



# South Woodham Ferrers Neighbourhood Plan

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Town centre  
Landowners meeting

Troy Planning + Design  
June 2019



# Welcome and Agenda



# WELCOME AGENDA



10:00 – 10:35

- Introductions
- Introduction to Neighbourhood Planning
- The story so far
- Town centre challenges
- Town centre opportunities



10:35 – 11:30

- Roundtable discussion
- Next steps



# Intro to Neighbourhood Planning





# WHY DO A NEIGHBOURHOOD PLAN?

## A POWERFUL TOOL FOR PLACEMAKING



- Neighbourhood Development Plans: a way of giving ‘power’ to local people
- Must be land use related: but can include a wider manifesto to influence change – can be about more than new development
- No set format: can be very simple or very complex
- Must be in conformity with national and local planning policy
- Can effect very real change
- Can bring about positive planning and community cohesion
- Can draw out the benefits of change
- Expressing the community’s aspirations for change

# NEIGHBOURHOOD PLANNING IN ENGLAND

## A GROWING MOVEMENT: GREAT PROGRESS

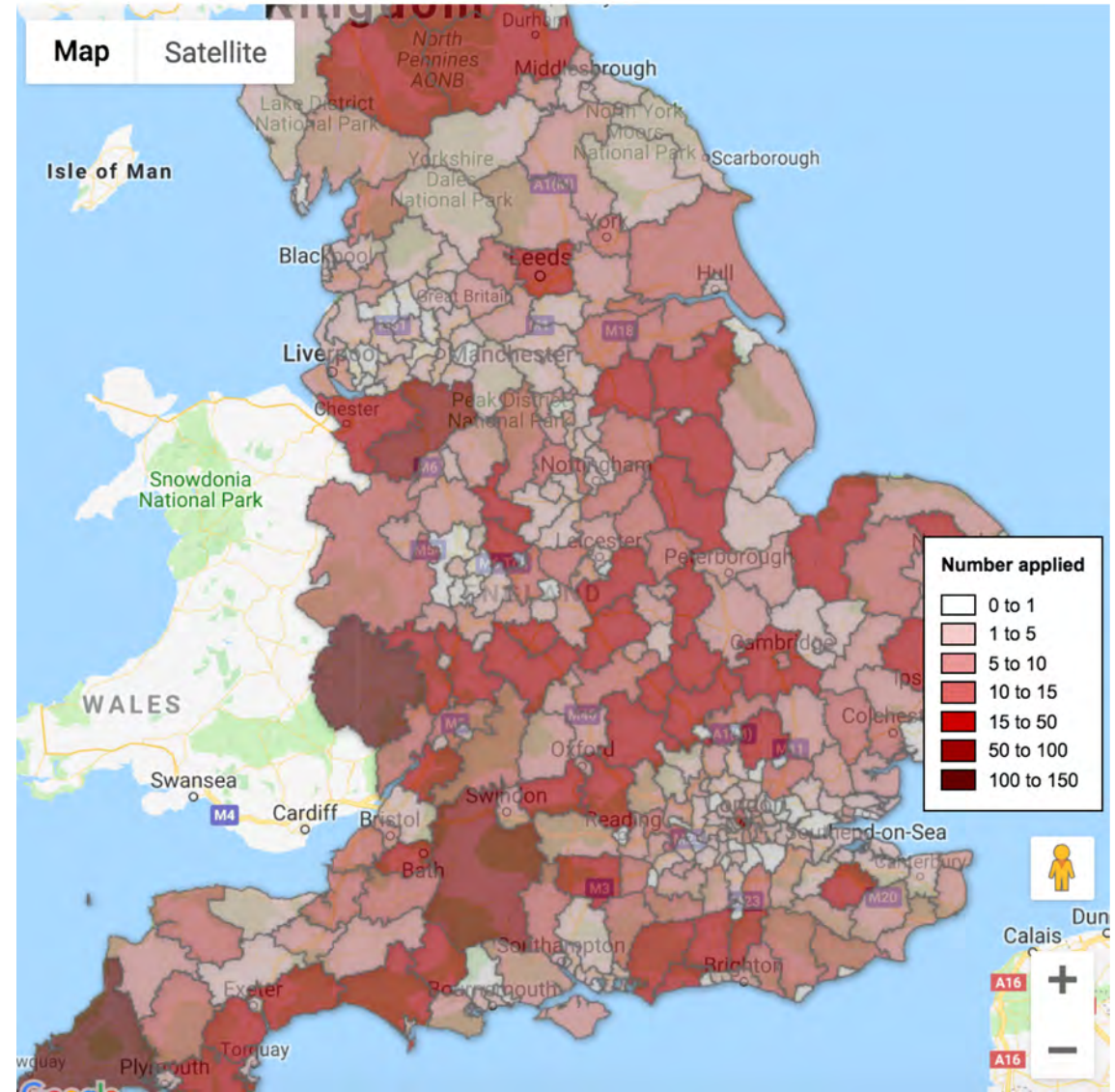
As of December 2018:

