

CHELMSFORD TOWN CENTRE AREA ACTION PLAN

CHELMSFORD BOROUGH LOCAL DEVELOPMENT FRAMEWORK 2001- 2021

Adopted 27th August 2008



Chelmsford Town Centre

Area Action Plan

Development Plan Document

Contents

Page



Part one:	Setting the scene	1
Section 1	A plan for Chelmsford town centre	1
Section 2	Context	4
Section 3	Vision and objectives	6
Section 4	Policy for Chelmsford town centre	8
Part two:	Planning framework	11
Section 5	Mixed use strategy	11
Section 6	Shopping	13
Section 7	Business and economy	19
Section 8	Sport, leisure and culture	21
Section 9	Housing and community	23
Section 10	Transport and movement	25
Section 11	Public realm	36
Section 12	Buildings and townscape	41
Part three:	Character areas and opportunity sites	47
Section 13	Opportunities for development and improvement	47
Section 14	High Street	52
Section 15	Cathedral	61
Section 16	Moulsham	66
Section 17	West End	74
Section 18	Park	83
Section 19	Chelmer Waterside	86
Section 20	Victoria Road Riverside	93
Section 21	Rivermead	99
Part four:	Moving forward	105
Section 22	Implementation	105
Section 23	Programme of proposals	111
Appendix 1	List of shopping frontages	128

Section 14 High Street	Site 1	High Chelmer Shopping Centre	56
	Site 2	Barrack Square, River Can, Marks & Spencer	57
	Site 3	East of High Street	58
	Site 4	Tesco & Adjoining Land	59
	Site 5	Meadows, Former Gas Works	59
Section 15 Cathedral	Site 6	Legg Street / New Street	63
	Site 7	Shire Hall, Tindal Square	64
	Site 8	County Hall Precinct	64
	Site 9	Royal Mail, Victoria Road	65
	Site 10	Victoria House Car Park, Victoria Road	65
Section 16 Moulsham	Site 11	Parkway Car Park, Essex & Suffolk Water	69
	Site 12	103-105 New London Road	70
	Site 13	Moulsham Street Car Park, Anchor Works	71
	Site 14	County Cricket Ground, New Writtle Street	72
	Site 15	Sites South of Parkway	73
Section 17 West End	Site 16	Station Land	77
	Site 17	Civic Centre, Fairfield Road Car Parks	78
	Site 18	County Hotel & Adjoining Land	78
	Site 19	Former Marconi Works	79
	Site 20	ARU Central Campus	80
	Site 21	Railway Street	81
	Site 22	Ambulance Depot, Coval Lane	81
	Site 23	Glebe Road	82
Section 18 Park	Site 38	Meteor Way Sites	85
Section 19 Chelmer Waterside	Site 24	Peninsula	89
	Site 25	Jewson, Tesco Home Store, Moulsham Mill	90
	Site 26	Baddow Road Car Park	91
	Site 27	Navigation Road Sites	92
	Site 28	Hill Road South Allotments	92
Section 20 Victoria Road Riverside	Site 29	Riverside Ice & Leisure	96
	Site 30	Riverside Retail Park	97
	Site 31	Former Egg Packing Factory, Victoria Road	97
	Site 32	Springfield Road, Navigation Road	98
Section 21 Rivermead	Site 33	ARU Rivermead Campus	101
	Site 34	Railway Sidings, Brook Street	101
	Site 35	Globe House & Ashby House Car Parks	102
	Site 36	New Street Frontage	102
	Site 37	Rivermead Industrial Area	103

Colours cross reference to Figure 15; Site numbers cross reference to Figure 16

PART ONE

Setting the scene

Section I A plan for Chelmsford town centre

1.1 Introduction

Chelmsford, the capital of Essex, is the heart of a growing sub region. Already a city in terms of population and regional function, central Chelmsford is the focus for shopping, business, transport and community functions. Regional policy expectations have led the Borough Council to identify capacity for new growth in the town centre to fulfil its role into the future. A strategy will drive development and improvement and lead an exciting period of change.

1.2 Scope of the plan

The Area Action Plan (AAP) covers the town centre - an area roughly 1km radius from the Cathedral containing the shopping area, the West End and Moulsham neighbourhoods, Central Park, Anglia Ruskin University Campus and Chelmer Waterside.

1.3 Purpose of the Area Action Plan

As a Development Plan Document, Chelmsford Town Centre Area Action Plan carries forward and adds to the policies in the Core Strategy.¹ Its purpose is to set out a land use and urban design framework to direct development and public realm investment. It allocates land for development, makes proposals for infrastructure and public realm improvements and sets out steps to be taken to ensure delivery.

The AAP will guide development in the town centre over the next 15 years to 2021. The AAP is a strategy for short-term and long-term change. The real purpose of the AAP is to articulate a vision of the kind of town centre we want for the future, with the means to achieve it through planning and partnership.

This AAP will:

- Co-ordinate transport and public realm proposals in the town centre
- Identify opportunities to deliver development, growth and renewal
- Propose short, medium and long term actions to manage growth and change
- Propose ways of managing public and private sector resources to deliver change
- Propose a programme for action
- Direct decisions on planning applications

1.4 The submission to Government

This document takes into account the results of wide-ranging public consultation over the last two years. National and local stakeholders, interest groups and the public were consulted and the outcomes are set out in separate reports on consultation.² The AAP was subject to an Independent Examination before being adopted by Chelmsford Borough Council in August 2008.

¹ The Core Strategy and Development Control Policies is the principal Local Development Document in Chelmsford's Local Development Framework

² The reports on public consultation can be found at www.chelmsford.gov.uk/ldf

³ The evidence base for the Area Action Plan can be viewed at www.chelmsford.gov.uk/ldf

An evidence base of relevant existing planning documents, a review of current national and regional strategic policy and technical studies commissioned by the Borough Council on retail trends, housing capacity and employment patterns, underpins the AAP³.

1.5 A sustainable plan

This plan seeks to meet the principles of sustainable development whereby economic growth is achieved alongside social inclusiveness and environmental responsibility. The plan is subject to a sustainability appraisal by which its proposals are tested against the Government's sustainability objectives at each stage of its preparation.

1.6 Structure of the document

A planning and urban design framework sets out the Council's approach to harnessing and managing growth, structuring land use, circulation and public space.

Sites for development, site specific implementation policies and specific project proposals are set out in detail for eight opportunity areas covering the town centre with associated planning guidance.

The proposals are supported by an implementation plan.

An accompanying Proposals Map shows the spatial definition of AAP policies and proposals, including policy areas designated by the Core Strategy. The Proposals Map for Chelmsford town centre is an inset in the Core Strategy Proposals Map.

Figure 1 Chelmsford urban area showing the town centre

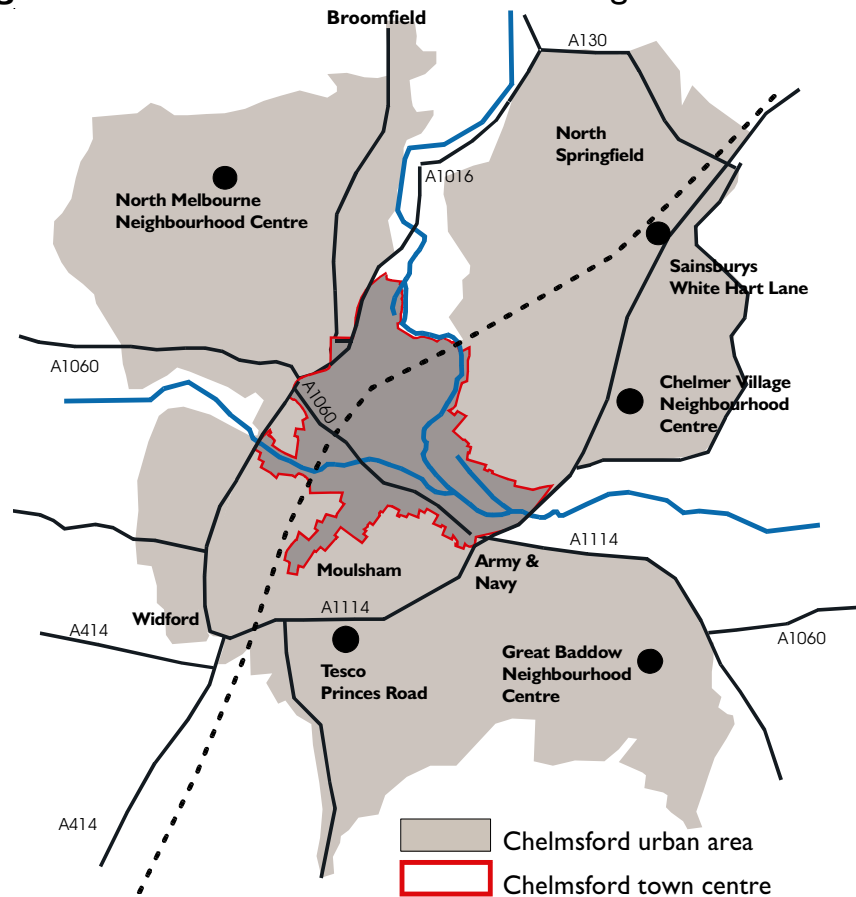
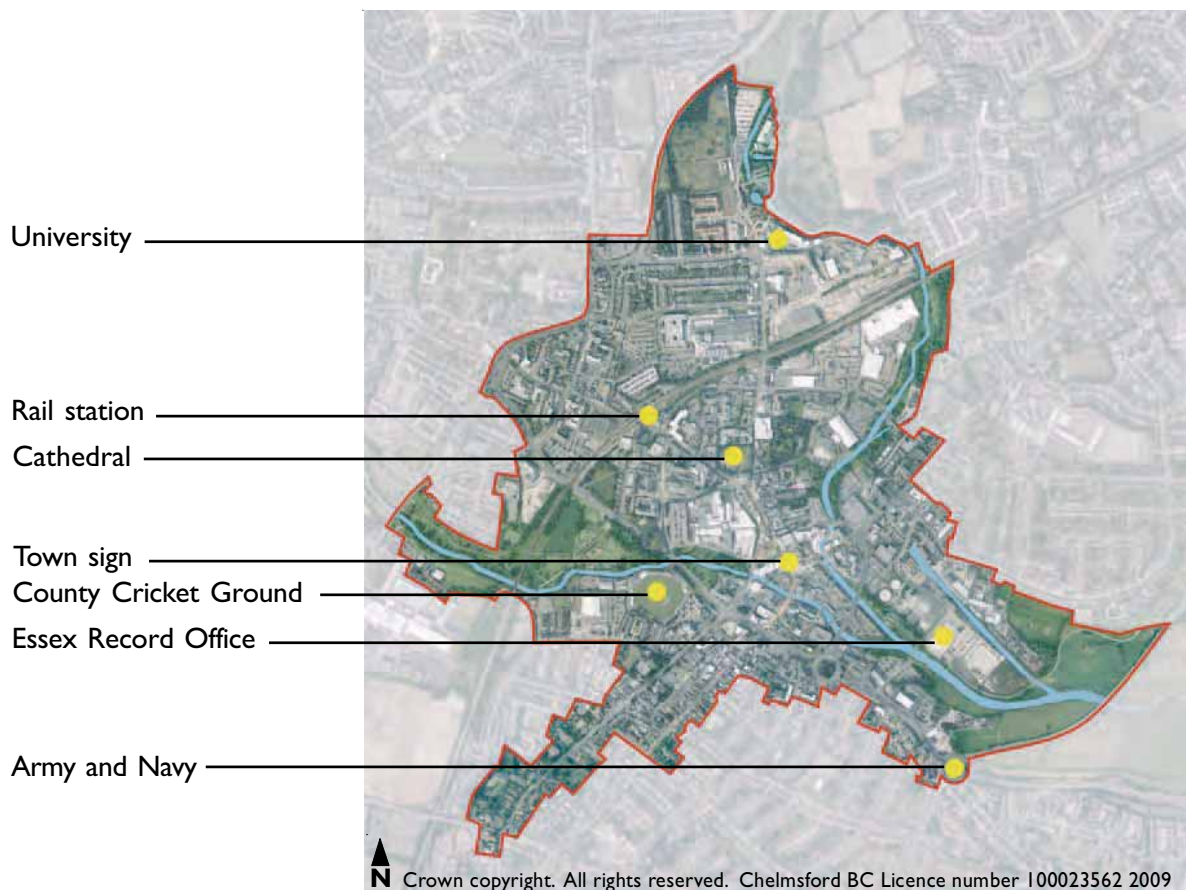


Figure 2 Town centre boundary and scope of the plan



Section 2 Context

2.1 Chelmsford urban area

Chelmsford is located 30 miles north-east of London in central Essex on the London to east England rail and road corridor. The urban area boundary is defined by Metropolitan Green Belt and countryside and surrounded by large satellite villages at Writtle, Boreham and Danbury.

The town centre boundary has been drawn to include all the commercial and institutional activities that relate to the town centre, up to the edge of the residential neighbourhoods surrounding the central area¹.

2.2 Current role of the town centre

Chelmsford town centre is the County town and a sub-regional centre, acknowledged in the draft East of England Plan as a Key Centre for growth and a Regional Transport Node. The town centre is a regional shopping destination. A market town since 1199, it is the retail focus of mid-Essex, and a major employment centre. A key, defining role of the town centre comes from its civic status within the borough and county. It is a cathedral town with a university, headquarters of public organisations, Essex County Council, the Crown Court, Essex Police and a large general hospital.

2.3 Catchment population

There are about 90,000 residents in the town of Chelmsford and 2,600 living within the town centre itself. The urban area comprises a number of neighbourhoods including Moulsham, Great Baddow, Springfield, Melbourne, Chelmer Village and Broomfield with large surrounding villages including Galleywood, Writtle, Danbury, Stock and Boreham making up a population in the CM1 and CM2 postcodes of about 100,000 residents. The surrounding towns including Braintree, Maldon, South Woodham Ferrers, Billericay, Brentwood and villages produce a population approaching 200,000. The potential catchment for regional shopping, arts and entertainment amounts to approaching one million people within a 20 km radius.

2.4 Economic activity

While relatively few people currently live within the town centre, the daytime population rises to 24,000 reflecting the town centre's importance for employment, shopping and higher education. The retail industry provides most employment, along with other service and public sector employers. The town centre economy was based first on market trading, then on technological industry led by Hoffman, Crompton and Marconi, and heavy industry around the gas works, then leading to a base of large financial and administrative employers now including BAE Systems, M&G Investment the County and Borough Councils. Industrial employment has reduced considerably, but remains a significant presence in the town centre centred on Marriages Mill, Britvic, and many small businesses. The leisure and night-time economy provides significant employment.

