



## Focus for the Plan



## EARLIER CONSULTATION EXERCISES CHILDREN'S POSTERS



- Sense of community
- Importance of parks and environment
- 'Eco' homes and transport
- Better shops and community facilities

## 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>   |

## AREAS OF FOCUS OPERATING AT FOUR SPATIAL SCALES

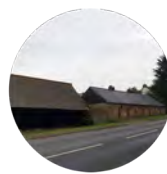


- |                        |  |
|------------------------|--|
| <b>1.</b> Sub-regional | <ul style="list-style-type: none"> <li>• Improve public transport connections with Chelmsford and Wickford</li> <li>• Review nature / speed / safety of Burnham Road</li> </ul>  |
| <b>2.</b> Town-wide    | <ul style="list-style-type: none"> <li>• Better walking, cycling and public transport provision</li> <li>• Improve provision of and access to green space</li> <li>• Review infrastructure provision</li> <li>• Respond to legacy of Essex Design Guide (Character)</li> </ul> |
| <b>3.</b> Town centre  | <ul style="list-style-type: none"> <li>• Improve diversity of retail offer</li> <li>• Improve connections with town as a whole, and within the town centre</li> <li>• Improve quality of public spaces</li> <li>• Consider role of the town centre and mix of uses</li> </ul>  |
| <b>4.</b> Growth area  | <ul style="list-style-type: none"> <li>• Improve access for pedestrians and cyclists</li> <li>• Respond to landscape</li> <li>• Provide for a range of housing choice</li> </ul>   |

## A VISION FOR SWF THE 'COMPLETE COMMUNITY'

*safe, friendly, green, accessible...*

Strong sense of community  
A riverside country town  
A strong and vibrant town centre  
Access for all



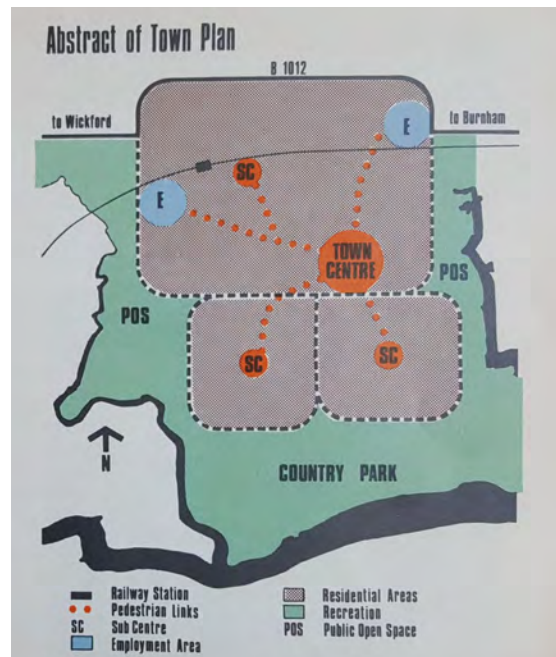


# Updating the original concept Plan for SWF



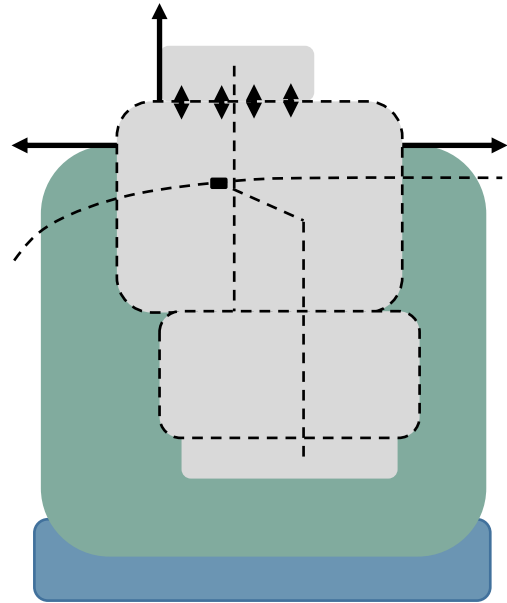
## TOWN WIDE STRUCTURE ORIGINAL ABSTRACT PLAN

- Character of the town, issues and opportunities relate to original concept for South Woodham Ferrers
- A 'new riverside country town'
- Surrounded by excellent green infrastructure, but limited relationship with this
- Loop network of roads creates cells of development, and barriers to access