- 2,596 Applications
- 2,479 Areas designated
- 1,033 have reached 'pre-submission stage'
- 633 have been 'made'

By contrast:

- Only half of LPAs have an adopted Plan
- 22% have yet to submit a Local Plan for examination

**There are more 'made' neighbourhood plans than adopted Local Plans**



# The story so far



# EARLIER CONSULTATION EXERCISES

## SUMMARY THEMES AND MESSAGES

- |   |  |
|---|--|
| <b>1.</b> Revitalise the town centre                      | <ul style="list-style-type: none"><li>• Wider range of retailers and facilities</li><li>• Future of healthcare &amp; emergency services?</li><li>• Potential for start-up business space?</li></ul>  |
| <b>2.</b> Address transport issues                        | <ul style="list-style-type: none"><li>• Better walking and cycling, &amp; public transport</li><li>• Slow down speeding traffic</li><li>• Insufficient parking in residential areas</li></ul>  |
| <b>3.</b> Influence the growth area                       | <ul style="list-style-type: none"><li>• Connect with the existing community</li><li>• Provide a range of housing types – including housing for young families and self-build opportunity</li><li>• Plan for infrastructure provision across the town (education, healthcare etc)</li></ul> |
| <b>4.</b> Integrate the town with surrounding green space | <ul style="list-style-type: none"><li>• Green space gives the town character and identity</li><li>• Better sports facilities and leisure opps for all ages</li><li>• Deliver flood mitigation measures</li></ul>   |



# A VISION FOR SWF: THE 'COMPLETE COMMUNITY'

*safe, friendly, green,  
welcoming.....*

*a wide range of housing,  
leisure and employment  
choices...*

*easy to move around by foot  
and by bike...*

*a strong and vibrant centre at  
the heart of the town...*

**We see South Woodham Ferrers becoming the 'Complete Community'.**

You previously told us that there is a strong sense of community in South Woodham Ferrers and that the town has a strong identity. Our vision seeks to maintain and strengthen this, providing a safe, friendly, green, accessible and welcoming place for all, with a range of housing choices, leisure and employment opportunities, all in easy walk and cycle of the home, and with a strong and vibrant town centre at the heart of the town.



