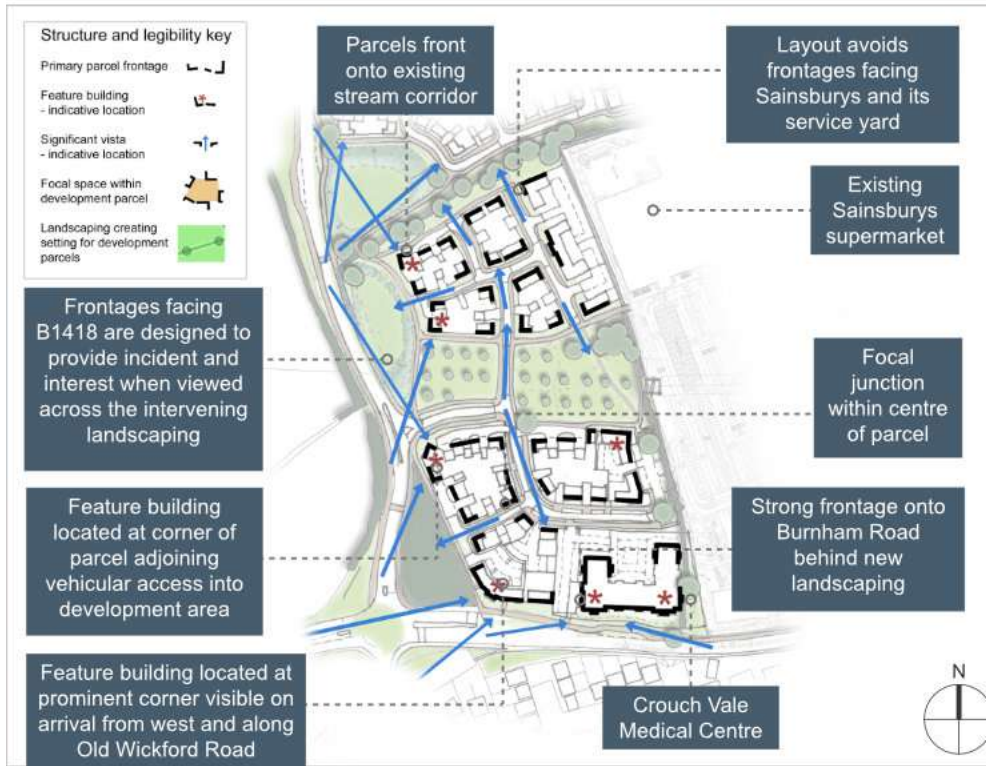
This area is located between Burnham Road to the south, the retained stream to the north, the B1418 to the west, and Sainsburys and the Crouch Vale Medical Centre to the east.

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 - D03 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.