¹ A consideration of the background and context of Chelmsford Town Centre - its historic structure, social and economic profile, current land uses, activities and movement patterns, plus the issues, challenges and external drivers for change that need to be addressed in the Area Action Plan - was included within the *Draft Chelmsford Town Centre Area Action Plan*, November 2005



The urban form of the town centre

2.5 Urban form

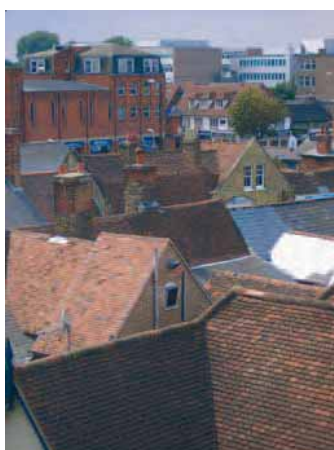
The urban form of the town centre is shaped by the rivers Can and Chelmer funnelling into the watermeadows, the distinct historic 'y' shaped spine of Moulsham Street / High Street / New Street and Duke Street and the arterial roads of New London Road, Baddow Road, Rainsford Road, Broomfield Road and Springfield Road. The historic focus of the town is the Cathedral and Shire Hall and the convergence of five historic streets on Tindal Square. Victoria Road forms a defining ring around the north of the Cathedral while the railway viaduct / embankment, Parkway and High Bridge Road imposed modern artificial boundaries across the organic urban structure. The physical form has helped define quarters of distinct character in the West End, old Moulsham, Baddow Road in the south, the industrial Waterside to the east, and railway lands north and east.

2.6 The rivers and watermeadows

A defining element of the physical context is the river valley and flood plain landscape that creates a green container for the built form. The rivers led to the creation of the Chelmer and Blackwater Navigation and the industry that grew around it. This waterway network is key to the town's character and identity and provides its link to the river valley, agricultural hinterland to the north and west and its close relationship to the countryside to the east. This landscape now forms the parkland of the town centre.



The river Can looking towards the Essex Record Office and water meadows from High Bridge Road



Looking south over Baddow Road towards Moulsham Street

Section 3 Vision and objectives

3.1 Future challenges

The challenges faced by Chelmsford town centre are focussed on exploiting its opportunities, accommodating economic growth and welcoming urban renaissance while working within sensitive constraints, restoring environmental balance and generating lasting quality. The following summarise the challenges:

- **Regional housing demand**

Borough population is anticipated to grow by 5% between 2006 and 2021. A proportion of the resulting borough-wide growth in household numbers has to be accommodated within the town centre. The challenge is to make the town centre better and stronger through increased resident population.

- **Economic progress**

The town centre will need to provide a major proportion of the new jobs to be created in the borough by 2021. This will be reflected in a shifting economic profile building on the knowledge base, a high educational attainment and a growing university, with a challenge to nurture business innovation and provide high specification office accommodation, conference and hotel facilities.

- **Unfulfilled shopping potential**

There is an identified need and an extraordinary opportunity for retail growth. The town centre draws on a densely populated, affluent catchment area looking to Chelmsford for quality and choice. It must fulfil this need to maintain its market share, and build its regional role.

- **Deficiencies in leisure and culture**

As a regional city with a growing population, the town centre needs to offer recreation and culture. However, the Riverside Ice and Leisure Centre requires upgrading and there is a lack of other recreational spaces, arts and performance venues, and public art galleries in the town centre. Chelmsford is well placed to provide a new cultural facility for the region.

- **Changing travel habits and managing journeys**

A buoyant town centre attracts large flows of people. The challenge is to change travel habits and to generate more journeys on foot, bus and bike. However the town will depend on its physical route network and its car parking and the challenge is to provide the necessary network, manage the flows of people and vehicles, distinguish types of journey and cater for those that sustain the town.

- **Living with flood risk**

A high proportion of the areas along the rivers fall within Flood Zone 3 (high risk flood zone) and these contain existing valuable assets and previously developed land providing major development opportunities. The challenge is to co-ordinate flood defence and flood management, to respect the rivers and protect ecology while progressing major town centre investment and planning for future major investment.

- **Raising Chelmsford's image**

While Chelmsford's appeal is highly valued by residents it has a weak national image which is overshadowed by Colchester, Ipswich, Cambridge and Norwich in the east of England and often seen simply as a dormitory town for London. It has lost parts of its historic heritage and does not exploit its technological heritage vigorously. The challenge is to embrace Chelmsford's heritage of innovation and excellence, to exploit its local distinctiveness, to generate attractions for visitors, stimulate great architecture and to assert its status.

- **Environmental investment**

A sustainable town centre relies upon the high quality of its public spaces, especially its shopping streets, parks and transport interchanges. The challenge is to generate environmental improvement in parallel with economic growth.

3.2 Vision for Chelmsford Town Centre¹

The dynamic capital of Essex, anchored upon Chelmsford's historic identity as a market town, cathedral city and technological powerhouse, embracing compact urban living, superb shops, leisure and culture, built around neighbourhoods of distinctive character.

This vision can be summed up as follows:

¹ The Council's *borough-wide* vision is: that the Borough of Chelmsford will be at the leading edge for economic, social and environmental excellence at the heart of Essex, where people choose to live, work and visit because of the ever-improving quality of life available to all, now and for future generations.

Sustainable vision - A compact, busy and inclusive town centre meeting the principles of urban renaissance as a main plank of sustainable development and quality of life.

Regional vision - The welcoming of measured growth as an opportunity to strengthen the town's competitive standing in the east of England region.

Excellence vision - The opportunity to establish the central area as a positive choice of location to live in and / or work in because of its rivers and green setting, excellent public facilities and as a centre for excellence in education and health.

Economic vision - The town's continuing business excellence with major employers and as an environment for new enterprise to flourish.

People vision - The town centre serving everyone living and working in the town and surrounding countryside; a busy, lively, friendly place.

3.3 From vision to action

The vision will be delivered through a framework of co-ordinated, programmed, partnership action: intensive use of previously developed land, investment in travel networks, conservation and public space enhancement.

Key physical aspects will represent this vision, including a new department store, a major arts venue, a city park, a modern transport interchange and a university.

Specific objectives and detailed proposals for each framework topic are backed up by an implementation plan.

Section 4 Policy for Chelmsford town centre

¹ Our Future is the Community Plan for the borough for 2003 - 2008, prepared by a partnership of the voluntary, public and private sectors, and can be viewed at:
www.chelmsford.gov.uk/media/pdf/9/b/NewCommunityPlanReport.pdf

² The Core Strategy and Development Control Policies DPD describes our long-term vision and objectives to 2021 and how they can be met, and sets out strategic policies for steering and shaping development – view at www.chelmsford.gov.uk/ldf

The AAP is aligned with the Chelmsford Community Plan *Our Future 2021*¹.

The plan is underpinned by the Borough-wide Core Strategy and Development Control Policies DPD² – the main component of the LDF, which provides the platform for the proposals and implementation action for the town centre.

Policy foundations

The proposals and allocations in this plan are related directly to the following strategic objectives and planning policies set out in the DPD:

Strategic Objective MG2

Manage and limit growth to that capable of support by strategic infrastructure ...

Core Policy 3 Phasing of development

Core Policy 4 Securing infrastructure

Strategic Objective MG4

Promote the advantages of urban living ...

Core Policy 6 Promoting urban renaissance

DC policy 3

Development intensity to be led by location and accessibility

DC policy 5

Encourage mixed use in major developments including retail, leisure, office and residential led schemes

Core Policy 7 Area Action Plans (Prepare an Area Action Plan for Chelmsford Town Centre)

Strategic Objective MG5

Minimise the need for car travel ...

Core Policy 8 Promoting accessibility

DC policy 6

Criteria for transport assessments

DC policy 7

Vehicle parking standards at developments

Strategic Objective EPE1

Protect the borough's natural and built resources ...

Core Policy 9 Protecting areas of natural and built heritage and archaeological importance

DC policy 9

Protect, enhance and make use of Green Wedges

DC policy 16

Control development adjacent to watercourses

DC policy 17

Preserve or enhance conservation areas

Strategic Objective EPE2
Ensure development has a net beneficial effect on the local and global environment

Core Policy 10 Protection from flooding

DC policy 22 Criteria for controlling development within floodplains

Strategic Objective QLI
Provide high quality social, educational, leisure, sports, green spaces, cultural and community opportunities ...

Core Policy 18 Provide new community and social facilities in major new development

DC policy 37 Protect local community services and facilities within mixed use neighbourhoods

Strategic Objective QL4
Create places where people enjoy living and working ...

Core Policy 20 Achieving well designed high quality places

DC policy 42 Site planning
DC policy 43 Promote public art in new development

Strategic Objective QL5
Secure the best environmental design ...

Core Policy 21 Ensuring buildings are well designed

DC policy 45 High quality development including high buildings, and large volume buildings

Strategic Objective ECP1
Maintain economic competitiveness in a region of growth ...

Core Policy 22 Secure economic growth

DC Policy 48 Employment areas
DC policy 50 Promotion of employment clusters
DC policy 51 Location of business development
DC Policy 52 Industrial and warehouse development

Strategic Objective ECP2
Reinforce Chelmsford town's leading sub-regional economic role ...

Core Policy 23 Reinforcing the regional role of Chelmsford

DC policy 59 Control development within the primary frontage
DC policy 60 Control development within the secondary frontage

National policy context

The plan has been prepared in the light of Government planning policy guidance, specifically on the preparation of development plans (PPS12), town centre development (PPS6), and development in flood plains (PPG25) as well as guidance on housing and transport.

Regional Policy context

East of England Plan – Regional Spatial Strategy. The June 2006 Panel report of the Examination in Public proposes a policy for Chelmsford as a Key Centre for Development and Change.

Chelmsford Borough Council

Local Development Framework

Development Plan Documents (DPD):
Local Development Scheme, Statement of Community Involvement, Core Strategy and Development Control Policies.

Core Policy 24 Promoting Chelmsford's role as a Regional Transport Node

DC policy 62 Public car parking provision

The allocation of sites in the AAP has, in some cases, been informed by planning briefs that were adopted as Supplementary Planning Guidance under previous development plan policy. The AAP makes reference to specific planning briefs in Part 3, under 'Character Areas' and 'Opportunity Sites'. These briefs are superseded by the AAP but provide background detail for information.

PART TWO

Planning Framework

This part of the Area Action Plan sets out the strategy for land use, transport and public realm in Chelmsford town centre. This strategy provides the basis for allocating land for different types of development in Part Three of the document.

Section 5 Mixed use strategy

MG4

CP6

DCP
3,5

Coloured blocks in Part Two cross reference to relevant strategic objectives, core policies and development control policies in the Core Strategy

5.1 Objectives

- Exploit opportunities to increase and improve town centre uses
- Identify and nurture localities with existing diverse uses
- Make an exciting and prosperous town centre through intensive development
- Ensure residential complements, rather than compromises, town centre uses

5.2 Framework Strategy

The proposals of this plan are stimulated by the idea of urban renaissance, whereby the town centre is made more sustainable, vital and viable through intensive development, diverse activity and environmental quality.

A successful town centre is characterised by the co-existence of various town centre commercial and civic activities, a diversity of business types and size and the interplay between service activity, residents, workers and visitors. Mixed-use goes hand in hand with an economically dynamic and sociable town based on its accessible location for a large number of people.

Two steps are taken to achieve this in Chelmsford:

- Firstly, a recognition of existing patterns of land use and activity to be nurtured
- Secondly, multiple use of land identified for development and change

5.3 Town centre uses

¹ Planning Policy Statement 6
- Planning for Town Centres

Town centre uses as described in Government policy and guidance¹ include retail, offices, leisure and cultural activities and these are the defining commercial activities of a town centre serving a large residential community. These uses take priority and will not be supplanted by residential development, whether an individual property or large area, unless town centre uses are strengthened.

5.4 Existing mixed-use areas

Some parts of the town centre display characteristic land use patterns and variety that are valuable for the economy and character. Protection of evolved land use patterns is the essential background to fostering major new development. Incremental change will be managed to retain the locally characteristic mix of uses in:

<i>Existing mixed-use area</i>	<i>Uses to be nurtured</i>
West End	Transport, hotel, offices, shops, restaurants, takeaways, pubs, arts, residential
Brook Street	Industry, business, hotel, rail freight, offices, higher education
Moulsham	Shops, pubs, restaurants, office, light industry, residential
New London Road	Offices, education, worship, hotel, health, pubs, residential
Baddow Road / Moulsham Mill	Shops, showrooms, office, craft industry

All parts of the town centre not covered by an opportunity site, a shopping policy area or an employment policy area contain town centre uses within a mixed-use environment. Within these areas, existing town centre uses will be protected and nurtured.

5.5 Mixed use in major developments

In town centre development sites the first priority is to optimise the density of the most suitable town centre uses, combining multiple town centre uses where practicable.

5.6 Increasing residential use in the commercial centre

New residential accommodation will add to the mixed-use character of the town centre. The Borough Spatial Strategy places priority on optimising the potential of brownfield land to help meet residential growth and locating residential in the town to achieve urban renaissance. Injecting housing into the mix of uses adds to town centre vitality, enables activity to stretch beyond daytime office and shopping hours and increases safety through natural surveillance and constant comings and goings.

However, there must be a correct balance of uses and residential should not dominate or take land away from town centre uses. If land is developed intensively for the most suitable town centre uses, the Council will seek residential as a supporting use where practicable but not necessarily at high density. On sites where residential is the most suitable leading use the Council will seek optimal residential density with supporting commercial or community uses.

As residential projects for housing in the town centre are developed, issues arising out of the compatibility of mixing residential with other uses will be addressed through appropriate design and management initiatives – crucial for a successful mixed-use town centre. Care is to be taken with regard to the access, design and specification of new housing in order to manage the potential negative impact on residents arising from retail delivery and servicing, restaurants, bars and clubs.

Section 6 Shopping

6.1 Objectives

ECP2 CP23

- Reclaim Chelmsford's shopping catchment to fulfil its regional role
- Meet the needs of an affluent sub-regional population for a first class shopping centre
- Protect and strengthen the existing shopping centre, including Chelmsford's retail specialisms – the markets, the secondary centres of Moulsham Street, West End and Baddow Road
- Optimise the potential of the existing primary shopping centre to provide more, better quality floorspace
- Provide the conditions for a substantial growth of comparison shopping floorspace, new anchor stores including at least one new department store and a growth of food shopping floorspace
- Identify suitable locations for new retail anchor stores and for improved premises for existing anchor stores

6.2 Profile



The East of England Plan identifies Chelmsford as a Major Regional Retail Centre. The town centre supports approximately 100,500 sq m ground floor retail floorspace but draws on a catchment representing a considerable potential expenditure on lifestyle and leisure, much of which needs to be recaptured from competing centres at Freeport, Colchester, Bluewater and Lakeside. Chelmsford's opportunity is based on its large and affluent catchment population.

The existing primary shopping area¹ extends along the High Street connecting the High Chelmer and Meadows shopping centres. The town centre lacks a modern department store and the existing Debenhams, Marks and Spencer and Quadrant anchor stores all have restricted configurations and need modernisation. The existing secondary frontage includes Baddow Road, Duke Street and Moulsham Street. However, there is below average provision of convenience goods retailers and supermarkets, and a lack of independent speciality shops. Low vacancies (4%) and small unit sizes make it difficult to attract new retailers or to provide for existing retailers wishing to expand.