**I ♥ SWF**  
NEIGHBOURHOOD PLAN

# Town centre challenges

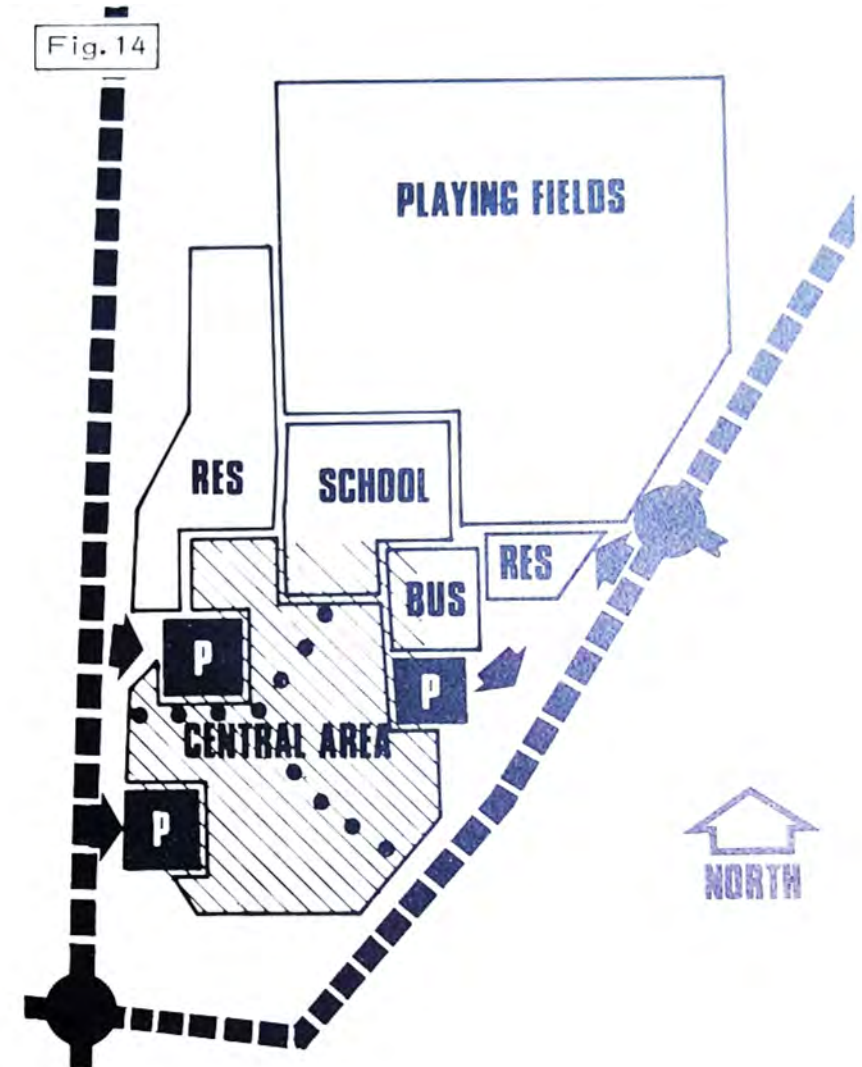




# TOWN CENTRE

## ORIGINAL VISION AND OBJECTIVES

- To promote the highest standard of design and layout
- All the advantages of a small country town
- Mix land uses as much as possible
- Pedestrian spaces and squares will be carefully treated
- Planting will be introduced
- The smaller shopping units could be combined to suit the requirements of individual traders
- The centre itself is contained by the major road framework