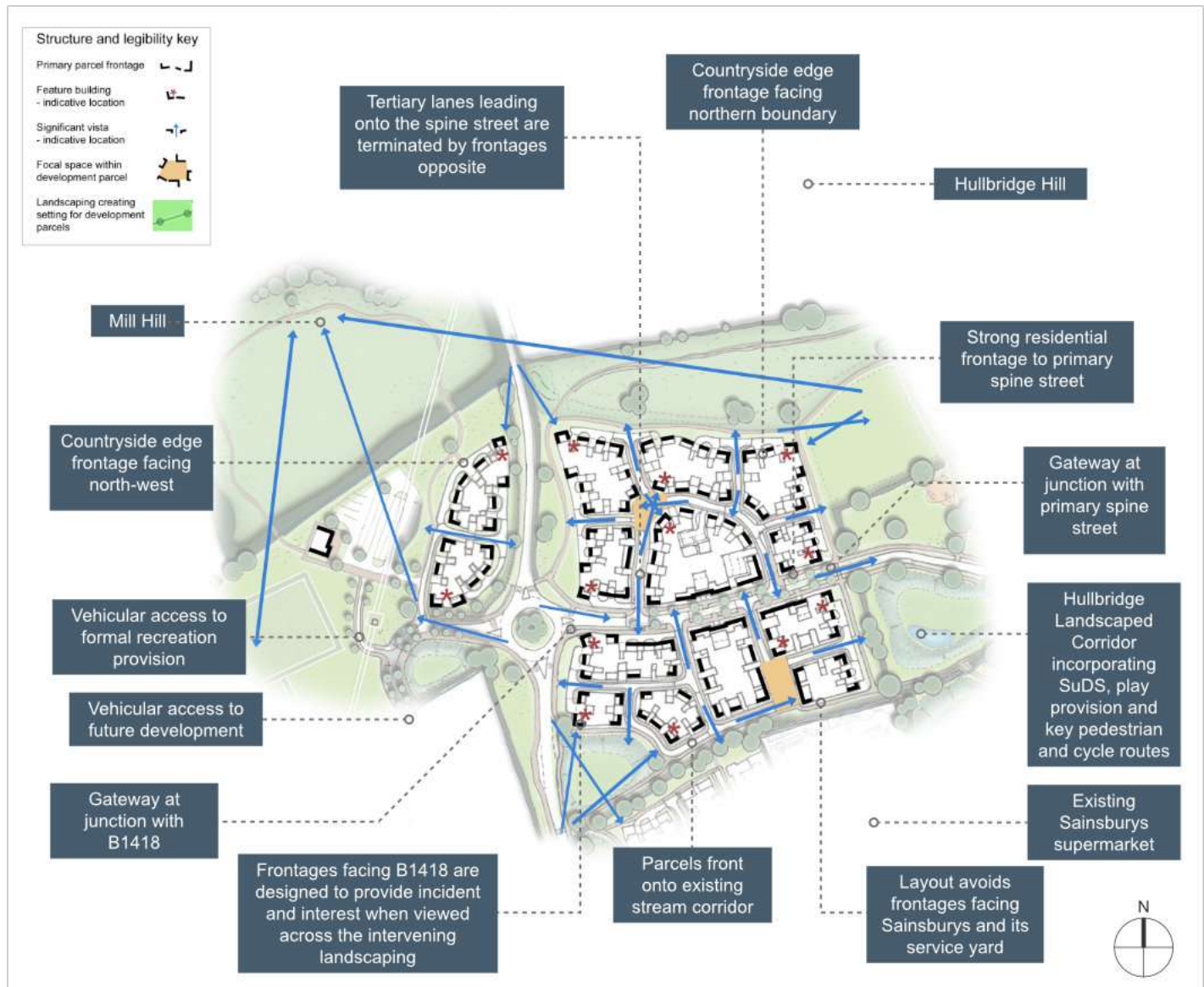


Structure and Legibility

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

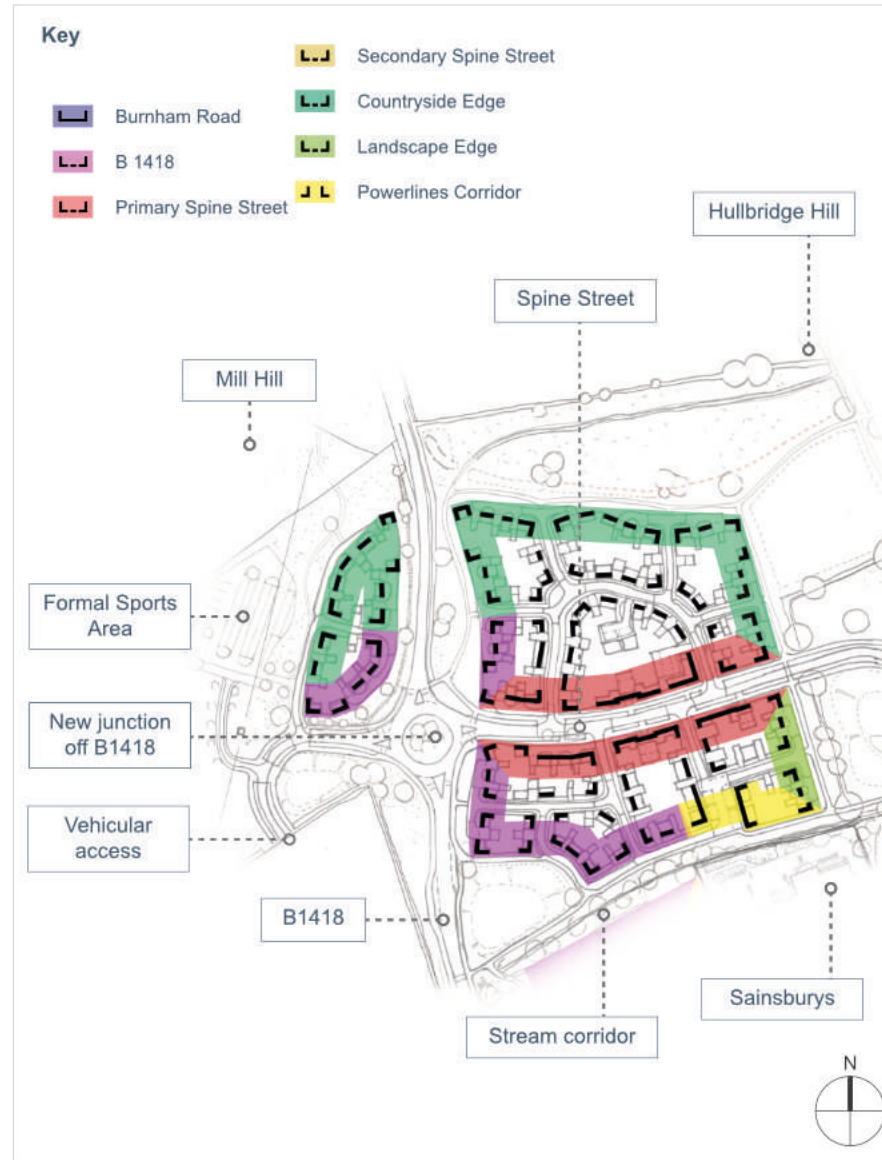
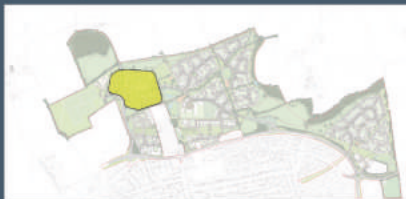
A relatively wide variety of frontage typologies are used within this relatively small development area, responding to the different conditions of each frontage.

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 - D04 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.



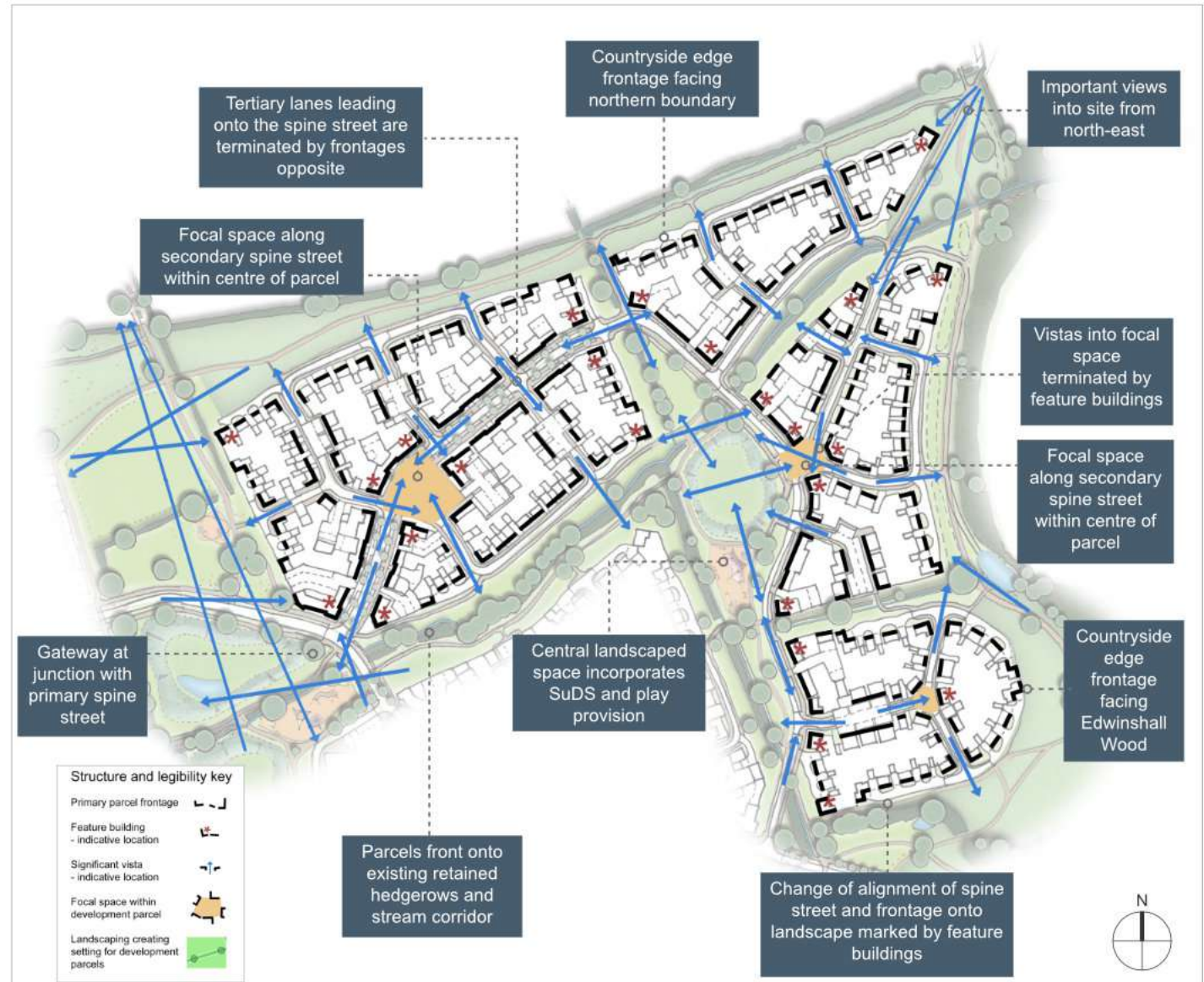
Structure and Legibility

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.