¹ The terms primary shopping area, primary frontage and secondary frontage relate to the Government's Planning Policy Statement 6 - Planning for Town Centres

6.3 Framework Strategy

The Borough Council's strategy seeks to embrace the clear opportunity to develop its regional shopping role through the distribution of phased growth and improvements.

6.4 Comparison shopping

There is a strong demand for enhanced consumer choice and a better quality comparison shopping experience; a full range of national chain stores, independent specialist shops, restaurants and other complementary uses. The Chelmsford retail study estimates a capacity for retail growth by 2016 of 40,000 sq m net sales floorspace, rising to 70,000 sq m net by 2021. Further studies of Chelmsford's market potential indicate capacity for an even greater amount of comparison retail

growth of about 86,000 sq m net sales area by 2016, and up to 100,000 sq m additional net sales floorspace by 2021. Planned retail expansion will:

- achieve the scale of growth required to address the identified need of 86,000 sqm net by 2016 and up to 100,000 sqm net by 2021
- reinforce Chelmsford's regional comparison shopping role and reclaim regional market share
- provide convenience shopping for growing residential communities to strengthen the town centre as a whole

The proposed strategy for growth is to redevelop or upgrade existing shopping areas (at High Chelmer, east of the High Street and Barrack Square) and extend the primary shopping area eastwards into Waterside to accommodate anticipated retail growth.

While the proposals aim to ensure this opportunity is exploited urgently and in the best-planned manner, the provision of new retail floorspace must be phased in prioritised steps, to ensure the centre is progressively strengthened and not unbalanced.

6.5 Opportunities within the existing primary shopping area

² The existing primary retail area is established in the 1997 Chelmsford Borough Local plan

In order to plan for growth, the existing primary shopping area² has scope for considerable development and improvement. The town centre functions through the interaction of two covered shopping centres and a few anchors, including existing department stores and major variety stores. It has seen little development since the Meadows shopping centres. The independent department store Bolingbroke and Wenley left the High Street to be replaced by two national multiples while existing accommodation for flagship stores is inefficient.

Modernisation and redevelopment of existing facilities within the existing primary shopping area should aim to increase quantity and quality of floor space and complementary uses. A stronger, restructured retail circuit in the town centre will benefit the overall viability and vitality of the shopping centre. Therefore the Borough Council will encourage development at High Chelmer, east of High Street and Barrack Square but does not consider that these areas can provide the level of growth required by themselves.

6.6 Extending the primary shopping area

The evidence points to the need to extend the primary shopping area in Chelmsford in order to accommodate additional floorspace. The Borough Council proposes to bring the following into the primary shopping area:

- The gas works area west of the Essex Record Office, representing a large development opportunity able to provide substantial floorspace. While pedestrian movement is unhindered by the flyover, High Bridge Road constrains development layout east of the Meadows. Therefore the removal of High Bridge Road may enable more efficient use of town centre land
- Additional land to the east of High Street west of the River Chelmer, offering scope to optimise the potential of this area for town centre shopping
- The western half of the High Chelmer car park will enable the shopping area to extend over the whole car park site if the existing High Chelmer shopping centre is radically altered

- Baddow Road east of High Bridge Road, extending the secondary frontage of the shopping area

Figure 4 shows the existing primary retail area and the proposed extended area.

6.7 Phasing of development

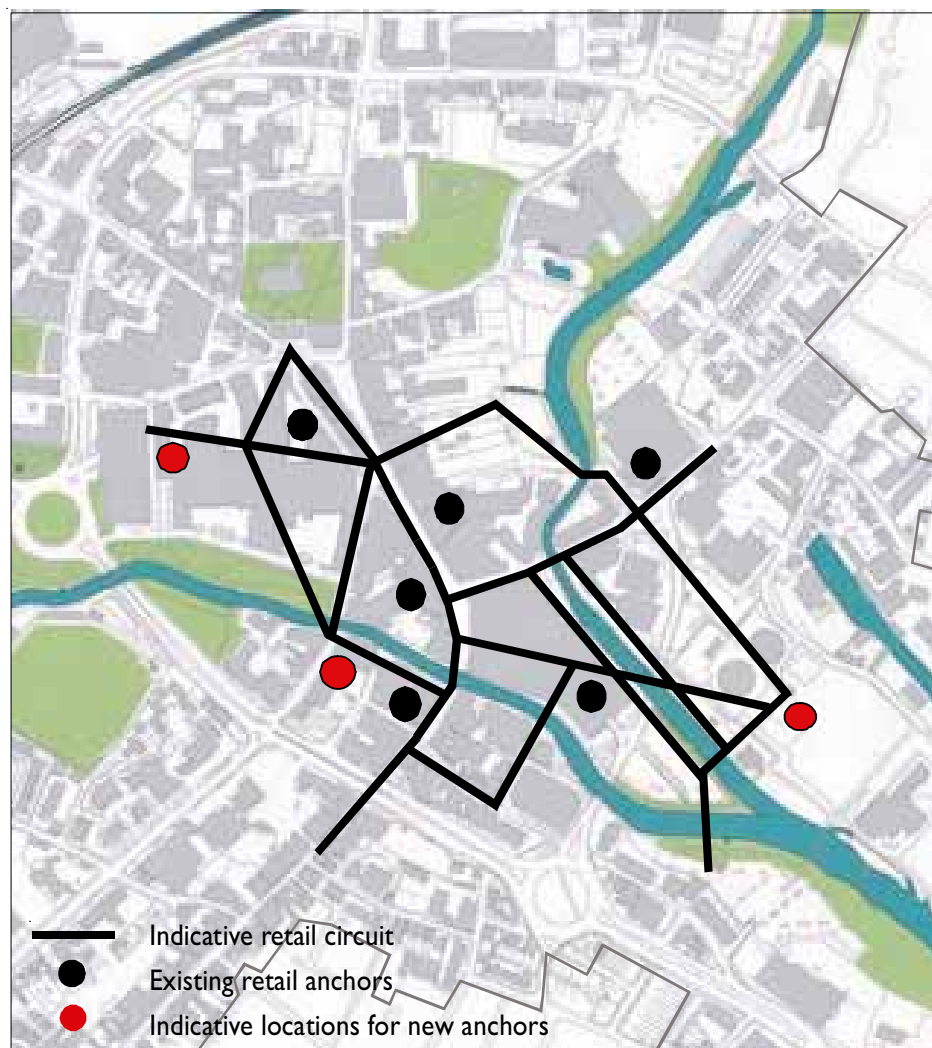
While it is essential that parts of the existing primary shopping area are developed, the Council will prioritise progress with new shopping development to the east of the Meadows on the former gas works land. Development in other locations should not jeopardise that priority, yet must ensure the health and balance of the whole centre.

6.8 Locations for anchor stores and the retail circuit

ECP2 CP23 DCP
59

Securing additional high quality anchor stores, including a new department store, is a key objective. The commitment of a department store to the town centre will depend on location, available land, extent of accompanying retail units, car parking and the retail circuit. Several stores other than department stores will act as anchors and the opportunities for new anchor store locations are indicated. New and existing shopping destinations will create a new retail circuit. The pedestrian routes that are critical to the viability of the centre are demonstrated on Fig. 3.

Figure 3 The pedestrian shopping circuit and anchor store locations



6.9 Primary frontage

Within the proposed primary frontages retail activity will be the dominant use and other ground floor uses discouraged (shown on the Proposals Map and in Appendix I).

6.10 Contiguous secondary frontage

ECP2 CP23 DCP
60

The contiguous secondary frontages enable a greater diversity of use within the primary shopping area where specialist retailers, independent retailers, cafes, bars and restaurants, community-related uses, financial, professional and other services, may enhance the retail offer (shown on the Proposals Map and in Appendix I).

6.11 Other secondary frontage

Moulsham Street, West End, Rivermead, Springfield Road, and the Riverside Retail Park are all significant retail areas within the town centre providing choice and variety (shown on the Proposals Map and in Appendix I).

6.12 Land for convenience (food) shopping

The Chelmsford retail study indicates a capacity for an additional 4,300 sq m net sales convenience goods floorspace by 2011, rising to 5,700 sq m net by 2016 and 7,700 sq m net by 2021. Convenience shopping must be integrated with the primary shopping area, either within or to the edge of it. The existing Tesco on Springfield Road is within the primary shopping area and remains a favourable location. Other possible locations for food shopping as part of mixed-use developments are the former gas works land, west of the Essex Record Office, within the extended primary shopping area; land on Parkway comprising Tesco Home store (formerly Bolingbroke and Wenley), the former Jewsons site and part of the Moulsham Mill area; and the Riverside Ice and Leisure site on Victoria Road.

The capacity for additional convenience floorspace by 2011 would be met by the extension of the existing food store and one new large food store up to a maximum of 3,300 sq m net sales area on land at the Tesco Home store, the former Jewsons and part of the Moulsham Mill site. Pedestrian access can be achieved from Baddow Road and suitable vehicle access is possible from Parkway. However, development size, siting and car parking is subject to land-take for the Army and Navy junction changes and will require sensitivity in relation to the setting of watermeadows and listed buildings.

In the longer term a further 3,400 sq m net floorspace may be accommodated on other suitable sites within, or on the edge of the primary shopping area.

6.13 Chelmsford Market

Chelmsford Market will remain a foundation of the town centre shopping centre. The possible relocation of a part-enclosed, part open-air permanent market connected to a public square with scope for specialist markets, would create a new market focus for the town centre should the High Chelmer shopping centre be redeveloped or altered.

6.14 Food and drink use

135 pubs and bars form the basis of a supporting night-time economy. The provision of places that offer refreshment and leisure by day and night contribute to Chelmsford's retail experience as well as being important to local economy, character, identity and vitality. Restaurants and bars will form an important part of secondary frontages and mixed use developments especially on river and open space frontages.

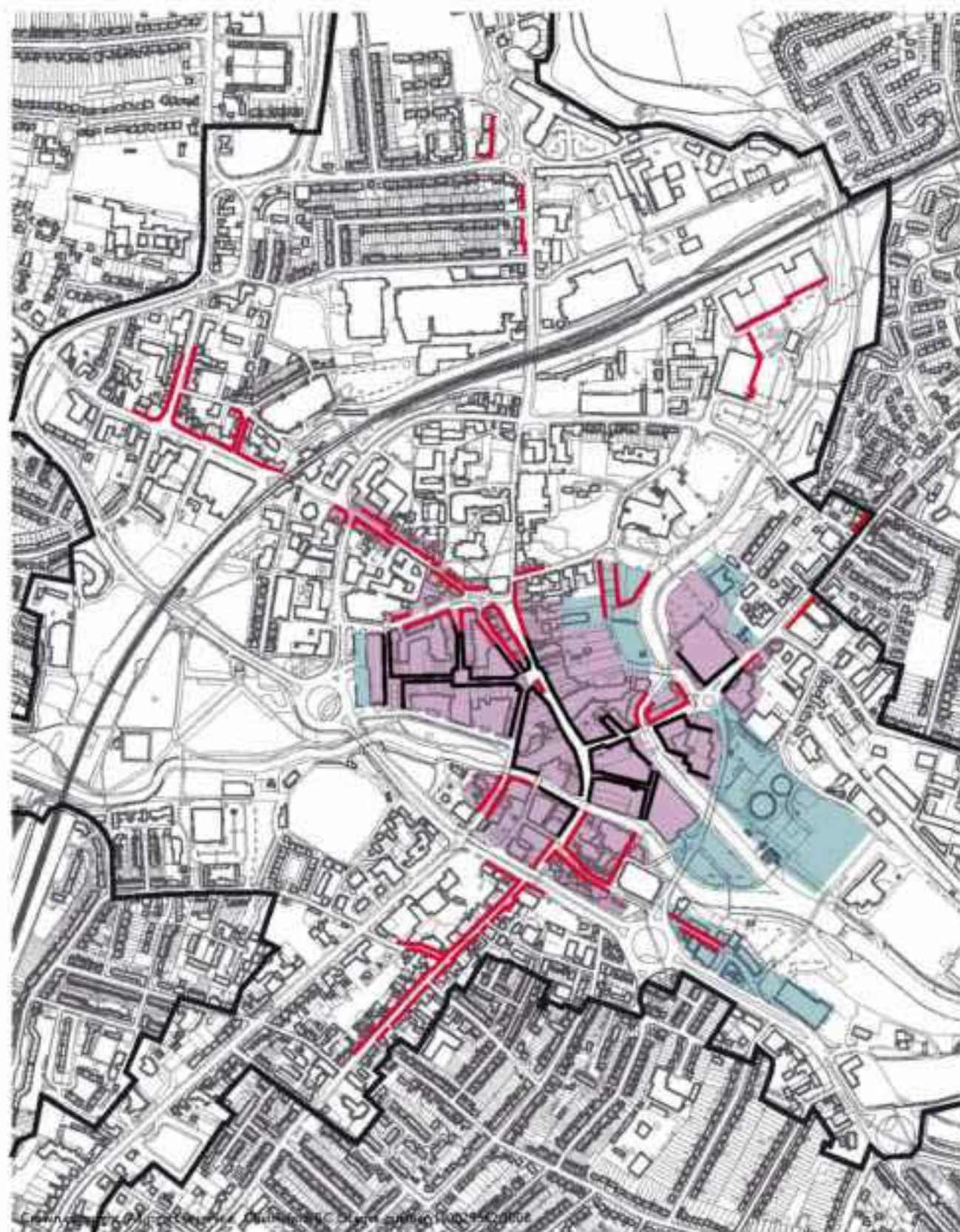
6.15 Other uses in the primary retail area

In the primary retail area office, leisure or residential uses may occupy upper floor space above retail, subject to access, environment and bulk. Other ground floor uses will be supported in the secondary frontages, but the Borough Council will seek to avoid the loss or imbalance of retail activity or uses which produce low footfall and create places without vitality and interest.

6.16 Accessibility and environment

Car access is intrinsically important to the viability of the retail centre. At the same time, better public transport provision, a revitalised transport interchange, and an integrated pedestrian and cycle network, combined with forward thinking customer services, will be encouraged to help make Chelmsford a sustainable town centre.

Figure 4 Proposed primary shopping area



Notation

- Primary shopping area
- Proposed extension to primary shopping area
- Primary frontage
- Secondary frontage

Section 7 Business and economy

7.1 Objectives

ECPI	CP22 23	DCP 51, 52
------	------------	---------------

- Establish Chelmsford as the premier office location within the sub-region and accommodate a significant increase in office employment commensurate with population growth and the regional role of the town centre
- Maintain a strong range of major knowledge-based businesses
- Identify sites for and attract new investment in town centre business premises
- Promote opportunities for technological, media and creative businesses
- Assist the continuing prosperity of existing industries

7.2 Profile



¹ Category A office space – high specification, with underfloor trunking and air conditioning

Most of the Borough's 186,000 sq m of office space is in Chelmsford town centre, which has seen increased development and leasing activity in the West End, around the Cathedral and New London Road. The most recent developments are Priory Place, Coval Wells, Marlborough House, Royal and Sun Alliance and Fenton House. The town centre accommodates major financial sector employers, specialised technological business, the County and Borough Councils. However, the majority of office space is in pre-1980 buildings, the town centre lacks modern category A office space¹ and there are limited conference and hotel facilities. Chelmsford competes with Brentwood, Basildon and Colchester in the office market and will face a challenge from Stratford City. The town centre contains industry to the north east of the railway, on Victoria Road and Navigation Road. There is a need to maintain and build on the established knowledge-based economy and an opportunity to generate new employment at higher skill / higher pay levels. The expanding Anglia Ruskin University represents both a major employer and a business incubator. The university, high educational attainment and ready supply of white-collar workers are key resources to build on.