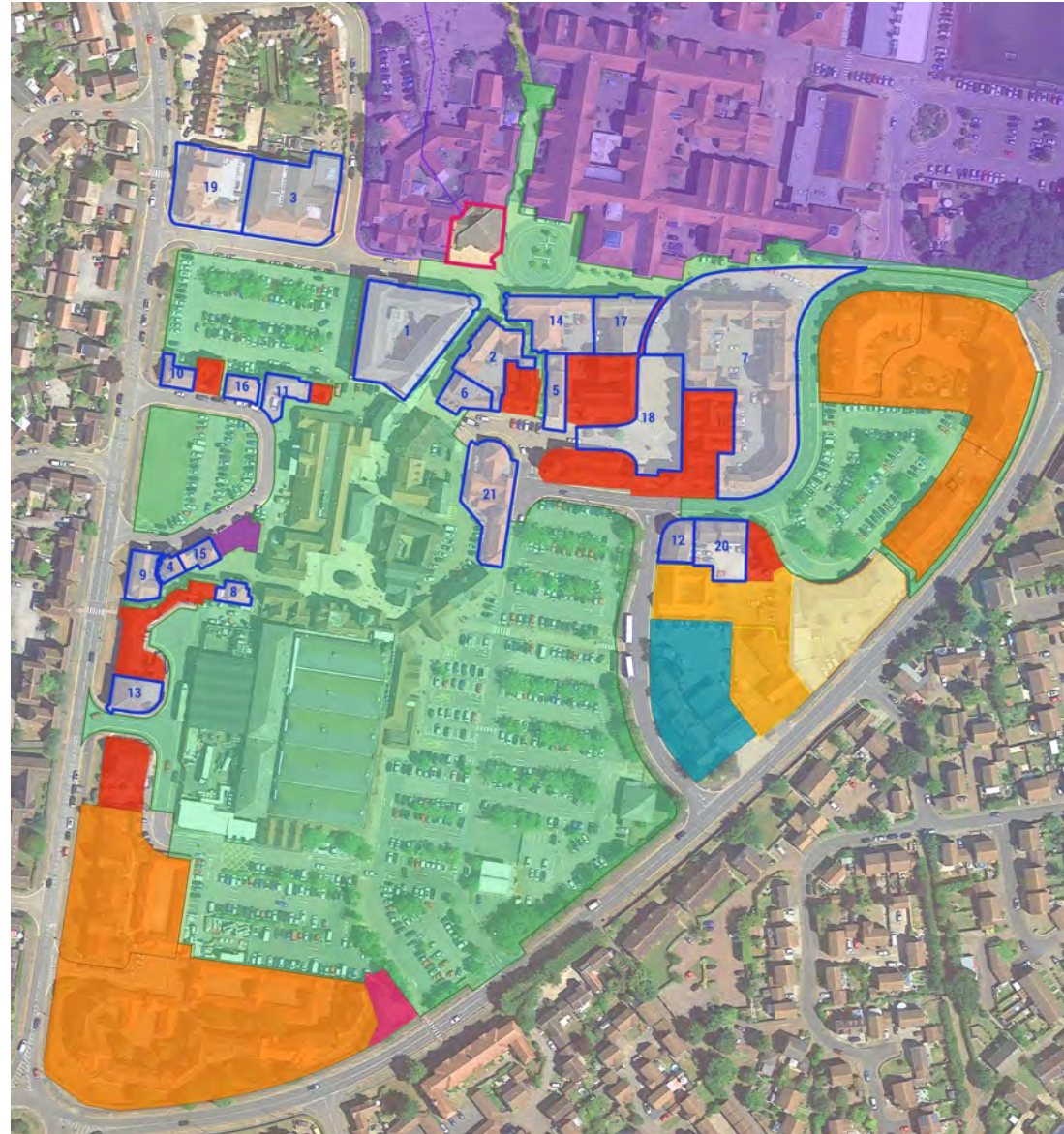
# TOWN CENTRE CONSULTATION COMMENTS

- Limited retail offer
- Dominated by Asda
- Encouragement should be given to attract other stores to the town centre, providing choice and competition
- Suggestion that land ownership arrangements 'stifle' change in the centre





# TOWN CENTRE LAND OWNERSHIP



- Single main land owner (Asda) with other smaller ownerships
- Scope for change should factor in ownership arrangements and potential for intervention

10 0 10 20 30 40 50 m

## Town Centre Land Ownership

ASDA	Town Council
SW Investments	Fire and Rescue
Richard Barber	Holy Trinity Shared Church
Residential	Police Authority
Schools	Primary Care Trust
	Other (labelled 1-21)

## Label INSPIRE Land Owner

1	48222643	Addington Capital LLP
2	52085472	B.J.'s of Woodlawn Limited
3	48677896	Club Woodlawn Limited
4	48202298	Crawford Enterprises Limited
5	52085586	Crestwise Limited
6	48297027	Dina Mubarek Khan, Anna Maria Khan, Linda Chalangary and Hamid Reza Chalangary
7	48633548	Glenbridge Property Company Limited
8	48209454	Maria Teresa Del Carmen Howard
9	52087087	Muhammad Delabor Ali
10	48211173	Paul Sidney Sutton, Stephen David Sutton and Sidney Henry Sutton & Barnett Waddingham Trustees Ltd
11		Penny Holdings Limited
12	52897420	Ramesh Somabhai Patel, Jyotika Ramesh Patel, Prabir Ramesh Patel And Niraj Ramesh Patel
13	52087014	Roger Carr and Lisa Frances Wakefield-Carr
14	48542573	Searchgrade Limited
15	48202430	Sharon Francis Harman and Karl Harman
16	52066575	SLA Property Company Limited
17	48345267	SSS Estates
18	52085904	The Oakland Hotel (SWF) Limited
19	48224306	Timbergrain Limited
20	48216716	Trendassist Company Limited
21	52066889	Liv Ellison and Rebecca Ellison



