

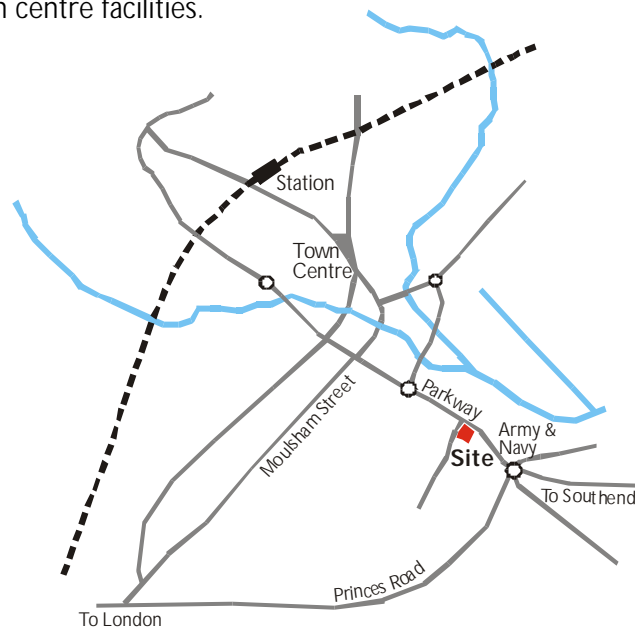
Planning Brief

Car dealership site, 112 Parkway, Chelmsford

Reason for preparing a brief

This brief clarifies policy and establishes clear principles relating to land use, site planning and building form. It promotes redevelopment to achieve a sustainable mix of uses and achieve economy in the use of land with good access to town centre facilities.

Location



Site Area

0.4 hectares approximately

Land ownership

Nigel Grogan Esq

Existing occupation and use

The site is presently occupied by the Lindvale Volkswagen car dealership and is used as showrooms and vehicle repair workshops.

Objectives

- Make efficient use of brown-field land and help meet the Borough's urban intensification allocation.
- Secure a viable and sustainable mix of residential and non-residential uses.
- Provide better enclosure on the south side of Parkway to 'humanise' the road and reinforce the street scene with buildings of high architectural quality.
- Secure environmental improvement along one of the main routes through the town centre and improve the setting of Goldlay House, a grade II listed building.