7.3 Framework Strategy

Chelmsford town centre will need to provide a major proportion of the growth in new jobs projected for the borough by 2021. The provision of high paid employment opportunities is important for the attractiveness of Chelmsford as a place to live-and-work, rather than live-and-commute, and this is reflected in the EERA Regional Economic Strategy, *A Shared Vision*. Good rail and road connectivity, links to Stansted Airport, access to a high-skilled workforce, a growing university supplying skilled workers, established financial and legal services, and good quality of life provide the opportunity for Chelmsford to attract new investment in financial and knowledge-based businesses, and foster locally based entrepreneurs.

7.4 Offices

Chelmsford town centre is an attractive location for office-based businesses wishing to expand locally or to relocate from London. The Council will seek to attract:

- National and regional headquarters for UK companies
- Financial companies relocating from the City of London closer to where staff live
- High value back-office functions
- Local companies wishing to grow

In order to exploit this potential, the quality of office accommodation needs to be high. Based on the record of office take-up in the town centre and the attraction of the location to potential investors, the strategy is to direct half the office take-up over the next 15 years to new office stock and half to existing stock. It is anticipated that the town centre can accommodate at least an additional 25,000 sqm offices over this period.

The focus of office development will be in the West End and Cathedral areas in order to cluster offices close to the public transport interchange and the Rivermead campus to link with the university. There are good opportunities for redevelopment in the West End at Central Campus, the former Marconi factory, Essex County Council car park, BAE Systems car park, the Civic Centre and Coval Lane/Rainsford Road. There is an opportunity for campus-style offices in association with the ongoing expansion of Anglia Ruskin University at Rivermead.

Much of the existing office accommodation offers opportunities for updating, remodelling or redevelopment to meet end-user demands for well-located offices at attractive rents, such as Friars House, Cater House, Rosebery House, Threadneedle House, Halford House and London House.

In marketing Chelmsford as a location for office occupiers, an investment attraction strategy needs to establish a brand identity for Chelmsford as the premier office centre in the sub region and communicate locational advantages from the point of view of targeted end users.

7.5 Small and medium sized businesses

The Borough Council will support a broadening of the economic base by encouraging premises for new and growing businesses in mixed-use developments. A wider employment base with small to medium sized enterprises alongside large corporate companies will be better suited for future growth and change. Links to Anglia Ruskin University such as the Business Incubation Centre will be developed. The following business sectors will be welcomed:

- Heirs to the wireless industry pioneered in the town – broadcasting, media, internet, technology in education (pioneered by Ultralab at Anglia Ruskin University), tourism
- Voluntary sector business and social enterprise - evident in the West End and Moulsham Mill
- Craft and creative industries - for example at Moulsham Mill and arts activity promoted through the West End arts quarter

7.6 Industry

Existing industrial employment in the town centre will continue at Marriages Mill, Regina Road and Navigation Road. In the longer term the Rivermead industrial area will offer opportunities for business links with the university. Policy areas protect existing industrial and warehouse employment.

7.7 Hotel and conference facilities

The attraction of office users will be backed by facilities for business visitors. Expansion of the County and Atlantic hotels will be supported and new hotel development encouraged at the Marconi factory and the Central Campus sites.

Section 8 Sport, leisure and culture

8.1 Objectives

ECPI	CP22	DCP
ECP2	18,23	37

- Promote sport, leisure and cultural activity within the town centre to enrich quality of life
- Attract business visitors into the town and stimulate investment
- Deliver a regionally significant performing arts venue
- Improve recreational use of public parks and rivers including the Chelmer and Blackwater Navigation



8.2 Profile

The town centre has two busy but under-sized theatres (Civic & Cramphorn Theatres) plus the Old Court Theatre just outside the town centre. The Riverside Ice and Leisure Centre is a sub-regional attraction with the only ice-rink in Essex, but requires upgrading of its ageing facilities. There is a lack of other recreational spaces, including playing pitches, courts and play spaces. There is a strong demand for a large performing arts venue and a lack of small-scale arts, performance venues and public art gallery. County cricket is a major sporting asset deserving a higher profile in the town. There is an Odeon cinema but a lack of commercial leisure attractions within the town and no heritage-related attraction. The university represents an important venue for exhibitions and sport.

8.3 Framework Strategy

Culture, leisure and sport is essential to a rounded quality of life in a city centre, and attracts prospective investors and residents. With an under-provided-for potential audience of approaching one million people within a 20 kilometre radius of the town centre, Chelmsford has the opportunity to offer a new cultural focus for the region¹. The first priority is to upgrade leisure facilities and then to identify the means to provide additional major facilities for the arts.

8.4 Arts

A new performing arts venue is proposed with a capacity of up to 1,400 seats providing adaptable space for theatre, music, dance and film. This is proposed on the existing Civic Centre site or at Riverside.

The shortage of cultural venues at the smaller scale will be partly addressed by private enterprises such as Waterfront Place, pubs and clubs, the Cathedral, other places of worship and the university. There are some notable opportunities for new cultural facilities:

- The Anne Knight building – potential for important community, media or arts use
- The Frederick Chancellor building and Law building – potential for conversion to accommodation for arts and creative enterprises, including studio, display, performance or rehearsal space for independent arts organisations
- Shire Hall – potential for arts or cultural use with public access once it has been vacated by the magistrates court

8.5 Spectator and participative sport

Essex County Cricket Ground will be developed to improve spectator capacity and supporting facilities to become an excellent sporting attraction enabled by riverside residential and commercial development.

¹ The local cultural strategy, *Celebrate Chelmsford* has committed the Council to establish opportunities for future theatre and museum re-development.

The existing Riverside Ice and Leisure Centre will be improved or relocated within the town centre. This will enable much improved sport and recreation facilities in combination with new arts development. The existing riverside leisure site would offer opportunities for mixed use development including riverfront commercial activity.

Central Park provides bowls, tennis, basketball and skateboarding facilities as well as children's play. There is scope for recreational development to develop the park as a stronger leisure and recreation destination.

Waterborne sport and recreation is under-developed but the use of the rivers for recreation and leisure will be promoted with increased navigable waterway, a new cut and moorings. The Chelmsford Canoe Club and Sea Cadets are the focus for these activities and should remain in a central location when relocated as part of the development of Waterside.

8.6 Commercial leisure

Meeting the demand for additional leisure activities and popular entertainment within the town centre will come from new space associated with retail development. Leisure uses are desirable on upper floors above retail and undesirable in stand-alone buildings; there are no clearly suitable sites in the town centre.

8.7 West End arts quarter and cultural arc

The West End contains theatres, university, churches, pubs, restaurants and clubs and will be nurtured as the arts quarter for the town, focussed on the proposed performing arts venue. Broadcasting, media and creative industries will be encouraged to locate here. Promotional activity will encourage the awareness of a 'cultural arc' – curving from the performing arts venue, through the Central Campus arts facilities, to Central Library, the Cathedral and the Shire Hall, up New Street to the Marconi building and to the Anglia Ruskin University.

8.8 Visitor attractions

The Essex Record Office attracts a substantial number of visitors for conferences and research and the enhancement of that role will be encouraged. The potential for increasing visitors in the town centre may be based on the rivers, the Marconi landmarks and Chelmsford Museums, reached from the town centre through Moulsham Street. Moulsham Mill has scope for attracting more leisure visitors through development of its existing craft based activities and potential as an interpretation centre for the water meadows and watercourses. The 210 year old Chelmer and Blackwater Navigation is the centrepiece of a 22km conservation area, linking the town centre at Springfield Basin through the countryside to the coast. It is a focus for leisure, recreation, tourism and business. Hotel development in proximity to visitor attractions would enhance their function.

8.9 Festivals, street and open-air culture

Chelmsford's festival programme – from the Cathedral festival, the *streetdiversions* street theatre festival and the *3 Foot People Festival* (for under fives), to the funfairs in the park – has potential for raising the town's cultural life and national reputation. Schools, places of worship and clubs generate a rich range of community-based cultural life which require halls and spaces including venues for hire.

Section 9 Housing and community

9.1 Objectives

MG4 QLI	CP 6,18	DCP 5,37
------------	------------	-------------

- Accommodate significant growth of residential population in the town centre as a key part of managing borough-wide growth
- Provide housing appropriate for households in the local market area complemented and supported by essential amenities and community facilities
- Develop a balanced town centre resident community through provision of a mixture of dwellings for different household types
- Promote equality of opportunity and equality of access to social, educational, health, employment, recreational, green space and cultural facilities for all in the town centre

9.2 Profile



The town centre has small pockets of housing and only one identifiable residential area west of New Street including university accommodation. Other housing is linked to the mixed-use neighbourhoods of Springfield, Moulsham, and West End. There are 1,644 households in the town centre accommodating 3,090 people, approximately 2% of the borough population and 3.4% of the town population. The majority of existing residents are between 20-30 or over 75 years.

9.3 Framework strategy

Chelmsford town centre can go a long way towards providing the demand for new homes, projected in the draft East of England Plan. Using brown field land in combination with town centre uses, with proximity to transport, work and shops, more housing will help to secure sustainable community objectives as well as minimise the amount of greenfield land developed.

Residential accommodation is important to a sustainable town centre but not at the expense of land for town centre uses. Therefore the development opportunities are largely in combination with retail, business or community use-led development. If these developments optimise site density, the scope for residential may be limited. Loss of town centre uses to infill residential will also be controlled.

9.4 Housing capacity

The urban capacity study completed in May 2005 indicates the potential to provide approximately 1,600 dwellings within the town centre, in addition to schemes completed or granted permission, assuming density on sites is optimised. Taking account of additional sites and realistic site capacity, 2,000 new dwellings can be anticipated.

Development opportunities for housing have been identified throughout the town centre, above retail in the central parts, alongside business accommodation north of the railway, alongside new cricket ground facilities and through the Chelmer Waterside peninsula.

The Borough Council will encourage suitable locations for family houses near existing residential areas to ensure an overall mix of houses and apartments. The Council will seek to seamlessly integrate affordable housing.¹ Live/work accommodation can form a part of secondary retail areas and the mixed use areas

¹ Supplementary Planning Guidance - Affordable Housing

of the town centre, including living above the shop, in areas where demand can be proved and to bolster local economy.

9.5 Local housing markets

All residential development will offer a balanced provision to respond to the local housing market and meet identified needs. This will comprise a mix of affordable social rented and intermediate housing and market dwellings, providing a mix of dwelling types commensurate with the central location and high density living, but including family houses as well as flats and maisonettes.

Successful town centre living will depend on well designed, high quality, safe residential environments, compatible with adjacent commercial town centre uses and their day-to-day operation, provided with appropriate parking provision, necessary ancillary space and adaptable for future needs. This will be secured through the application of Development Control Policies and design guidance.²

² Supplementary Planning Guidance - Urban Site Design Guidance

9.6 Community facilities

To achieve sustainable urban living, increased housing will need to be matched with facilities to support living for everyone from the young to the elderly, from families and couples to singles. As well as establishing a stronger residential base within the town centre, services and facilities will serve a growing wider urban area. This will cover health and education needs to social meeting places, facilities and convenience shops providing access to essential needs.

The increase in the town centre resident and working population will increase the demand for doctors' surgeries and GP's, as well as dentists, chemists and health centres. Health centres, surgeries and drop-in centres, providing non-emergency outpatient treatment, will be planned into development sites at the centre of new communities in accordance with Primary Care Trust strategy.

The increase in town centre population will increase the pre-school and school age population and create a demand for more school, nursery and early years places. These primary school places will be mainly provided by existing capacity in local primary schools at Trinity, Meadgate and Westlands. Housing for families will be encouraged within walking distance of these schools.

Both primary and secondary education needs arising from development will be addressed through planning obligation agreements.

Adult education and life-long learning will be supported by the Anglia Ruskin University, which is proposing to offer post retirement and leisure learning, short courses and summer schools on its campus by 2010, and Chelmsford College of Further Education. Development for higher and further education will be supported within the town centre.

Section 10 Transport and Movement

10.1 Objectives

MGS ECP3	CP 8,24	DCP 62
-------------	------------	-----------

- Improve the attractiveness of bus and train as means of travel into the town centre, improve public transport viability and promote park and ride as an attractive way of getting to the town centre
- Manage parking demand by planned provision of public car parking, control of private parking and promotion of town centre employers' green travel plans
- Provide and improve vehicle access where needed to enable the development of brownfield sites and the optimum use of existing developed areas
- Improve pedestrian and cycling circulation within the town centre by making new links with the surrounding urban area, completing gaps in the networks
- Achieve a walkable town centre by providing direct and convenient walking routes, overcoming severances, a safe and high quality public realm with increased pedestrian priority areas, improving accessibility and ease of navigation around the town centre for all people with varying mobility
- Provide excellent passenger facilities and a high standard of public realm around the rail and bus stations to assert the town's regional significance and importance to the economy of the town centre
- Improve air quality

10.2 Profile

Chelmsford is a Regional Transport Node with the 24th busiest rail station in the country, strategic rail and bus links and the focus of town and borough bus services under Quality Bus Partnerships links. While bus services and cycleway provision are very good, there are gaps in the bus network and cycleway network.

The A12, A130, and A414 connect Essex and London to Chelmsford. While all arterial roads feeding into the town centre from the north (Broomfield Road), west (Roxwell/Rainsford Road) and south (Waterhouse Lane, New London Road) distribute traffic around Parkway, road access from Springfield Road takes traffic into and across the town centre. Roads approaching Chelmer Village, Great Baddow and Moulsham converge with Parkway at the Army and Navy junction. The rivers and flood plain and established development constrain road access into the east of the town centre. There are no routes into the town centre between Chelmer Valley Road and Springfield Road.

10.3 Framework strategy

Bringing people into the town centre by the most sustainable modes of travel, minimising vehicle traffic through the town centre and creating pedestrian-friendly shopping areas depends on five core actions:

- Improving the public transport interchange
- Upgrading bus routes enabling bus penetration to serve shopping and employment areas
- Altering the road network to create access to land in need of regeneration
- Intercepting car traffic by park and ride and well-placed public car parks
- Completing a safe and convenient network of pedestrian and cycle routes

¹ All transport and movement proposals have to mesh with the Local Transport Plan. The highway proposals are all subject to evaluation by means of traffic modelling by Essex County Council. Other key partners include the Highways Agency, the rail industry and bus operators.