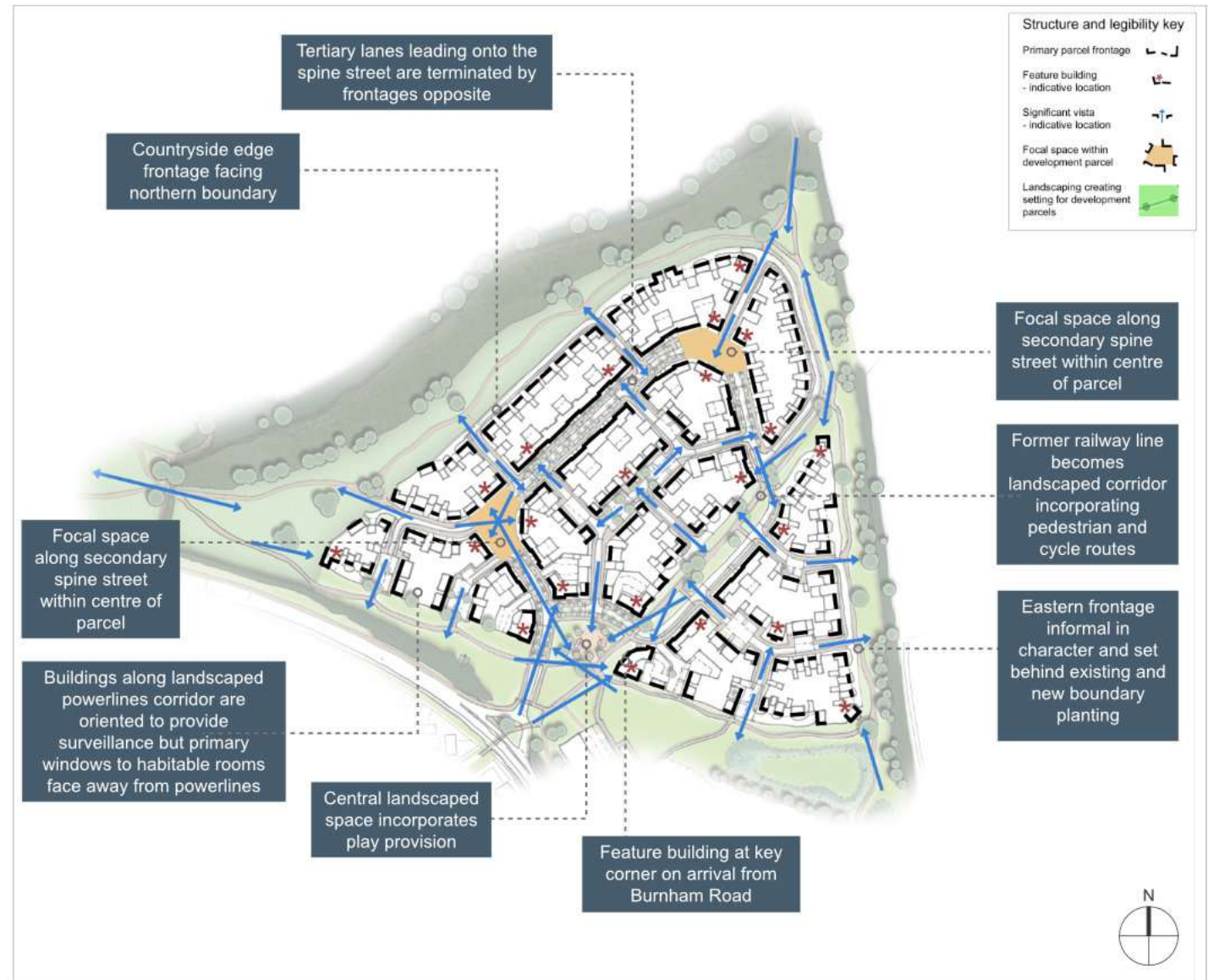
Structure and Legibility

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.

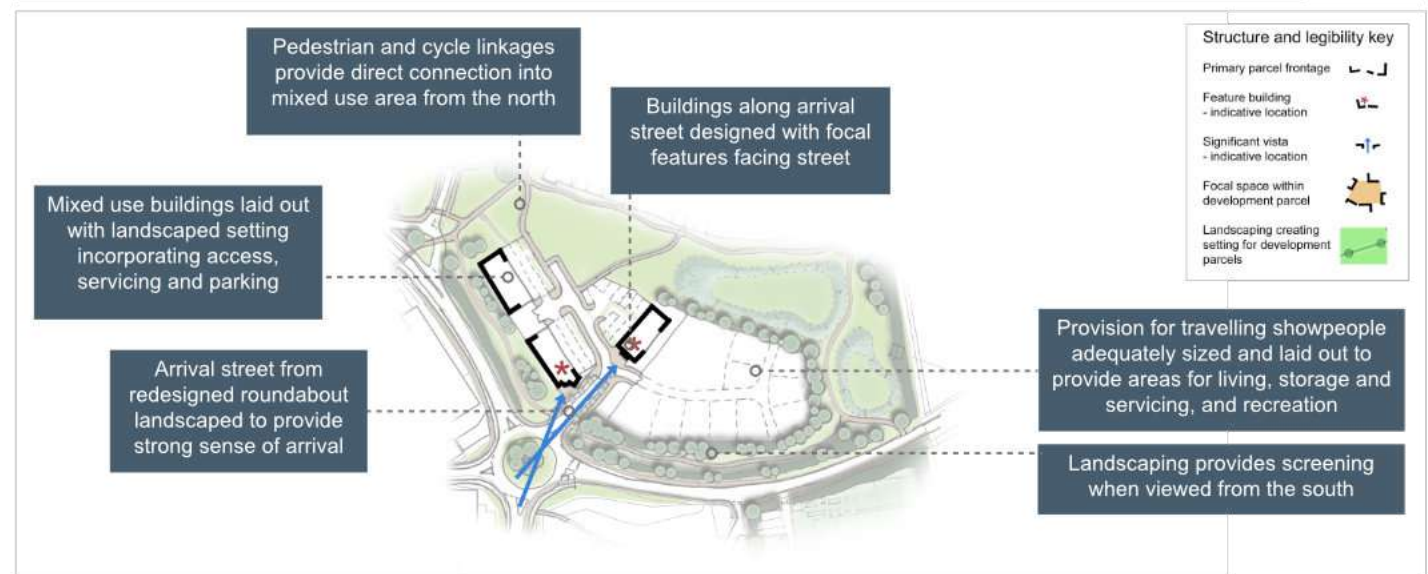


DEVELOPMENT AREAS - D06 MIXED USE AREA

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.



VEHICULAR ACCESS

Transport Assessment

Fuller details of the vehicular access proposals can be found within the Transport Assessment prepared by Mayer Brown and submitted as part of this planning application.

Vehicular access into the Site

Access into the development from the existing highway network is proposed at a number of locations, either through the modification of existing junctions or the creation of new junctions. These are shown on the diagram opposite and the proposed designs are described in more detail within the Transport Assessment:

- A new roundabout junction on the B1418, approximately 450m north of the junction with Burnham Road – Reference J in the Movement Parameter Plan;
- A new left-in/left-out junction on the B1418, approximately 150m north of the junction with Burnham Road - Reference G in the Movement Parameter Plan;
- A new roundabout junction on Burnham Road, approximately 550m

east of the Hullbridge Road junction - Reference C in the Movement Parameter Plan;

- A new left-in/left-out junction on Burnham Road, approximately 200m north of the Burnham Road/Woodham Road/Ferrers Road Junction - Reference E in the Movement Parameter Plan;
- A new arm on the Burnham Road/Woodham Road/Ferrers Road junction to the development - Reference F in the Movement Parameter Plan.

