

Masterplan Document - January 2021
Revision A

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Project Details

Client: Crest Nicholson
Project Name: Warren Farm
Reference Number: 15029
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Revision A - 28/01/21

Page 9 - Figure 6 – removed reference to ‘Writtle College Playing Fields’

Page 17 - Figure 11 - removed reference to ‘Writtle College Playing Fields’

Page 25 - Typo corrected – Melbourne Avenue

Page 25 - Figure 18 – amended siting of ‘Hylands School Route’

Page 37 - Appendix A figure 2 – indicative crossing to east of roundabout added

Page 38 - Appendix A figure 3 – indicative footway/cycleway connection to north side of Roxwell Road added

1. Executive Summary

- Strategic Growth Site Policy 2- West Chelmsford is an allocation in the Chelmsford Local Plan. It sits within the Plan’s Growth Area - Chelmsford Urban Area and is subject to Policy SGS2. The Local Plan proposes that the allocation should be for a high quality, comprehensively- planned new sustainable neighbourhood that maximises the opportunity for sustainable travel. Development proposals are required to accord with a masterplan to be approved by the Council to provide around 800 homes, a site for Travelling Showpeople, a Neighbourhood Centre, a primary school with co-located early years and childcare nursery and a network of green infrastructure.
- The proposals will include a wide mix of house types and tenures, including affordable, to be compliant with Council policy.
- This high level Masterplan Document has been prepared on behalf of Crest Nicholson to set out their approach to development for this Strategic Site, which will be referred to as ‘Warren Farm’ throughout this document.
- The proposals presented within have evolved through an extensive process of collaboration between Crest Nicholson, Chelmsford City Council (CCC), Essex County Council, the local community and other key stakeholders.
- This Masterplan has been prepared to satisfy the above Policy and is submitted for the approval in accordance with the Council’s masterplan procedure.
- Once approved, the Masterplan will sit alongside the Adopted Local Plan and will form part of the planning framework for the Strategic Growth Site.
- The approved Masterplan will also establish the principles to guide the preparation, submission and determination of future planning applications for the site and will be a key reference document.
- The overall proposals seek to promote and assist in securing a high quality sustainable new neighbourhood.

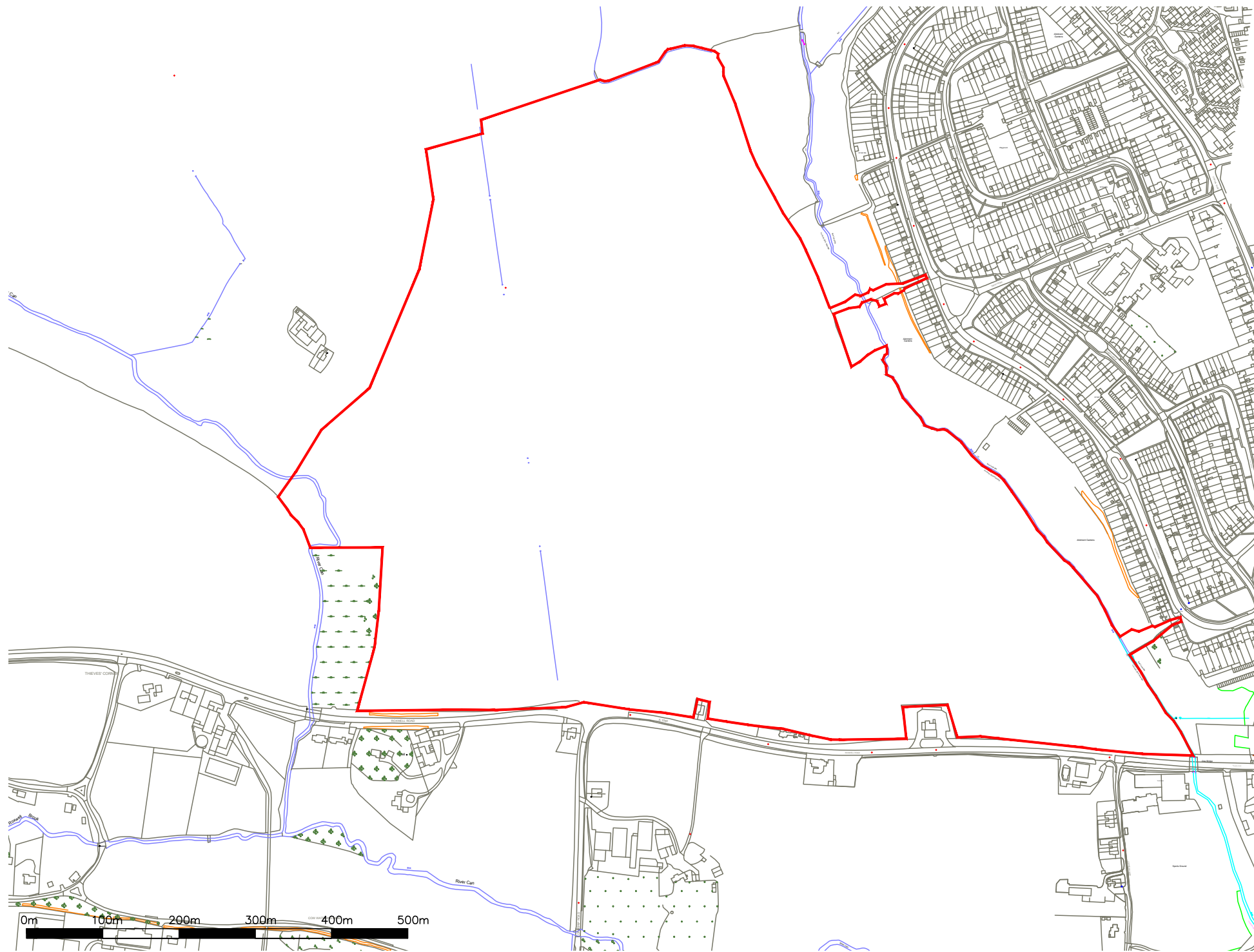


Figure 1: Site Location Plan



2. Introduction - The Developer – Crest Nicholson

Crest Nicholson has been building new homes for over 50 years and is firmly established as a leading developer with a passion for not just building homes, but creating vibrant, sustainable communities. Crest Nicholson aims to improve the quality of life for individuals and communities, both now and in the future, by providing high quality homes with inviting landscaped public realms, extensive green infrastructure and appropriate community facilities.

Crest Nicholson's contribution to the built environment has been recognised with a string of awards, including The Queen's Award for Enterprise in Sustainable Development. This award is testament to Crest's continued emphasis on producing high quality developments that champion the very best principles in sustainability. More recent awards include winning Sustainable Housebuilder of the Year at the Housebuilder Awards 2016, and Large Housebuilder of the Year in 2015, as well as coming 2nd in the NextGeneration benchmark, which ranks the largest 25 UK housebuilders sustainability performance.

As well as awards praising sustainability at Crest Nicholson, the company has achieved awards in design, planning, community interest, landscaping and placemaking. Notably, Crest Nicholson's Bath Riverside development located in the centre of Bath was presented with a gold award in the Best Development category at the Whathouse? Awards 2017. Judges were particularly impressed with the inherent elegance of design achieved and appropriate material use. In the same year, Crest's Finberry development in Kent celebrated success winning the 'Outstanding landscaping for housing' category and named a finalist in 'Development of the year' award at the 2017 Sunday Times British Homes Awards. Further acknowledgment was received at the 2018 Planning Awards for Monksmoor Park, Crest's development in Daventry, which was highly commended for its positive impact on its surrounding environment and social well-being in the category of 'Best Housing Scheme'.



The Vision for Warren Farm

To deliver a high-quality, comprehensively-planned new neighbourhood that has sustainable travel at its heart.

- A new development that is landscape-led and underpinned by a package of sustainable travel improvements.
- A high quality, multi-purpose green edge to Chelmsford, and an attractive and well-planned gateway into the City.
- A physical environment that promotes a balanced lifestyle, a place that supports healthy and sustainable travel choices, and provides opportunities for the community to improve their health and well-being.
- The creation of high quality, functional ecological networks to benefit biodiversity, and a variety of safe open green spaces for recreation and leisure.



Bishops Brook, Wells



Finberry



Kilnwood Vale, West Sussex

This Masterplan Document has been prepared and subsequently evolved in the context of the policy relating to Strategic Growth Site Policy 2- West Chelmsford and the allocation shown on the Adopted Policies Map for the Chelmsford Urban Area contained in the Adopted Local Plan. The site allocation policy is as follows:

STRATEGIC GROWTH SITE POLICY 2 – WEST CHELMSFORD

Land to the west of Chelmsford and north of Roxwell Road, as shown on the Policies Map, is allocated for a high-quality comprehensively-planned new sustainable neighbourhood that maximises opportunities for sustainable travel. Development proposals will accord with a masterplan approved by the Council to provide:

Amount and type of development:

- Around 800 new homes of mixed size and type to include affordable housing
- Travelling Showpeople site for 5 serviced plots.

Supporting on-site development:

- Neighbourhood Centre
- Provision of a new primary school with co-located early years and childcare nursery
- Provision of new stand-alone early years and childcare nursery.

Site masterplanning principles:

Movement and Access

- Main vehicular access to the site will be from Roxwell Road (A1060)
- Provide pedestrian and cycle connections
- Provide a well-connected internal road layout which allows for bus priority measures
- Provide a new dedicated bus, cycle and pedestrian link into the existing Urban Area.

Historic and Natural Environment

- Mitigate the visual impact of the development
- Create a network of green infrastructure
- Provide suitable SuDs and flood risk management
- Ensure appropriate habitat mitigation and creation is provided
- Undertake an Archaeological Assessment.

Design and Layout

- Provide a coherent network of public open space, formal and informal sport, recreation and community space within the site.

Site infrastructure requirements:

- Land (circa 2.1 hectares) for a co-located primary school and early years and childcare nursery (Use Class D1) and the total cost of physical scheme provision with delivery through the Local Education Authority
- Land (circa 0.13 hectares) for a stand-alone early years and childcare nurser (Use Class D1) or contributions towards the cost of physical scheme provision with delivery through the Local Education Authority
- Appropriate improvements to the local and strategic road network as required by the Local Highways Authority
- Appropriate measures to promote and enhance sustainable modes of transport
- New and enhanced cycle routes, footpaths, Public Rights of Way and, where appropriate, bridleways
- Multi-user crossing of Roxwell Road
- Provide, or make financial contributions to, new or enhanced sport, leisure and recreation facilities
- Financial contributions to secondary education as required by the Local Education Authority and other community facilities such as healthcare provision as required by the NHS/CCG

- Where appropriate, contributions from developments will be secured towards mitigation measures identified in the Essex Recreational disturbance Avoidance and Mitigation Strategy (RAMS) which will be completed by the time the Local Plan is adopted. Prior to RAMS completion, the authority will seek contributions, where appropriate, from proposed residential development to deliver all measures identified (including strategic measures) through project level HRAs, or otherwise, to mitigate any recreational disturbance impacts in compliance with the Habitats Regulations and Habitats Directive.

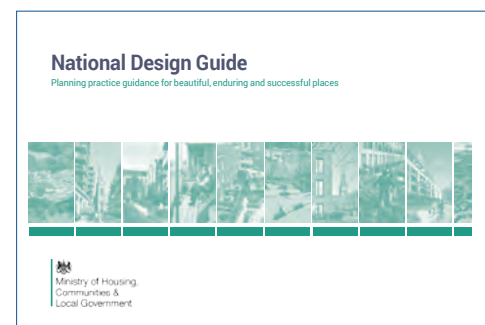
In addition to the Chelmsford Local Plan, Writtle Parish Council is preparing a Neighbourhood Plan that will also, once made, become part of the statutory development plan. The Neighbourhood Plan, however, will have to be prepared to be in general conformity with the strategic policies in the Adopted Chelmsford Local Plan.



Chelmsford City Council
Adopted Local Plan May 2020



Chelmsford City Council
Making Places SPD



The National Design Guide

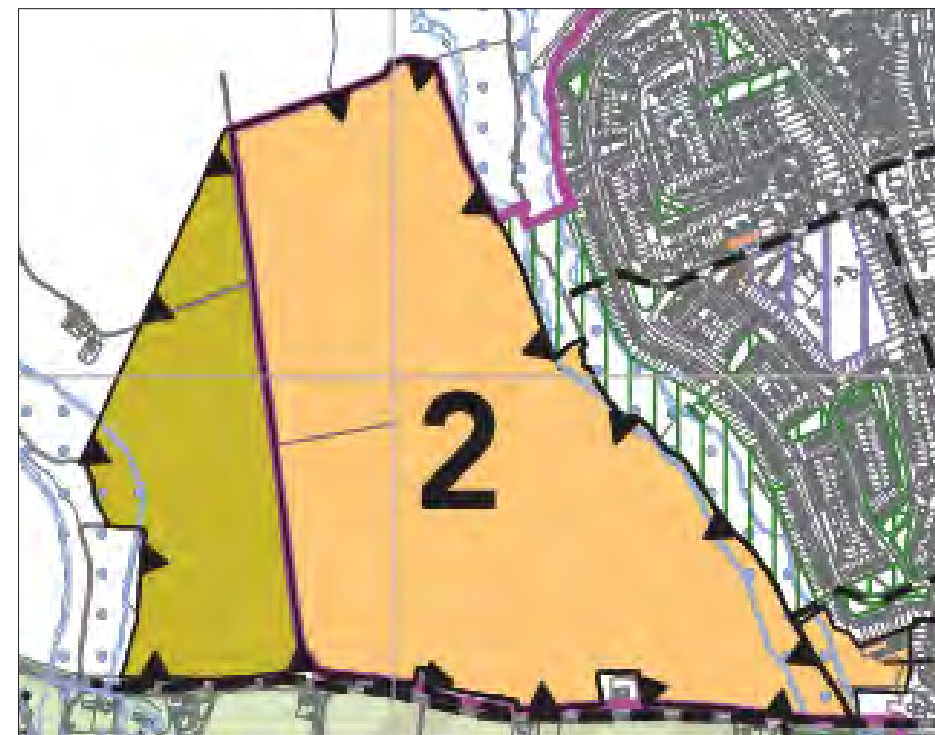


Figure 2: Chelmsford Local Plan Adopted Policies Map- Chelmsford Urban Area

Other Relevant Policies

On 1st October 2019, the Ministry of Housing, Communities & Local Government published the National Design Guide. This '*sets out the characteristics of well-designed places and demonstrates what good design means in practice*'. The National Design Guide is based on national planning policy, practice guidance and objectives for good design as set out in the NPPF.

In addition, CCC's emerging Making Places SPD provides detailed guidance on creating sustainable and environmentally friendly developments.

The masterplan proposals for Warren Farm embody the essential characteristics of a well designed place in accordance with the aspirations of The National Design Guide, the NPPF and Making Places SPD.

3. Site Location

Warren Farm is located within the Parish of Writtle and abuts the urban area of west Chelmsford known as Chignall. Roxwell Road (A1060) runs along the southern edge of the site and the land to the south of this road is Green Belt. Writtle Village is 1.3 km to the south. Immediately to the west of the site is the River Can and to the east is One Bridge Brook, a tributary of the River Can. To the north is agricultural land.

Key features within the site and its immediate surroundings include the existing footpath network including the Centenary Circle public right of way (PROW), the river valleys to the east and the west of the site boundary, key local facilities and important local open spaces.