# TOWN CENTRE CURRENT POLICY FRAMEWORK

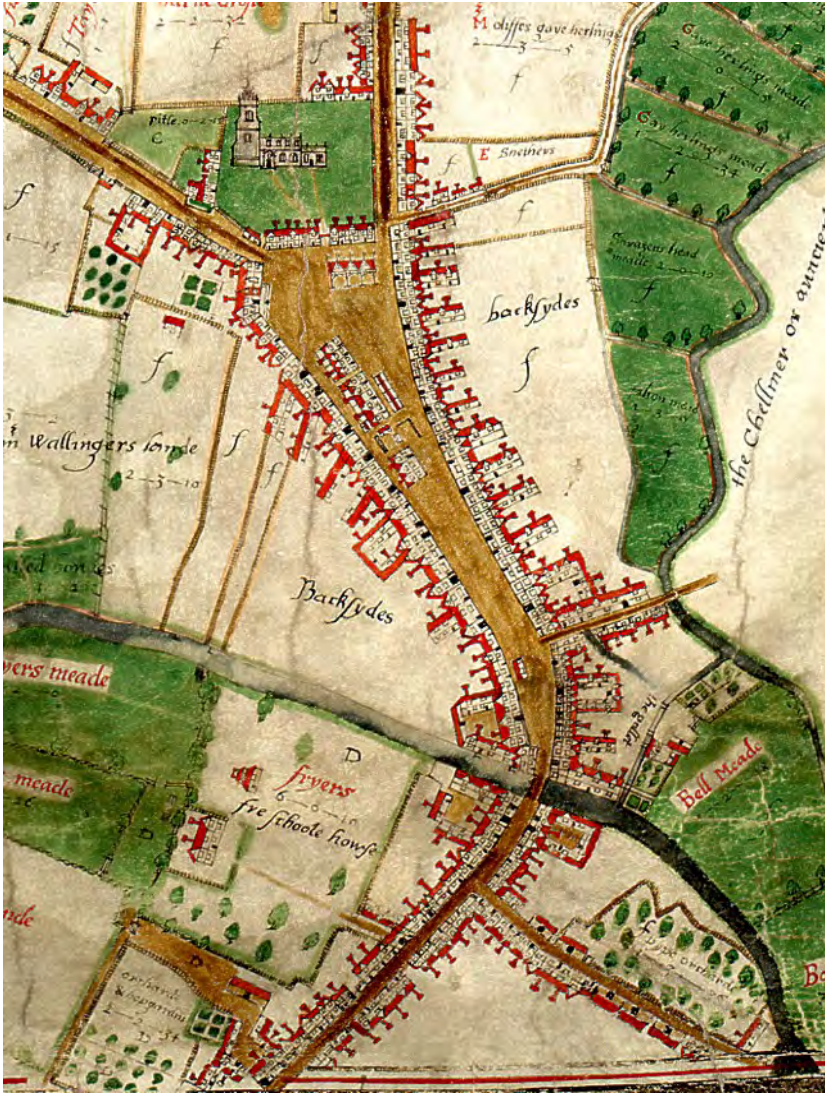
- A focus on retail frontage
- Do we need to reconsider the role and future of the 'High Street'?
- Does the role of the High Street need to change so it can survive?
- A mix of policy and project ideas required





# URBAN MORPHOLOGY

## TYPICAL TOWN CENTRES



- At the confluence of main routes
- A gathering and trading place
- A place of rest on longer journeys
- A clear hierarchy of streets and spaces
- Strong building frontages and activity on the main street
- Public and private spaces clearly defined
- Civic buildings act as landmarks
- Strong sense of arrival

(image: Walker map of Chelmsford, 1591)

# SPACE SYNTAX 'CHOICE'

## MAIN ROUTES 'BYPASS' THE TOWN CENTRE



- Red routes indicate most connected and direct routes
- Illustrates that the Town Centre is poorly connected
- The main routes 'bypass' the Town Centre



# TOWN CENTRE CHALLENGES



- Is the town centre a place for people or for cars?
- Does this create a sense of arrival?
- Is it a welcoming experience?

# TOWN CENTRE CHALLENGES



- Where is the 'front door' to the town centre?
- How clear is it that there is a wider town centre offer beyond the arrival point / Asda car park?



# TOWN CENTRE CHALLENGES



- What happens in this space?
- Does it lead anywhere?

# TOWN CENTRE CHALLENGES



- Am I meant to follow this route?



# TOWN CENTRE CHALLENGES



- Are these private or public spaces?
- Is this the front or back of a building?
- Should I be here?

# TOWN CENTRE CHALLENGES



- What happens in these spaces?
- What would make people stop and enjoy being in these places?
- Can the environment be softened?