Design and development
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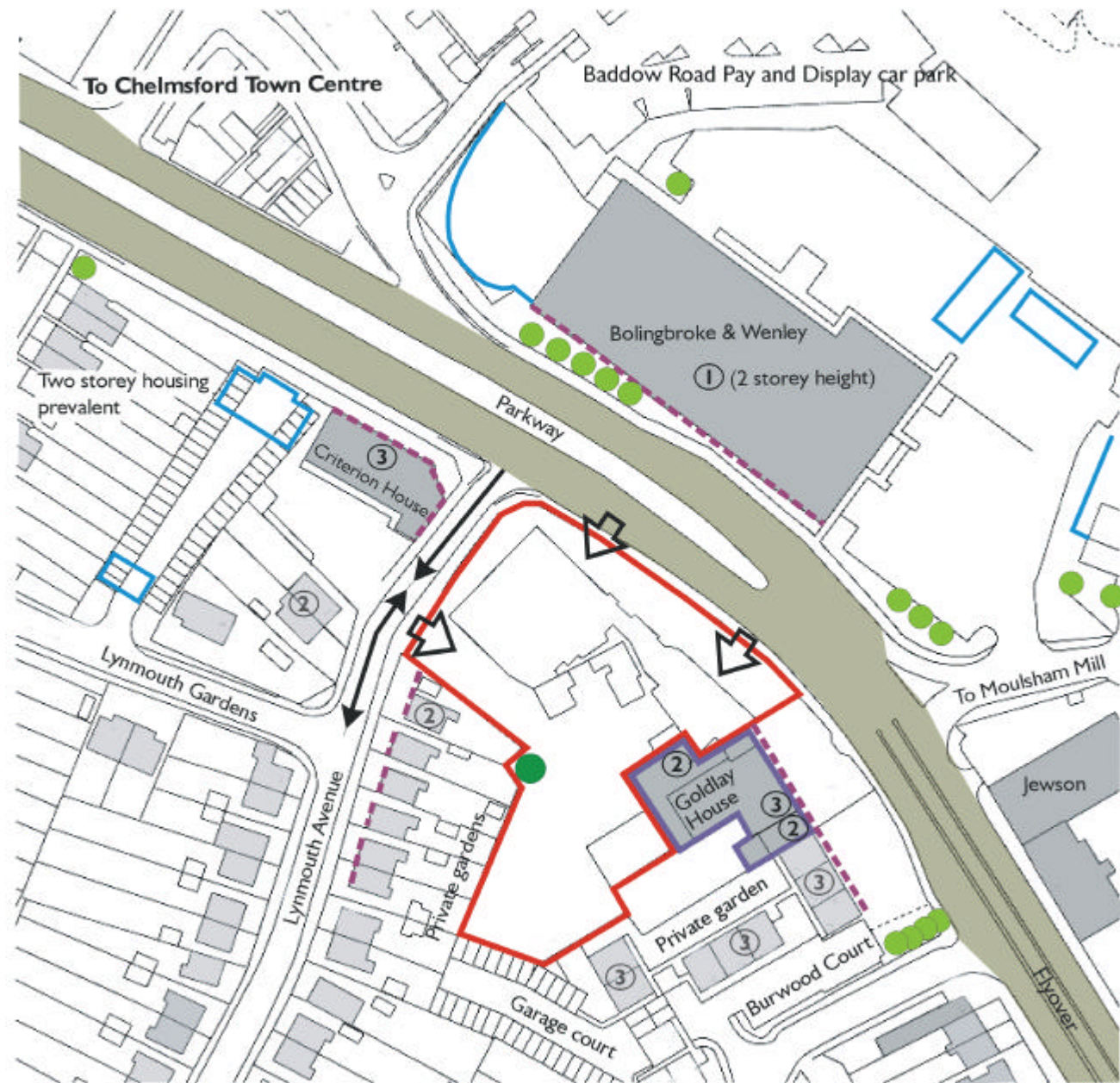
Status:
Supplementary Planning
Guidance

Town Planning Services
June 2003














Site constraints

- Parkway is a busy urban dual carriageway road; it carries a lot of traffic into, through and out of town and severs the site from nearby town centre facilities.
- A mature preserved oak tree lies towards the rear of the site behind 62 Lynmouth Avenue.
- Goldlay House, which abuts the southern boundary of the site, is listed as being of special architectural or historic interest, grade II.
- Strong building alignments exist on adjoining sites which will necessarily dictate building lines on the showroom site.
- The private gardens of existing residential properties abut western and southern boundaries.

Site features and urban context



Notation

- | | | | |
|---|-----------------------------|---|---|
|  | Area covered by the brief |  | Existing access point
(accesses off Parkway bollarded) |
|  | Protected oak (1982/24) |  | Possible future development in locality
(See Chelmer Waterside area 8 brief for north side of Parkway) |
|  | Grade II Listed Building |  | Existing commercial building |
|  | Busy dual carriageway |  | Existing residential |
|  | Key building alignments |  | One way street |
|  | Important trees in-vicinity |  | Two way street |
|  | Existing storey heights | | |

Opportunities

- Restore urban form to enclose and enliven the Lynmouth Avenue and Parkway frontages, to celebrate the corner location and humanise a busy, wide road.
- Remove aesthetically poor buildings to improve the setting of Goldlay House.
- Reinforce avenue tree planting along Parkway.
- Possibility of a sustainable mix of residential and commercial land uses given the close proximity of the site to the town centre.
- To open up views and public enjoyment of the preserved Oak tree.

Local Plan designations

Chelmsford Borough Local Plan adopted April 1997

Housing policy area **HO5**.