Within the site, a hierarchy of streets with a range of typologies will be established, providing appropriate accessibility and reinforcing placemaking, in accordance with local and county-wide guidance.

Wider highway mitigation

Analysis outlined in the Transport Assessment shows that there are three junctions which would require mitigation which the Proposed Development will facilitate, which include:

- Improvements to the B1418/Burnham Road Junction involving the signalisation of the junction;
- Increasing the extent of the taper on the A132 west of the Burnham Road/Ferrers Road/Willow Lane Junction;

- Upgrades to the A130/A132 Interchange.

In addition, works have been identified to improve the Burnham Road/Willow Grove/ Ferrers Road Junction, to be implemented subject to the findings of ongoing monitoring.

Sustainable Transport

A comprehensive strategy to encourage trips by non-car means will be implemented, including the following elements:

A comprehensive Bus Strategy is proposed to support the development. The Transport Assessment sets out the proposals to provide:

- an increase in frequency of services to Chelmsford
- Extension of services to Broomfield Hospital
- Shuttle services to Wickford and Basildon
- Demand Response Services within South Woodham Ferrers
- The provision of initial free travel for residents and employees to encourage a culture of travel by bus.

A cycle strategy is proposed involving:

- a network of pedestrian and cycle paths within the development
- provision of crossings on the Burnham Road and B1418
- implementation of measures south of the Burnham Road and
- Cycle Training on Site

It is proposed to provide a Car Club on site, for use by residents and employees. This could initially start with one or two vehicles, which would be increased as demand grows with the development.

The implementation of Travel Plans will be implemented for the residential and commercial uses, which would include for comprehensive monitoring of ongoing movements to and from the development.

Parking

Parking will be provided in accordance with the Local Plan Parking Standards.

DESIGN

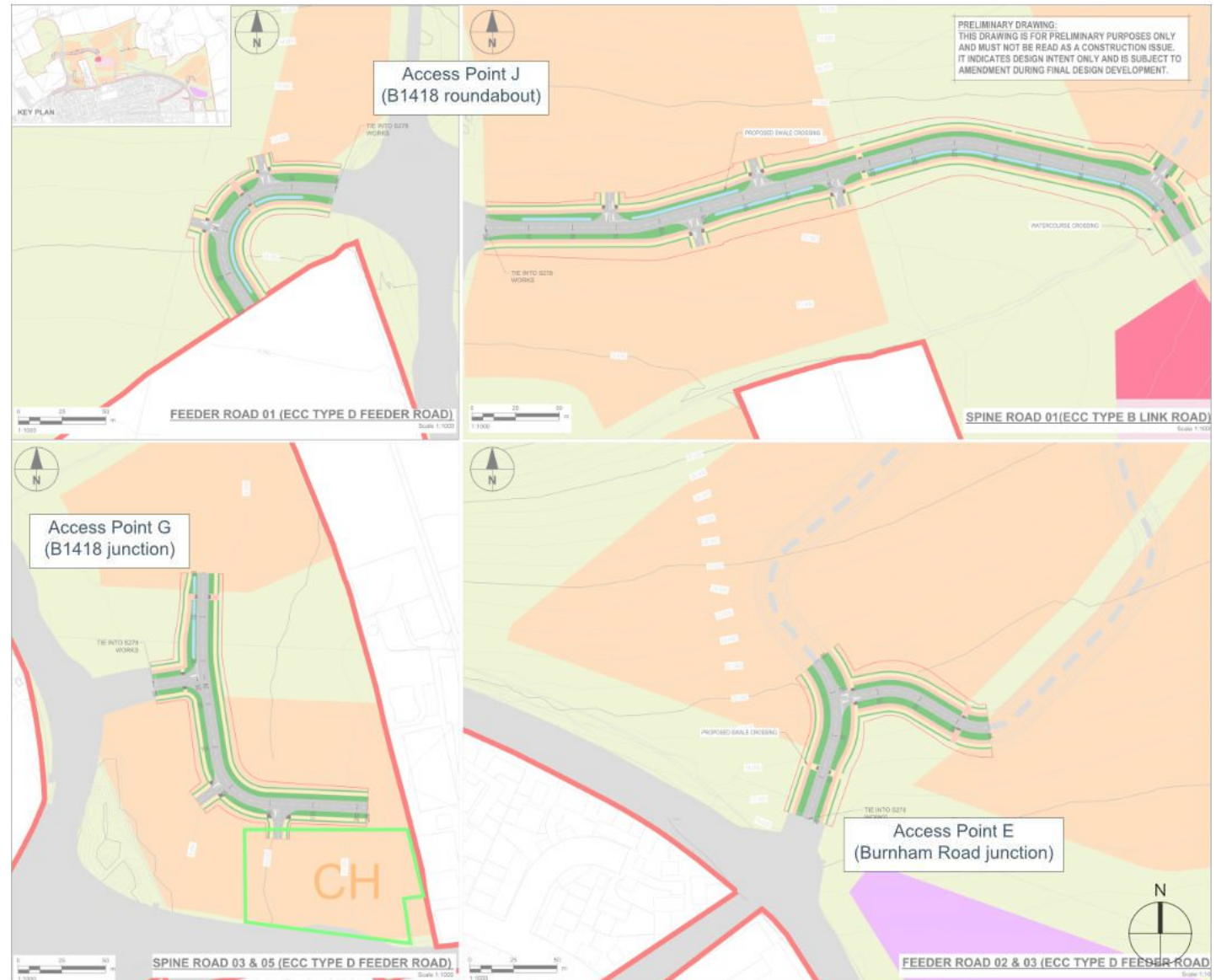
VEHICULAR ACCESS

To facilitate the delivery of the proposals, as well as the vehicular access points into the site from Burnham Road, the B1418 and Woodham Road, as part of this application permission is sought in detail for some of the key vehicular access routes within the layout.

The diagram on this page shows those streets within the layout for which detailed planning permission is being sought as part of this application.

Approval of these elements prior to reserved matters applications would mean that these initial infrastructure enabling works could be carried out in parallel with the submission of the -initial reserved matters applications for the details of proposed buildings and site layouts within the development areas and the associated landscaping. This would facilitate the timely delivery of the initial phases of the development in accordance with approved planning policy and the vision and principles within the approved Masterplan.

Further details regarding the streets for which detailed consent is being sought as part of this application can be found in the material prepared by AECOM as part of the wider suite of application documents.



STREET TYPOLOGIES

This diagram shows in illustrative format the distribution of street typologies envisaged for use across the proposed layout. These typologies have been identified and located based on design guidance including the Essex Design Guide and Manual for Streets. They are also developed from recent local precedent elsewhere within Chelmsford borough.

The typologies are described in more detail overleaf, but can be summarised as follows:

Spine Street

- Forming the main vehicular route through the site, between the B1418 and Burnham Road.