10.4 Reducing the private car as the preferred mode of transport

Increased retail and residential development will generate more trips in and out of the town centre. Active encouragement of rail, bus, park and ride and cycling will reduce commuter car traffic, local car journeys and some shopping trips. However, private transport will remain the choice of travel for some shoppers and the objective is to strictly manage that traffic to avoid conflict with other modes and improve air quality.¹

10.5 Public transport interchange

As a regional interchange, excellent passenger facilities are fundamental to a successful town centre. The new bus interchange on Duke Street provides excellent facilities for passengers and is a central information point for journey planning with retail services. Phase 2 of the bus/rail interchange development will complete the direct link between bus and rail, provide improved access for all passengers, additional entrances to the rail station and improved pedestrian movement around the bus/rail interchange. Increased cycle parking and parking for powered two-wheelers will be created in the ground floor of Townfield Street car park, as well as shower and storage facilities for cyclists. The taxi rank will be re-planned.

10.6 Bus routes

The efficiency and reliability of public transport must be of the highest quality if buses are to provide a realistic alternative to the private car. To address current deficiencies in bus penetration and serve new development, links will be created:

- from Chelmer Valley Road through the Rivermead Campus to the town centre
- between Bond Street and Waterloo Lane providing a route from Springfield Road to town centre destinations
- into Chelmer Waterside from Baddow Road to connect Chelmer Waterside

Bus priority measures will be incorporated where necessary to maintain free flowing bus services, reduce bus journey times and improve reliability.

Further Quality Bus Partnership routes will be introduced.

Safe and sheltered waiting facilities with information on bus arrival and journey times will be provided at all bus stops within the town centre.

These proposals will be taken forward jointly with Essex County Council and the bus operator.

10.7 Highways network

New highway and junction changes are needed for buses and other vehicles to gain access to development areas, handle existing traffic flows, improve safety and environmental quality.

Securing the future regeneration and integration of Waterside into the town centre is a key planning objective. High Bridge Road presents a potential physical barrier to this objective and options for expanding the shopping area. High Bridge Road will therefore need to be removed, but its removal depends on a satisfactory alternative



High Bridge Road looking east, with shopping area to the left

route for north-south traffic movements and a successful regeneration case. Springfield Road carries considerable flows from the north east and brings traffic to the 'inner ring' of Victoria Road and High Bridge Road to enable traffic to cross the town. The displacement of this traffic is the main issue for the removal of High Bridge Road.

New access into Chelmer Waterside is critical for the regeneration of large areas east of the town centre and the peninsula itself. The proposal is to create a new eastern access road from Chelmer Road into Chelmer Waterside linking to Springfield Road. The proposal meshes with the Highways Agency's responsibility to replace the structurally defective Chelmer Road Viaduct. The aim is to minimise intrusion into the water meadows, create clear development space on the peninsula and create workable junctions. To enable viable bus routes to replace routes using High Bridge Road an access route is proposed between the peninsula and Baddow Road.

To enable connections north to south through the town centre a road for bus and cycles is proposed to link Bond Street to Waterloo Lane through the land east of High Street. This takes forward the 1997 Local Plan proposals but not for general traffic, and is key to improved bus links.

The northern end of Waterloo Lane may be extended to provide local access to the immediate properties. A through link for buses only may be provided between Bond Street and Victoria Road. An efficient and effective method of enforcement will be provided to prevent use by through traffic.

A number of new or replacement bridges are necessary to complete the network of roads, cycle paths and footpaths and facilitate development of key sites.

10.8 Changes to the Army and Navy junction

Changes to the junction have been identified by the County Highway Authority to manage the complex traffic flows:

- New two-way flyover
- Road widening on approaches
- Left filter across Jewsons land to Chelmer Road
- Larger gyratory
- Bus priority measures
- Upgrade the subway for cycle use or alternative cycle route

Air quality around the Army and Navy will be improved by reducing the amount of stop-start traffic.

10.9 Other new access points

New access points will be provided:

- From Chelmer Valley Road into Rivermead campus
- From Parkway into the Fairfield Road redevelopment and rear of the bus station to enable phase 2 of the bus/rail interchange
- From Parkway into Central Campus redevelopment

10.10 Traffic circulation within the town centre

The destinations for vehicles are the public car parks (including Riverside Ice and Leisure), and private car parks (including superstore, office and hotel car parks). This traffic is therefore limited to 'cul-de-sac' destinations at minimum distance from Parkway and the inner ring to minimise infiltration of car traffic in the town.

Private vehicular movement will be reduced in the Cathedral, High Street, West End and Moulsham areas of the town centre to:

- assert the priority of pedestrians in the busiest mixed-use areas
- enable improved cycle links
- reduce the frequency of short cross town journeys by private vehicle
- improve safety for pedestrians and cyclists

This will be provided by the following types of street space:

- Bus, taxi, cycle plus pedestrian footway
- Pedestrian priority with regulated access for buses, service vehicles and cycles
- Service access spurs
- Pedestrians and cycles only

Service, essential-user and public transport access will still be necessary in the historic core. In order to achieve the enhancement of Tindal Square, traffic circulation will need to be tightly constrained.

Taxis are an important transport service that require access throughout the busy parts of town. A quality taxi partnership will be formed ensuring that taxis are easily available within the town centre by locating taxi ranks at convenient locations. Existing shopmobility schemes will be extended to accommodate the expansion of the primary shopping area.



Need for an improved route from station to Eastwood House and New Street

There are a number of specific access issues: essential business users, weddings and funerals at the Cathedral, dropping off and collecting children at Cathedral School, market traders, theatre coaches, picking up and dropping off around the station and freight lorries, that will be addressed to achieve an acceptable balance between different users and modes.

10.11 Walking

Distances between all parts of the town centre are all possible to walk, but the ease and attractiveness of walking has to be enhanced. New and improved linkages for safe, legible and unobstructed routes into the town centre from neighbouring residential areas are essential. The amount of street space where pedestrians have priority (shared with buses and bicycles), will increase within the shopping area and around the transport interchange. Consistent and legible way-finding signage for pedestrians will be introduced.

The following are proposed to overcome the barriers to walking:

- Improved route from station to Eastwood House and New Street
- Improvement of Parkway subways
- Improved lighting and appearance under Duke Street and New Street bridges
- Radical improvement under the low Parkway bridge over the park and river
- Changes to connect the two halves of Baddow Road

- Wider pavements and enhanced surfaces in Moulsham Street and Duke Street
- Much improved path surfaces in Central Park
- New Parkway and river bridges to the cricket ground, to link Bell Meadow with Sky Blue Pasture, across the rivers' confluence from Baddow Road to Essex Record Office
- A practicable cycling route between Chelmer Road and Princes Road
- Wider pavements and improved lighting in Waterloo Lane
- Improved pedestrian environment along Victoria Road and appropriate crossing facilities at the new junction with Waterloo Lane. The facilities will provide access to the Cathedral School

10.12 Cycling

The cycle route network will be completed to connect surrounding urban neighbourhoods to the town centre, installing missing elements of existing cycle corridors to create a more complete and cohesive cycle network. This includes links from the Moulsham and Great Baddow areas where Parkway and the Army and Navy junction act as a barrier to safe cyclist movement to the town centre, and south to north links from Waterside through the shopping centre and towards the Anglia Ruskin University and along Victoria Road to link with Waterloo Lane and the Bunny Walk.

Existing on-road cycle routes will be improved to complete dedicated cycle lanes and tracks on key network routes. A north bound cycle route through the shopping centre avoiding the pedestrianised High Street will be pursued in order to assist journeys to schools and workplaces.

Conveniently located cycle parking is essential to serve cyclists in the town centre. A cycle hub is proposed near the station comprising bike parking, showers, shop and repairs service.

10.13 Car parking

Demand for parking space is generated by the following:

- Comparison shoppers (shopping centre)
- Local or single destination shoppers (Moulsham Street, West End, fitness centres, leisure centre)
- Commuters to London and town centre workers - occupation of public car parks for all-day commuter parking leads to less space for shopping and town centre workers

There are currently around 7,200 public car parking spaces available on weekdays with around 7,600 on Saturdays in surface and multi-storey facilities. 55% are short stay, 14% are mixed short and long stay and 31% are long stay. In addition there are in excess of 7,200 private non-residential spaces in or near to the town centre, including large office buildings, the university and temporary parking on vacant sites.

The strategy is to:

- provide sufficient parking spaces in conveniently located car parks and on park and ride sites to support increasing town centre shopping and business
- provide park and ride spaces in two additional locations to reduce parking demand in the centre from Chelmsford employees, shoppers and visitors. Park and ride will enable substantial elimination of existing long-stay spaces in the town centre. Park and ride will also help to free-up private car parks for development

- increase the ratio of short-stay spaces relative to long-stay spaces in town centre car parks

There will be fewer, larger, carefully priced car parks primarily serving the shopping centre. Of these, High Chelmer and Meadows multi-storey car parks may be altered or redeveloped but would re-provide the existing number of spaces.

Changes are proposed in the following locations:

<i>New provision</i>	<i>Replacing existing parking</i>
Parking with a new department store, location to be determined (1200-1750)	
<ul style="list-style-type: none"> • A new multi storey car park at Baddow Road (about 500 spaces) • Short stay car parking associated with new retail development at the gas works (number of spaces to be determined) 	These would re-provide the necessary town centre parking spaces lost from existing surface car parks: Baddow Road, Meadows Surface, Meadows 2, Wharf Road
A centrally located car park (number of spaces to be determined)	This would re-provide the necessary town centre parking spaces lost from existing surface car parks: Riverside Ice & Leisure, Regina Road, Waterloo Lane 1, Waterloo Lane 2, Bond Street NCP
A new multi storey car park at Viaduct Road/Parkway serving shoppers, West End businesses, performing arts venue, leisure facilities	This would re-provide the necessary town centre parking spaces lost from existing surface car parks: Fairfield Road, Railway Street, Glebe Road
Car parking to serve the new cricket ground and the Moulsham Street area	This would re-provide the necessary town centre parking spaces lost from existing surface car parks: New Writtle Street, Parkway, Moulsham Street
Two additional park and ride sites to west and north	Long-stay parking in Townfield Street, Rectory Road, Coval Lane and Fairfield Road will reduce as park and ride spaces increase

With all three park and ride sites operational there would be a substantial reduction in the need for long stay parking in the town centre.

The option remains to use the Parkway surface car park for improved car parking to offer further town centre shopper car parking. If not required however, this car park offers alternative opportunities for development.

On-street controlled parking and local car parks are essential for the vitality of the West End and Moulsham Street.

- In the West End, Townfield Street car park can increase the proportion of short stay parking to enable redevelopment of existing surface car parks at Glebe Road and Railway Street.
- In Moulsham Street, George Street car park will remain an important facility for shops and businesses. Spaces at New Writtle Street car park would be reprovided in new development.

10.14 Retailer operated shopper car parks

Car parks operated by retail operators are used by people visiting the wider town centre and significantly increase the available shopper car parking. Riverside Retail and Tesco provide over 1000 spaces within the town centre. Car parking for a new food store at Moulsham Mill would be limited to co-ordinate with public car parking provision.

10.15 Private, non-shopping parking and travel plans

Companies with existing large private car parks in the town centre (including BAE Systems, Essex County Council, Anglia Ruskin University, Cater House), will be encouraged to reduce parking, change travel habits and release land for development. Parking demands from a regenerated County Cricket Ground will be accommodated within new parking on the site but will also make use of public car parks.

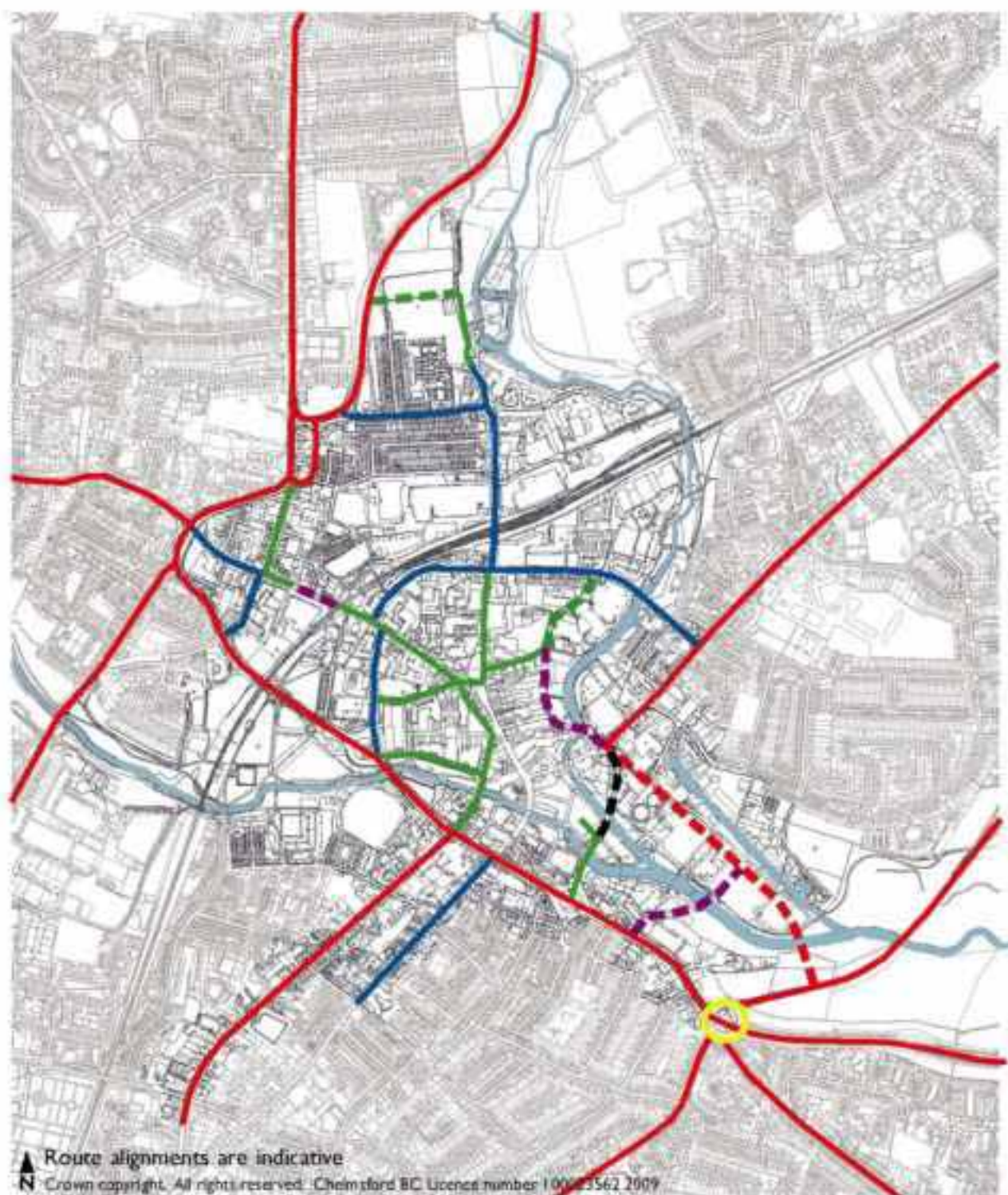
Green Travel Plans will be essential for major businesses to ensure staff and customers use sustainable travel means. In business and residential schemes, car sharing and other initiatives will be sought to result in a long term reduction in the need for workplace car parking.