Chelmsford Borough Local Plan 2001-2011

Revised Deposit Draft

The site lies within Chelmsford Central Policy Area and is listed in Policy **ST10** as an urban intensification site.

Note: Other policies contained in these plans are applicable as are those of the Essex and Southend-on sea Replacement Structure Plan adopted April 2001.

Land use requirements

Chelmsford Borough Local Plan Revised Deposit Draft policy ST10 requires a minimum of 19 residential units as part of any redevelopment. Complementary non-residential uses are promoted and sought by policy ST5. The Council will expect mixed uses on the Parkway frontage to employ no fewer people than the existing land uses.

Land uses	Guidance
Residential (Use class C2/C3)	A minimum of 19 mixed tenure, mixed size, residential units is an essential requirement.
Office uses (Use class B1a/A2)	Office uses are encouraged on the Parkway frontage in the form of:- - an office block - small service offices on ground floor with general offices or residential over - offices above other commercial uses on the ground floor.
Retail uses including showrooms (Use class A1)	Retail uses serving a walk-in catchment or specific uses complementing town centre retail uses are appropriate on the ground floor of the Parkway frontage. The latter will be considered on their merits, retail uses dependant on access by car will be resisted. Furniture or similar showrooms would be acceptable if based primarily on a delivery service. A vehicle showroom could be incorporated in a redevelopment if properly integrated with other uses, however vehicle repair workshops or tyre / exhaust centres would not be compatible with adjoining residential uses.
Food and drink (Use class A3)	A small restaurant or bar would be acceptable on the lower floors of a building on the Parkway frontage. Such a use would have to be sited so as to minimise disturbance to occupiers of existing residential property in the locality. A stand-alone restaurant not properly integrated with new residential development will however be resisted. Takeaway uses, including drive-through facilities, will be refused.
Community uses (Use Class A3)	Community uses will be supported on street frontages if properly integrated with residential uses provided they can demonstrate non-dependence on car usage.

Unacceptable land uses

These include;

- those dependant upon low intensity shed style buildings,
- noisy uses not compatible with residential development, and
- uses wholly dependant on visits by private motorcar.

Housing tenure

Any proposal incorporating 25 or more residential units will be required to provide at least 25% affordable housing for rent distributed seamlessly through the development. Provision should meet Housing Service criteria on dwelling size and type.

If adopted, the Revised Deposit Draft Local Plan will require 35% social housing on sites of 15 or more dwellings.

Public open space

A commuted sum will be secured by way of a legal agreement to ensure off-site provision of strategic open space based on a calculation of £218 per residential unit. Incorporation of local open space, on the basis of 47sqm. per residential unit, would ordinarily be required, however a commuted payment of £500 per residential unit will be accepted in lieu of on site provision where a scheme demonstrates an outstanding urban design approach.

Private garden space

The adopted Local Plan garden sizes will apply to residential elements of the scheme. However the new standards proposed in the Revised Deposit Draft Local Plan 2001-2011 may be used if the layout demonstrates rigorous attention to urban design principles.

Infrastructure works and social provision

Land on the Parkway frontage is likely to be required for highway realignment as part of improvements to the Army and Navy roundabout. Required land will be safeguarded by legal agreement.

Council policies require various developer contributions towards infrastructure works and social provisions to be secured via a legal agreement under section 106 of The Town and Country Planning Act 1990. These are likely to include, but are not necessarily limited to;

- A contribution towards highway improvements in the vicinity aimed at promoting sustainable modes of travel (eg. improving pedestrian access across Parkway and upgrading bus stops).
- A commuted sum towards education provision based on the formula contained in Essex County Council's document 'Developer contributions for the provision of Education Facilities'.

Access and circulation

Developers are encouraged to adopt the design requirements of BS 8300 (lifetime homes). Any scheme with a residential element in excess of 29 dwellings shall incorporate 3% 'wheelchair standard' homes.