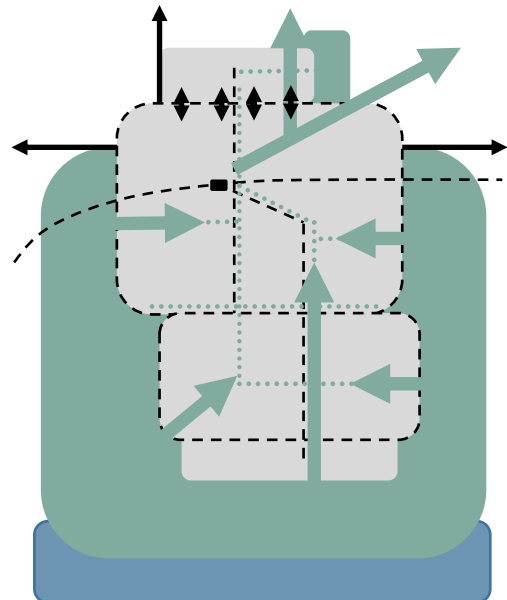
## TOWN WIDE STRUCTURE UPDATING THE ABSTRACT PLAN

- New growth to the north of South Woodham Ferrers is well connected to the existing town
- All 'roads' are redesigned as 'streets' to create safer places for all



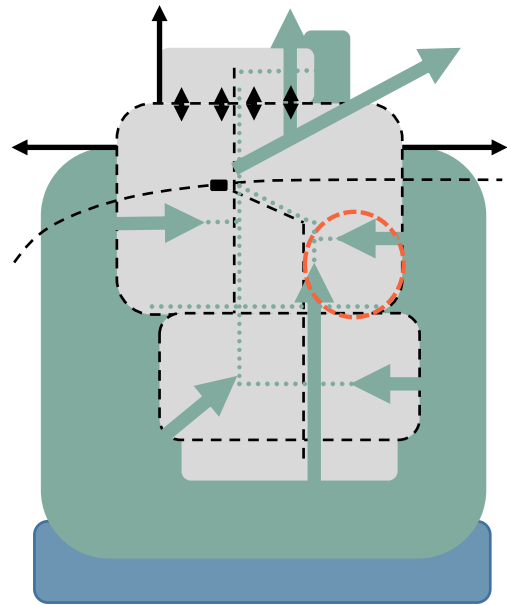
## TOWN WIDE STRUCTURE UPDATING THE ABSTRACT PLAN

- Green fingers and spaces reconnect the town with the surrounding landscape
- Opportunities for rain gardens within the public realm integrate water within the urban environment and reinterpret the riverside setting
- SWF becomes the 'riverside country town'



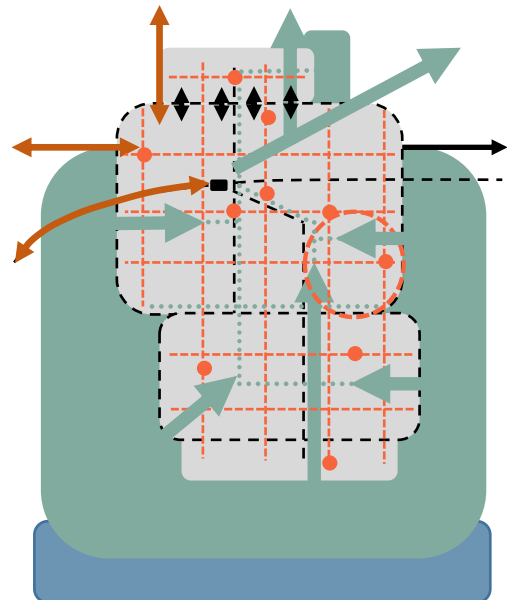
## TOWN WIDE STRUCTURE UPDATING THE ABSTRACT PLAN

- The Town Centre is reinvigorated as the hub of social life and activity in South Woodham Ferrers.
- A wider range of uses and activities are found in the town centre, set around welcoming and attractive spaces