# Town centre opportunities



# TOWN CENTRE IDEAS

## VISION FOR THE FUTURE



The town centre is not just a retail centre

It should be the **‘centre for everything’**

*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*

The main square should be:

**the town’s ‘living room’**





# What if...?

## Non land-use ideas



# PLACE BRANDING

## STRENGTHEN IDENTITY, ECONOMY, SENSE OF PLACE



- Identify what defines the town
- Use this to raise profile, drive investment and capture retail spend
- Maximise relationship with landscape
- Maximise legacy as the 'modern birthplace' of residential 'place-making'
- Reflect this in growth area: an 'expo' for the 21<sup>st</sup> Century 'new garden town'
- A centre of excellence for design and green infrastructure





# COMMUNITY EVENTS

## THE 'SW-FESTIVAL'

- Return of and expansion of festival?
- Series of events, linked to place and identity, e.g.:
  - Housing and town design
  - River-based events
  - Local food and drink produce (eg.: Crouch Ridge and Clayhill Vineyards)
  - Maximise use of the Bandstand
  - Open clocktower as a viewing platform
- Located in the town centre and around town
- Make use of empty properties to activate town centre space (pop-ups and meanwhile uses)



alamy stock photo



alamy stock photo

# COMMUNITY CURRENCY

## THE 'SWF' POUND



- A Town Currency
- Exchange rate of 1:1
- Spend in and support local businesses
- Retains retail spend in SWF
- Fosters community pride and identity
- Implemented in Bristol, Brixton, Cardiff, Cornwall, Exeter, Kingston, Lewes, Stroud, Totnes etc



# What if...?

## Greening the centre



# INTEGRATING WITH GREENERY

## GREENING THE CENTRE: EXISTING





# INTEGRATING WITH GREENERY

## GREENING THE CENTRE: FLOODRISK



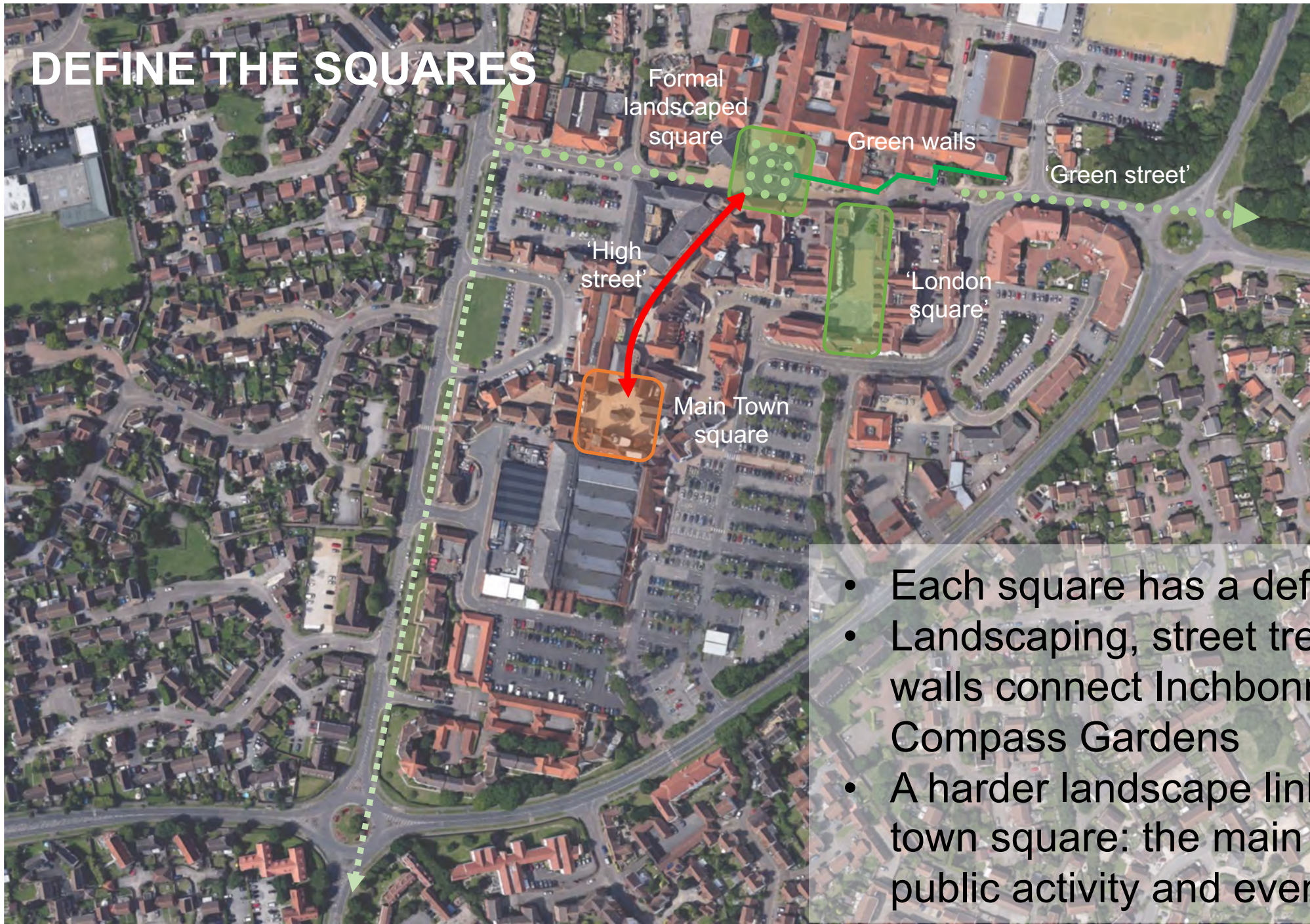
Majority of town centre  
in areas of flood risk

