



South Woodham Ferrers Neighbourhood Plan

Comparator Towns

Troy Planning + Design

April 2019

Comparator towns



COMPARATOR TOWNS

OVERVIEW



- Case studies of successful towns, neighbourhoods and new developments presented
- Case studies from a mix of UK towns and those overseas
- Includes a mix of similar size towns
- Seeks to draw out key messages and lessons that might influence policy ideas and projects for South Woodham Ferrers

SEVENOAKS, KENT

A NEW RETAIL LOOP



- Population 18,600 People
- Bligh's Meadow shopping area
- Former bus station and car park redeveloped from 2002
- Retail set around smaller central car park which doubles as craft market
- M&S store includes underground parking: screened with installation of a green wall
- Development provides clear and direct walking routes linking with the High Street – creates a walkable retail loop and supports the High Street
- Scale and design reflects local character



TRAVERSE CITY, MICHIGAN, USA

ANNUAL LIVABILITY LIST: BEST SMALL TOWN



- Population 15,170 People
- Green and blue setting well integrated into urban area, promoting a healthy and active lifestyle
- Locally grown produce (food and drink): celebrated at annual festival raising profile of town and boosting tourism
- Excellent restaurant offer linked to local produce
- Thriving craft brewing / micro-brewery scene



IJBURG, AMSTERDAM, NETHERLANDS

A NEW WATERFRONT COMMUNITY



- Population 22,195 People
- Created on man made islands
- Water integrated with the urban fabric, with a highly sensitive approach to flooding & surface water run-off
- Facilitation of self-build and innovative housing types using regulating plans leads to design excellence
- Limited vehicular access encourages use of public transport and cycling (though proximity to main urban area supports this)
- Park land highly accessible, with dedicated cycle bridges and routes creating attractive links
- Mid rise centre around a central spine plus mix of housing creates diversity

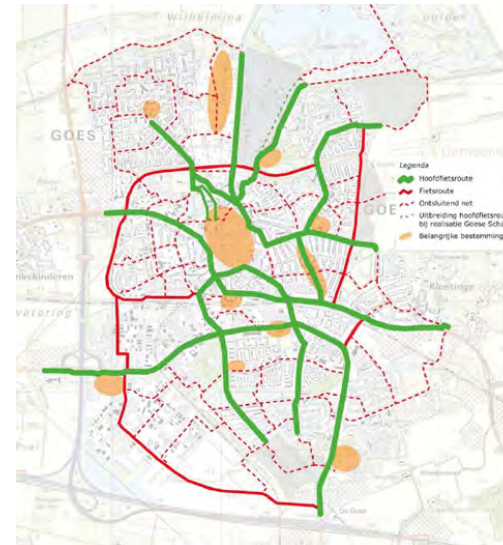


GOES, ZEELAND, THE NETHERLANDS

A 'SMALL CYCLING CITY'



- Population 27,000 people
- Shortlisted as Dutch 'Cycling City' 2008 & 2016
- Recent major investment in cycling infrastructure
- 50% cycling modal share for journeys up to 7.5km
- Includes a network of primary and secondary routes, and coastal paths
- Has relieved congestion on ring road and improved safety – through major redesign of junctions near a school
- New dedicated cycle underpasses



AARHUS, DENMARK

CREATING AN 'URBAN FOREST'

- Town rated 'Europe's second best place'
- Urban Forest: Landscape Award Winner 2011
- Central square transformed into a green meadow
- Trees and water features bring the country into the town
- Exposure to nature has nurtured social trust, reduced stress, improved long-term mental health and educational attainment
- Initially a temporary project as part of a cultural festival: has led to transformation of other public squares in the town



NANSLEDAN, NEWQUAY, CORNWALL

A NEW WALKABLE URBAN EXTENSION

- 800 homes approved (will increase to 4,000)
- Extension of Newquay (pop'n approx. 20,000)
- Built to a design code reflecting local vernacular and use of a 'local pattern book'
- A street-based network with all routes and public spaces overlooked by buildings
- Efficient use of land means all homes are within walking distance of services and facilities
- Community Orchard provides a link between new and existing community – a place for community activity: food grown here sold in the local markets / used in local restaurants



SHERFORD URBAN EXTENSION, PLYMOUTH

A CENTRAL MAIN STREET



- Proposal for 5,500 homes
- Structured around a new main street: which is the central spine of the development
- Classified as an arterial route (a high capacity road), but balanced with place-making role
- Local Centres, squares, schools and homes directly accessed from and look onto the main street
- Incorporates pedestrian space and crossing points



COMPARATOR TOWNS MESSAGES



- Maximise local character, culture and identity to create sense of place
- Integrating green and blue infrastructure into the urban fabric is good for the environment, health and well-being
- Providing safe and attractive walking and cycling routes makes a more accessible and equitable place for all
- Mixture of densities and housing types provides a range of housing choice and can deliver design diversity and interest
- Clear, connected routes support movement and strengthen the town centre
- Streets can be spaces too, balancing traffic and place functions



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