## TOWN WIDE STRUCTURE UPDATING THE ABSTRACT PLAN

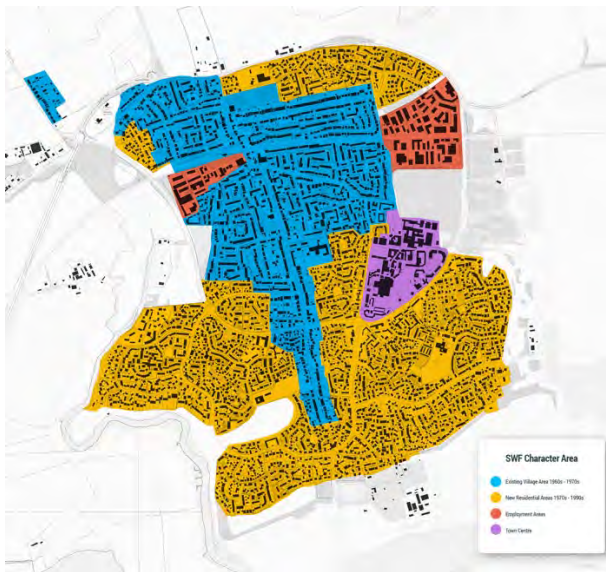
- A lattice of well connected walking and cycling routes providing excellent connections for all people of all ages
- Everyone is within a ten minute walk or cycle of day-to-day services and facilities, including schools, healthcare, shops, employment and open spaces
- Inter-urban public transport (bus and rail) routes improved



# Town-wide background: structure



## TOWN WIDE STRUCTURE DEMOGRAPHIC DATA AND CHARACTER AREAS



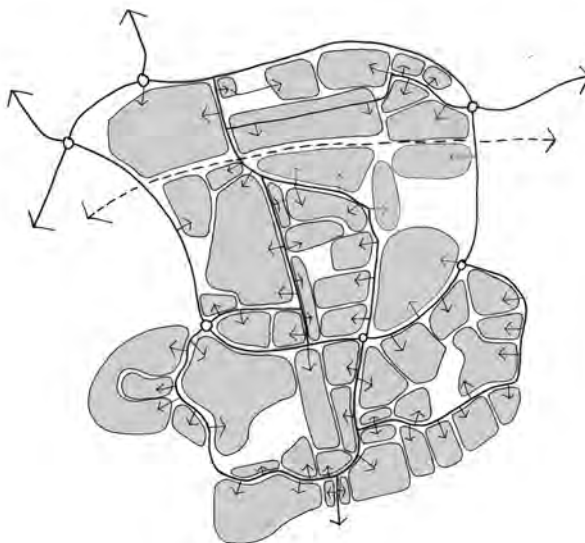
- Population of town declining
- An ageing population
- 2.5 persons per h/h, but average of 3.1 bedrooms per house
- Relationship with planned housing stock and impact on original infrastructure provision
- Health generally good. However, rate of obesity and prevalence of high blood pressure higher than for Maldon parliamentary constituency: related to urban structure?

## TOWN WIDE STRUCTURE CHARACTER AND STREET HIERARCHY



- Main 'loop' road
  - A space for vehicles rather than pedestrians and cyclists
  - A barrier to movement
- Series of culs-de-sac
  - Disconnected residential areas?

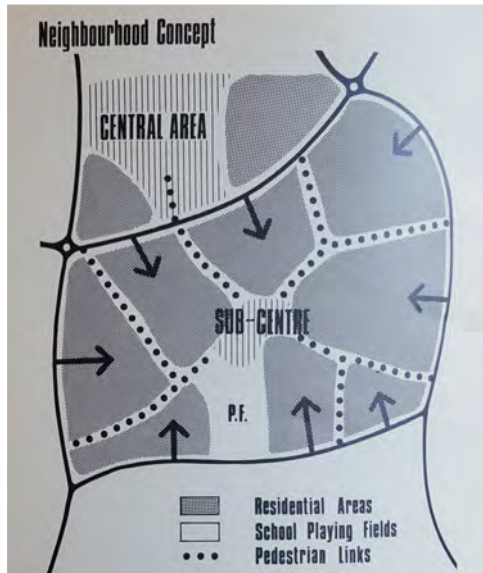
## TOWN WIDE STRUCTURE A SERIES OF DEVELOPMENT CELLS



- Disconnected, inward looking 'cells' of development
- Favours movement by car
- Road network a barrier to movement
- Pedestrian routes to the rear of properties
- Indirect access to services and facilities
- Limits potential for social interaction



## TOWN WIDE STRUCTURE ORIGINAL TOWN MASTERPLAN CONCEPT



Can we introduce change and retrofit this structure, whilst staying true to the strong legacy of the original masterplan and the Essex Design Guide, which gives the town its character and identity?