10.16 Parking standards for new developments

Parking standards were updated in March 2015. You can view the Interim Residential Parking Standards via the link below. This advice supersedes relevant sections in this CTCAAP, Appendix C of the Core Strategy, and the Focused Review.

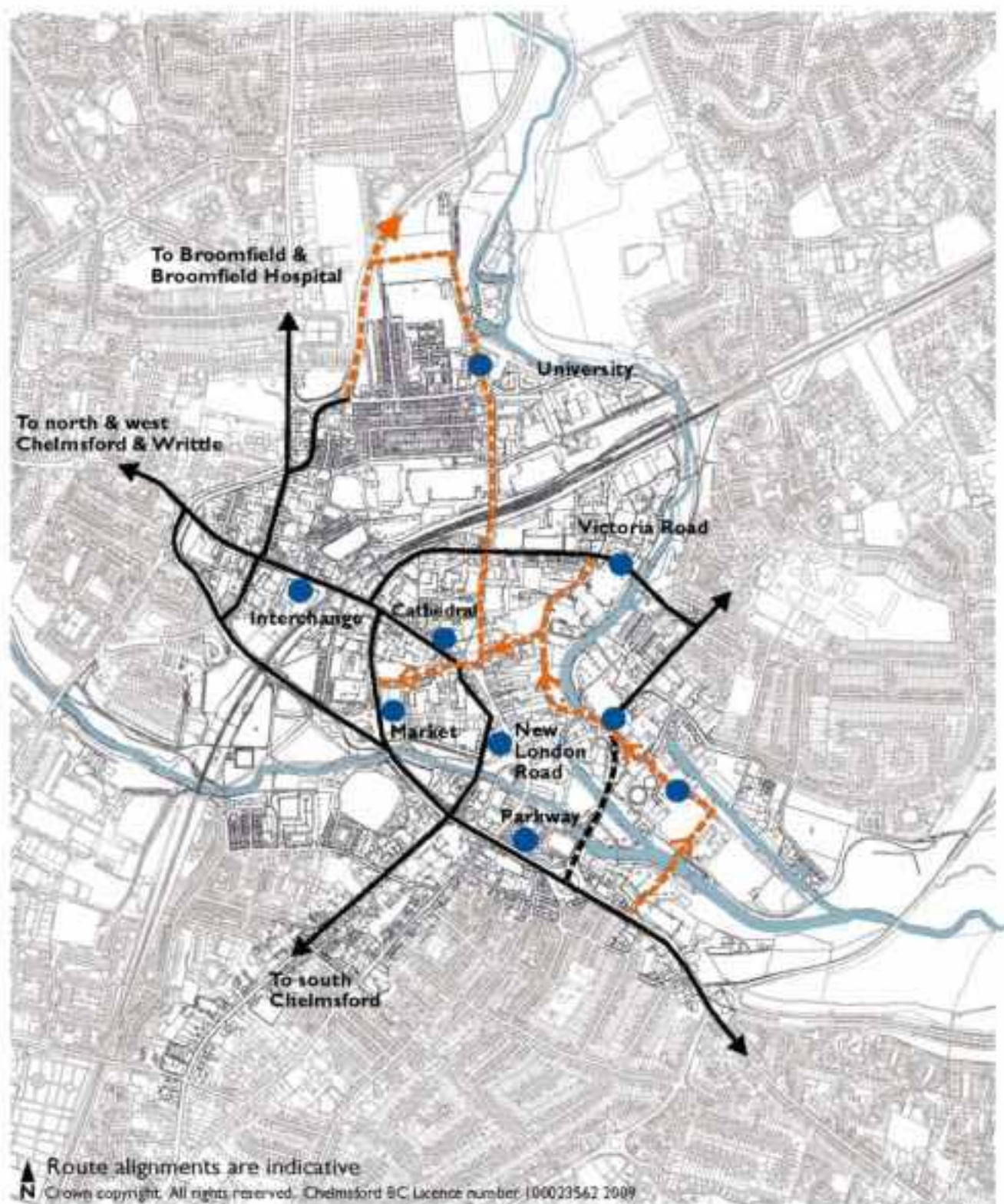
http://www.chelmsford.gov.uk/sites/chelmsford.gov.uk/files/files/files/documents/files/Interim%20Residential%20Parking%20Guidance_0.pdf

Figure 5 Proposed access and movement network



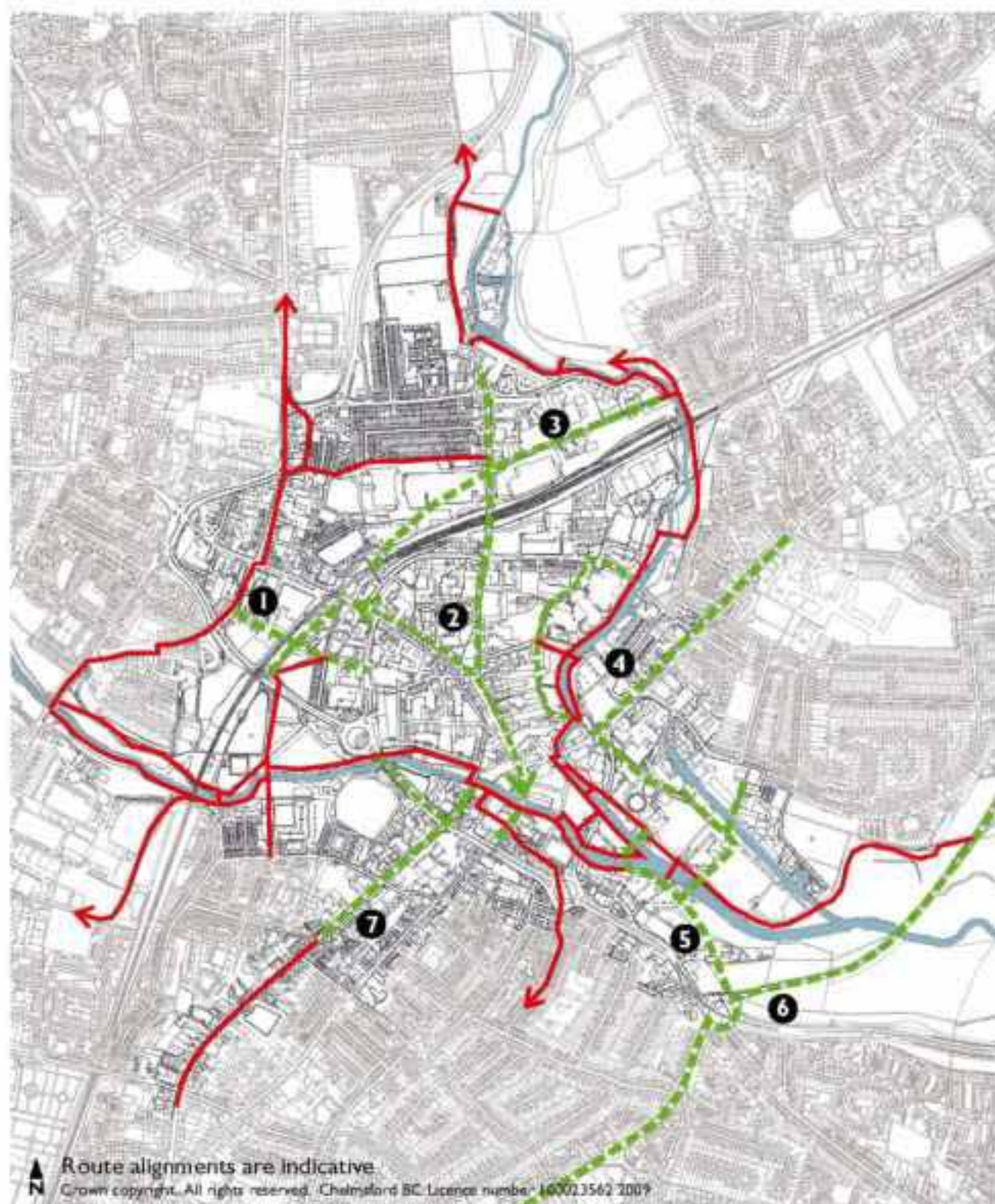
- Major approach routes
- - - New approach routes
- Internal traffic circulation
- Bus, cycle and service access
- - - New link for bus, cycle and service access
- - - New link for buses and cycles only
- - - High Bridge Road removed
- Highway Authority junction improvements at the Army and Navy

Figure 6 Bus route proposals



- Proposed bus route
- One way
- Existing bus route
- - -→ Existing bus route removed
- Key existing and proposed bus stops

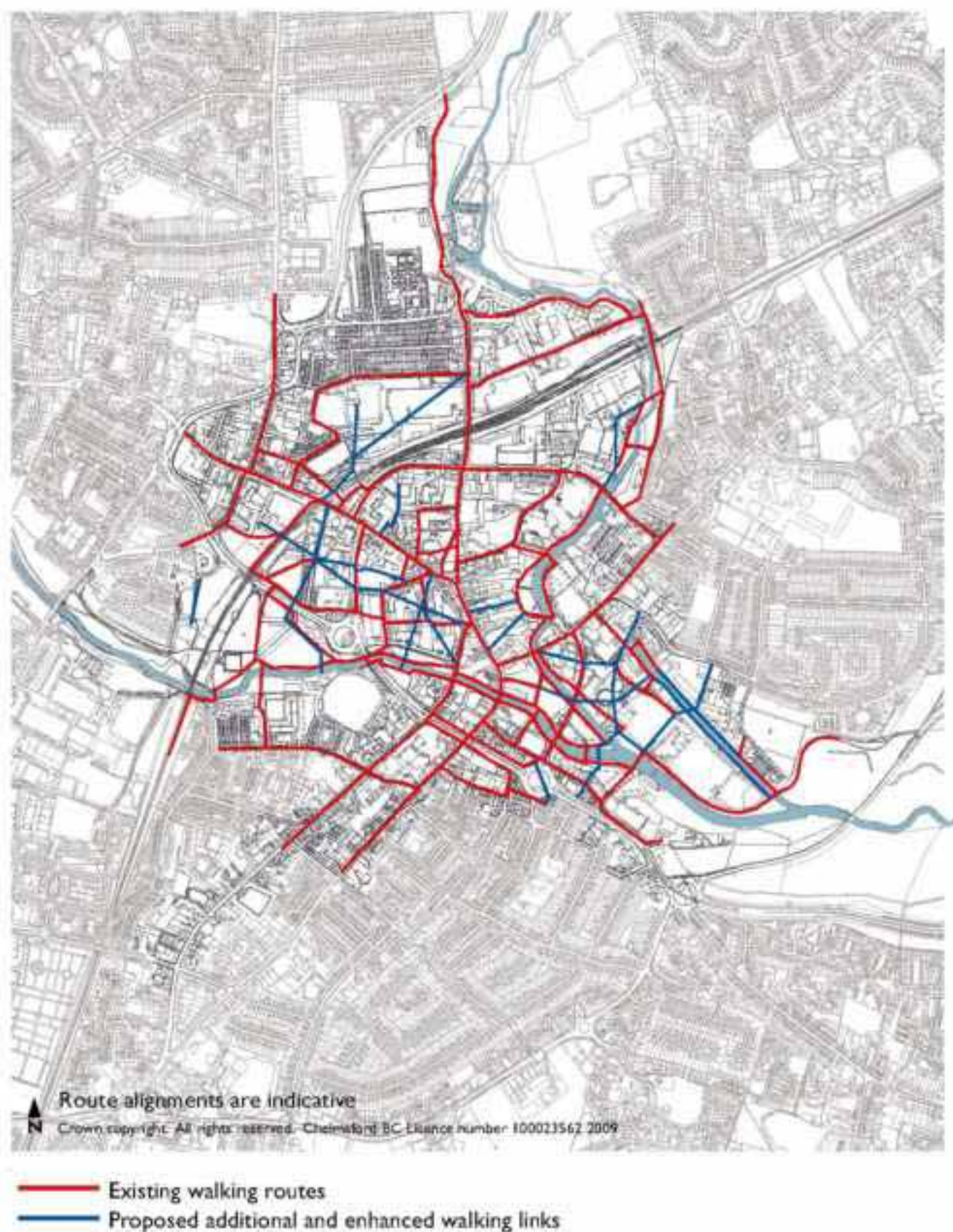
Figure 7 Cycle route proposals



- Cycle route improvements
- Existing designated cycle routes

1. East west route from the West End to Market Road, north-south route from Central Park to station
2. North south route along New Street and High Street (during restricted hours)
3. East west route from station to New Street and Brook Street
4. Springfield Road into Chelmer Waterside
5. Great Baddow / Army and Navy to High Street and Chelmer Waterside
6. Chelmer Road, Army and Navy and Van Diemens Road
7. New London Road and Parkway

Figure 8 Walking routes



Section 11 Public realm

11.1 Objectives

EPE1 QL4	CP 9,20	DCP 9,16
-------------	------------	-------------

- Transform Central Park into a superb city park
- Enhance the visibility of the green network and watercourses through the town centre emphasising the links into the countryside
- Maximise the potential of riverside green spaces as public parkland for recreation, tourism and routes for pedestrians and cyclists
- Transform Tindal Square and enhance the Cathedral environs to represent the historic heart of the town
- Create a network of enhanced existing and new public spaces
- Enable a walkable town centre
- Enhance mobility, safety, appearance and cleanliness of streets and spaces
- Protect the town centre's natural, built and archaeological heritage

11.2 Profile

The primary public spaces of the town are the park and watermeadows within the two river valleys. The town's Central Park is severely damaged by Parkway and High Chelmer and has poor entrances and edges but represents the key public asset for a sustainable town centre. While the rivers have been opened up to a remarkable degree within new spaces in the town such as Backnang Square, the sense of the river setting still needs emphasising. In terms of street spaces, the historic 'y' of Moulsham Street, High Street, Duke Street and New Street forms linked public realm but this is weaker outside of the historic core and there is a lack of good urban spaces. Tindal Square and the Cathedral is the symbolic centre of the town but the appearance of Tindal Square is let down by roads and street furniture.

11.3 Framework strategy

The Borough Council will co-ordinate the programmed enhancement of public spaces, in conjunction with transport and recreation proposals, to create an excellent setting for a regional centre.

11.4 Parks and green spaces

To reveal and exploit the presence in the town centre of the watercourses and associated green spaces, a coherent network of open spaces and landscape features is proposed. This reflects the 'green wedge' policy in the Core Strategy and seeks to strengthen the sense of countryside reaching into the town centre and to protect and enhance biodiversity in all parks and green space areas.

The principal elements of this landscape are Central Park and the eastern water meadows.

Intensified development around the park will take advantage of its space, facilities and outlook. Development must therefore be complemented by an excellent city park. A design strategy for regenerating Central Park will enable the park space to be rearranged and fully used; paths, play space, edges and entrances enhanced, planted areas to be rationalised, the river revealed, and new activity introduced. This would be accompanied by a management strategy.



