

Revitalise the Town Centre



A vision for the Centre

We believe the town centre should be more than just a retail centre. It should be the 'centre of everything'. It should have a main square that is the town's 'living room'. It should be the civic hub and heartbeat of the town.

"Retail + civic and community + employment + entertainment and activities + housing + green space + places to play + places to learn + a cultural centre + a market place + a meeting place + great streets and spaces"

Place strategies and ideas. What if we:

1. Prepare a 'place branding' strategy for the town through which a year-round programme of events are curated, linked back to the unique identity of the town, including its design legacy, relationship with water and potential for local food and drink production, raising the profile of the town centre and attracting visitors to spend time and money here.
2. Establish a business forum or similar for the town centre that helps to co-ordinate and lead on activities and initiatives that help it to compete with other centres.
3. Enhance the quality of the public realm, creating a separate identity and function for the different squares, including new tree planting, places to sit and relax, creating a more welcoming and convivial central area.



To find out more about the Plan please visit the Town Council website:
www.southwoodhamferrersstc.gov.uk

To leave your comments on the emerging ideas please use the SurveyMonkey questionnaire or scan the QR code:
<https://www.surveymonkey.co.uk/r/FN3NJCX>



SOUTH WOODHAM FERRERS
TOWN COUNCIL



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Potential for change and development. What if we?



1. Open up views and routes through from the car parks into the heart of the centre, encouraging more people to move into and spend time in this space.



2. Encourage new activities and uses to locate in the centre that create footfall, new life and activity throughout the day. What other uses should be encouraged to locate here? Could the amount of space used by car parking be reduced to allow for other uses?



3. Focus all retail activities on the central spine from Asda to Trinity Square, creating a true High Street, with the Bandstand being the key space for events and activities, including the market.



4. Turn the centre around, creating new street fronts and a new square, and allowing new development to come forward within a set of design principles that allow for flexible use over time to cater for different needs as the future of the 'High Street' changes.

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Improve access and movement for all

Emerging ideas. What if we?



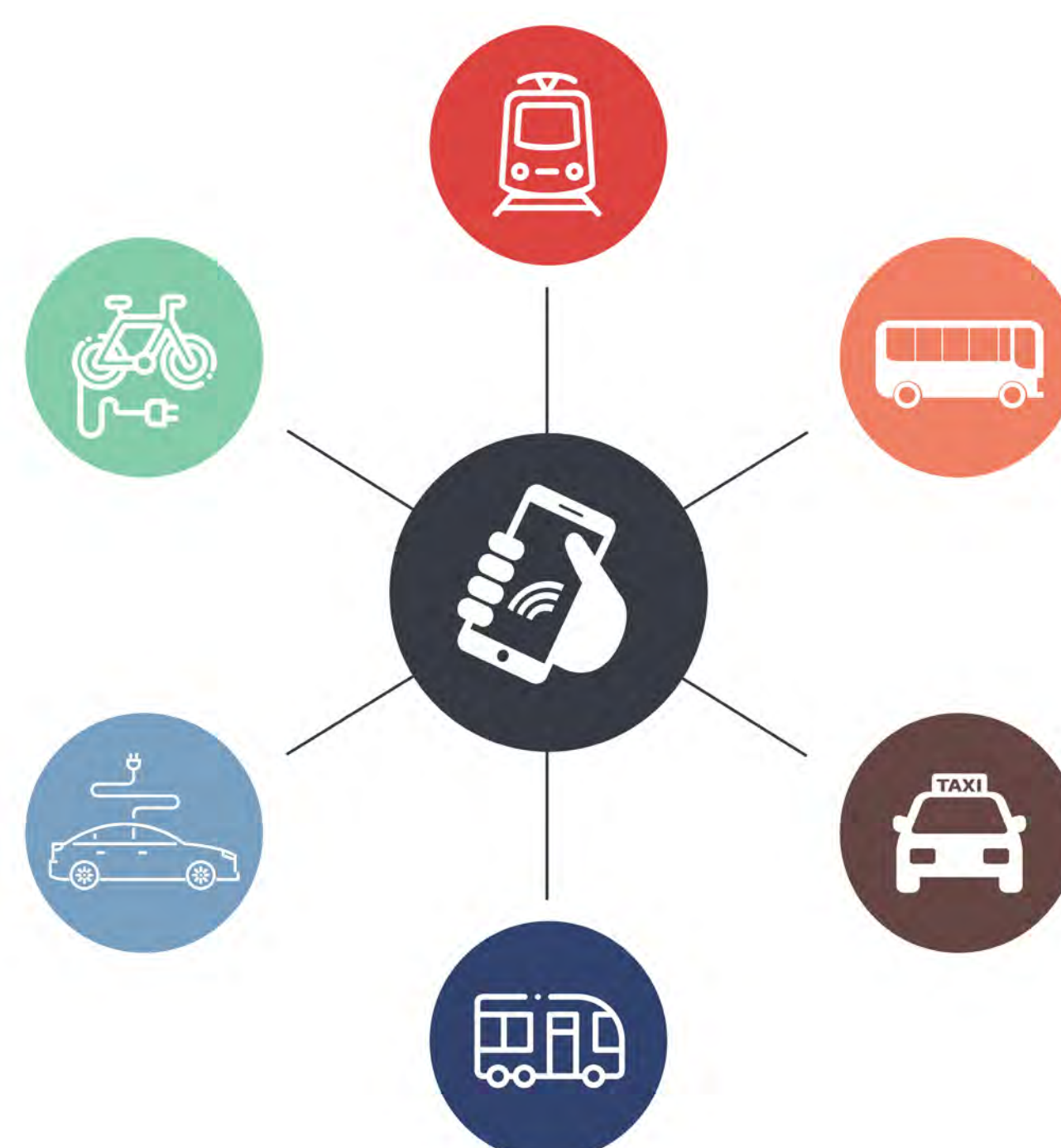
1. Treat streets as spaces too, providing plentiful and well defined pedestrian routes and crossing points along the main road network, transforming these from places for cars to streets for all, and where vehicle 'capacity' is retained but space rebalanced for the benefit of all.