Section illustrated in original masterplan (left)

## TOWN WIDE STRUCTURE STREET HIERARCHY



Town-wide traffic distributor



Main estate road



Internal estate street



Pedestrian route

## TOWN WIDE STRUCTURE PEDESTRIAN ROUTES



## TOWN WIDE STRUCTURE IMPROVING THE PUBLIC REALM / MOVEMENT NETWORK



Town-wide distributor:

- Slow traffic: through speed limits and visually through design
- Create new frontages and crossing points

Main estate road:

- Open nature with green space gives a sense of place
- Encourage similar arrangement in new growth area

Internal Estate street:

- Limited greenery with on-street parking
- Homes close to street edge enclose the street
- Introduce greenery through 'Homezone' style concept

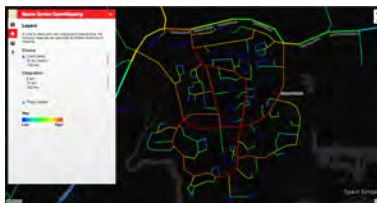
Pedestrian routes:

- Open-up routes with frontage wherever possible

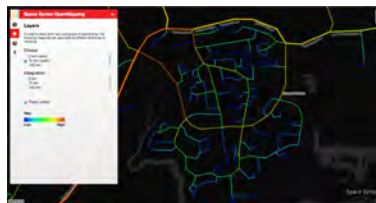
# Town-wide background: movement



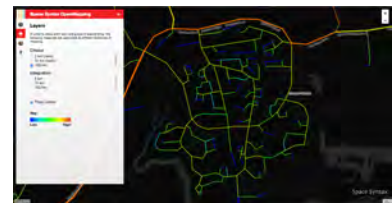
## TRAFFIC MOVEMENT MAIN ROUTE CHOICES (SPACE SYNTAX DATA)



Local movement



Sub-regional movement



Strategic movement

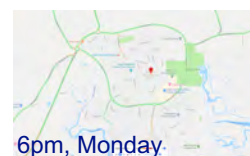
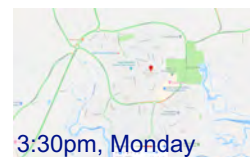
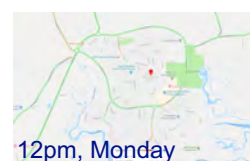
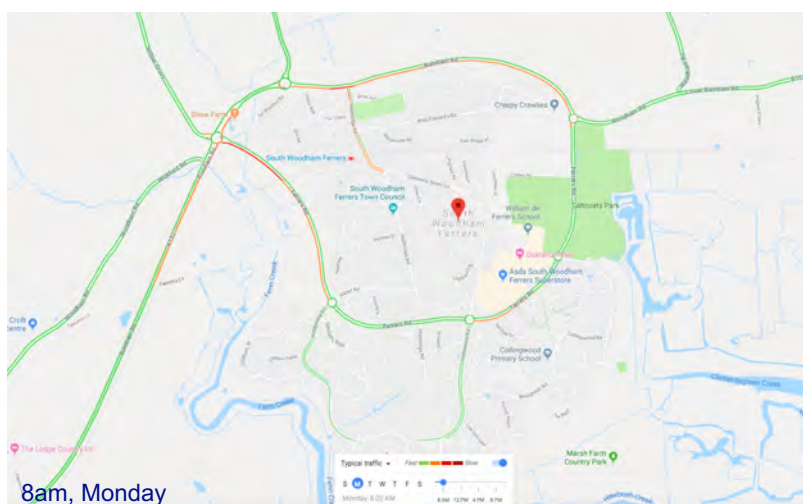
- Internal 'loop' network plus Hullbridge Road are most connected routes within SWF
- Burnham Road and connection to Wickford, Chelmsford and Maldon important at wider level

## TOWN WIDE STRUCTURE TRAVEL TO WORK DATA



- The train is important (17%) of journeys, but the main relationship is with Chelmsford:
  - 42% of all out-commuting journeys to Chelmsford
  - 58% of all in-commuting journeys to Chelmsford
- Other than the commute to London, the majority of all commuters travel by car, except those who live and work in SWF:
  - 9% of journeys are within SWF, and most of these by foot