Secondary Spine Street

- Providing vehicular access to development areas where these do not directly adjoin the Spine Street.

Residential Street

- Providing vehicular access to individual parcels within development areas.

Shared Surface Lane

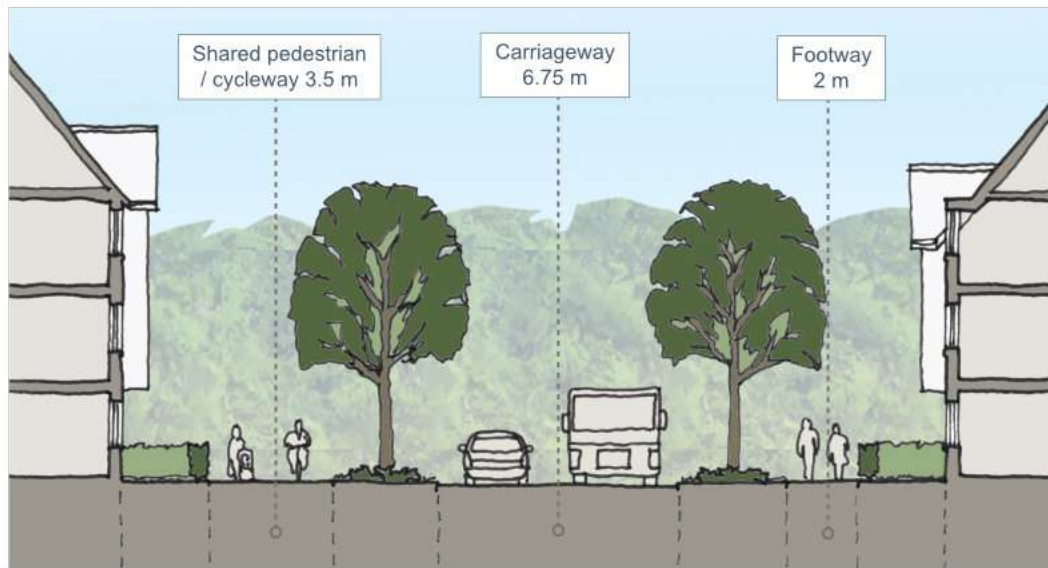
- Providing vehicular access within development areas where only a small number of homes are served.

Shared Private Drive

- Access to a very small number of homes, usually along a landscape facing frontage.

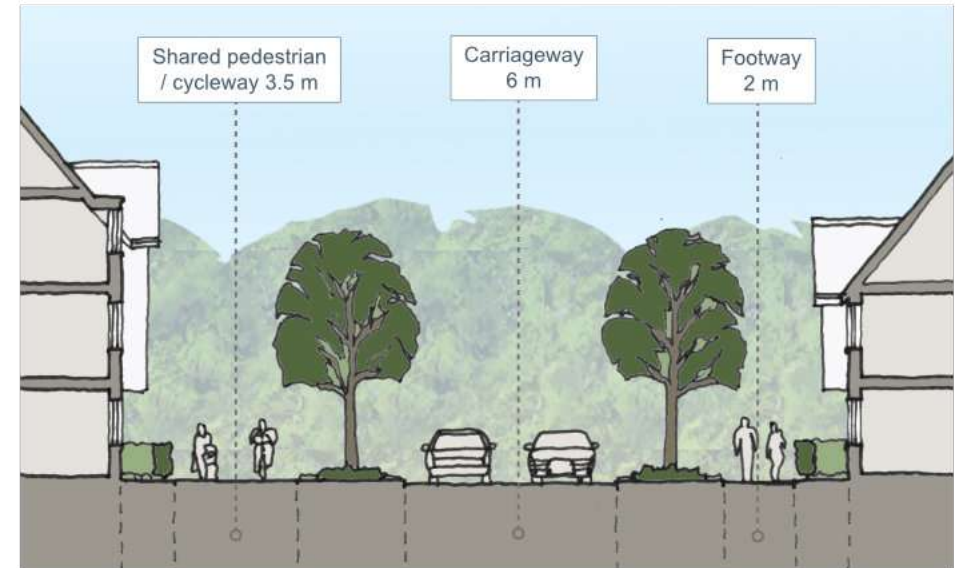


DESIGN



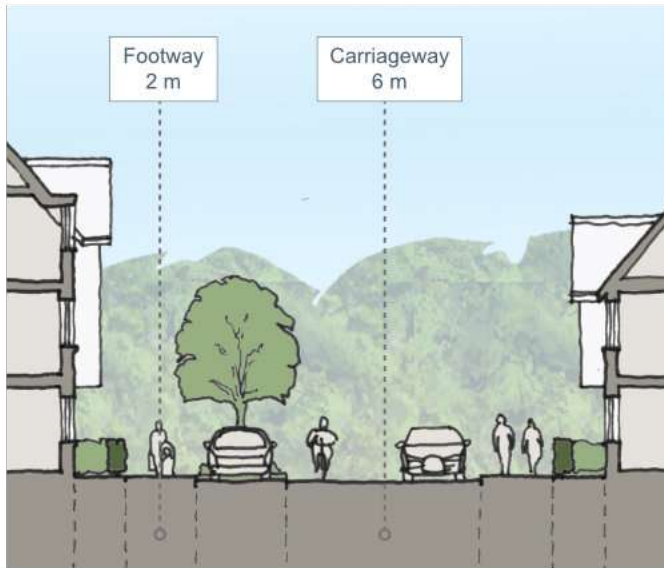
Spine Street

- Based on Essex Design Guide Type B 'Link Road';
- 6.75 m carriageway with provision for buses;
- 3 m verges on each side incorporating tree planting;
- 3.5 m shared pedestrian / cycleway on one side, 2 m wide footway on the other side;
- No frontage access within 15 m from junctions, access in forward gear only within 15 - 30 m from junctions;
- No on street car parking;
- Design speed 30 mph;
- Typical frontage to frontage distance between 21 and 24 m.



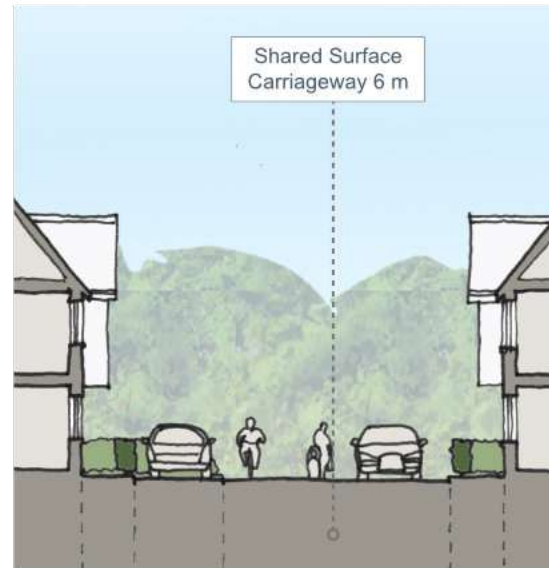
Secondary Spine Street

- Based on Essex Design Guide Type D 'Feeder Road';
- 6 m carriageway;
- 3 m verges on each side incorporating tree planting;
- 3.5 m shared pedestrian / cycleway on one side, 2 m wide footway on the other side;
- No frontage access within 15 m from junctions, access in forward gear only within 15 - 30 m from junctions;
- No on street car parking;
- Design speed 20 mph;
- Typical frontage to frontage distance between 19 and 22 m.