Figure 4: Aerial view of the site

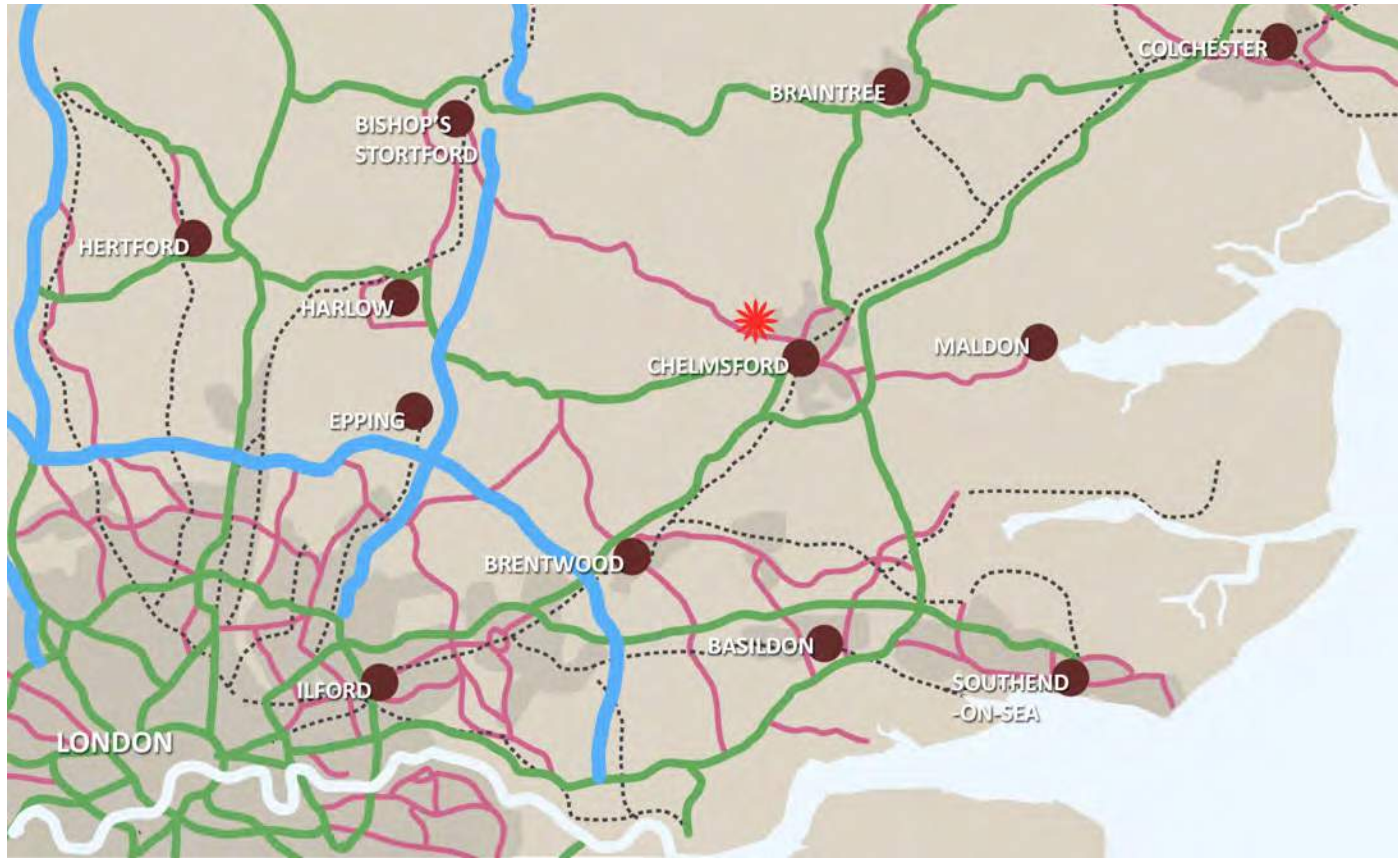


Figure 3: Wider Context



Figure 5: The site in relation to the City of Chelmsford

Figure 6 illustrates the existing links and facilities within the surrounding area of Warren Farm and beyond, including the network of sport and recreation spaces and the cycle and footpath connections to the City Centre.

The site is accessible to a wide range of facilities, all within a reasonable walking distance. The plan demonstrates that there is opportunity to connect the site to existing links and provide opportunity for sustainable travel choices.

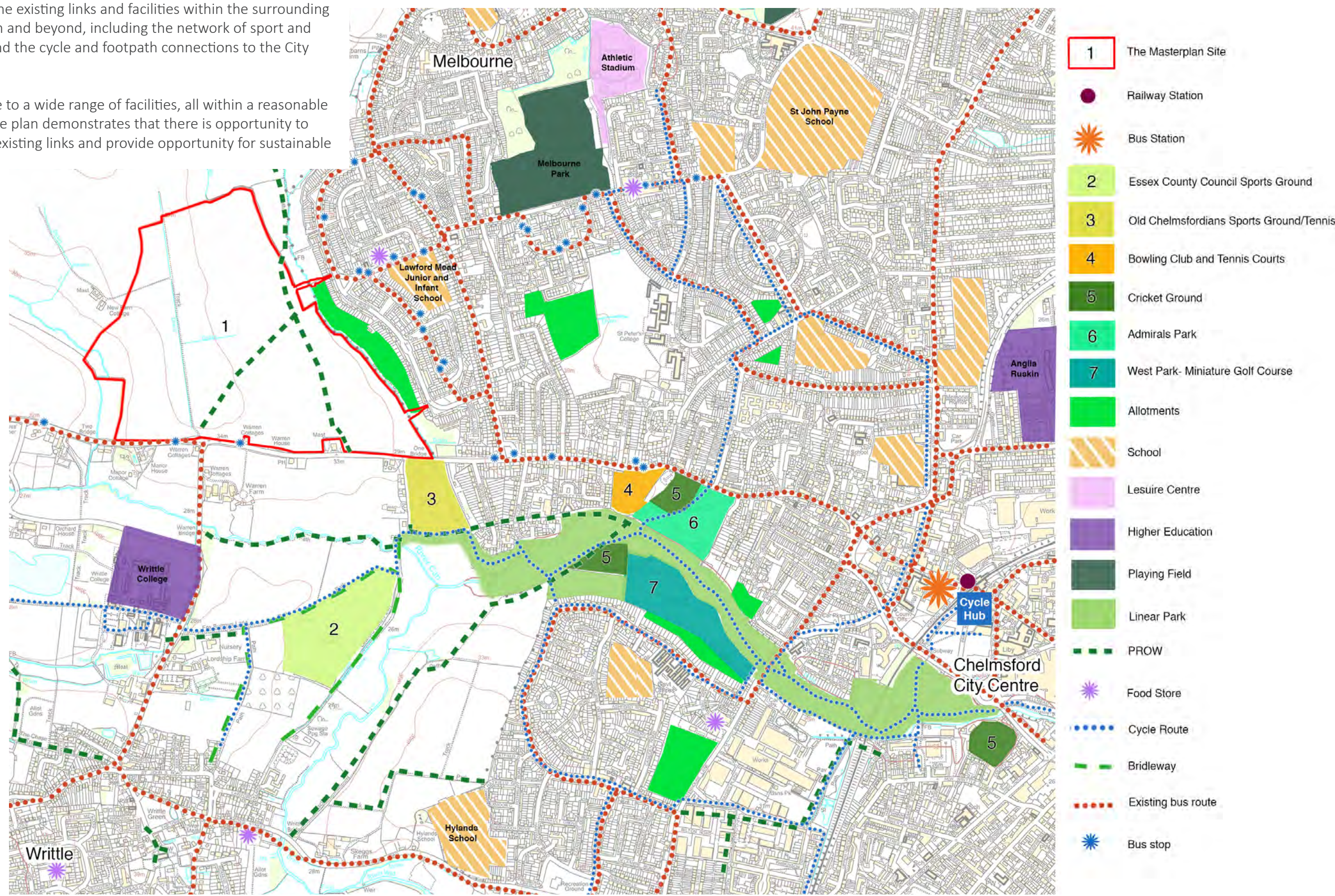


Figure 6: Existing Facilities and Links

4. Site Assets - Existing Access and Connectivity

Warren Farm is in a strategic location and is close to the City Centre, railway station and bus station. As a consequence, it has significant potential for trips to be made by active modes such as walking and cycling. Warren Farm is fortunate in being close to a number of good quality walking / cycling routes. (Figure 7)

Existing movement network

Warren Farm benefits from the provision of existing local schools, shops, service and amenities, within walking and cycling distance. There are existing bus stops along Roxwell Road, which are served by frequent services into Chelmsford City Centre and throughout Essex.

Warren Farm is located only 2.4km from Chelmsford Train Station, which provides direct trains to Central London. In addition, there is an extensive PROW network surrounding Warren Farm including NCR 1 which provides a pleasant, practical cycling route from Warren Farm to Chelmsford City Centre and train station. The route is off-road and would allow journeys from Chelmsford Train Station towards London and other destinations to be undertaken as a multi-modal cycle/train journey.

Proposed movement network

The accessibility of Warren Farm will increase through the implementation of the proposed development, which will increase permeability through the creation of walking and cycling routes. These new routes will provide for shorter walking and cycling distances to local services and facilities.

Development at Warren Farm seeks to increase the potential for site accessibility to public transport. The proposed development potentially could provide the infrastructure necessary to permit buses to enter and exit Warren Farm via a bus loop. With the addition of two new services between the development and Chelmsford City Centre, this will provide a sustainable alternative for commuters to Chelmsford City Centre and Chelmsford Train Station.

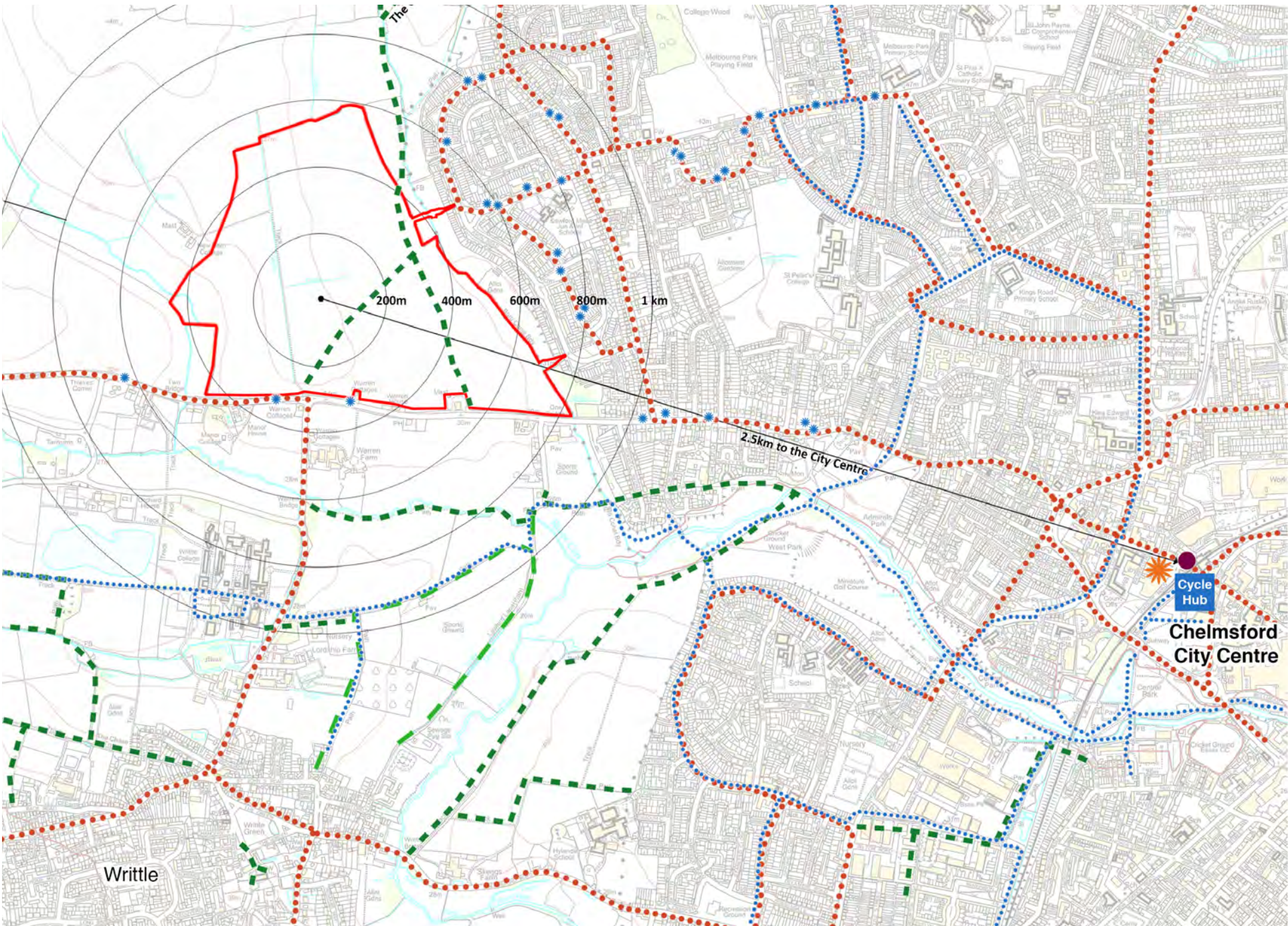


Figure 7: Existing Links to Chelmsford City Centre



Chelmsford Bus Station



Chelmsford Railway Station



Chelmsford Cycle Hub



Topography

Warren Farm is in essentially one large field with limited internal division provided by broken remnant hedgerows and occasional trees. The site is open and has a gentle rolling shape with a central ridge.

The majority of Warren Farm lies to the north of Roxwell Road, bounded by the River Can to the west and a tributary of the River Can to the east. Private residential land associated with New Barns lies to the west of the site. Warren Farm is mostly surrounded by agricultural land dominated by arable crops with residential development associated with Chelmsford lying to the east.

Landscape

Warren Farm lies adjacent to the built edge of Chelmsford and is not subject to any landscape designations, unlike many other areas on the edge of Chelmsford.

Green Belt and the ‘River Can and River Wid West Green Wedge’ abut Roxwell Road to the south of the site. To the north, east and west of Warren Farm, the landscape is gently rolling and land use is primarily agricultural with limited tree cover.

Views into and out of the site

There is a strong field boundary / hedgerow network surrounding Warren Farm’s perimeter often reinforced by trees. This creates a higher level of screening within the landscape than the amount of woodland cover would suggest.

The approach to the site from the west is largely screened by existing vegetation. If the site is built out there would be views of the site from the north from the higher ground around Brickbarns Farm. Views into the site are also available from Roxwell Road to the south, albeit restricted by the hedgerow along much of the southern boundary.

The effects of the proposals for Warren Farm would be localised to an area no more than 1km from the site boundary, principally to the west and north.

There are distant views of the spire at St Mary’s Church in Widford from the ridge in the centre of the site.



Looking east towards Chelmsford from the existing track



Looking south towards Writtle from the existing track



Looking west towards New Barn Cottage and the River Can from the existing track

5. Community Engagement and Local Involvement

Public Consultation

There has been a lengthy period of public consultation, giving local residents and stakeholders the opportunity to have their say on the development of the Masterplan for Warren Farm.

The public consultation has followed the Masterplan development procedure for Strategic Growth Sites as approved in March 2018 by CCC’s Development Policy Committee.

Crest Nicholson has worked closely with CCC to ensure that the consultation has been extensive and members of the public have had considerable opportunity to have their say on the Masterplan and to make amendments to the proposals

This included two public consultation events in July 2018, one held in Writtle Village and a second on the Chignall Estate. These events were well attended by over 200 local residents and more than 100 feedback forms were submitted.


Two stakeholder workshop events were also held in September 2018; one with statutory consultees including Essex County Council, the NHS, Anglian Water as well as officers from CCC; the second with City and County councillors, Writtle and Chignall Parish Councils, local school, and community and residents groups, which focused on providing more detailed input into the Masterplan.

Throughout the consultation period, Crest Nicholson had a dedicated website for the scheme- www.warrenfarmsite.co.uk – which provides information and the ability for residents to provide feedback. Feedback has been provided online, by email, in writing, and over the phone.

Crest Nicholson has also undertaken regular engagement with Writtle Parish Council, the Village’s Neighbourhood Plan Group, and other local representatives and community groups. This has included meetings and site visits to discuss potential highways and traffic mitigation measures for the village that could be delivered alongside the development.