Vehicular access will not be permitted direct-off Parkway. A single vehicular access off Lynmouth Avenue is envisaged with the development funding all necessary highway works, including footway reinstatement, in the vicinity of the site. Pedestrian accesses off the footway on the south side of Parkway are encouraged in order to ensure an active frontage.

Access to any development in the back of the site should be by way of a shared surface designed first around the needs of pedestrians. Pedestrian routes to entrances should be clearly visible, convenient, safe and attractive.

Servicing for commercial uses should take place from the rear courtyard or a layby off Lynmouth Avenue.

Car and cycle parking

The Council will press for the minimum practicable car parking for non-residential uses. Public car parking exists to the north of the site off Baddow Road. No more than one car parking space per dwelling will be permitted. Car parking should be tucked between, behind or beneath buildings. Car parking provided as surface parking will be resisted unless designed into a landscaped courtyard. The Council wish to see innovative solutions to car parking, most likely incorporating a hybrid of the four approaches illustrated in Figure 2. All uses should have secure cycle parking for residents, staff and visitors. Motorcycle parking shall be provided in accordance with the standards contained in Appendix 3 of the Chelmsford Borough Local Plan 2001-2011 Revised Deposit Draft.

Site planning, built scale, form and massing

Buildings should be mostly joined to form continuous street frontages and enclose space.

Buildings should be placed around the public frontages of the site, facing Parkway and Lynmouth Avenue and should be aligned carefully with prevailing building lines. An abundance of windows and doors should be placed in the façade to enliven the street. A gap of approximately 1m should be left beside Goldlay House to respect its setting without exposing views of later additions to its side and rear.

A building on the Parkway frontage should be limited to two storeys besides Goldlay House but may gain height along Parkway. A block of significant scale is appropriate at the northern end of the Parkway frontage, but the extent of any element exceeding three storeys shall be limited to 60% of this frontage. At the junction with Lynmouth Avenue, the Parkway building should be at least as high as Criterion House, a higher architectural element designed as a focal statement may be appropriate – however it is likely that such a device should incorporate only limited useable floorspace.

The Lynmouth Avenue frontage should have a more suppressed scale related to domestic architecture in the street.

Any development in the depth of the site should be by way of an enclosed courtyard, using the existing oak tree as a focal point. Buildings should be placed to screen the unsightly stilted additions to Goldlay House and should be arranged so as to avoid an undue overbearing, overshadowing or overlooking impact on adjoining residential properties. Development in the rear should generally be no more than 2 storeys in height.

The Council encourages development in accordance with secure by design principles

Architecture

Excellent architecture is expected on this prominent site. Use of high quality materials is essential, particularly given the proximity to Goldlay House, a grade II listed building. Consideration should be given to the principles of sustainable design.

Noise

Parkway is an extremely busy urban road. Noise levels should be monitored at the site and will be assessed against the noise exposure categories contained in PPG24 Annex 1. It is likely that the detailed design of the residential element of any scheme should incorporate measures to protect future residents from undue disturbance caused by noise associated with the road

Utilities Advice

A low pressure gas main runs to the existing building off Lynmouth Avenue. This connection should be isolated and alternative gas connection made, as part of redevelopment.

Anglian water advise that surface water flows will require attenuation prior to discharging to the public surface water sewer.

Contamination

Previous land used may have contaminated the ground within the site. The extent of any contamination and level of remediation required shall be established at an early stage.