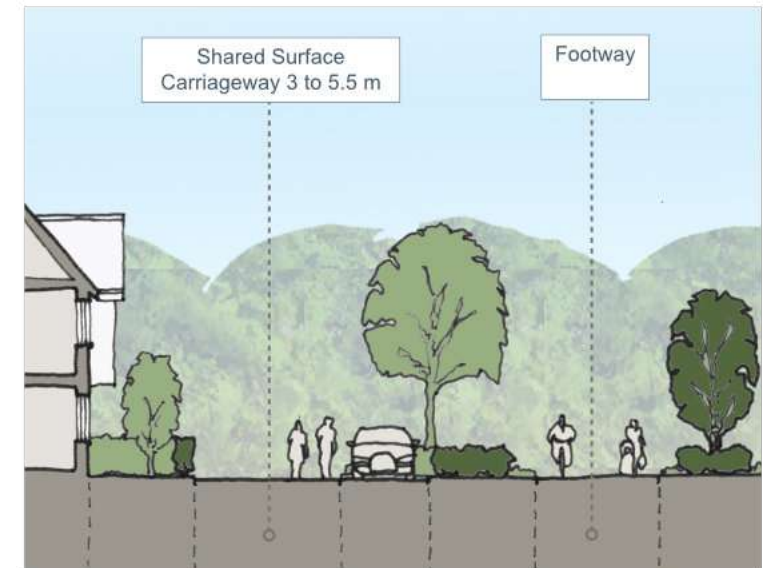
Residential Street

- Based on Essex Design Guide Type E 'Access Road';
- 5.5 m carriageway;
- Parallel parking on one or both sides in defined strip with occasional tree planting;
- 2 m wide footway on both sides;
- Frontage access in forward or reverse gear;
- Design speed 20 mph;
- Typical frontage to frontage distance between 15 and 19 m.



Shared Surface Lane

- Based on Essex Design Guide Type F 'Minor Access Road';
- 6 m shared surface carriageway;
- Parallel parking on one or both sides in defined strip with occasional tree planting;
- Frontage access in forward or reverse gear;
- Design speed 20 mph;
- Typical frontage to frontage distance between 10 and 15 m.



Shared Private Drive

- Based on Essex Design Guide Type H 'Shared Private Drive';
- Minimum 3 m shared surface carriageway, widening at junction;
- Parallel parking on one side in defined strip with occasional tree planting;
- Frontage access in forward or reverse gear;
- Serves a maximum of 5 homes;
- Generally used at frontages facing landscape. Pedestrian and cycle routes within adjoining landscape to be provided independent of shared private drive.

DESIGN

BUILDING RELATIONSHIPS

The design proposals for the Site take consideration of the latest urban design guidance including The Essex Design Guide (2018) and the National Model Design Code (2021) which provide best practice design guidance from the site wide masterplan to the level of a single home. This spread focuses on the application of this thinking to housing layout and building relationships which have underpinned the design approach of the illustrative masterplan and include:

- Privacy distances
- Private green space
- Security
- Parking relationships
- Building rhythms -Meeting the sky and the ground

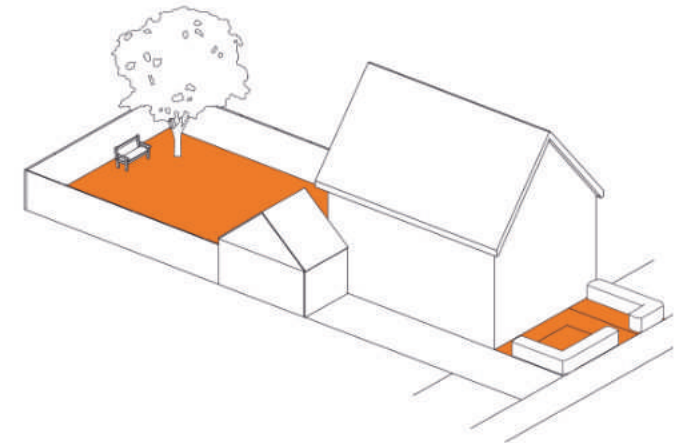
These elements have a key influence on the sense of place and identity of new developments.



Privacy distances

Homes should be oriented to avoid overlooking of habitable room and layouts. Specified separation distances will ensure a sense of privacy is maintained for all homes.

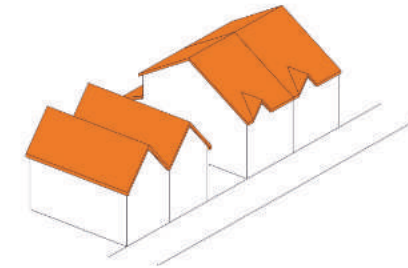
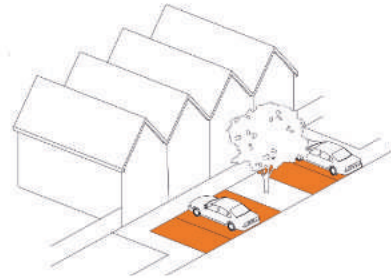
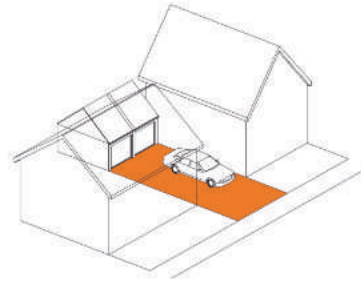
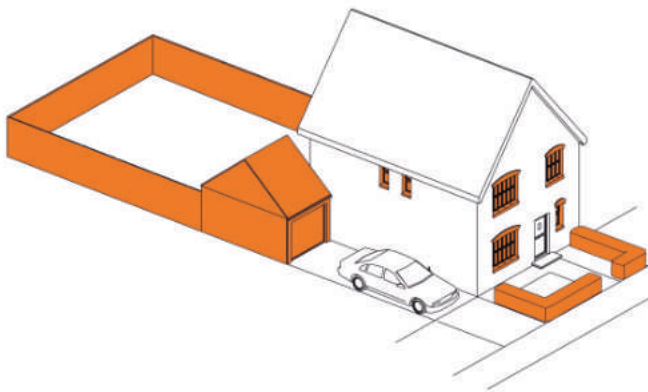
Separation distances will reflect relevant design policies. As a starting point, back to back distances between opposing habitable room windows will be at least 25 metres. Back to flank distances (between a habitable room window and a flank with no habitable room windows) will be at least 12.5 metres.



Private green space

Daily access to green space is an important factor in supporting the health and wellbeing of new residents as well as providing key habitat space for wildlife. In addition to the network of multi-functional public space within our proposals, private gardens support interaction with nature and space for exercise and play.

All houses will have access to their own private rear gardens. Front gardens will respond to the dwelling's street typology and will often be an appropriate means of softening the streetscape in this edge of settlement setting. All apartments will have an area of private amenity space or a private balcony.