Areas of hard surfacing  
exacerbate flood risk,  
including that from  
surface water run-off

Introducing permeable  
surfaces can help  
manage the risk, and  
green the town centre



# DEFINE THE SQUARES

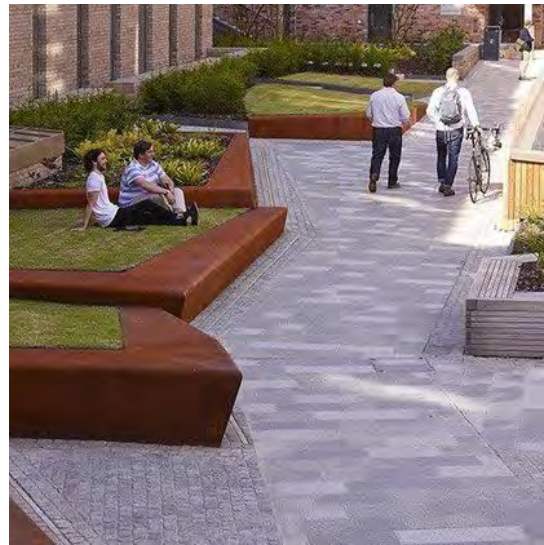


- Each square has a defined function
- Landscaping, street trees and green walls connect Inchbonnie Road with Compass Gardens
- A harder landscape links to the main town square: the main location for public activity and events



# INTEGRATING WITH GREENERY

## GREENING THE CENTRE: EXAMPLES





# INTEGRATING WITH GREENERY

## GREENING THE CENTRE: INTRODUCING WATER



Urban rills and raingardens reinforcing the sense of the 'riverside country town'





# INTEGRATING WITH GREENERY

## GREENING THE CENTRE: TEMPORARY / TRIAL PROJECTS



Using colour to enliven space



# What if...?

## Town Centre concept ideas






# FOCUS ON THE 'HIGH STREET'

- 
- An aerial photograph of a town center. A large, thick red arrow with a black outline points from the top center towards the bottom center, highlighting a central street or 'spine'. The surrounding area is filled with residential buildings, parking lots, and green spaces.
- Focus retail activities on central spine
  - Public realm and shop front improvements
  - Encourage 'Pop-up' / 'meanwhile' uses in vacant units
  - Allow contraction of retail activity elsewhere
  - Encourage change of use to other supporting town centre uses
  - Allow change of use and redevelopment for residential



# OPEN UP THE CENTRE

- 
- Provide views and clear links through to the central square and 'High Street'
  - Removal of archway by Asda
  - Redevelop link via former Natwest
  - Redevelop units to west of square as well as land to rear of George: screens the service area, creates a new street front and opens up a clear route