2. Make streets safe for cycling, allowing short journeys currently made by car to be replaced by bike, rebalancing road provision and creating safe and attractive cycle routes that allow movement by all ages and abilities for everyday trips.



3. Improve the network of alleyways making them safe and attractive for all to use at all times of the day, encouraging people to walk and promoting active and healthy lifestyles.

4. Plan for an improved public transport service, alongside other emerging technology, such as 'mobility as service', promoting these as attractive alternatives to private car use and ownership.



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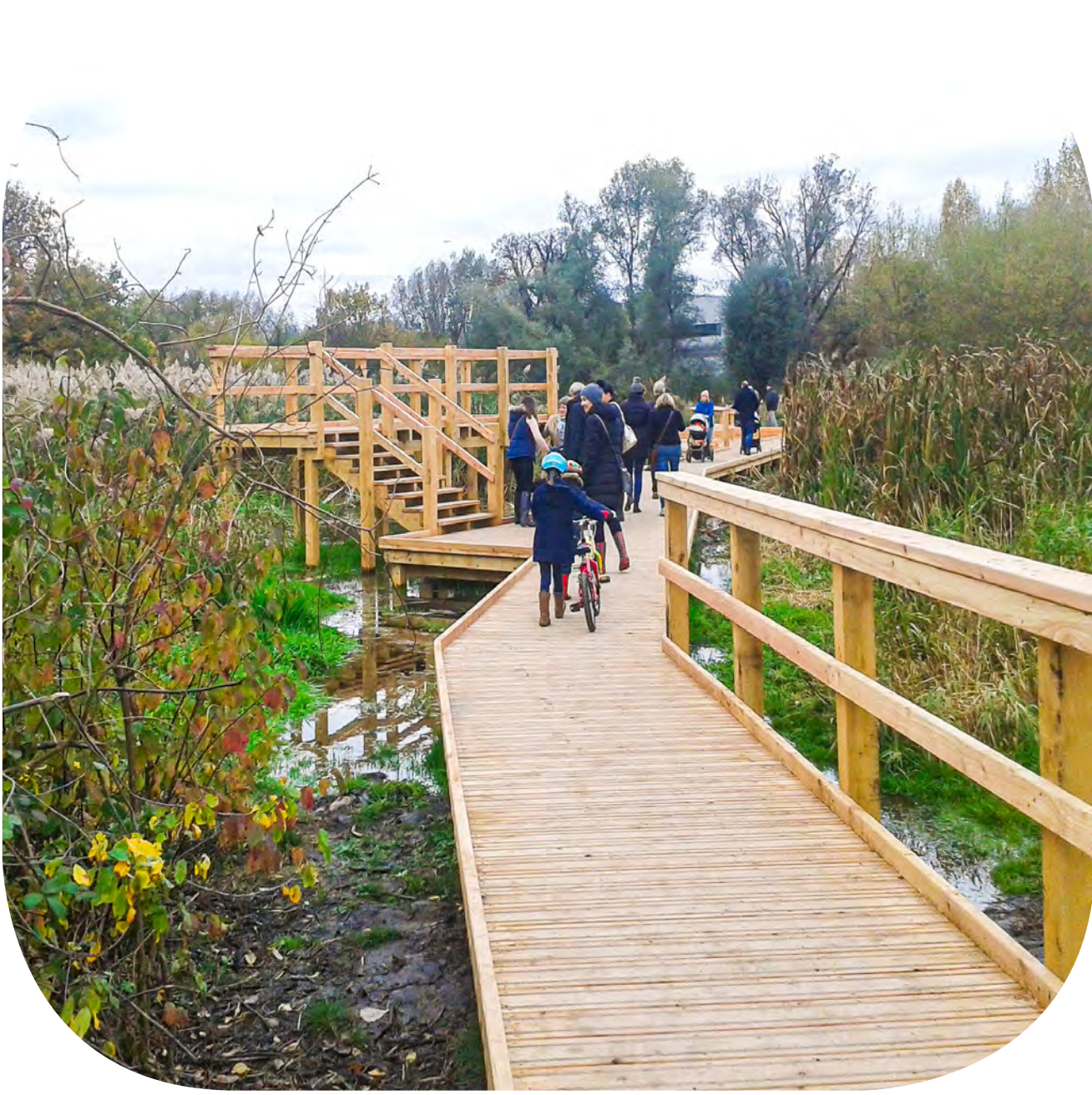
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Integrate green space into the town



Town-wide opportunities. What if we?



1. Create a connected “green necklace” of space around the town, including a variety of green, open and play spaces for all to visit and enjoy.
2. Better integrate the surrounding green space into the built environment, through street tree planting and landscaping, that provides a link between the two. This could include incorporation of wild flowers and raingardens, bringing biodiversity and environmental benefits, helping to make South Woodham Ferrers the ‘riverside country town’ as originally envisaged.



4. Soften the public realm in the town centre with trees and planters, green walls and places to sit and relax, improving the visitor experience but also helping to manage concerns about flood risk and surface water run-off.
5. Soften the nature of the residential street and cul-de-sac environment, introducing greenery, creating homezones and play streets that reduce the impact of the car and making these a safe place to play: ‘taking the park to the people’.
6. Foster community ownership and civic pride through conversion of ‘grey’ areas into space for biodiversity and local food production, including reuse and transformation of the alleyway network and under-utilised spaces.

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Influence the new growth area

Emerging ideas. What if we?



1. Require the design of development to respond to local character, delivering a variety of housing types to create choice and interest, based around a permeable street grid to encourage walking and cycling, and where parking is accommodated, but does not dominate the street scene. Responding to the legacy of the Essex Design Guide, this should be an exemplar and innovative development, setting a benchmark for future neighbourhood design. Could it be an 'expo for the 21st century garden town'?

2. Take a strong landscape-led approach to design that retains views to and the setting of Radar Hill, that provides access to green space and integrates streets trees and rain gardens in the urban environment.



3. Integrate the new area with the existing, transforming Burnham Road into a 'central street' which slows traffic down and helps create a cohesive and connected community. Are there other ways to connect the communities?

4. Support provision of self-build housing opportunities and encourage delivery of flexible housing types, that allow for change over time responding to the changing circumstances of individual households.

5. Use development to help invest in town-wide infrastructure improvements, making the best use of existing schools and directing funding to new and improved social and community facilities.

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Your ideas and suggestions



The ideas presented here are based upon feedback received at earlier consultation events.

Do you have any ideas or suggestions that should be considered as part of the Neighbourhood Plan?

Please let us know by completing the questionnaire or leaving comments on a sticky note here:

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