Security

A clear separation between public and private realm should be created through appropriate boundary treatments (hard and soft) and the set back from the street. The orientation of windows toward the street and parking will increase levels of passive surveillance and provide a sense of safety and security.

Parking relationships

Parking provision will accord with local standards and will most commonly be within the curtilage to the side of the property (often with a private garage) to create an uncluttered streetscape which is not dominated by cars. In certain instances private parking may also be provided on street or within parking courts to the rear of properties. Unallocated visitor parking will be provided on street. Electric vehicle charging points will be provided.

Building rhythms

The approach to meeting the street and meeting the sky can create a distinctive street character through:

- Set back – Homes will be set back with a front garden (of differing depth), boundary treatments comprising of formal hedgerows or fencing will help further define public / private realm.
- Thresholds – architectural treatment should be used to emphasise the entrance to the home through varied feature porches and recessed doorways.
- Roofscape – The directional emphasis of eaves should be varied to create a streetscape in keeping with the Essex vernacular.

DESIGN

FACING MATERIALS

The proposed buildings will be constructed with a variety of facing materials, selected to reflect locally traditional patterns of building and to be deliverable with modern sustainable construction methods.

Pitched roofing materials can include plain or multi pantiles in a range of orange, red and brown tones, plain tiles in similar tones, and slate.

Wall facing materials can include bricks, in a variety of shades from dark red through to light cream / gault. Render is also characteristic of the area, with a range of lighter and pastel tones evident (generally not the more vibrant tones characteristic of north Essex). Horizontal boarding will also be used, again with a variety of lighter tones and also black.

As a general principle, each building should be constructed with one predominant wall facing material and one roof facing material. The sense of variety characteristic of the region will be achieved through the juxtaposition of buildings each with different facing materials.

The distribution of facing materials can also be used to enhance the status of key feature buildings through facing them in contrasting tones and textures to their neighbours.

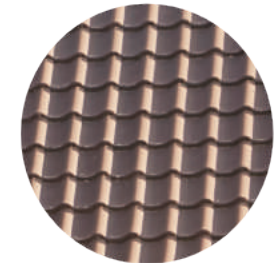
Outbuildings will generally be constructed with the same wall facing material as their 'parent' building, although roof facing materials can be different to reflect local patterns and express a subsidiary relationship. Where brick walls form the means of enclosure, the facing brick chosen will match its 'parent' building or a neighbouring building where the 'parent' building is not faced in brick.



Pantiles (plain, orange / red)



Pantiles (multi, orange / red)



Pantiles (orange / brown)



Plain tiles (orange / brown)



Plain tiles (orange)



Slates



Roofs



Brick (dark red multi)



Brick (plain red)



Brick (light red multi)



Brick (orange / brown multi)



Brick (yellow stock)



Brick (cream / gault)



Render (pastel green / blue)



Render (cream)



Render (white)



Horizontal boarding (white)



Horizontal boarding (pastel grey / blue)



Horizontal boarding (black)



Walls

DESIGN

PHASING

The diagram on the opposite page shows an indicative strategy for how the proposed development can be phased for delivery. The layout is divided into four phases, with the key elements delivered within each phase as follows:

Phase 1

- Highways works to B1418 (crossings 8, 9, Parcel 9 junction);
- Highways works to Burnham Road (crossings 2,3,7 and associated junction works);
- Western part of spine street;
- The Southwest Edge, Mill Hill Slopes and Edwinshall Edge (northern part) residential development areas, including possible care home;
- Central play area (north);
- Hullbridge Hill access and new bridleway link to Edwin's Hall Road;
- Sustainable drainage features;
- Associated pedestrian and cycle routes and landscaping.

Phase 2

- Landscaping and access routes to the east of Edwinshall Edge (phase 2a);
- Landscaping and access routes to the west of the Village Centre (phase 2a);
- Highways works to Burnham Road (crossing 4, southern spine road junction);
- Eastern part of spine street;
- Primary School and Early Years Provision 1;

- Community Facility;
- The Village Centre and Edwinshall Edge (southern part) residential development areas;
- Central play area (south);
- Northern play area;
- Central Allotments;
- Formal Sports area (phase 2c);
- Mill Hill landscaping (phase 2c);
- Sustainable drainage features;
- Associated pedestrian and cycle routes and landscaping.