Public consultation so far

Writtle University College, 9th July




Writtle University College**Attendees: 135****Feedback forms submitted: 70**

Chelmsford Community Church, Trent Rd, 11th July



Chelmsford Community Church**Attendees: 94****Feedback forms submitted: 34**

Residents are also able to submit feedback through the dedicated website



Dedicated website**Feedback forms submitted so far: 8**

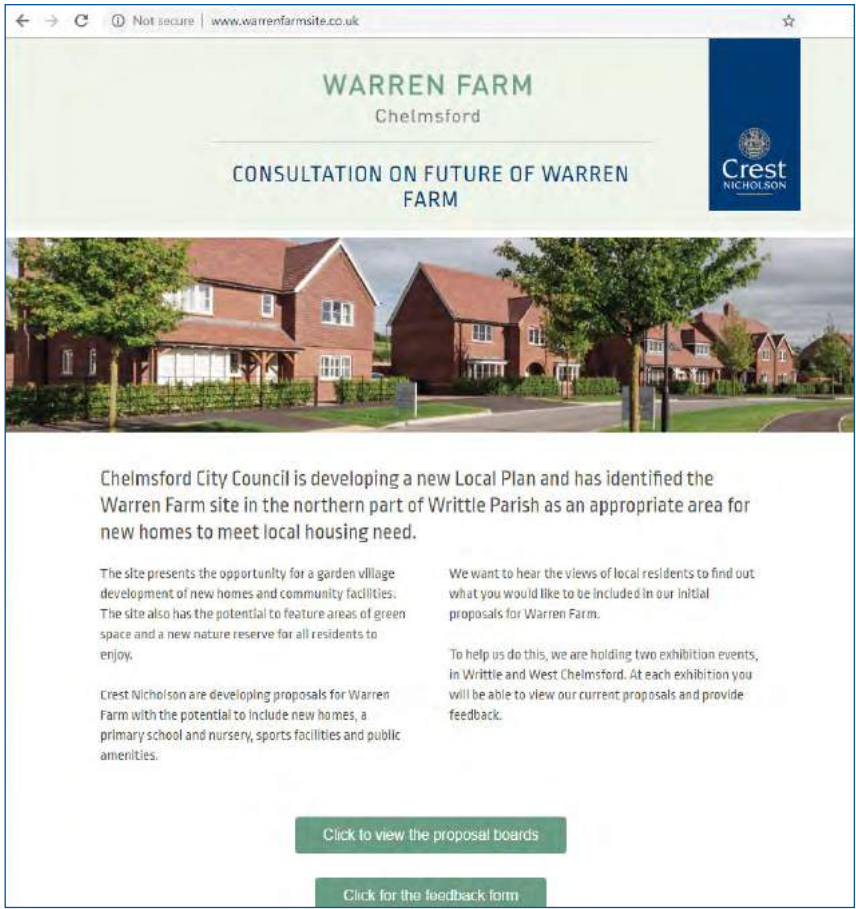


Figure 8: Photos from the workshop events and website consultation page

A further public consultation event was held at Writtle College on the 13th November 2018 to give local residents the opportunity to view the Masterplan. Members of the public had the opportunity to speak to the Crest Nicholson team and Council officers, ask questions and give their feedback. Feedback from the event was provided directly to the Council as part of the Masterplan consultation process.



Exhibition board- The Submitted Masterplan

The total number of representations made was 73 and 1 petition of 1031 signatories.

Summary of public comments on submitted masterplan:

- 1. Overall principle of development allocation/detrimental effect on Writtle
- 2. Wider landscape strip to North of Roxwell Road
- 3. Low density development to built front
- 4. Travelling Showpeople Site : oppose, or should move further North
- 5. Connections to Chignall Estate | conflict with Allotments
- Connections to Chignall Estate | conflict with Play Area
- Connections to Chignall Estate | Bus route issues
- Connections to Chignall Estate | Should be for all vehicles
- 6. Bus route along Roxwell Road
- 7. On-site health facilities
- 8. General increase in traffic issues
- 9. Access to TSP
- 10. Flood Risk
- 11. Loss of Agricultural land
- 12. Park & Ride facility required
- 13. Consultation Arrangements Flawed

Summary of Consultee comments on submitted masterplan

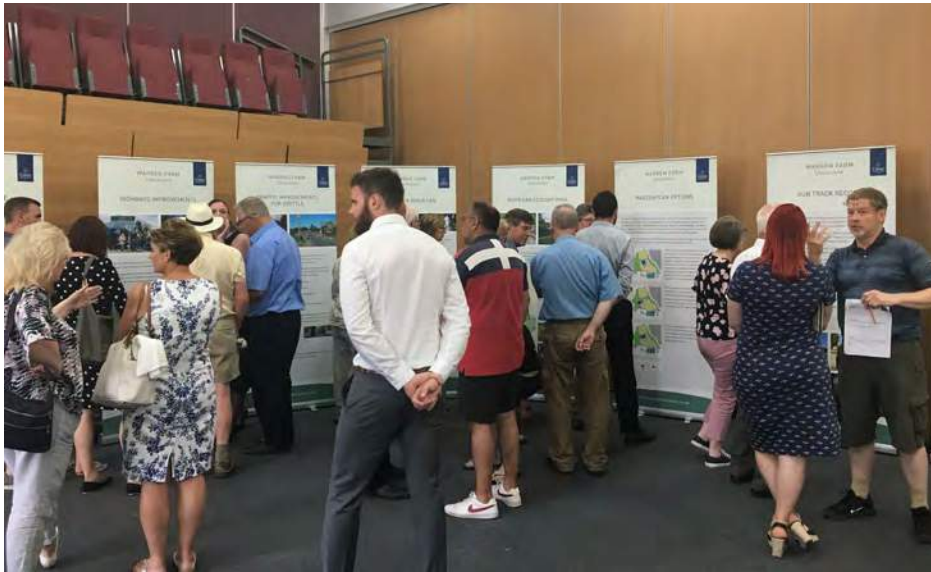
Consultee	Comments
Writtle Parish Council:	Confirmed opposition to development of site: will create urban sprawl; traffic issues; object to sports pitches; implications on CIL payments if planning permission granted before approval of Neighbourhood Plan; require 4 actions from CCC including confirmation of no more than 800 homes, sports facilities and TSP site; timing.
Writtle PC P&D Committee:	Confirmed opposition due to expansion and urbanisation of Chelmsford and erosion of buffer between City and Writtle; inconsistency between housing numbers in MP document and EIA Scoping Report; adverse traffic and transport issues; insufficient detail on pedestrian links; erosion of rural/urban boundary, landscape character; coalescence; loss of agricultural land; flood risk; archaeological constraints; local infrastructure provision; sports pitches; TSP site; need for tree-planting; access to Hylands School and impact of school traffic on Writtle.
Chignall Parish Council	Need to retain open farmland buffer between Chelmsford and Parish/Chelmsford; unwelcome intrusion into neighbouring Writtle Parish that will need to be mitigated by extensive landscaping; light pollution; should retain landscaped corridor to Century Circle PROW; extension of site to west justified as a landscaped ecological park, but object to 3 sports pitches, car parking, fencing, floodlights etc; various transport issues.
EA:	Site within Flood Zone 3A- will need FRA; general and detailed advice for preparation and content of application/EIA.
Natural England:	Information and likely requirements as site within Zone of Influence for one or more of the Essex Coast European designated sites which fall within emerging RAMS; general and detailed advice for preparation and content of planning application/EIA.
Essex County Fire & Rescue Service:	Comments on details for consideration in preparation of planning applications.
Essex County Council (SUDS):	Comments on details for consideration in preparation of planning applications.
Public Health & Protection Services:	Residential development should provide EV charging point infrastructure to encourage use of ultra-low emission vehicles at a rate of 1 charging point per unit and/or 1 point per 10 spaces where off-road parking is unallocated.

5. Community Engagement and Local Involvement

Amendments to the Masterplan following public consultation

Responding to the feedback received from community groups and local residents, Crest Nicholson committed to considering a series of potential changes to the Masterplan. These included:

- Further clarity on the bus link: Following consultation with residents, Crest provided further detail on the bus link to West Chelmsford and its impact on residents in the direct vicinity of the junction between Avon Road and Trent Road in order to give residents further clarity about how the link would be constructed and its operation. Residents were reassured that access to their homes would not be restricted by the proposals. However, following residents’ doubts about safety, viability and the benefit of the proposed link, the Council’s Policy Board decided to recommend to Cabinet that the Masterplan be amended to reflect the content of a Masterplan Addendum, which substitutes the bus link with an alternative package of sustainable transport measures including additional footpaths and cycleways into adjoining areas. This alternative package of transport measures is also supported by the Highway Authority.
- Green buffer along Roxwell Road: Following resident comments, Crest committed to explore how the buffer can be further widened along Roxwell Road, in particular at the junction with Lordship Lane to create a green gateway to Chelmsford.
- Allotment access: Crest committed to remove the indicative footpaths running from the site through the allotments. Crest will also explore what improvements to the existing allotments it could fund as part of the development and provide additional footpath links with the Chignall area.
- Centenary Circle Walk: Crest committed to ensuring that at detailed planning stages the Centenary Circle Walk is integrated into the site and layout, and improved further with planting and landscaping.
- Screening of Travelling Showpersons Plots: Crest committed to exploring the position, ground modelling, landscaping and appearance of the TSP site. There is existing dense vegetation between the road and the proposed location of the TSP site and further measures could include introducing more planting along the road, acoustic fencing and a landscaped bund. Crest are exploring these options for the detailed layout.
- NHS Provision: Potential NHS provision in local centre providing for flexible uses should NHS require the space.



A selection of photos from the exhibitions held in Writtle Village and in Chignall in July 2018 and at Writtle College in November 2018.

Livewell and Sustainability

The proposed development will be designed to embed key sustainability measures, reflective of National and Local Planning Policy. These include:

Location and connectivity – Warren Farm is on the edge of Chelmsford and, as such, offers the opportunity of easy access to the City Centre, existing employment opportunities and social infrastructure, and therefore reduces the need for longer travel distances;

Sustainable design and construction including energy, climate change and resource use – a Sustainability Strategy will be prepared that identifies measures to be built into the future buildings to ensure sustainable design and construction including that carbon emissions targets in the Building Regulations are exceeded. A wider assessment of how carbon emissions can be reduced throughout construction and operation is being undertaken, as is consideration of how Warren Farm can adapt to changing policy requirements and predicted changes in climate over its lifespan;

Wildlife and biodiversity – The site provides an opportunity to greatly improve the biodiversity value of the local area, through provision of drainage ponds and an ecology park as well as linking green corridors. It also connects broadly with the existing green infrastructure stretching to the south east towards Chelmsford City centre.

Enhancing health and well-being - of new and existing residents is also a priority for the development. A Health Impact Assessment will be carried out in accordance with local requirements to support the planning application, and discussions have been had with the City and County Councils with respect to their Livewell Campaign (<https://www.livewellcampaign.co.uk/>). Some important and effective health and well-being measures will be built into the scheme, such as:

Provision of excellent quality housing - that will be designed to meet the needs of occupants of all ages;

Encouragement of active travel – Warren Farm will introduce new walking and cycling connections to the wider area, which will be signposted to encourage people to use them. The provision of a bus service will also help reduce dependency on private car use and the emissions associated with this;

Access to open space, sports and wildlife – the provision of sports pitches will encourage more people to do strenuous exercise, whilst access to open space and wildlife will encourage people to spend time outside and reduce stress and depression;

Designing for the community – Warren Farm offers a mixture of uses, spaces and connections that encourage new and existing local residents to come together and interact. The focal point of the scheme will be the new neighbourhood centre, school, and the sports pitches and pavilion, which will benefit the whole community and foster social interactions.



Figure 9: Chelmsford Health and Well-being Plan 2016- 2019- CCC

6. Summary of Site Constraints

Figure 10 identifies the key site considerations and constraints. These include significant vegetation, flood zones, adjacent properties, existing public rights of way, topography and views.

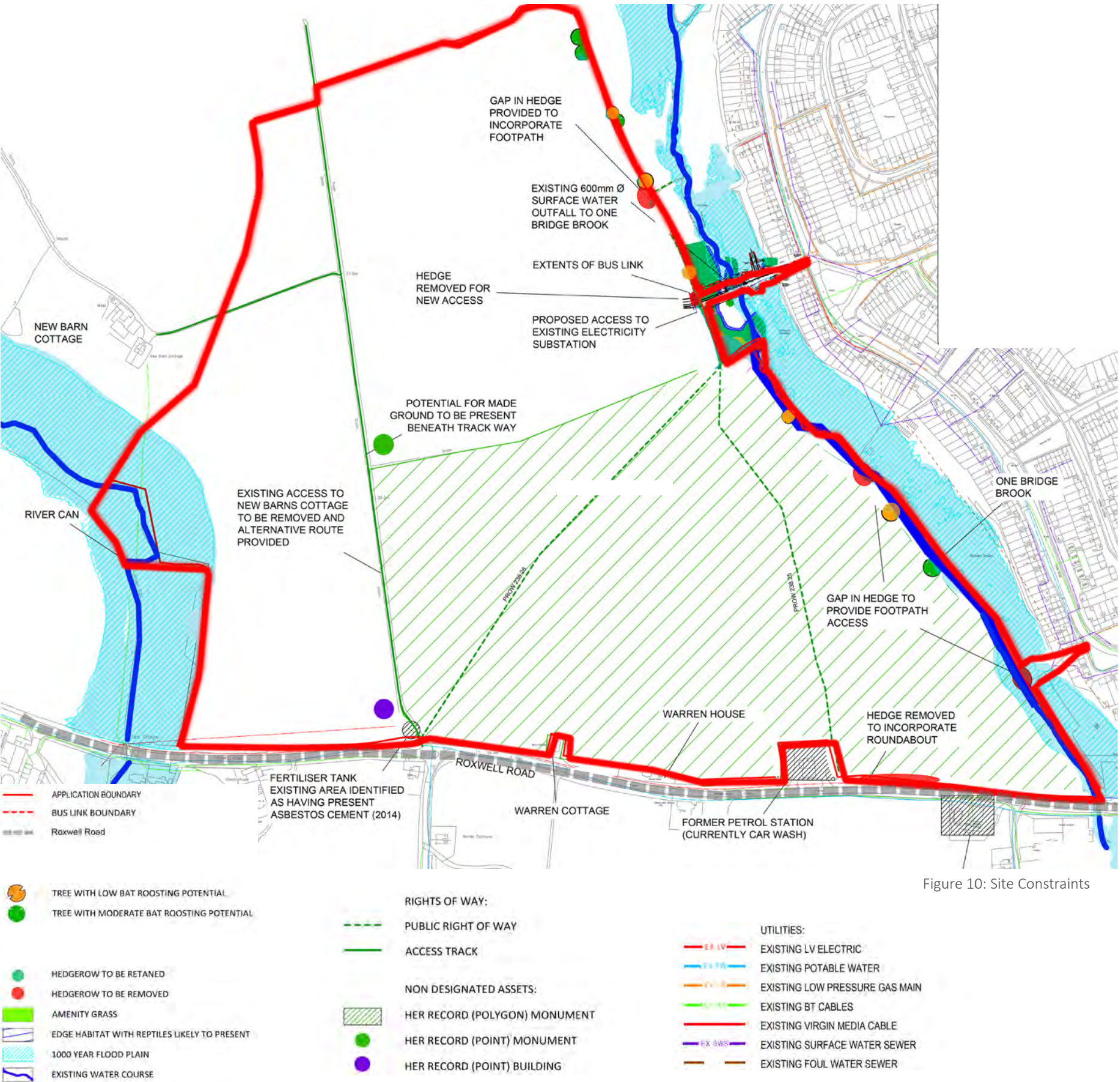


Figure 10: Site Constraints

Site Considerations

Landscape

- Existing hedges and trees around the boundary of the site should be retained unless required to form new points of access.
- Existing boundary reinforcement where necessary.
- Retain and enhance public rights of way through the site, connecting to the surrounding footpath network.
- Utilise existing topography to create a natural drainage strategy.
- Enhance the existing boundary planting to the south including additional earth mounding, water features and reinforced hedgerow and tree planting.

Ecology

- Enhance biodiversity by planting new trees and vegetation within and around the edges of the site, including green corridors.
- Deliver biodiversity net gain by retaining and enhancing existing trees and hedgerows, with additional landscape planting as part of extensive provision of public open space.

Archaeology and Built Heritage

- Where archaeology is affected, it will be investigated in advance and recorded.
- Site proposals should respect the setting of the listed buildings to the north east of the site (Brickbarns Farmhouse and Crows Farmhouse) and the setting of the non-designated heritage asset to the west of the site (New Barn Farm).

Flood risk

- The parts of the site in the flood zone could remain as green open space for both biodiversity and recreation uses.
- Utilising the flood plain and adjacent areas to provide an appropriate level of green open space will provide a valuable contribution to the overall landscape and biodiversity strategies for the site.

Utilities

- Consideration to be given to the natural attributes of the site when installing drainage and utilities.
- The site is well positioned to connect into existing utilities

7. Evaluation - Development Opportunities and Connectivity

Key Opportunities

Sustainable Travel

To ensure that all homes are within a 5-10 minute walk of local facilities, providing the opportunity for sustainable travel choices. Providing new shared walking and cycling connections through the site and to the wider area.

Community Facilities

The potential to offer a mixture of uses, spaces and connections within the site that benefit the whole community and foster social interactions. New community facilities could include a new neighbourhood centre, primary school and sports pitches and pavilion.

New Homes

Opportunity to provide around 800 new, market-led homes but with policy compliant affordable housing, designed to meet the needs of occupants of all ages. A new residential development that offers variety and choice; a mix of uses and tenures; a vibrant place to live with opportunity for a convenient modern lifestyle.

Biodiversity

Opportunity to greatly improve the biodiversity value of the local area through the provision of drainage ponds, an ecology park as well as linking green corridors.

Public Open Space

Opportunity to provide high quality recreation and open spaces within the development to encourage people to spend more time outside and pursue an active lifestyle.