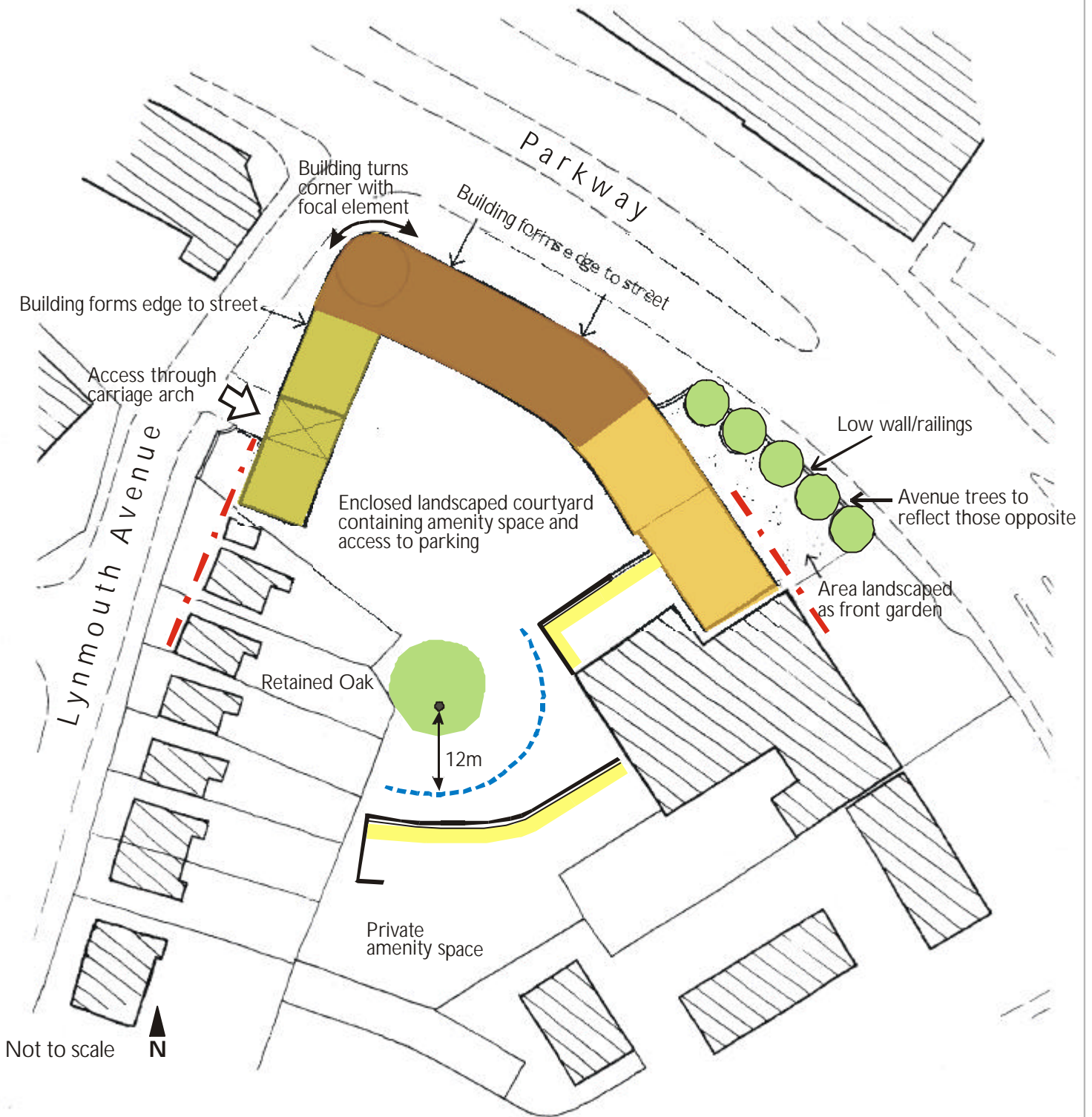
For further guidance please refer to

Better Places to Live: By Design Companion Guide to PPG 3, DTLR 2001

Essex Design Guide for Residential and Mixed Use Areas, Essex Planning Officers Association 1997 (adopted SPG)