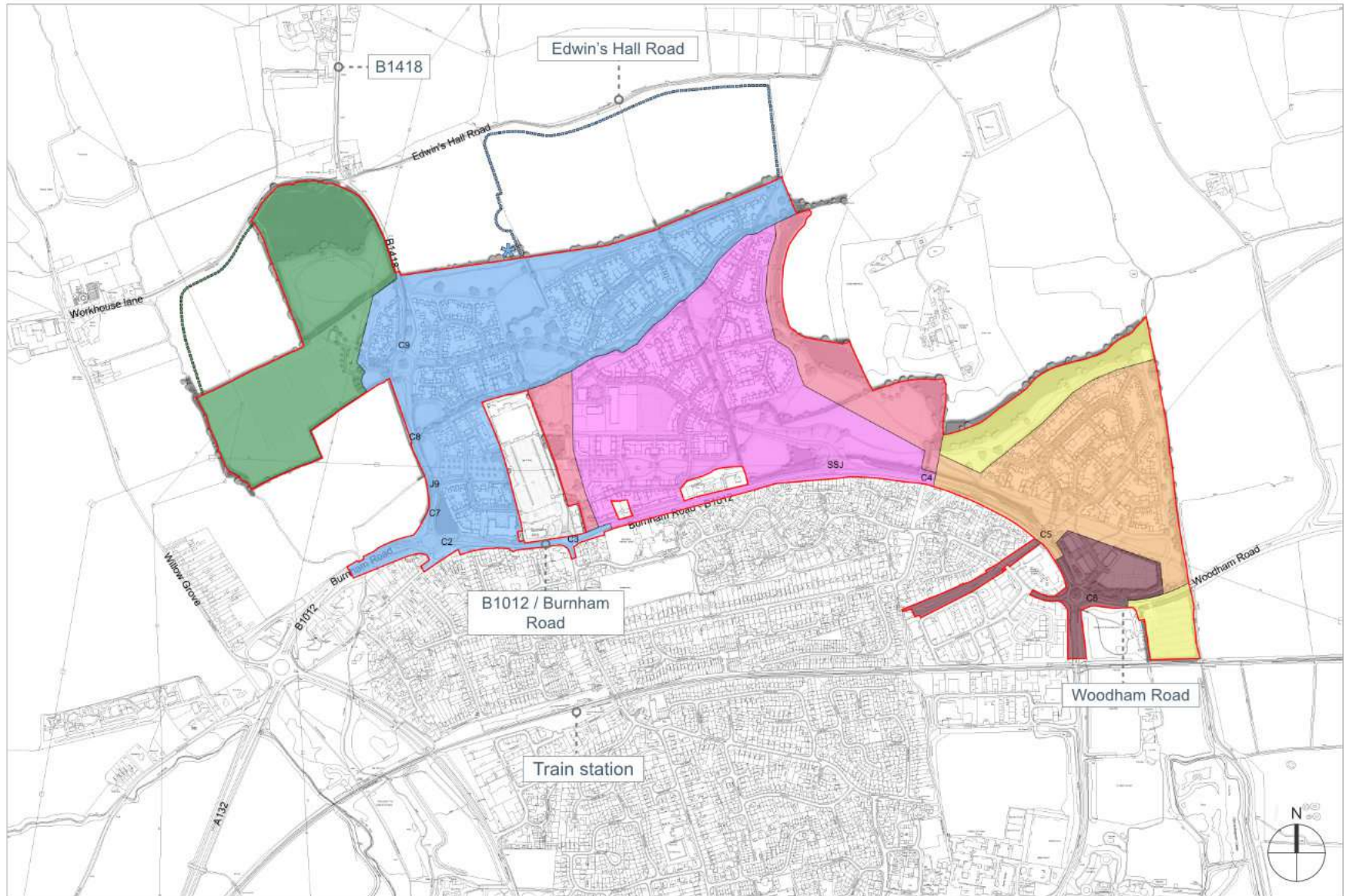
Phase 3

- Landscaping and access routes to the north of Bushy Hill Slopes (phase 3a);
- Eastern Allotments (phase 3a);
- Highways works to Burnham Road (crossing 5, Bushy Hill Slopes junction);
- The Bushy Hill Slopes residential development area;
- Eastern play area;
- Sustainable drainage features;
- Associated pedestrian and cycle routes and landscaping.

Phase 4

- Highways works at the Burnham Road / Woodham Road / Ferrers Road junction (crossing 6 and associated junction works);
- Mixed Use Area including employment provision;
- Travelling Showpeople provision;
- Early Years Provision 2;
- Sustainable drainage features;
- Associated pedestrian and cycle routes and landscaping.





Extent of application

- Phase 1
approx. 420 homes
- Phase 2a
open space
- Phase 2b
approx. 345 homes
- Phase 2c
formal and informal recreation
- Phase 3a
open space and allotments
- Phase 3b
approx. 255 homes
- Phase 4
non-residential
- Phase 1 recreational route
beyond site boundary
- Phase 2c recreational route
beyond site boundary
- Signage describing permissive
recreational route

Unit numbers for each phase
are indicative only

SECTION 6 SUMMARY AND NEXT STEPS

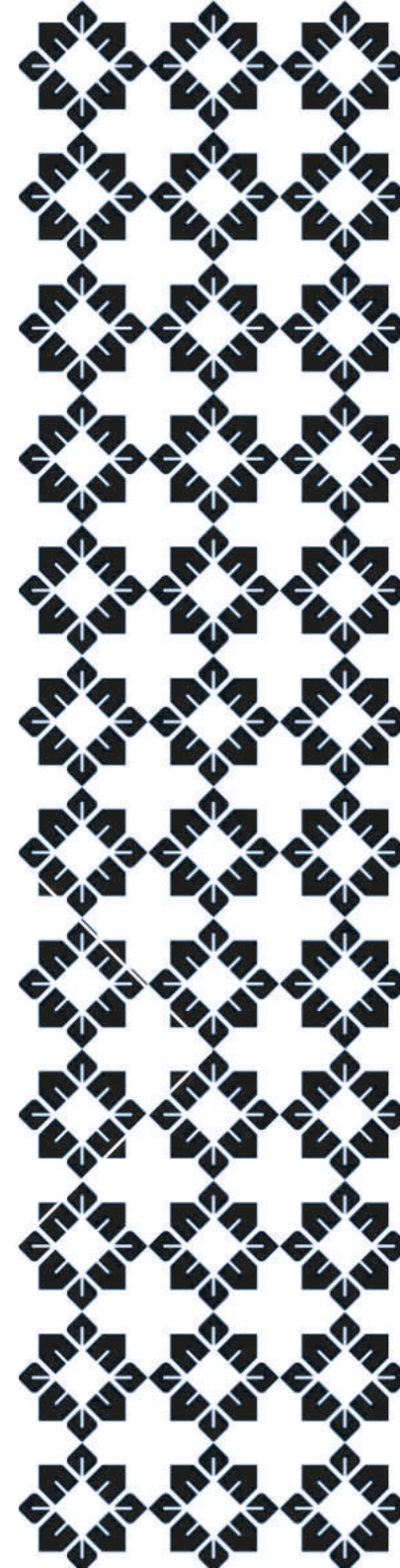
This section summarises how the proposals deliver the vision for the site, and outlines potential next steps towards implementing their delivery





OAKLANDS MEADOWS SOUTH WOODHAM FERRERS

ESSEX



SUMMARY AND NEXT STEPS

THE PROPOSED DEVELOPMENT WILL DELIVER THE VISION IN THE FOLLOWING WAYS:

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

- Retention and enhancement of key existing site features such as streams, trees and hedgerows;
- Around 45% of the site area will become public open space;
- Biodiversity net gain significantly exceeds policy target;
- Planting at least one tree for each new resident;
- New planting buffers along northern and eastern site boundaries;

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:

- Around 6 hectares of land for formal recreation including sports pitches;
- Over 10 kilometres of new pedestrian and cycle routes and bridleways within the site;
- Childrens' and young peoples' play provision in four locations across the layout;
- New allotments provided in various locations including south of Woodham Road;

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

- Existing Burnham Road crossing points enhanced;
- New crossing points provided across Burnham Road and the B1418;
- Provision for public transport to be routed through the site;
- The centre of the layout adjoins Sainsburys and the Crouch Vale Medical Centre;

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

- The Local Centre is likely to incorporate complementary services from the tertiary sector and community uses such as a nursery or community hall / focal building;
- Land for a new primary school, to be delivered by the local education authority, likely to be co-located with an early years and childcare nursery;
- 1,000 sqm of business floorspace, which could include a range of unit sizes and types within a range of use classes;

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

- Around 35% of the site area will become land for new homes, incorporating a range of dwelling types and residential densities;
- New homes will comprise a range of tenures including affordable, intermediate and private sale;
- Five serviced plots for Travelling Showpeople;

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

- The layout will be structured around a 'green grid' comprising a variety of interlinked landscaped spaces;
- New homes will be arranged around a hierarchy of streets with a range of typologies, providing appropriate accessibility and reinforcing placemaking, in accordance with local and county-wide guidance;
- Buildings and the spaces between them will be of high quality design, responding to local and regional context and creating a strong identity;



10%
biodiversity
Net Gain



6 ha
of new sports
and recreation
facilities



10 km
of new foot
and cycle
paths



Integrated
placemaking
with a strong
sense of
community
and character



New
Community
Facilities for
the benefit of
all



45%
of the site will
be public
open space



Up to
1,020
New homes
of mixed type
and tenure



1 tree
planted for
every
resident



View from the site looking south across the edge of South Woodham Ferrers towards the Crouch Estuary

NEXT STEPS

Following the approval of this outline planning application, it is anticipated that final approvals will be sought to enable the commencement of works on strategic enabling infrastructure such as new and revised road junctions, pedestrian and cycle crossing points, ground reprofiling and drainage features.

In parallel with this, the first reserved matters applications containing full details of the design of the proposed buildings within Phase 1 would be submitted. The delivery of Phase 1 would follow approval of this reserved matters application.

Further reserved matters applications would follow in due course, facilitating the delivery of the new homes, community facilities and recreational opportunities envisioned within the approved Masterplan.