Sustainable Design and Construction

Opportunity to promote and assist in securing a high quality sustainable new neighbourhood including renewable and low carbon energy provision and development.

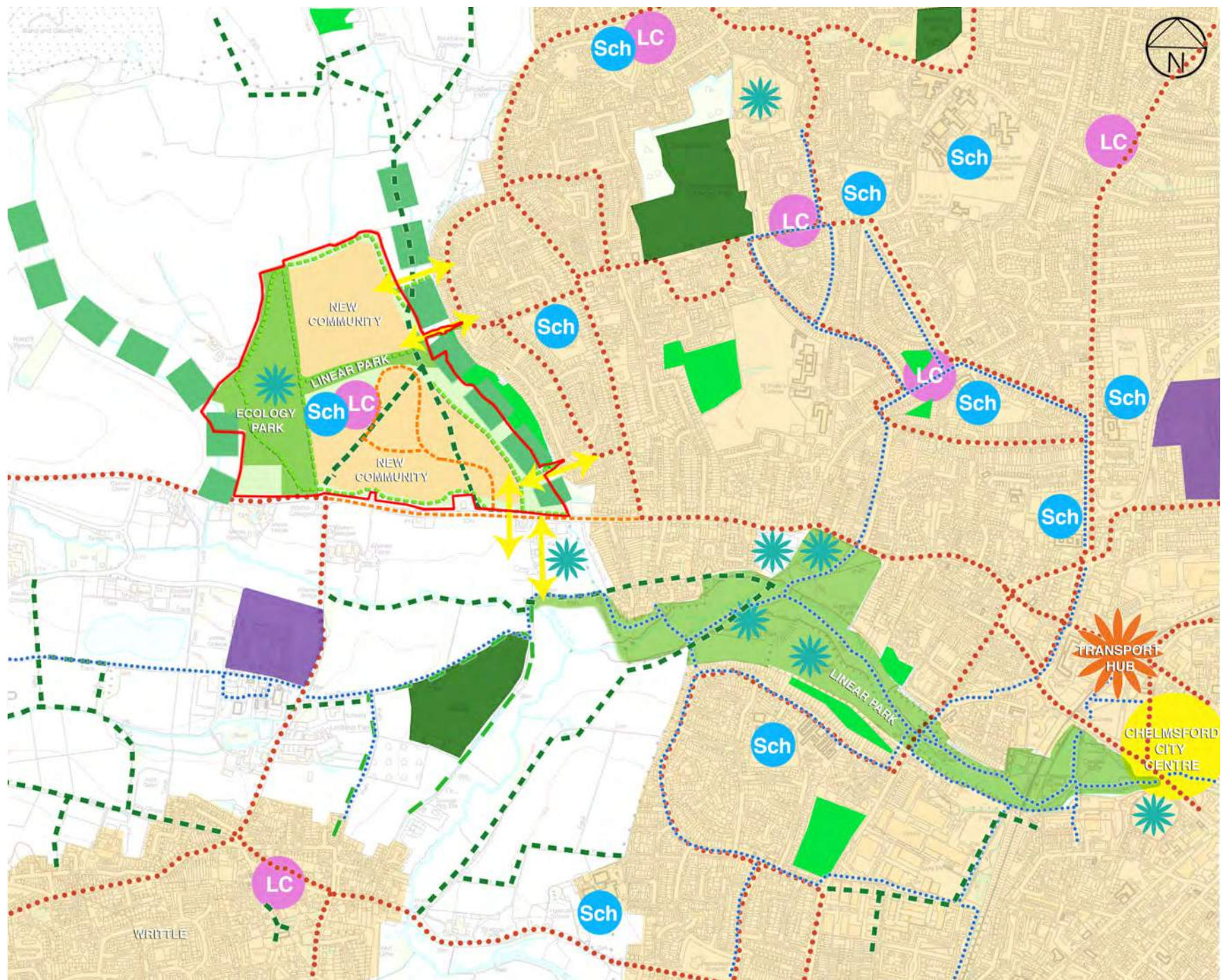
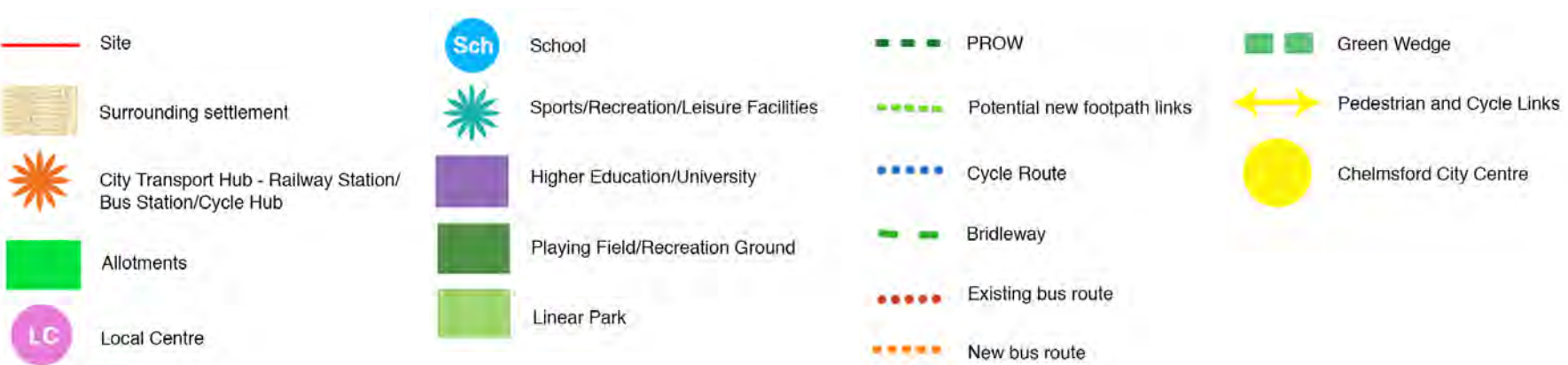


Figure 11: Development Opportunities and Connectivity



7. Evaluation - Development Opportunities and Connectivity

Chelmsford Draft Local Plan Strategic Growth Site 2 - West Chelmsford master plan principles document May 2018.

Following the introduction of the Council’s new masterplan procedure in March 2018, officers prepared a Masterplan Principles Document and a series of plans in order to inform and a guide the detailed masterplanning process. The plans included: site context, proposed land use, movement, open space and a concept masterplan.

Based on a high level study and desk top evidence, the concept masterplan opposite (Figure 12) sets out CCC’s initial key principles for Growth Site 2 and assisted in informing subsequent iterations of the masterplan

Through a process of gathering detailed technical and environmental evidence, negotiation and collaboration between CCC, Crest and other stakeholders, the concept masterplan has evolved by testing various alternatives and has informed the final Warren Farm Illustrative Masterplan set out in this document.

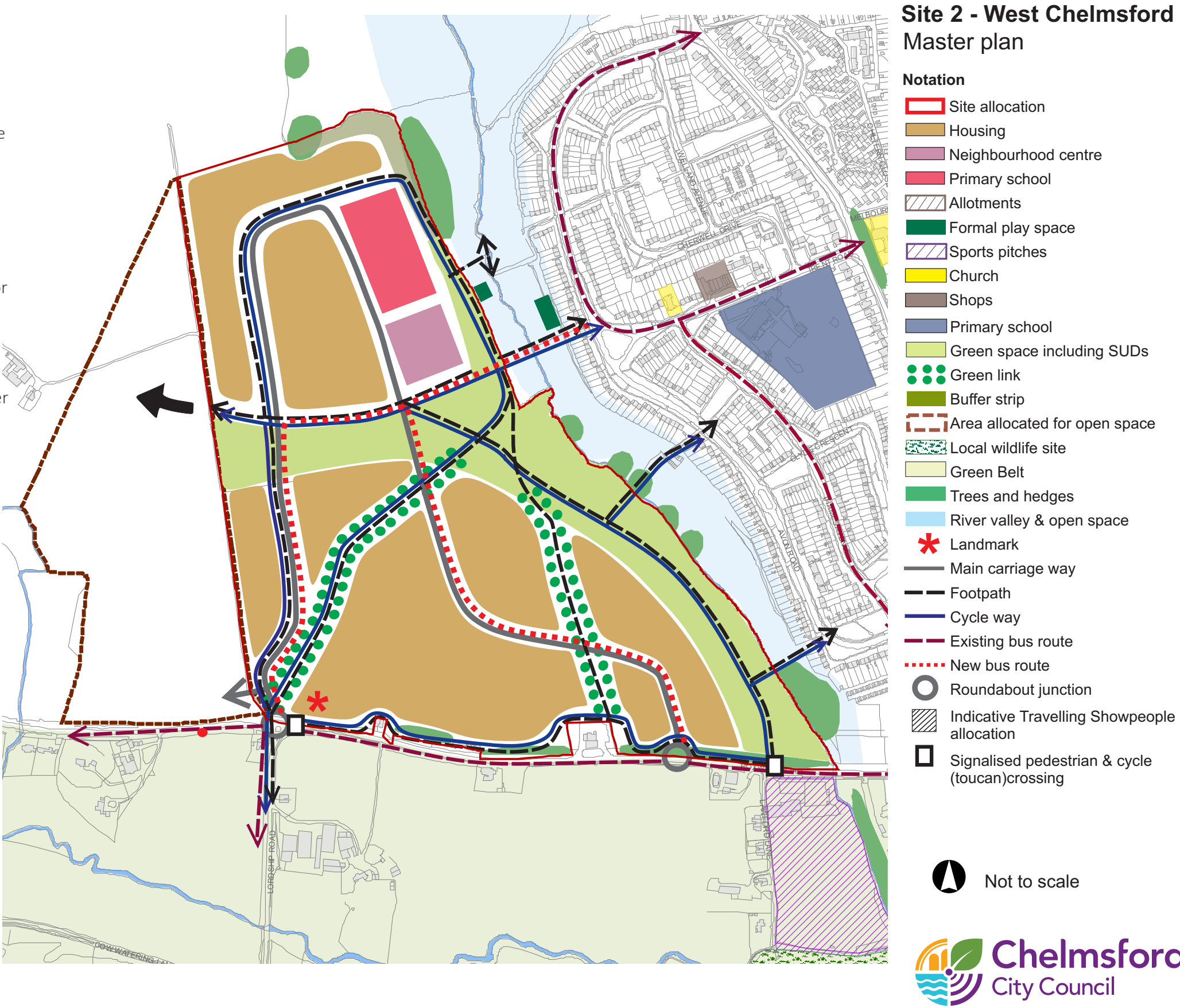


Figure 12: CCC Concept Masterplan

Design and Placemaking Objectives for Warren Farm

- Create a landscape-led, high-quality, comprehensively-planned, new sustainable neighbourhood that maximises opportunities for sustainable travel.
- Provide main vehicular access to the site from Roxwell Road (A1060) with a well-connected internal road layout that allows for bus priority measures.
- Provide safe and pleasant pedestrian and cycle connections.
- Provide a comprehensive package of sustainable transport measures to improve connectivity to neighbouring areas and the City Centre.
- Provide a mix of both market-led and affordable homes to attract a diverse population.
- Create a physical environment that promotes a balanced lifestyle, a place that supports healthy and sustainable travel choices, and provides opportunities for the community to improve their health and well-being.
- Provide new community facilities for people of all ages so that they feel supported and valued.
- Create a well connected community where people have access to good employment and work opportunities
- Create a resilient place that is adaptable to changing requirements and climate and that makes a contribution to a reduction in carbon and nitrogen emissions.
- Create a variety of safe open green spaces to provide opportunities for recreation, education and relaxation including a well-defined parkland edges to the east and west of the site.

Design Evolution

The four masterplan options at Figure 13 were tabled at two public consultation events in July 2018; one held in Writtle village and a second on the Chignall Estate. The purpose was to open up a dialogue between stakeholders to consider the most appropriate layout configuration in respect of the neighbourhood centre and the Primary School.

Analysis and evaluation of the evidence base, constraints and site assets as summarised in this document resulted in a number of 'fixes' to future masterplanning:

- the River Can and One Bridge Brook and their associated flood plains and ecological interests.
- the agreed position for the two main access points into the site from Roxwell Road.
- existing Public Rights of Way
- the need to devise a circular bus route that connects into the site
- the desire to provide convenient connectivity for pedestrians and cyclists between Chignall Estate and the new development to encourage community integration and sharing of facilities.
- the desire to protect long distance views towards St Mary's Church, Widford; skyline trees on Chignall Road and views towards the River Can Valley.

- the need to retain and enhance the existing vegetation on the periphery of the site.
- the need to provide safe and attractive access for pedestrians and cyclists into the River Can Green Wedge.
- to meet the specific requirements of Policy SGS2 regarding the provision of a primary school, neighbourhood Centre and site for Travelling Showpeople.

Following consideration of the feedback on the various concept alternatives, concept 3 was initially regarded as the most preferred. Following on from this, further consultation, stakeholder input and an independent quality and design review by the Essex Quality Review Panel has further shaped the layout of the preferred concept masterplan. This is shown at Figure 14.



Figure 13: Crest Masterplan Concept Sketches

8. Design Objectives and Evolution

Masterplan Concept and Placemaking

The following key elements of the preferred concept masterplan are set out below and have been fed in to the submitted Illustrative Masterplan (Figure 16)

1. Open Spaces for Recreation and Leisure

This landscape-led development provides opportunity to integrate health and well-being through the provision of high quality recreation and open spaces including western and eastern parkland corridors linked together by a central spine and a landscaped southern boundary, sports pitches, pavilion and a variety of play facilities.

2. Community Facilities

A mixed use community hub with a new neighbourhood centre and primary school - The location and orientation of these key uses have been subject of extensive consultation involving a number of key stakeholders.

3. Ease of Movement and Access

A well-connected internal road layout that allows for a circular bus route that connects the site to the City centre and the neighbouring communities. A clear and legible hierarchy throughout the development to assist with way finding and easy navigation. Main Vehicular access points from Roxwell Road.

4. A Variety of New Homes

A new development that offers variety and choice; a mix of uses and tenures; mixed density and building heights; a vibrant place to live with opportunity for a convenient modern lifestyle within a landscaped setting.

5. Permeability and Connectivity

A landscape-led development underpinned by a package of sustainable travel improvements, encouraging people to pursue an active lifestyle. New shared walking and cycling connections will be provided through the site and to the wider area. All homes will be within a 5-10 minute walk of local facilities therefore encouraging sustainable travel.

6. Biodiversity Enhancement

Opportunity to greatly improve the biodiversity value of the local area through the provision of drainage ponds, an ecology park as well as linking green corridors.



Figure 14: Preferred Concept Masterplan



Finberry



Kilnwood Vale



Notley Grange, Braintree

A Landscape-Led Approach

The Illustrative Landscape Plan at Figure 15 shows the key landscape elements proposed for the new development at Warren Farm. These include:

- a western and eastern parkland corridor;
- a central green spine linear park linking the parkland corridors
- a landscaped southern boundary to provide a structured setting to the site and the creation of a new gateway into the City from the west.

The existing hedges and trees around the boundary of Warren Farm would be retained unless required to form new points of access.

Areas of planting reinforcement are proposed around the boundaries and within the site to replicate old field boundaries and introduce new areas of woodland. In combination, these would help to mitigate the views from the west and reintroduce a network of biodiversity corridors across the site.

Increased boundary planting along the western and eastern boundaries associated with the adjacent watercourses and water management features would provide the opportunity for biodiversity enhancements.

Within the development, the use of generous open spaces and wide tree lined streets and main avenues with hedges in front gardens would help to create the setting for a new garden village.