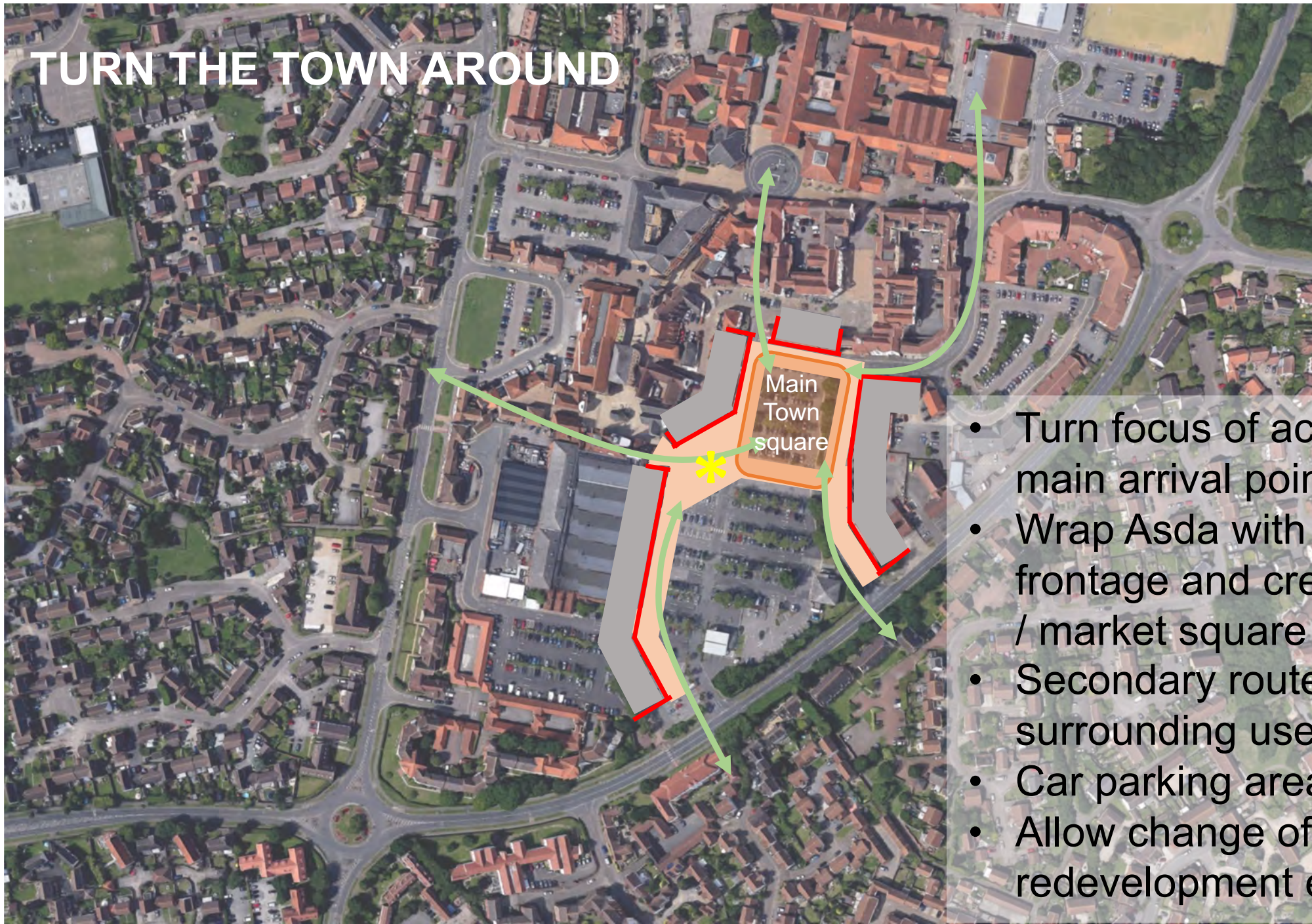


# OPEN UP THE CENTRE





# TURN THE TOWN AROUND



- Turn focus of activity onto main arrival point
- Wrap Asda with active frontage and create new town / market square
- Secondary routes link to surrounding uses
- Car parking area rationalised
- Allow change of use and redevelopment elsewhere



# 'TURN THE TOWN AROUND'



- New retail development in Sevenoaks - new frontage and extended retail loop
- Integrates new and existing
- Sensitive scale development
- Potential to use space for market stalls and other activities



# Roundtable discussion





# TOWN CENTRE ROUNDTABLE DISCUSSION



- What works well in the town centre?
- What are the threats and opportunities?
- What could work better?
- How might we do that?
  - Should we look at the movement network, how people get to the centre and move around when there?
  - Should we look at improvements to the quality of the environment and public space?
  - Do we need to think about encouraging new uses and activities in the town centre? If so, what?
  - Do we need to think again about the structure and layout of development and parking?
  - What other initiatives should we explore?

# Next steps





# NEIGHBOURHOOD PLAN

## NEXT STEPS



- Consultation on ideas in Summer
- Prepare draft Plan
- Formal six-week consultation in Autumn
- Submit to City Council in Winter
- City Council organises an independent review of the Plan, including a further round of consultation
- A referendum follows examination
- Document then becomes planning policy
  
- Plenty of opportunity for ongoing input and engagement!

# Thank you!



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