Urban Design Compendium, English Partnerships/Housing Corporation 2001

Figure 1 - Layout principles

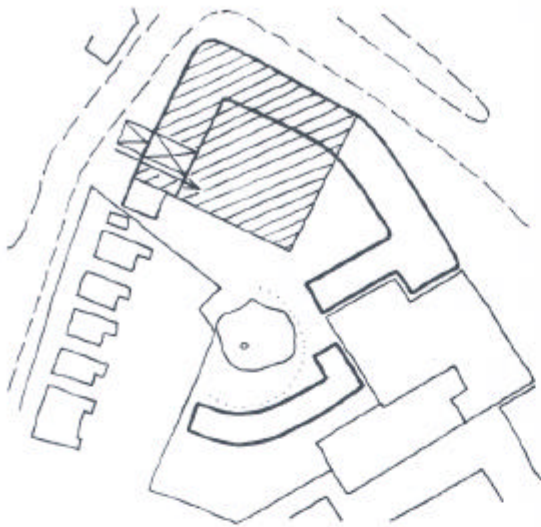


Notation

- Potential for four or five storey building in scale with Parkway.
- Building height to be determined by relationship to Goldlay House. Probably 2 storey, 3 storey maximum.
- Building height to be determined by relationship to dwellings in Plymouth Avenue. 2 or 3 storey.
- 2 Storey maximum.

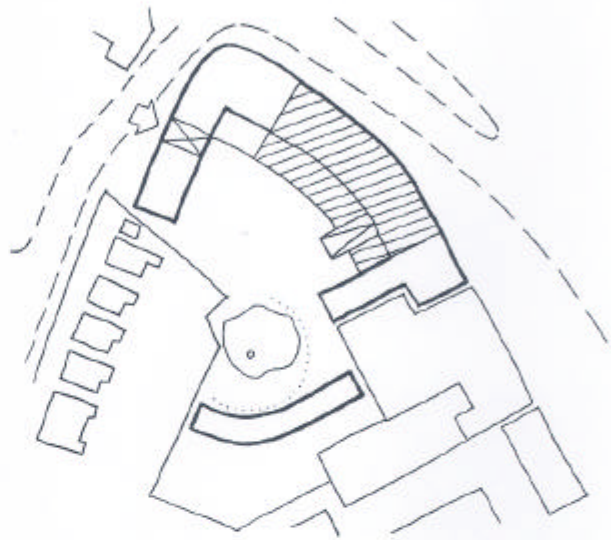
- Building line followed
- Residential buildings providing enclosure to courtyard and screening stilted addition to Goldlay House. Nb. Building mass reduced at western end of southern range to avoid overbearing impact on houses in Plymouth Avenue
- Protected area around preserved oak (12m from trunk)

Figure 2 - Alternative approaches to incorporating car parking in a space efficient layout

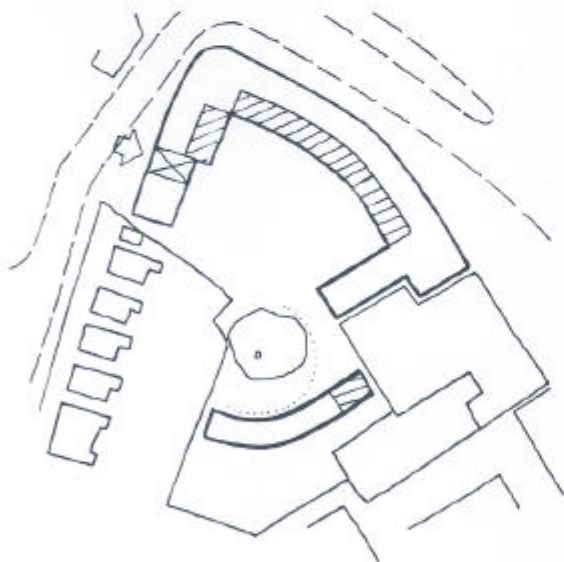


- <1. Potential for underground car parking, freeing up the maximum site area for private amenity.
Nb Venting must however be designed so as to avoid conflict with the requirement for an active frontage to Parkway

- 2.> Potential for semi-basement/decked car parking with buildings and amenity space over.



- <3. Potential for ground floor car parking beneath buildings. *Nb Depth of Parkway building allows active frontage to be incorporated in front elevation.*



- 4.> Potential for car parking designed into a landscaped courtyard with high visual amenity. *Nb This option will only be supported if integrated with alternative parking solutions.*