Figure 15: Illustrative Landscape Plan

Examples of types of landscape treatments that could be applied to the site



9. The Submitted Illustrative Masterplan

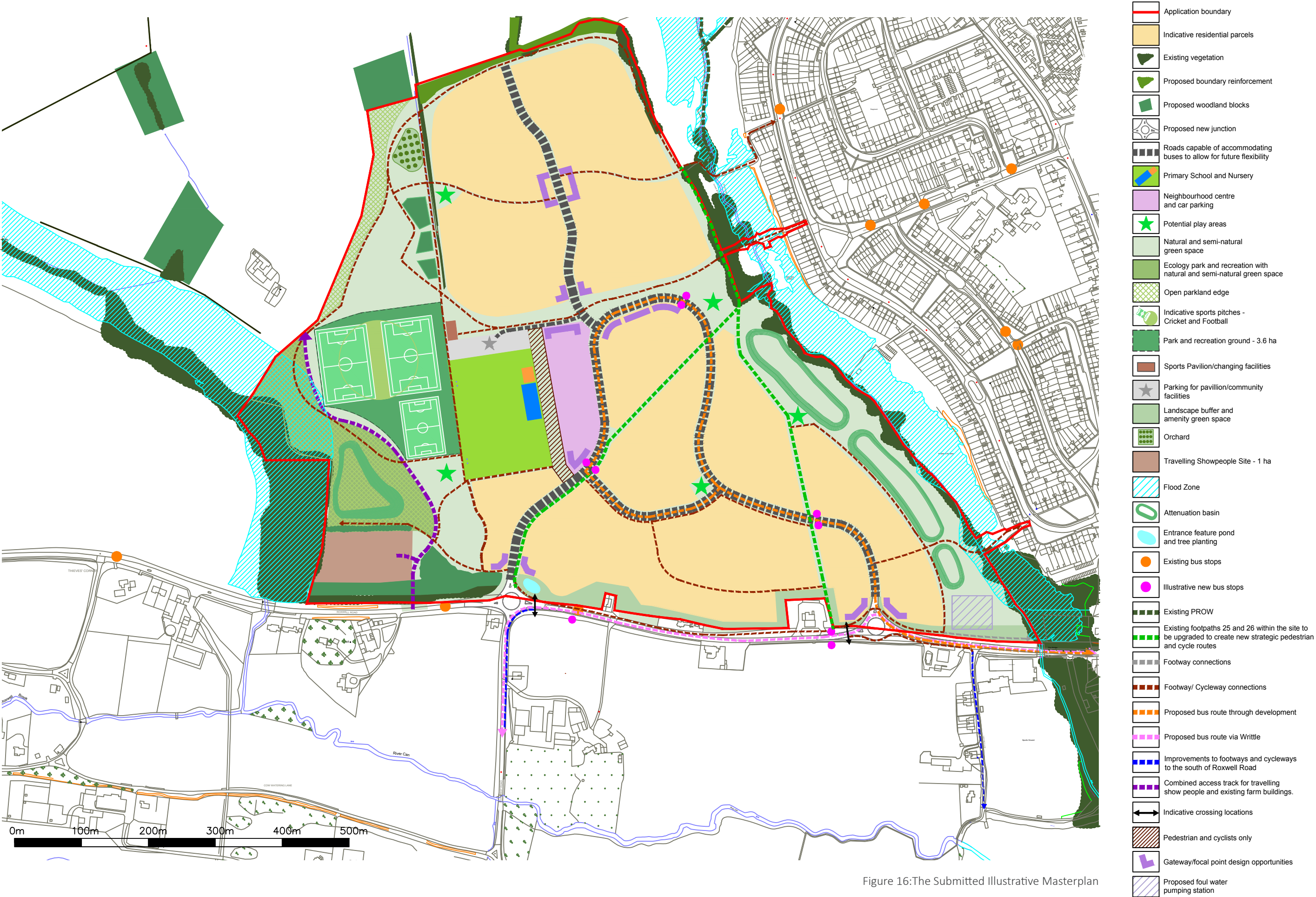


Figure 16:The Submitted Illustrative Masterplan

The submitted Masterplan has been shaped by Crest Nicholson through a continuous and formal process led by CCC, with input from consultation with the major stakeholders, the public and community representatives.

This included consideration by and feedback from the Chelmsford Policy Board at its meetings on the 16th July and the 15th October 2020, together with a presentation to and follow-up comments received from the Essex Quality Review Panel. Collectively these responses have shaped the submitted Illustrative Masterplan at Figure 16.

Key features of the Illustrative Masterplan:

- residential development of around 800 new homes, comprising a wide mix of house types and tenures, including affordable, to be compliant with Council policy;
- a mixed use neighbourhood centre with a high quality public realm and landmark features. A central pedestrian and cycle-only street between the Neighbourhood Centre and the Primary School. On-site facilities include a foodstore, retail units, community centre, potential healthcare and associated parking;
- a new primary school and stand-alone nursery located within 500m of the majority of new homes to ensure that they are within a convenient 5-10 minute walk, providing the opportunity for sustainable travel choices;
- a comprehensive package of sustainable transport measures, as set out in detail in the Masterplan Addendum and agreed with ECC Highways and Transportation and summarised in the next section;
- Upgrading the existing public rights of way to create new strategic pedestrian and cycle routes and creation of a new footpath network/trim trail and cycle routes within the development and new links to the Chignall Estate and the surrounding areas;
- western and eastern parkland corridors linked together by a wide green link through the development;
- two new access points into the development off Roxwell Road;
- a Sustainable Drainage Systems Strategy that will provide a series of attenuation ponds within the natural and semi-natural green amenity space, to allow for surface water run off and opportunity for biodiversity enhancements;

- a landscaped buffer to the south of the development to provide an attractive footpath and cycle route set back from the Roxwell Road with a series of glimpse views through to the new development, providing an appropriate urban edge on the approach to the City centre;
- the provision of 5 Travelling Showpeople pitches with a separate access road from Roxwell Road, in the south west corner of the site;
- a nature park within the western parkland area designed with a range of features to benefit wildlife, as well as providing a pleasant place for quiet recreation and educational opportunities;
- a 3.6 ha recreation ground with sports pitches in the form of two senior football pitches, a cricket pitch with an all weather wicket, and a junior football pitch; and,
- a pavilion/community building with changing facilities, parking and play facilities.

Parameter Plans

Following selection of the preferred Illustrative Masterplan, a number of detailed technical and design studies were undertaken to test the efficiency, optimisation and quality of potential housing parcels and neighbourhood centre layouts, particularly in terms of the potential to create quality placemaking, housing layouts and public realm. These studies resulted in further refinements and detailed consideration of the Parameter Plans to provide a framework for subsequent detailed design of reserved matters.

10. Parameter Plans - Access and Movement Strategy

Vehicular Access

Residential access will be via the two roundabouts on Roxwell Road. The easternmost access will be a new roundabout and will feature a pedestrian crossing, which will allow pedestrians and cyclists to cross Roxwell Road safely and continue onto the off-street footway/cycleway that leads to the city centre. A fourth arm will be added to the existing Lordship Road/Roxwell Road roundabout so that site access can be achieved. There will also be a pedestrian crossing provided on Roxwell Road, close to this existing roundabout.

A priority access is situated to the west of the Lordship Road/Roxwell Road/Site Access roundabout. This will only be for access to the Travelling Showpeople site and to the existing farm to the north. The Travelling Showpeople access has been designed to include over-runable strips so that it can accommodate large vehicles, yet high speeds are discouraged for regular traffic that will be accessing/egressing the site.

Internal Road Layout

The internal road network will largely be made up of 20mph roads. The primary distributor road that provides a loop between the two roundabout accesses will be the only 30mph road within the site. All roads within the site will be designed in accordance with the Essex Design Guide.

Walking & Cycling

The development has been designed to encourage walking and cycling trips. Internal footways/cycleways have been included throughout the site and will connect with existing Public Rights of Way which will be upgraded to create new strategic pedestrian and cycle routes and link to routes external to the site. Externally, new links are proposed to: Avon Road to the east of the site, the allotments to the east, and Roxwell Road to the south. Pedestrian crossings on the western arm of the eastern site access roundabout and at the enlarged Lordship Road roundabout will allow pedestrians/cyclists to cross Roxwell Road safely. From here, off-street walking/cycling routes will be available to Writtle village and to Chelmsford City Centre, and the railway station via Admirals Park.

The development proposals also include the provision of a primary school and neighbourhood centre, which can be comfortably reached on foot or by bicycle from all points of the proposed development. The majority of new homes will be within approximately 500m from the school and neighbourhood centre. Thus it will not be necessary for residents to visit the primary school and neighbourhood centre via private vehicle, and this will further encourage trips by active travel modes.

Illustrative drawings showing the access proposals can be found at Appendix A and in detail in the Masterplan Addendum.

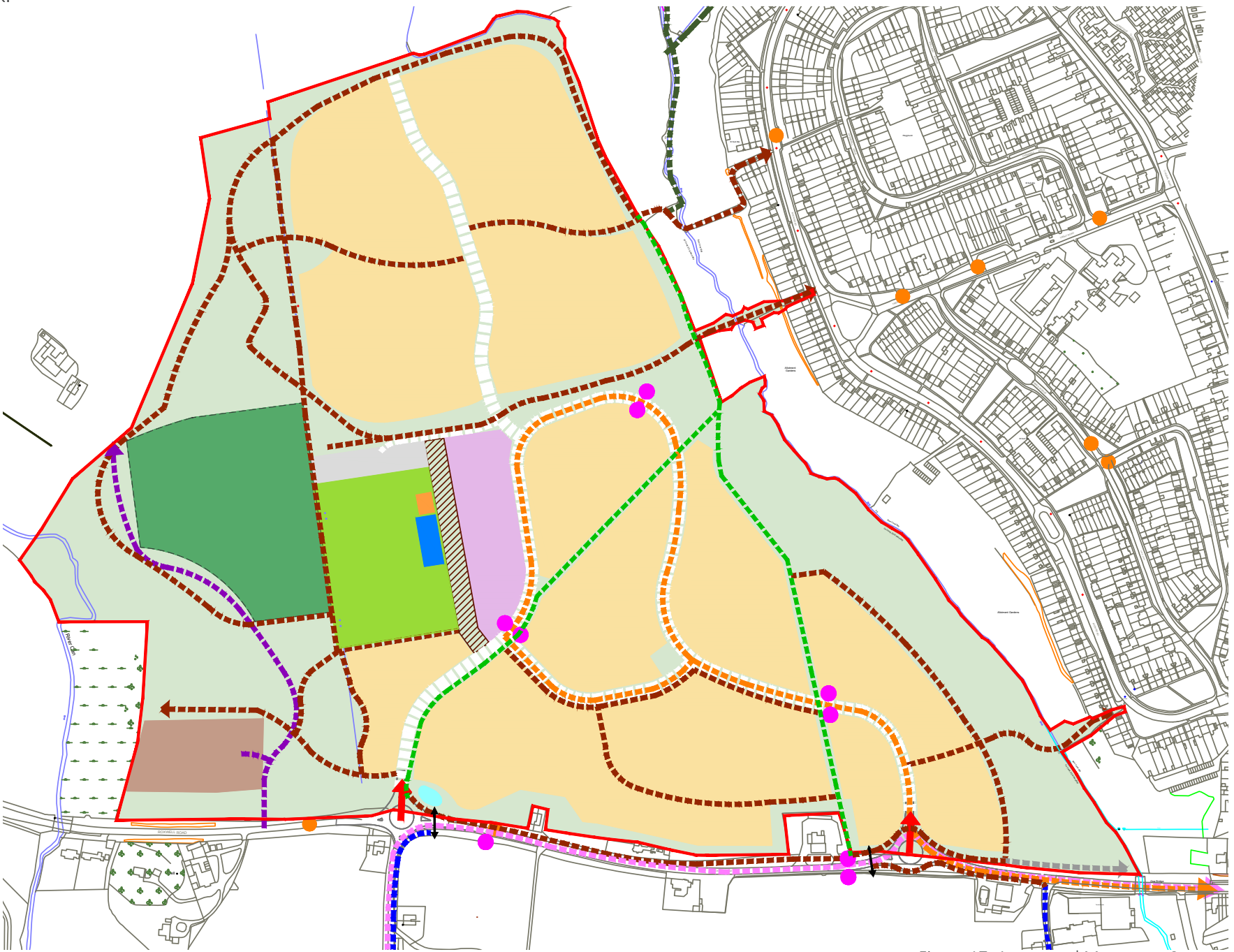
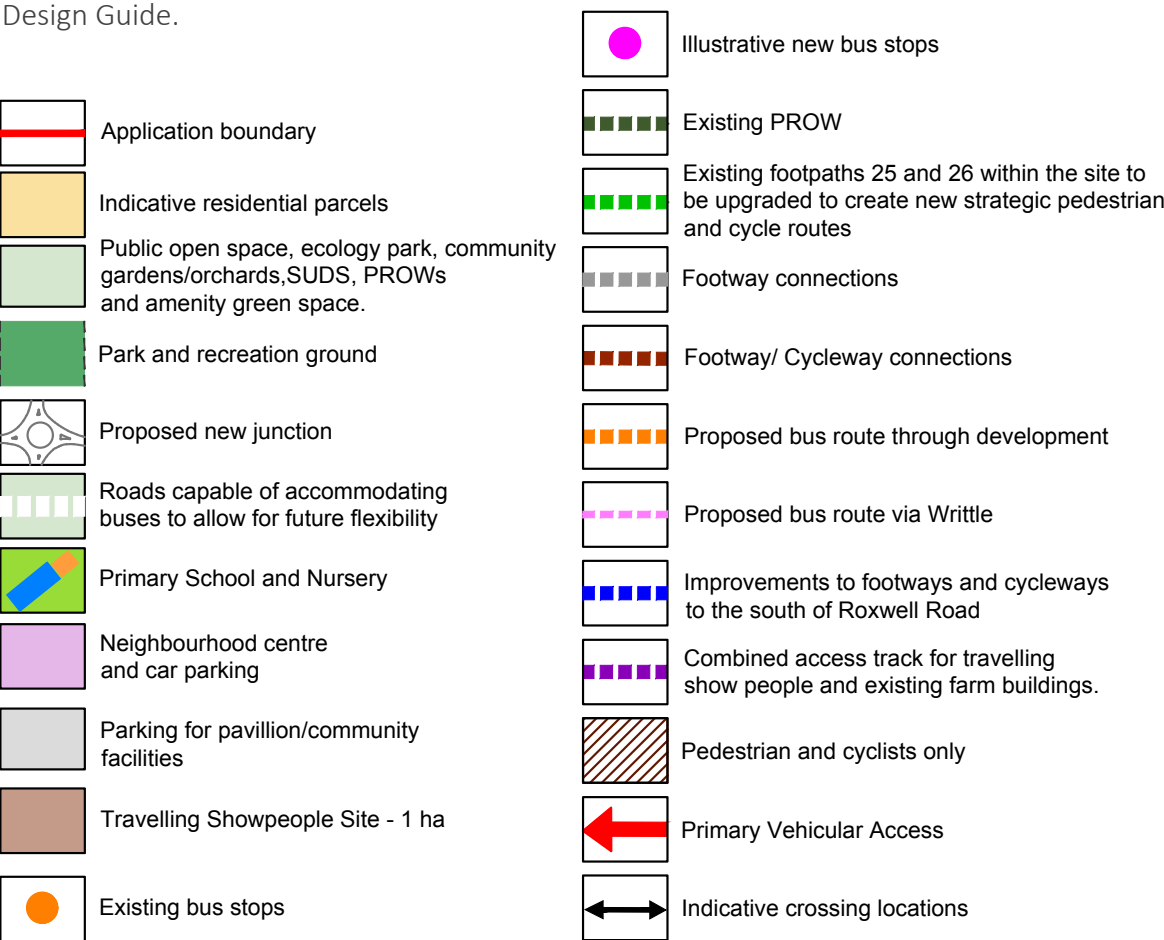


Figure 17: Access and Movement Strategy

Summary of Overall Masterplan Addendum Package

The following measures are proposed:

- Two footpath/cycleway connections between the site and the Chignal Estate to the north and south of the allotments.
- A contribution towards the improvement of a third footway/cycleway connection at the north end of the open space.
- A contribution towards the Melbourne Avenue/Avon Road cycleway.
- A bus route to the site to run along Roxwell Road, Chignal Road and Melbourne Avenue to connect to the city centre.
- New/improved bus stops in Roxwell Road, Avon Road and Trent Road
- A signalled crossing on Roxwell Road close to the new eastern access roundabout
- A crossing on Roxwell Road close to the Lordship Road roundabout
- A new footway/cycleway on the northern side of Roxwell Road between the two access roundabouts extended to connect to the existing footway
- The improvement of Lawford Lane to accommodate cyclists
- Lighting and drainage improvement of the existing cycleways to the city centre through Admirals Park and to Writtle
- Improvements to the drainage at the Waterhouse Lane subway to prevent flooding
- Widening of the footway on the eastern side of Lordship Road
- A new signal controlled crossing on Lordship Road
- Improvements to the route to Hylands School through better pedestrian crossings and improved signage.