Bell Meadow, Central Park
looking east

The watermeadows includes spaces alongside Moulsham Mill where public access and recreational benefit will be opened up. This area will be promoted for festivals and special events complemented by an enhanced Moulsham Mill complex. Other land to the east will have improved public access opened up in conjunction with a road improvement scheme.

11.5 Public spaces

¹ Walkable: all parts can be reached directly, safely and pleasantly by foot or wheelchair.



Tindal Square



High Street and New London Road



The main entrance to Central Park from the shopping centre

The environmental quality of streets and urban spaces is key to delivering an attractive, walkable¹ and appealing town centre. This means making new spaces and enhancing existing spaces and linking them together in a legible network. A rolling programme for the design and implementation of public space enhancements is proposed. Particular attention will be paid to the improvement of existing spaces at:

- Tindal Square - essential vehicle traffic only, high specification streetworks
- Market Road 'triangle' - replacement of the toilets and restoration of an urban square
- High Street / Lloyds Bank / High Chelmer plus the town sign - two key spaces at nodal points within the primary shopping area
- Station square - a busy, attractive arrival space for travellers to the town between Anne Knight building and the station
- Bell Meadow / New London Road - the busy space at the interface of park, river and shopping
- Waterloo Lane / Riverside - a link space between riverside developments

And to the creation of new spaces at:

- Fairfield Road
- East of High Street / Bond Street
- Rail Station / Marconi works
- Inside High Chelmer shopping centre
- Bellmead expanded space
- Within the gas works development area
- The new canal cut
- River confluence
- Moulsham Mill
- University concourse
- County Cricket ground concourse

11.6 Streetscene improvements

The public realm gels the town centre into a whole and the quality of streetspaces makes a telling impact on public perceptions of the town centre. There will be co-ordinated, high quality street improvements with particular attention to Moulsham Street, Duke Street / Broomfield Road and Baddow Road up to Moulsham Mill. The town centre will be divided into areas for which private and public sector funds will be pooled for streetscene enhancement. New development will be expected to include high quality public spaces.

Tables and chairs in public space promotes a café culture and adds to the vitality of a space. The co-ordination of tables and chairs licensing and the identification of spaces for street trading, performance and events can help towards creating a diverse economy. Seasonal activities, events and weekly markets are an important part of civic life and help enliven the town centre.

To help boost civic pride and local distinctiveness, key streetscape principles will be followed - minimising clutter, well designed and co-ordinated positioning of street furniture, establishing a town centre palette of surface paving materials and street furniture ensuring good quality, and appropriate tree planting, lighting to enhance the setting of key features and control of utilities installation. This will be pursued by means of a streetscene manual.

11.7 Waterway improvements

A new cut between the existing Navigation and the River Chelmer would increase navigable water, mooring space, create a setting for development as well as assisting with some flood compensation. The cut would work by enabling boats to use the existing Navigation lock to by-pass the automatic weir and enter the town. Further, the river would supply water to the canal rather than relying on the historic feeder stream.

11.8 Public art

QL4 CP20 DC43

Chelmsford town centre will increase its public art to add to its attraction and interest. Work by artists will be expected to form part of each major development project, guided by the Borough Council's public art strategy.² Major art commissions will accompany streetscape proposals for key spaces.

² Chelmsford Borough Council Public Art Strategy

11.9 Public conveniences



Example of an alternative WC and kiosk

Well-located public toilets and baby changing facilities are essential in the public realm of a shopping centre. The existing toilet block on Market Road needs to be replaced by a better placed, attractive new building with full disability accessibility, 24hr operation, with a kiosk for surveillance and assistance. Toilets and changing facilities will also be required within new shopping developments, though these would not necessarily be available for night-time use. Locations for removable toilets are needed near the rail station, and at the southern end of the High Street for use by weekend revellers.

11.10 Parkway

Parkway is a dominating feature imposed on the town. It needs to be addressed as public realm with measures to improve its environment through tree planting, handling of spaces and safe walking environment.

Figure 9 Green space

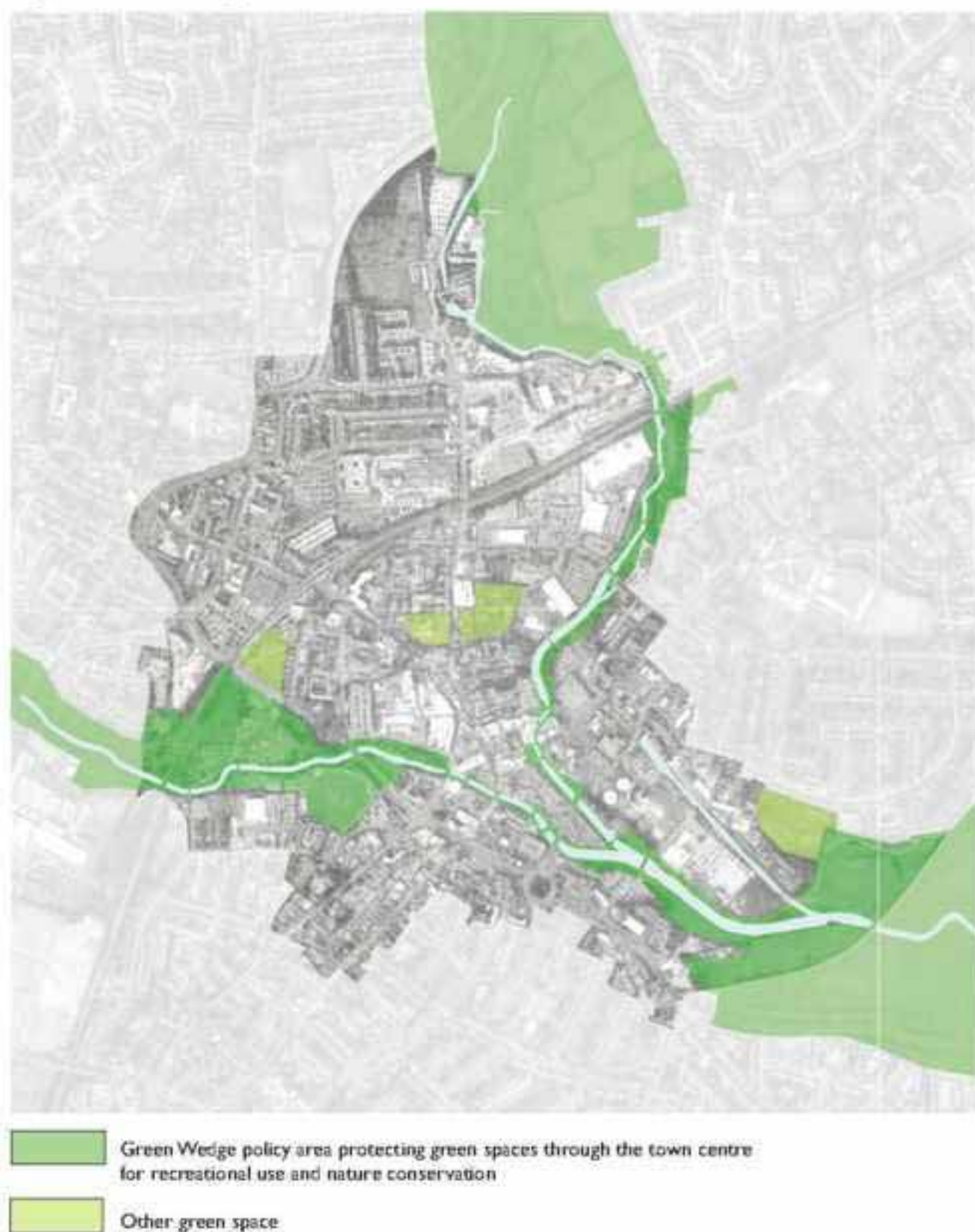
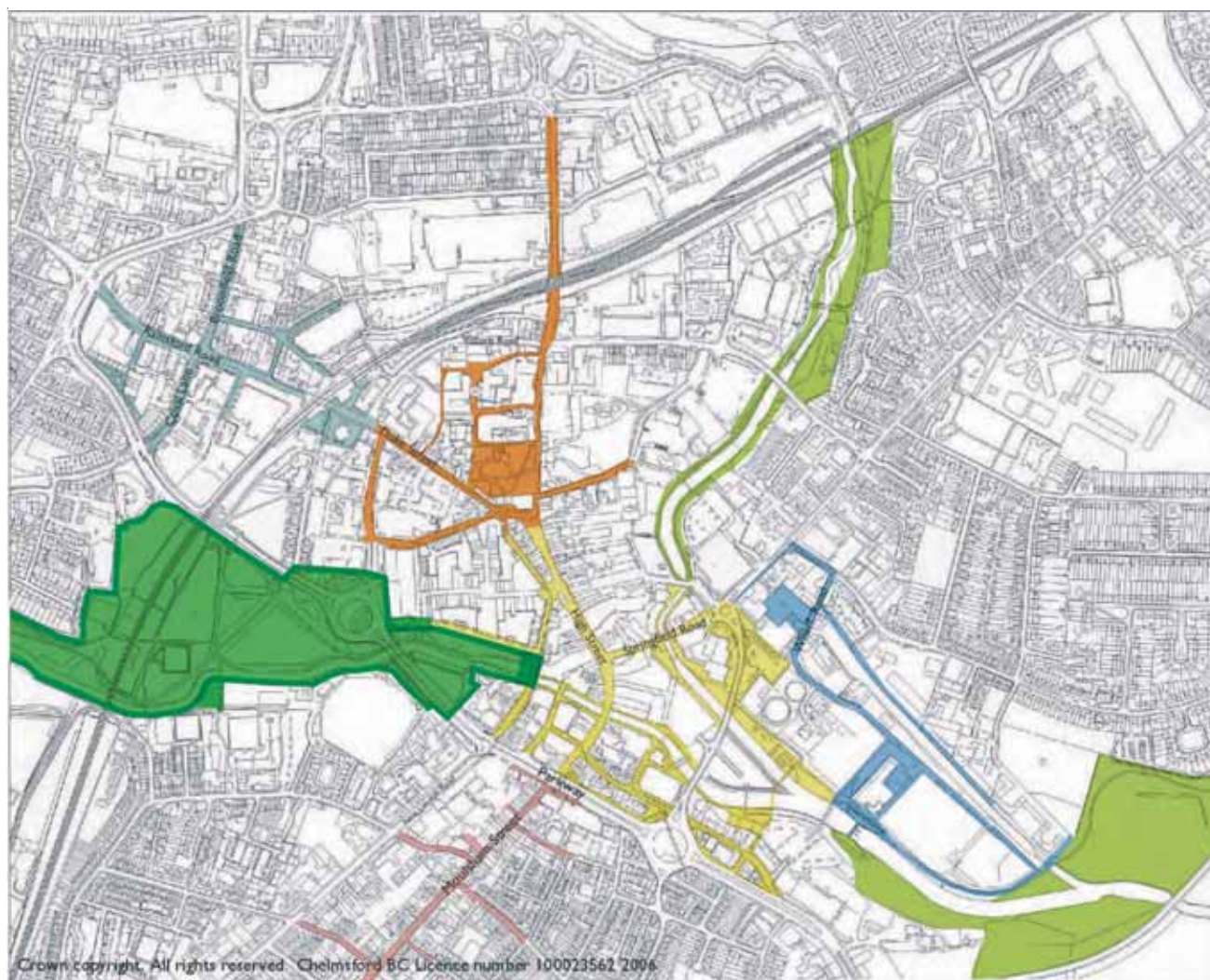


Figure 10 Public realm



Notation

-  Shopping streets
-  Chelmer Waterside
-  Park
-  Cathedral
-  Waterside
-  West End
-  Moulsham

Section 12 Buildings and townscape

12.1 Objectives

EPE1	CP	DCP
QL4	9,20	17,42
QL5	21	45

- Retain existing buildings and spaces which contribute to the character of the locality
- Secure the best built environment design for present and future use and visual character
- Enhance the utility of existing buildings through adaptation and improvement
- Enhance the historic core of the town
- Distinctive, safe, secure and attractive character areas
- Manage building heights to create / maintain character and reflect location
- Excellent architecture

12.2 Profile

The built form and scale of the town is a product of historic evolution but is disrupted by the railway, Parkway, High Bridge Road and High Chelmer. The town centre has areas of distinct built character based on history, townscape and use, all requiring the reinforcement of their sense of place. The prospect of intensive new development is an opportunity for excellent contributions to the townscape as long as scale is managed carefully.

12.3 Framework strategy

All new development must design routes, blocks and spaces in a manner that responds to the historic grain and variety of the character area in which it sits and which establishes beneficial new urban patterns.

12.4 Scale and massing of new development

The height of new building will be managed across the town centre as shown in figures 12 and 13. There are three principles:

- To keep heights low within the historic areas, maintaining the distinctive market town character
- To allow greater height and mass in the larger development areas within the High Street and West End areas up to defined limits
- To tightly define an area where buildings can be higher, subject to design criteria

These principles and figure 12 will be interpreted flexibly as long as the objectives in 12.1 are met.

12.5 Development around Central Park

The height, alignment, shape and appearance of new development surrounding the park will be directed to frame and contain the park in a positive manner. The character of the park will change with the possible development at Central Campus, High Chelmer, former Alders, and County Cricket Ground, and the form of that development should be led by the need to redefine the park (figure 14).

12.6 Skyline

New development should generate a distinctive, uncluttered skyline and maintain areas of existing significant roofscape and important views to existing historic landmarks.

12.7 Conservation action



Conserving valued buildings

Within and adjoining the conservation areas shown in figure 11, action will be taken to preserve or enhance character, including streetscene enhancement, retention of valuable pre-war buildings, provision of information for historic building owners and establishment of a grant scheme for repairs. Article 4 (2) Directions giving greater planning control to prevent erosion of character may be identified in conservation area appraisals and management plans. Management plans will also identify action for buildings at risk, urban mending by encouraging appropriate infills, identifying buildings where redevelopment will be encouraged or external improvement is desirable. Advertisements will be controlled through advertisement consent applications and enforcement.

12.8 Conversion of buildings

Throughout the whole town centre there will be a presumption in favour of converting and adapting old buildings for sustainable resource-use reasons as well as maintaining links with the past. Chelmsford has lost many of its historic buildings in postwar clearance, thus old, reusable buildings and those that survive are valuable.

12.9 Building modernisation

Many existing commercial buildings have opportunities for radical remodelling and upgrading for the benefit of the townscape as well as improving the value and use of the accommodation: the Council will encourage alteration and improvement of Cater House, Threadneedle House, Friars House, Rosebery House, London House, the Police Station, the Telephone Exchange and other similar buildings.



Excellent architecture for all uses

12.10 Cathedral views

Development will be encouraged to preserve or open up views of the Cathedral spire and to enhance the visibility of other existing landmark buildings.

12.11 Landmarks

The legibility of the town centre will be improved with a series of subtle gateway landmarks at entry points in the form of landscape or art, visible and meaningful but not necessarily big, that will enhance sense of place. Other landmarks will be placed where important views are terminated. All public buildings for arts, sport, worship, education must be regarded as landmarks for the town centre and all other new buildings should be excellent architecture that responds properly to location and context.



