



South Woodham Ferrers Neighbourhood Plan

Northern Growth Area: Ideas

Troy Planning + Design

April 2019

‘What if...?’ Growth Area concept ideas



NORTHERN GROWTH AREA

CONNECTING ACROSS BURNHAM ROAD



Options

1. Deliver a new ring road and downgrade existing road?

1. Has merits, but ruled out through Local Plan

2. Bridge across Burnham Road?

2. Has merits, but retains vehicular priority rather than creating a place for people, and has added costs

3. Transform Burnham Road into a central street?

3. Strongest placemaking response, requires slowing of traffic and proactive encouragement of other travel modes

NORTHERN GROWTH AREA

DESIGN QUALITY AND CHARACTER



Use the positive features in the character area work to develop design guidelines for future growth and change:

- Respond to 'Essex Vernacular'
- Limited palette of materials but flexibility in use
- Variety in house types and building forms encouraged, creating interest
- Require use of design review
- Permeable street pattern promoting walking & cycling
- Street design allows bus provision, but balances this with place function
- Parking accommodated, but not at detriment to street scene
- Consider demonstration projects (green play streets) and / or a 'housing expo', responding to legacy of Essex Design Guide

NORTHERN GROWTH AREA HOUSING MIX AND TYPE



Local Plan encourages the following, but can the NDP be more specific about location, mix, type, design quality etc?

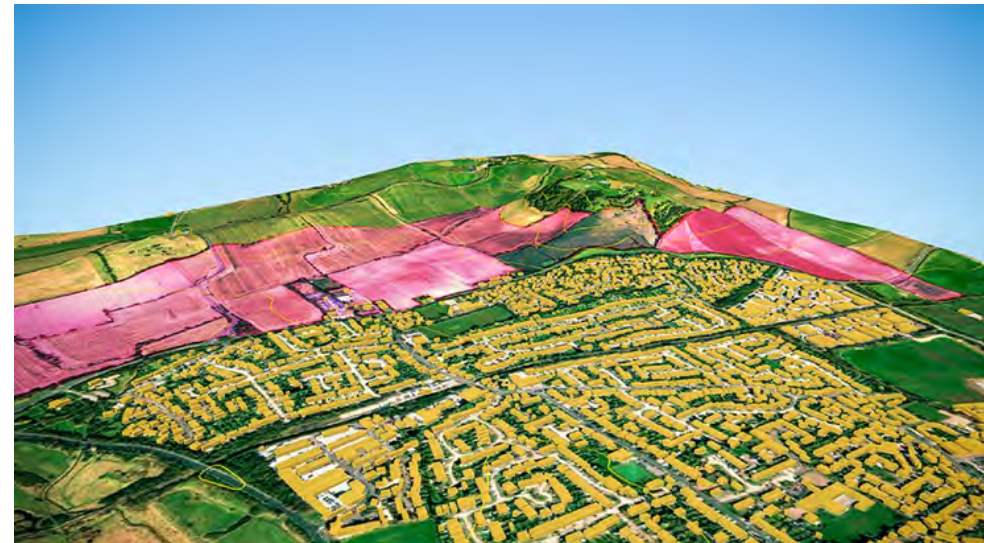
- Provision of maximum affordable housing
- A wide range of housing types to provide choice in the market
- Encourage flexible housing types, to allow for change according to changing circumstances of individual households
- Support self-build housing, using a regulating plan and plot passports to respond to overall design intent, with serviced plots provided



Self-build, IJburg, Netherlands

NORTHERN GROWTH AREA LANDSCAPE

- Integrate street trees, rain gardens and holding ponds within the public realm
- Explore restrictions to paving over of front gardens to minimise surface water flooding
- Respond to topography: retain views to and setting of Radar Hill
- Complete the town wide green necklace



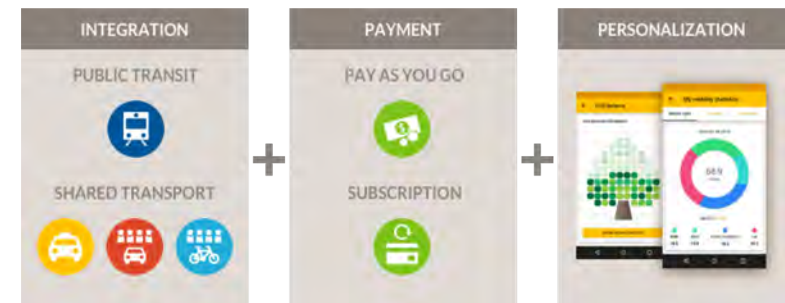
Exaggerated mapping of topography emphasises height of Radar Hill as an important local landscape feature (growth area allocation shaded pink)

NORTHERN GROWTH AREA INFRASTRUCTURE

- Reopen, expand and use existing schools rather than provide a new one in close proximity to existing school?
- Instead, invest in town-wide infrastructure:
 - Relocation of Town Council to Town Centre?
 - Public transport provision, walking and cycling connections?
 - Explore provision of 'mobility as service'?
 - Allotments?
 - Sports facilities?
 - A 'heritage, place and design' centre for the town?



A heritage, place and design centre



Smart mobility / mobility as service



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