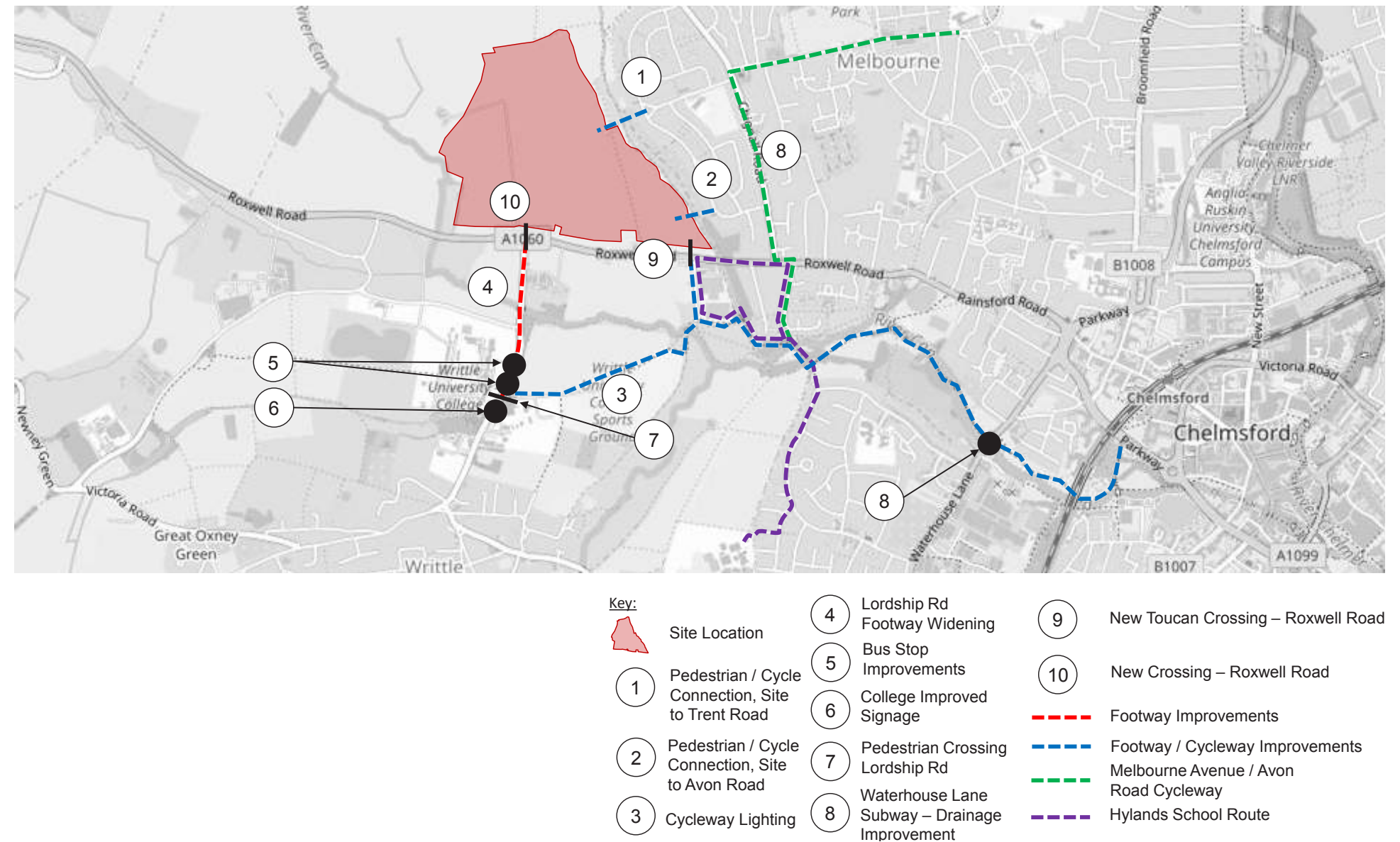


Figure 18: Off-Site walking and cycling improvements



Example of potential pedestrian/cycle bridge type

Bus Routes

- There are two new bus routes proposed in association with the proposed development, as shown on figure 19.
- Route 1: A new service that circulates within the site and uses Roxwell Road, Chignal Road, Melbourne Avenue and Corporation Road to connect to the bus station.
 - Route 2: A new service between Writtle College and the City Centre running along Roxwell Road.

A bus service into the site, and circulating the local centre, will ensure that all new residents are within 400m or 5 minute walk of a bus stop. It would be proposed that both routes have a 15 to 20 minute frequency during peak periods.

The precise route for Route 1 would be subject to further discussions as it would need to be ensured that this does not adversely affect the existing 54 and 56A services.

There are improvements proposed at the junctions on Roxwell Road to improve the performance of the road and the additional buses would be accommodated by these improvements.

Bus Stops

- New bus stops would be located close to existing and proposed pedestrian routes and include shelters, raised kerbs, electronic information boards and lighting.
- The locations of the proposed new and improved stops are shown in Figure 19.
- In addition to new bus stops within the site there would be:-
- New and improved bus stops on Roxwell Road.
 - Improved stops on Avon Road and Trent Road.
 - New and improved stops on Lordship Road, including close to the Doctor’s Surgery.

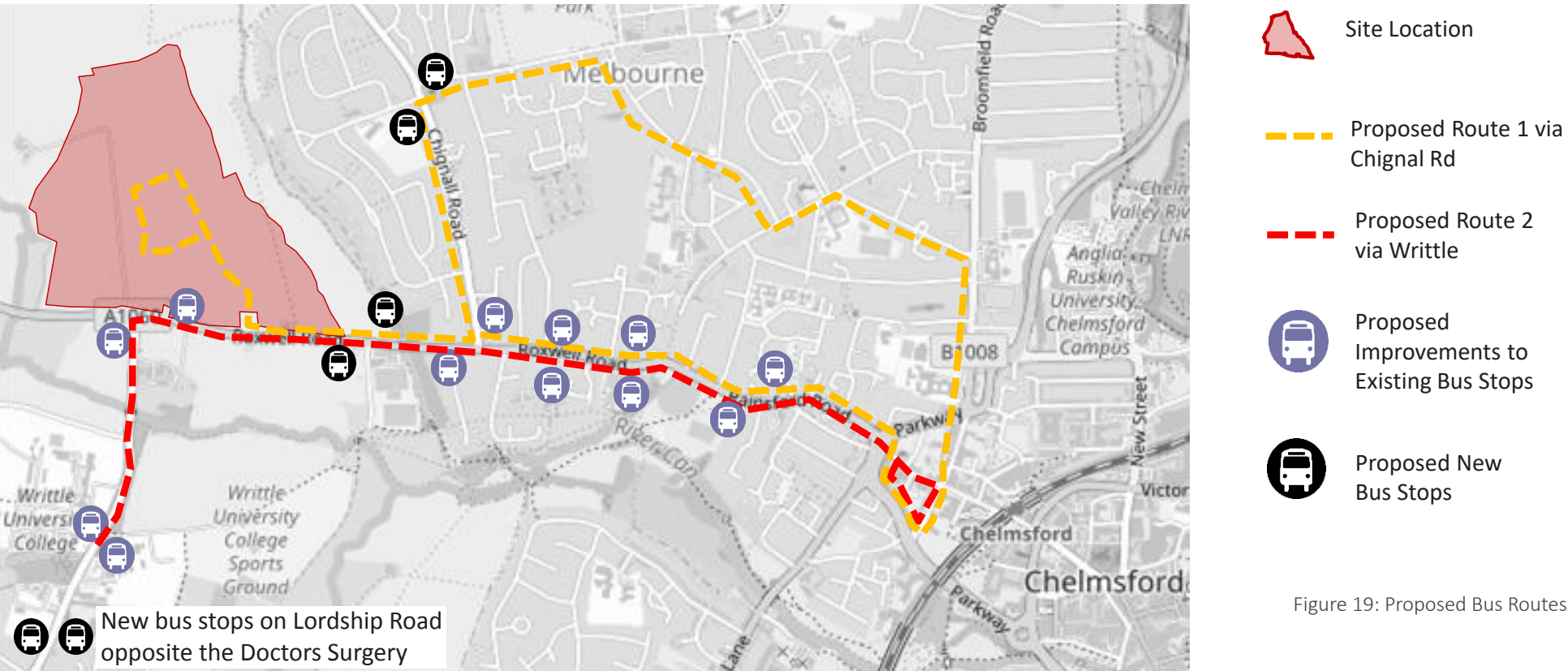


Figure 19: Proposed Bus Routes

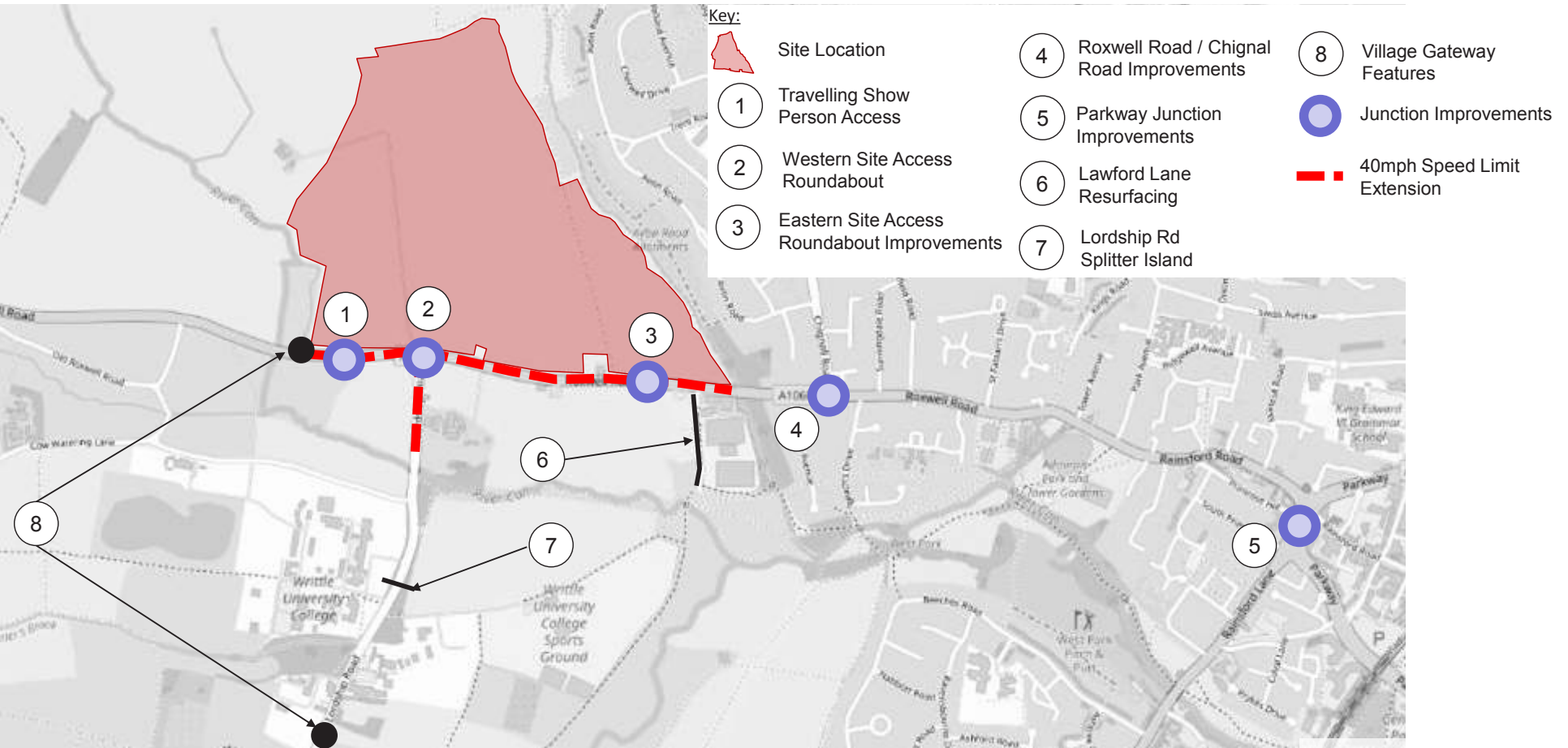


Figure 20: Off-Site Highways Works

Other Sustainability Measures

- The consideration of flat and house designs so they are adaptable and would allow home working, such as including rooms suitable for use at studies/offices.
- Cycle parking for each property
- Electric Vehicle charging facilities
- The provision of a Mobility Hub in the Neighbourhood Centre
- The provision of Car Club vehicles (hybrid and/or electric vehicles only)
- Travel information packs through Welcome Packs for new residents
- Travel Information via a Webpage and Communal Noticeboards
- Season tickets/vouchers (for buses) for new residents
- Bicycle maintenance vouchers and Bicycle training vouchers
- Establishing a Car Sharing Database
- Offering new residents Personal Travel Planning

Other Highway Improvements

- Reduction of speed limits on Roxwell Road and Lordship Road either by the extension of the existing 40 mph speed limit or by introduction of a 30mph and associated safety camera systems subject to agreement with ECC highways.
- Improvement to the Chignal Road/Roxwell Road junction to increase capacity.
- Improvements at the Parkway junction including minor road widening and white lining changes to improve lane discipline to increase capacity.
- New gateway features on A1060 Roxwell Road and Writtle Village
- New build out at Writtle Doctors Surgery to improve visibility for vehicles exiting the car park

- New splitter islands on Lordship Road to reduce vehicle speeds
- A hand-held mobile speed camera for Writtle Parish Council

Travelling Showpersons (TSP) Access

The TSP Access needs to safely accommodate large commercial vehicles including articulated HGVs and rigid HGVs with drawbar trailers. There are practical considerations for how the access is provided and where it can be provided safely. A number of options were considered and the proposed solution is the optimum in terms of safety and practicality.

Mobility Hub

A Mobility Hub is a location where transport facilities and services are located together in a convenient location so residents know where to walk to. This would be within the neighbourhood centre. The elements of a Mobility Hub could contain car club spaces, bus stops, cycle parking, internet hub/café etc.



Example of Mobility Hubs



10. Parameter Plans - Landscape, Sports and Green Infrastructure

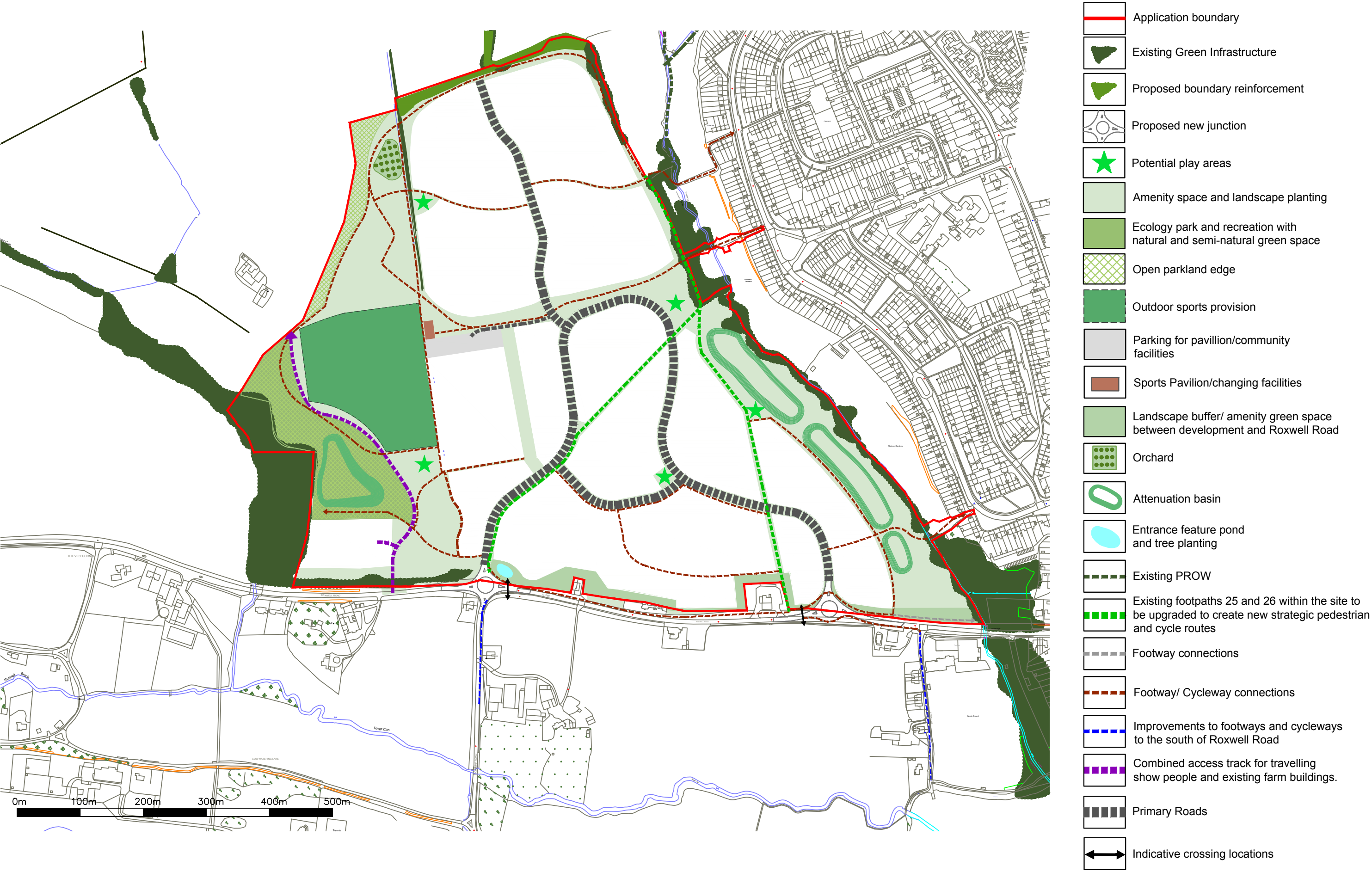


Figure 21: Indicative Parameters- Landscape, Sports and Green Infrastructure

Ecology and Recreation

The Ecology Park provides a valuable buffering habitat to the River Can and an area of off-site reedbed, which is used by a range of protected species including otter, badger, and several species of bat. The Ecology Park will be designed with a range of features to benefit wildlife, as well as providing a pleasant place for quiet recreation and educational opportunities (such as Forest Schools). The Ecology Park will also be designed to screen any required lighting from the recreation ground to ensure that a dark corridor is maintained along the River Can for nocturnal wildlife. The attenuation basin within the Ecology Park will also be designed in such a way to benefit wildlife, for example, with an area of permanent water and marginal planting. This will benefit a range of species such as foraging bats, reptiles, amphibians, and invertebrates. Other ecological enhancements will be incorporated into the Ecology Park, such as bat boxes on trees, and habitat piles. Once established, the Ecology Park will be managed in the long-term to benefit biodiversity.