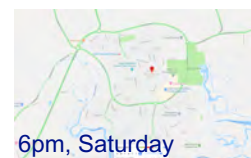
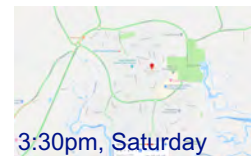
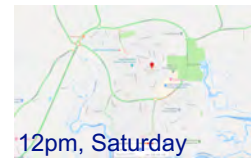
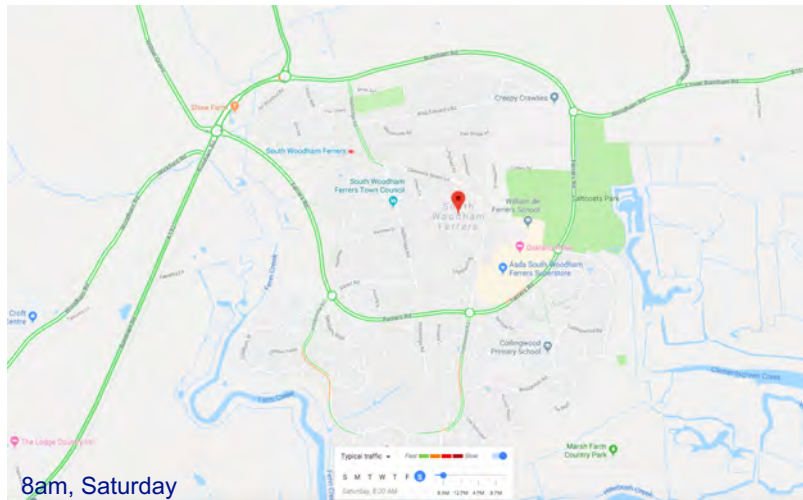
## TRAFFIC FLOW TYPICAL FLOWS: MONDAY AVERAGES





## TRAFFIC FLOW

### TYPICAL FLOWS: SATURDAY AVERAGES



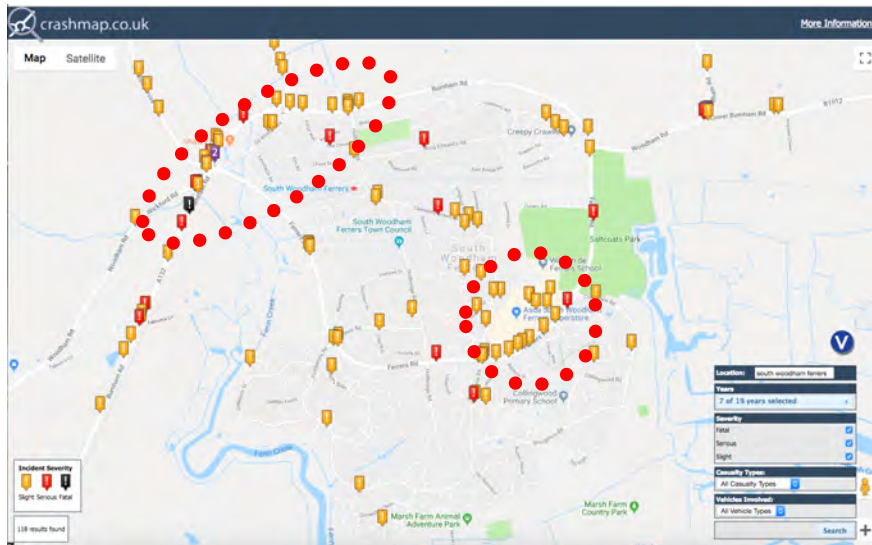
## TRAFFIC FLOW

### SUMMARY



- Traffic generally free-flowing
- During the working week:
  - Main time and location of congestion during morning 'rush-hour' on Burnham Road and Ferrers Road (between Burnham Road and Albert Road)
  - Some instances of slower moving traffic through the day on Hullbridge Road, associated with level crossing at train station
  - Some instances of slower traffic on Ferrers Road south of town centre at 'school-run' time
- Traffic generally free flowing at equivalent times on weekend
  - Some slower moving traffic on Ferrers Road south of town centre during lunch-time, but not significantly so

## ACCIDENT DATA ALL RECORDED INCIDENTS 2011-2017



- Improve town centre access
- Resolve Burnham Road issues through Growth Area opportunity



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