Sport and Recreation

Sports pitches are provided in the form of two senior football pitches, a cricket pitch with all weather wicket, and a junior football pitch. A pavilion/community building with changing facilities, parking and play facilities are also proposed north of the Primary School and adjacent to the playing pitches to the west.



Figure 22: Ecology Park and Sports



10. Parameter Plans - Landscape, Sports and Green Infrastructure

The western parkland

This area helps to create a gentle transition from the built edge of the site into the open countryside to the north west. It contains areas of open parkland, with blocks of woodland, small copses and community orchards to break up the appearance of the development edge.

Sports pitches are provided in the form of two senior football pitches, a cricket pitch with all weather wicket, and a junior football pitch. A pavilion/community building with changing facilities, parking and play facilities are also proposed.

The western edge of the parkland along the River Can provides an opportunity to create a nature park. This would be enclosed by the farm access and incorporate the water management basin and areas of rough grass, scrub and tree planting. This could provide the opportunity to encourage a wider range of wildlife including butterflies, dragonflies and reptiles.

There would be a mixture of new water features, enhancing plant life and wildlife around the river area.

The eastern parkland

The eastern parkland forms the link with the existing edge of Chelmsford to the east around the existing Brook.

This area would consist of informal parkland and water management basins with new footpath and cycling links between the new neighbourhood, Chignall Estate and other neighbouring areas.

The central spine

The central spine creates a key and essential link between the eastern and western parkland areas. It also will act as a green interface and amenity area between the northern and southern housing areas.

The southern boundary

Development along the southern edge of the site has been set back to provide a structured setting to the site and the creation of a new gateway into the City from the west. This could include additional earth mounding, water features and reinforced hedgerow and tree planting.

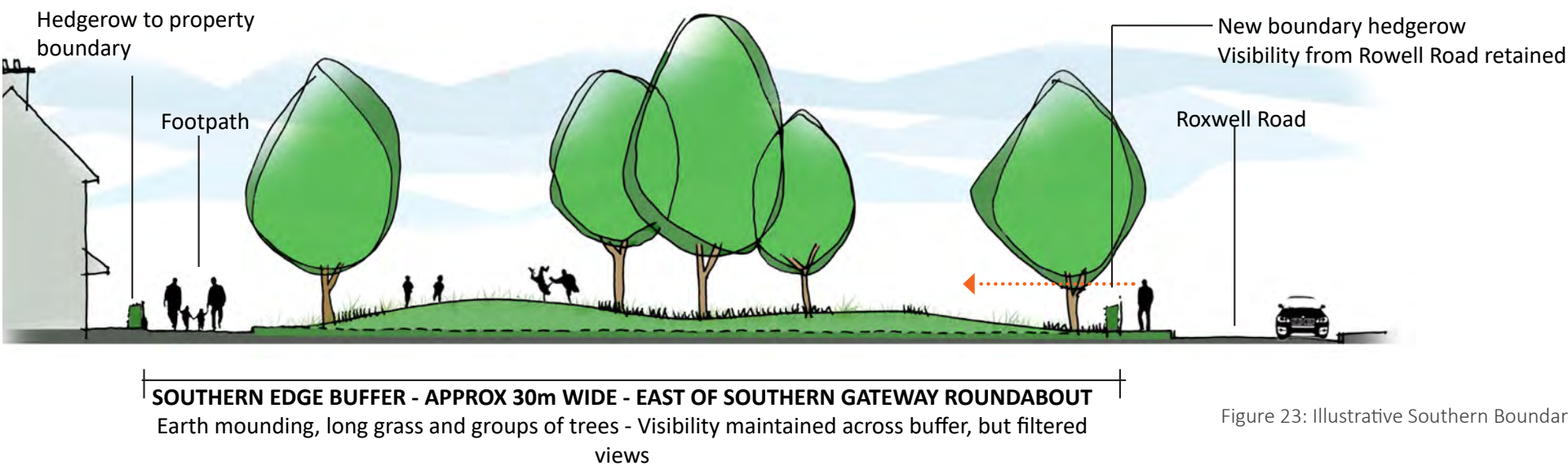


Figure 23: Illustrative Southern Boundary



Examples of a variety of landscape features

10. Parameter Plans - Building Heights

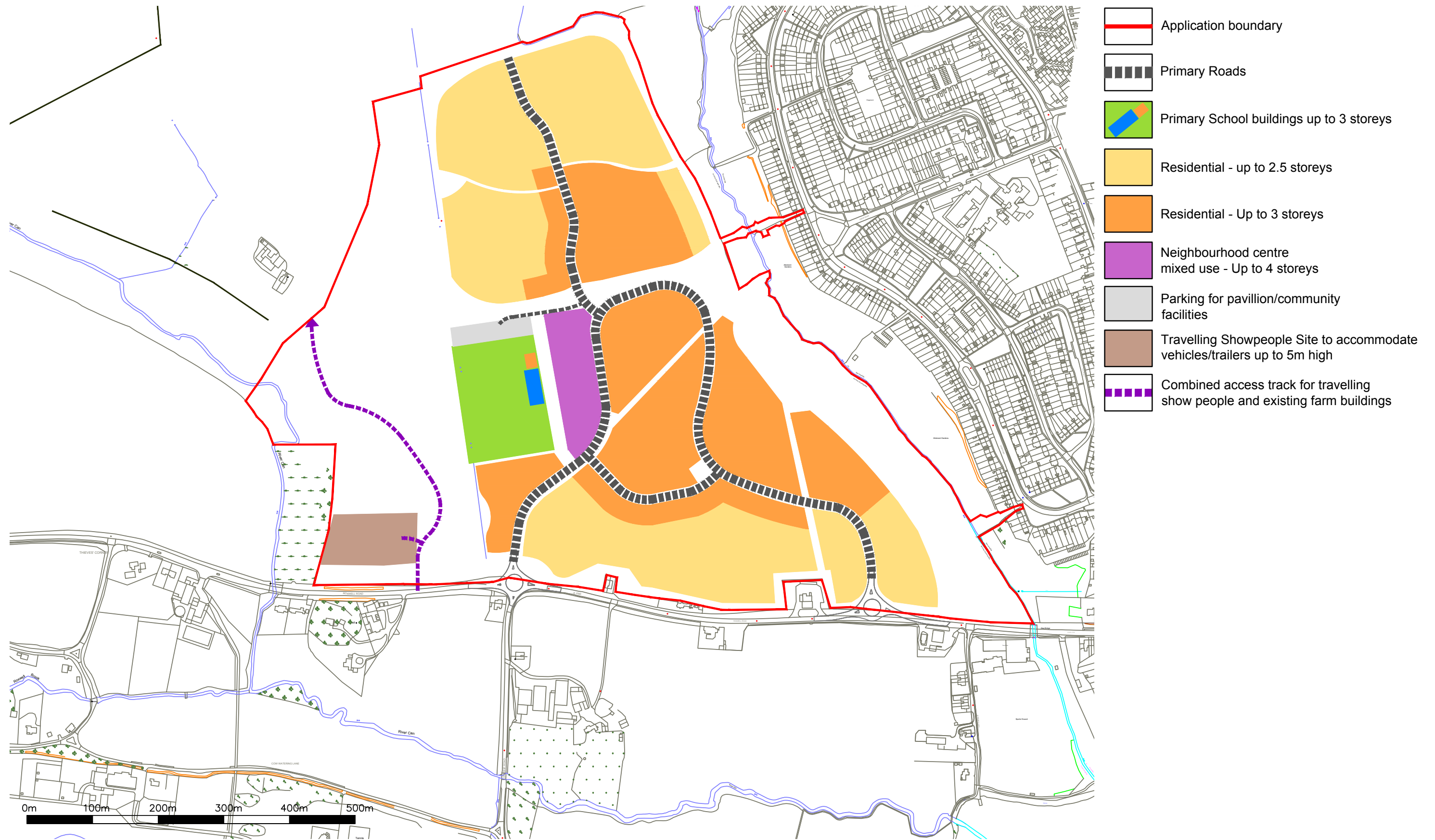


Figure 24: Indicative Parameters- Building Heights

10. Parameter Plans - Density

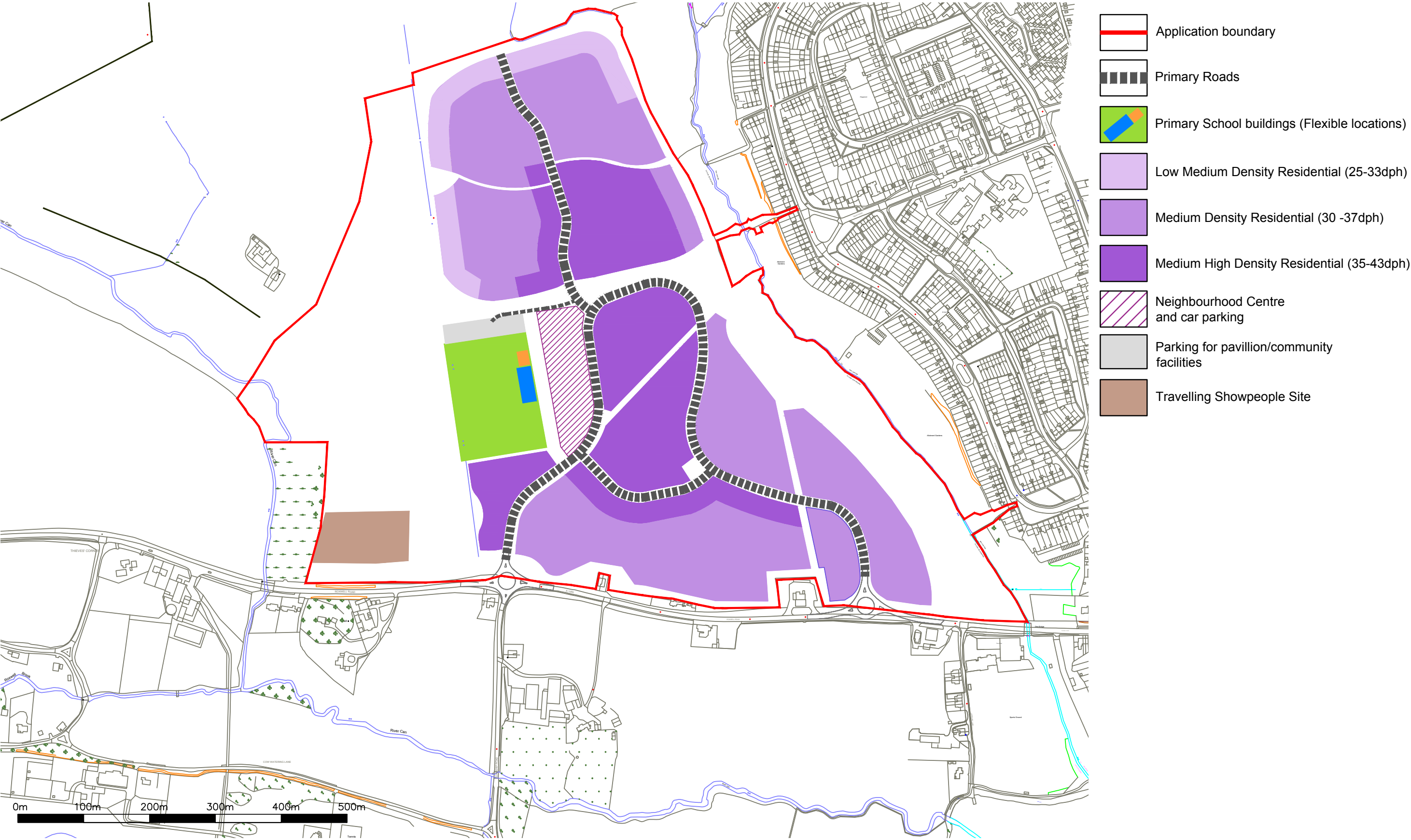


Figure 25: Indicative Parameters- Density

Community Hub

A mixed use neighbourhood centre is sited centrally within the new neighbourhood, which is the most sustainable location in respect of all forms of access.

All new homes will be within 5-10 minutes walk of the neighbourhood centre and a number of new green links will provide pleasant pedestrian and cycle access routes.

A new primary school with co-located early years and childcare nursery will be provided adjacent to the neighbourhood centre, with on-site parking and additional parking for the nursery within the neighbourhood centre.

A range of community facilities are proposed within this central hub, and along with the school this will form the heart and main focus of the public realm.

Potential facilities which could be provided within the neighbourhood centre include:

- an anchor convenience store;
- a coffee shop and other local scale commercial uses;
- a pharmacy;
- a mobility hub which could contain car club spaces, bus stops, cycle parking, internet hub/café etc.
- a medical centre to serve the new and existing community;
- a senior living scheme with landscaped courtyard;
- landscaped parking square
- a mix of one and two bedroom flats will be provided within the neighbourhood centre with associated parking and amenity space; and
- a pedestrian and cycle only street between the primary school and nursery and the neighbourhood centre facilities, creating a pleasant traffic free environment to making the neighbourhood centre a more attractive place to linger. It will also provide safe pedestrian access for children and parents attending the school.

Crest Nicholson will continue to liaise with the Education Authority and City Council in formulating its detailed proposals for the Community Hub. These will be included in the Design and Access Statement that will accompany the subsequent planning application.



Kilnwood Vale, West Sussex



Southborough, Tunbridge Wells



Mobility Hub example



Tadpole Garden Village

12. Phasing and Delivery

Overall Sequence of Development and Phasing

Crest propose to commence development by constructing the western access roundabout junction on Roxwell Road. The eastern access roundabout will follow as part of Phase 1 alongside housing in that area of the site. The detailed design of both access junctions will be considered as part of the application. The main loop spine road, surface water drainage, foul drainage, and utility services will be phased to be delivered in stages as required to service the housing parcels for the Phases. Practically, the bus route through the site will be delivered when the service is viable and discussions with the Council and bus service operators will determine timescales.

It is anticipated that development would proceed from the Roxwell Road northwards through the site, served from both the eastern and western sections of the internal loop road.

The timing of the provision of land and payment of financial contributions to the County Council to facilitate the delivery of the primary school and co-located early years and childcare nursery will be determined through the application process and will be documented within a S106 agreement. However, the location of the school and nursery is such that land they will be constructed upon can be made available in discussions with the County Council.

The location of the proposed neighbourhood centre within the scheme enables it to be marketed relatively early on. Its' delivery will depend on market interest and having sufficient new residents to make the neighbourhood centre uses viable.

The Travelling Showpersons site itself can also be marketed at an early stage, however its delivery, including its access onto Roxwell Road, will depend on marketing and interest of the Travelling Showpersons community.

Landscaping and open space provision will follow in sequence with the development of each housing cluster. Phase 1 will see the ecology area and play area to the west of the site delivered along with the large open space area to the east (which bounds the Brook and the Chignal Estate). The formal play pitches and associated community building together with the community orchard will be delivered alongside one another within Phase 2.

It is intended that affordable housing will be delivered proportionately across the site in accordance with adopted policy.

Sustainable Design and Building

The development will comply with the relevant national guidance and Chelmsford adopted policy regarding sustainable building including renewable and low carbon energy development requirements, as set out in adopted Local Plan policy DM19 and the provisions of the Section 9 of the Making Places SPD as adopted or varied at the time of detailed submissions.

The Way Forward

This Masterplan document has been prepared to satisfy CCC's masterplan procedure, which is both to assist with informing the Local Plan process and to form an appropriate framework for the preparation, submission, and determination of future planning applications.

Crest have been collating all necessary baseline evidence to inform the Masterplan and to prepare a planning application for submission as soon as this Masterplan document has been approved. The planning application will be accompanied by an Environmental Statement.

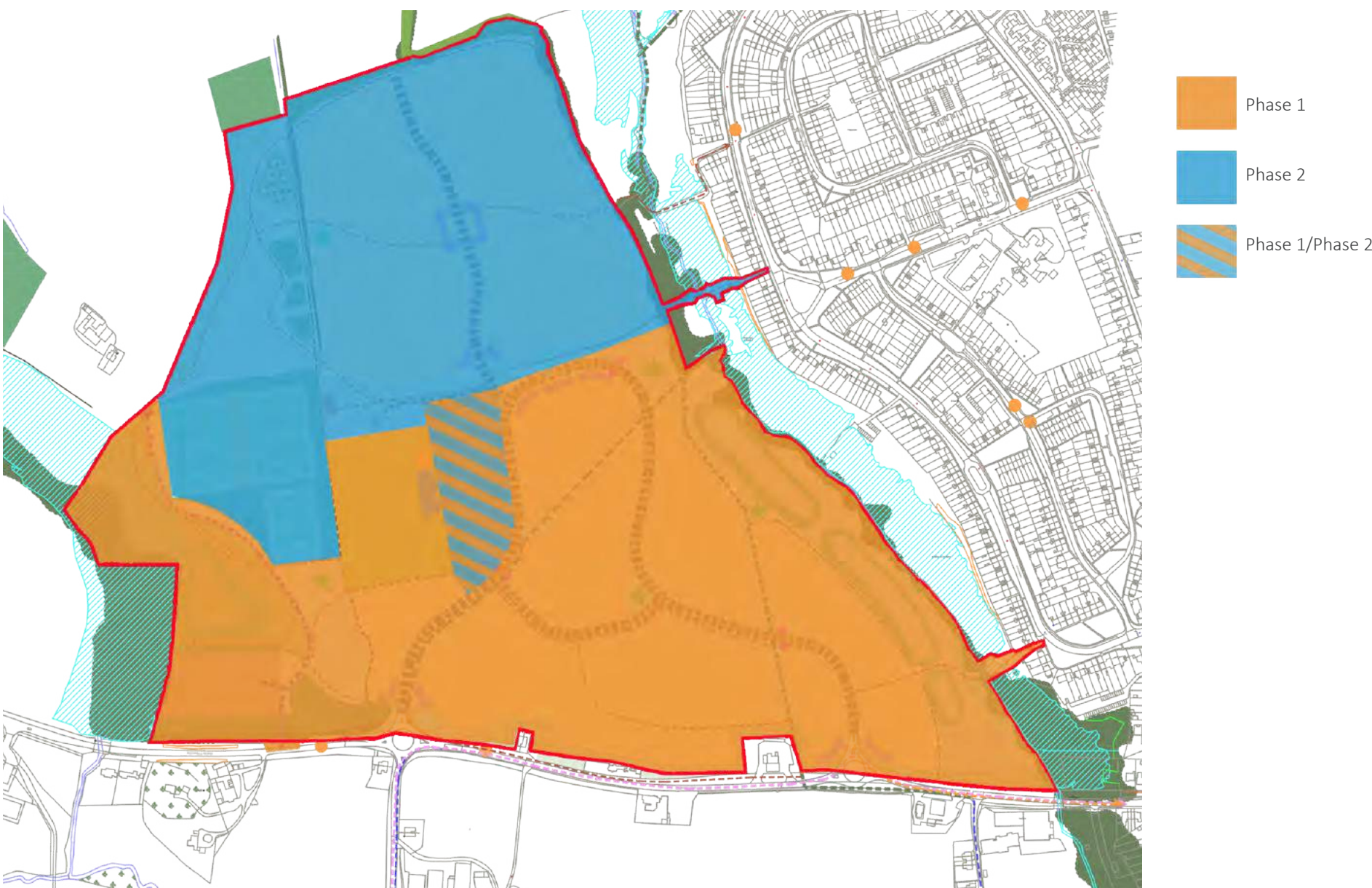
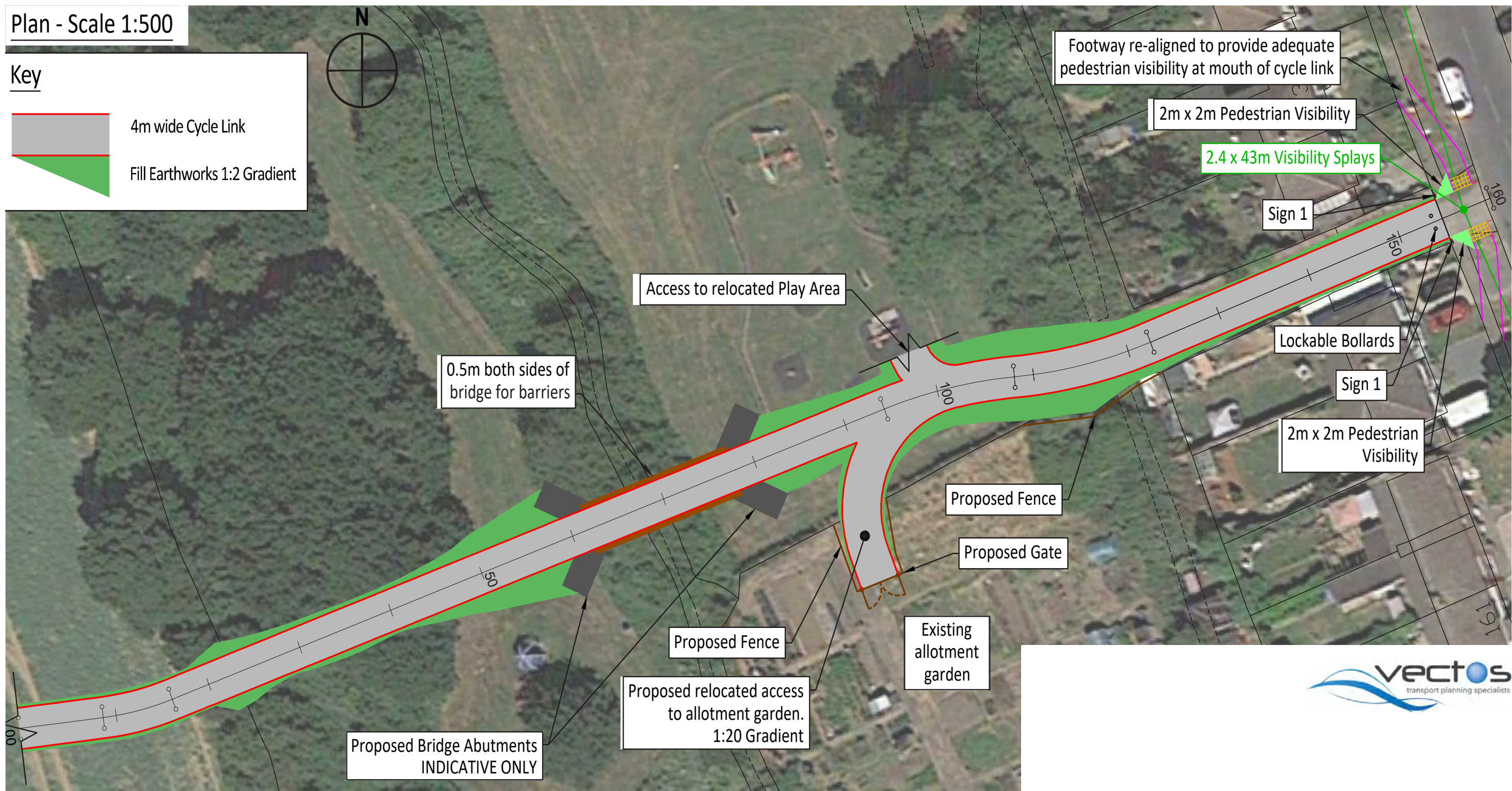


Figure 26: Indicative Phasing Plan

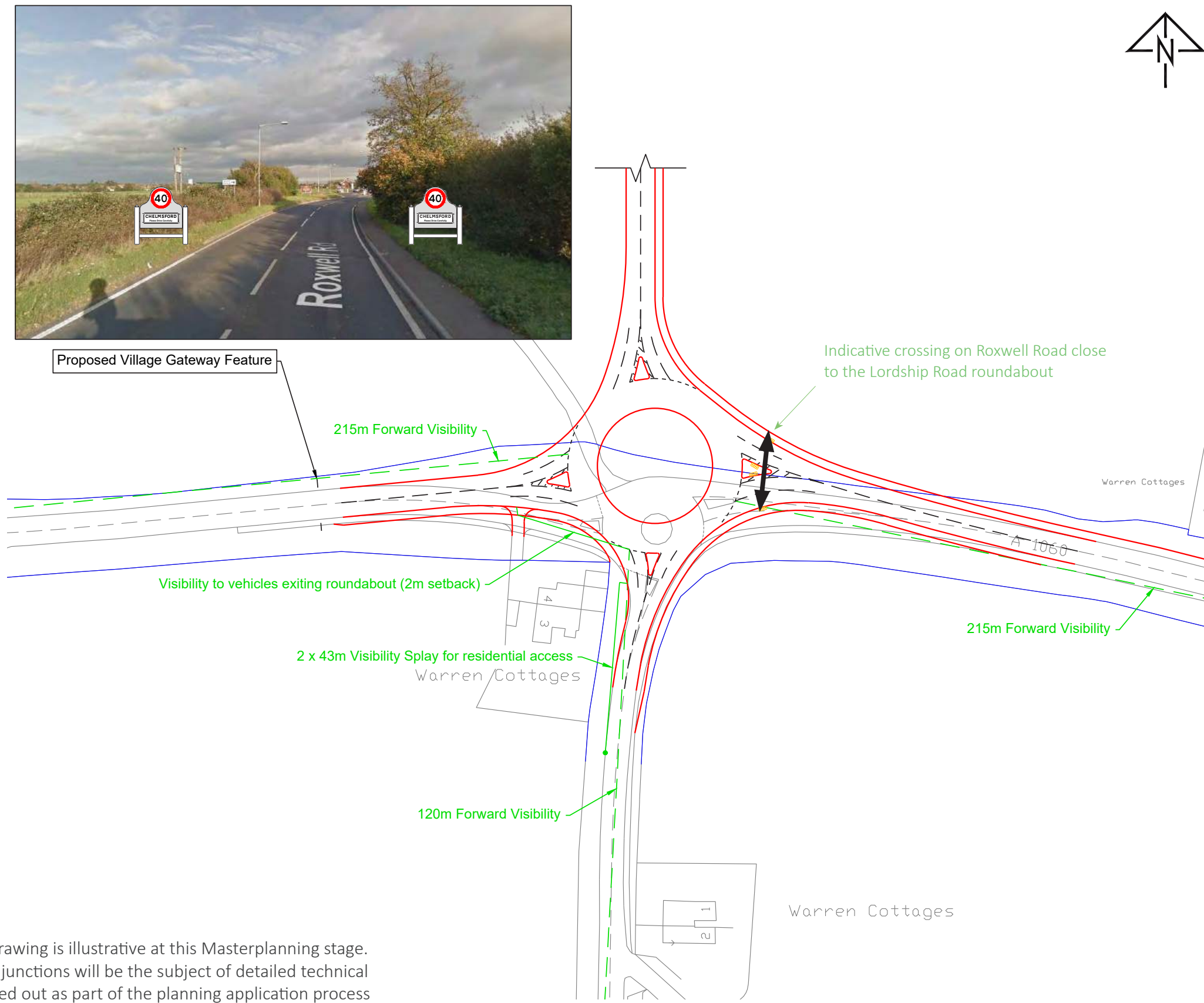


Appendix A



Please note that this drawing is illustrative at this Masterplanning stage. The final design of the junctions will be the subject of detailed technical assessment to be carried out as part of the planning application process and will be subject to agreement with the Highway Authority.

Figure 1: Proposed Northern Cycle Link



Please note that this drawing is illustrative at this Masterplanning stage. The final design of the junctions will be the subject of detailed technical assessment to be carried out as part of the planning application process and will be subject to agreement with the Highway Authority.



Figure 2: A fourth arm will be added to the existing Lordship Road/Roxwell Road roundabout so that site access can be achieved.

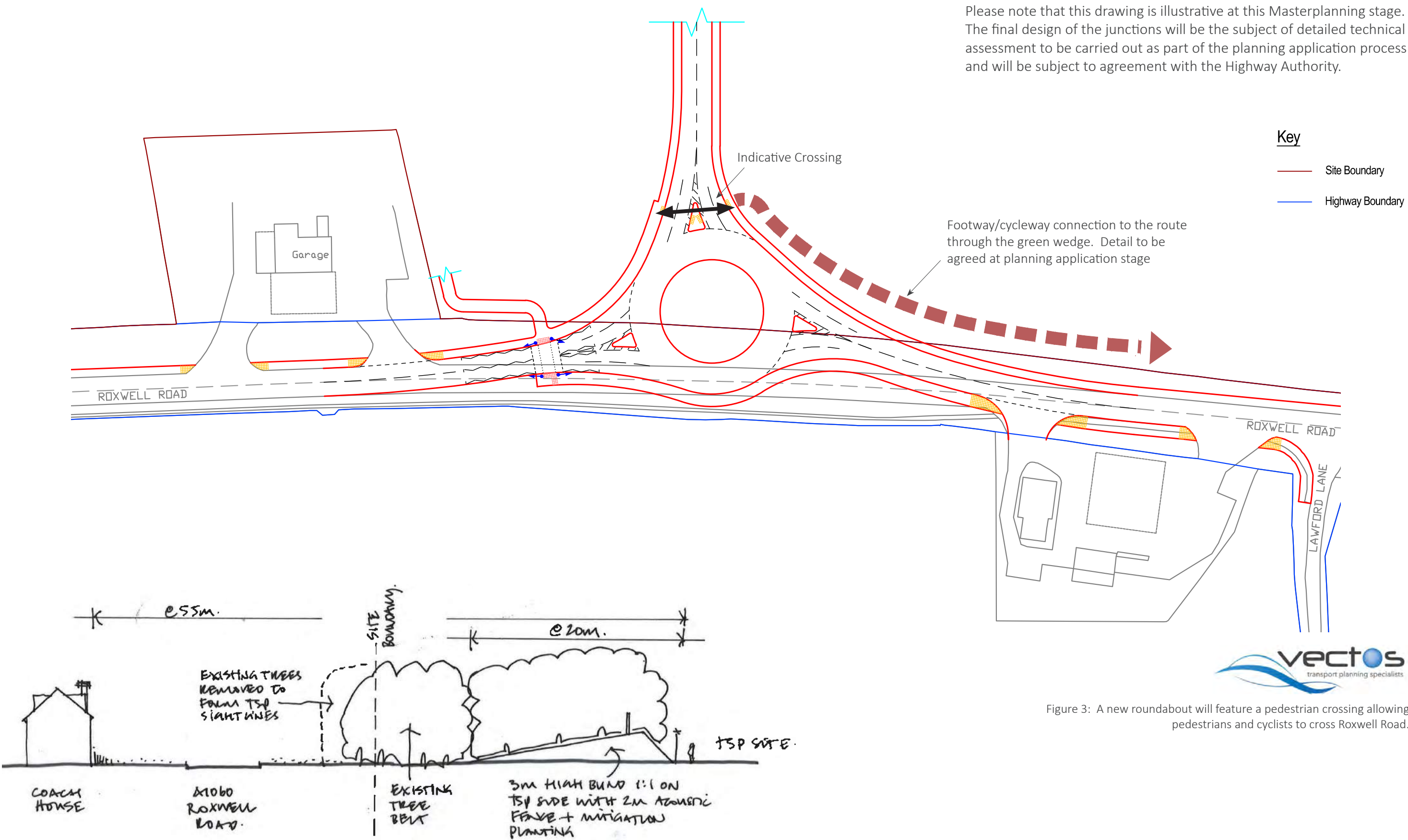


Figure 4: The Travelling Showpeople site section sketch



Figure 3: A new roundabout will feature a pedestrian crossing allowing pedestrians and cyclists to cross Roxwell Road.



CREST
NICHOLSON