Quality will come with attention to detail in residential development

12.12 Architecture

The Council will expect all new development to establish architectural values of sensitivity, excellence and uniqueness to Chelmsford, with very high standards of:

- Built form framing external space
- Image and originality
- Quality of materials
- Attention to detail
- Environmental sustainability
- Local distinctiveness and enhancement of character

12.13 Design of new development

All new development in the town centre will be expected to reflect the following design principles:

- Routes that take people where they want to go conveniently and safely
- Multiple uses physically combined through both horizontal and vertical adjacencies
- Buildings to frame streets and public spaces and strengthen spatial form
- Very clear distinctions between public and private space
- All ground floor frontages onto the river, street and public spaces to be activated by business premises, entrances and glazing
- Service areas and backs of buildings be hidden within the block form
- Buildings placed at least 10m back from the top of the river bank
- Design of ground floor accommodation fronting onto the rivers to integrate suitable flood risk mitigation measures

Figure 11 Conservation areas

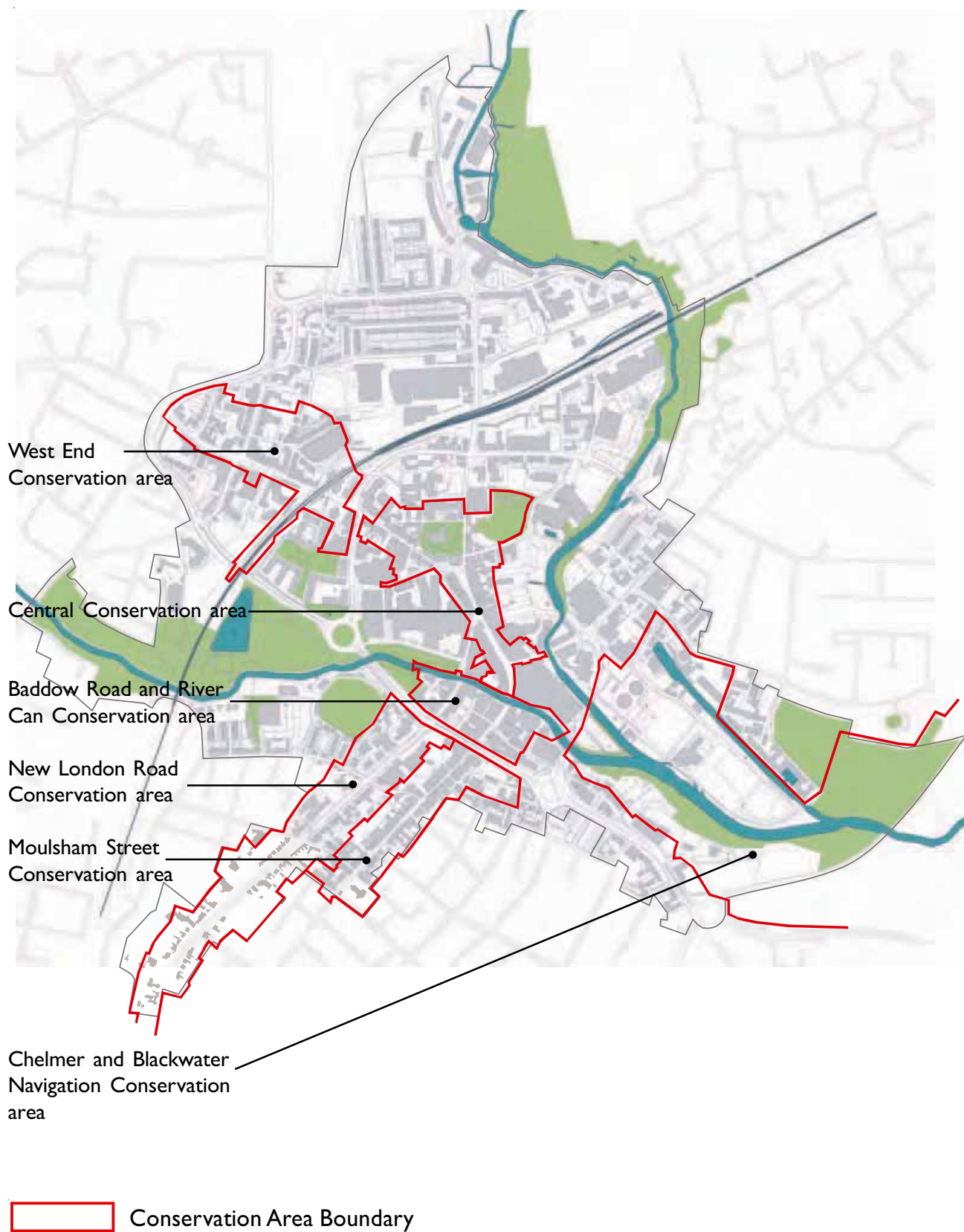
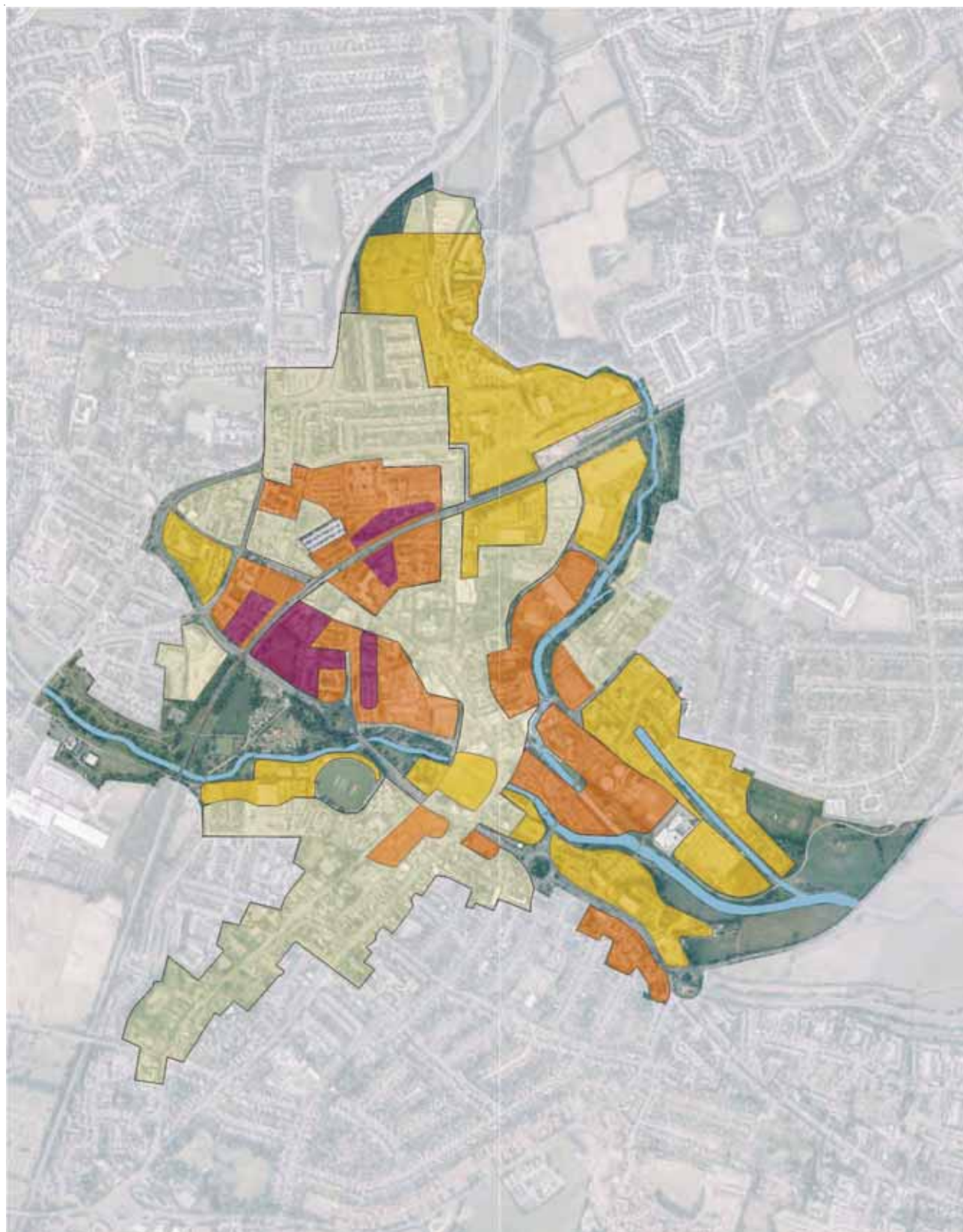




Figure 12 Building heights



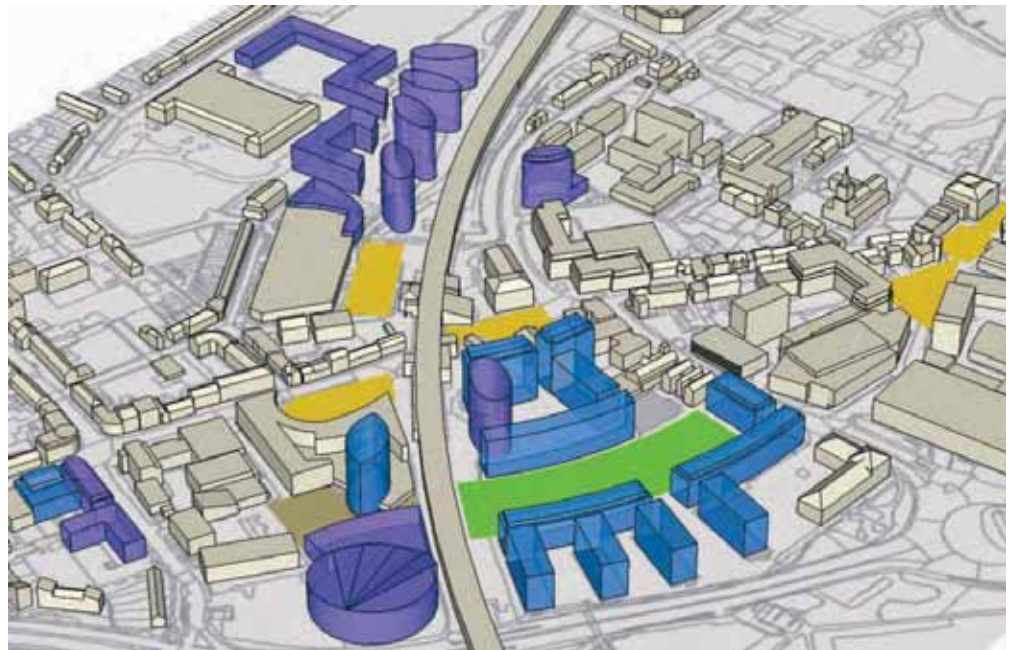
Notation

	7 + storeys
	3-6 storeys
	3-5 storeys
	2-4 storeys

Areas within which greater scale is possible and may assist beneficial retail and business led development

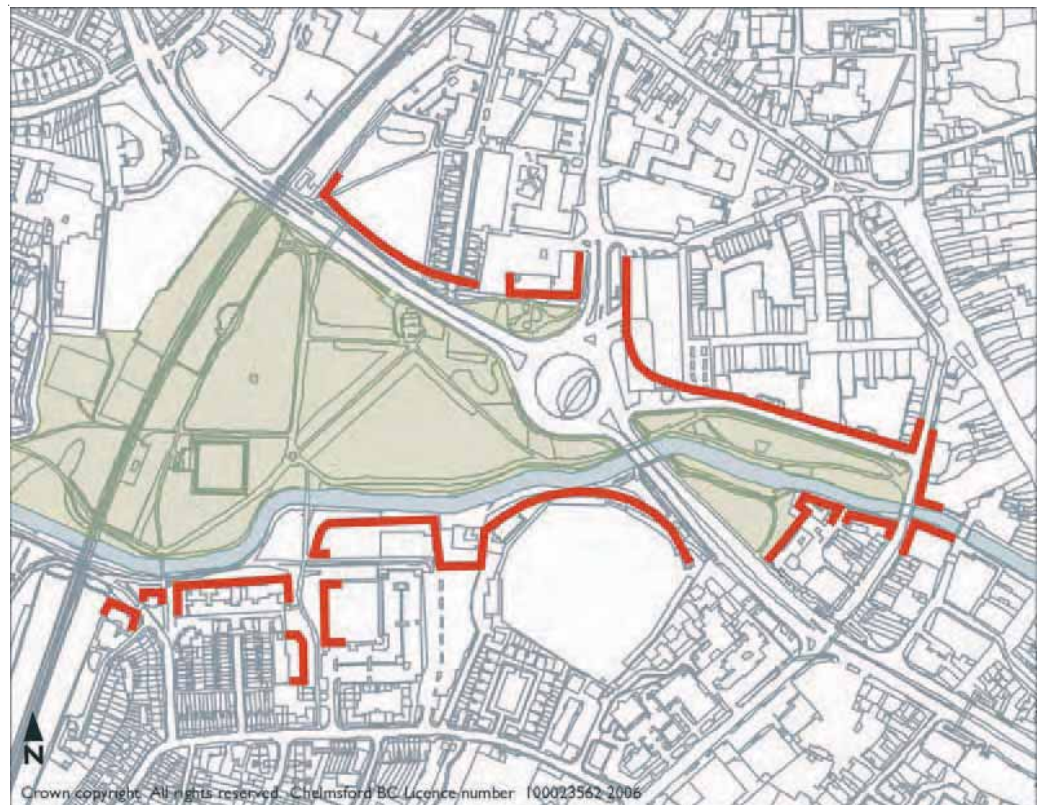
Areas within which building heights will be limited to maintain existing scale and character and riverside settings

Figure 13 Building heights



Illustrative diagram of higher buildings clustered around the public transport interchange

Figure 14 Development around Central Park



New buildings surrounding the park must create a coherent built edge to frame a city park

PART THREE

Character areas and opportunity sites

Section 13 Opportunities for development and improvement

13.1 Introduction

This part of the Area Action Plan identifies land for development and the associated movement network and public realm changes. Each section deals with a different part of the town centre, characterised by distinctive land use and physical attributes.

13.2 Objectives

- Identify character areas across the town centre
- Allocate opportunity sites for significant development and change, to make the best and most efficient use of brownfield land
- Ensure that future opportunities in the town centre are fully exploited and demonstrate sustainable principles
- Establish urban design principles to ensure connectivity and quality

13.3 Character areas

Eight areas within the town centre have been identified as character areas where existing differences in land use, townscape and activity will be developed to create a distinctive sense of place (figure 15).

13.4 Route network and environmental improvements

The transport, townscape and public realm proposals within each respective character area are proposed, creating the context for development sites.

13.5 Land for development

Within each character area, sites with significant opportunities for development and change are proposed (figure 16).¹ Each site represents land that is suitable and available for town centre uses, including sites where there is a significant regeneration objective to remove dereliction, re-use brownfield land and deliver necessary major infrastructure improvement. For each site, expectations are set out relating to land use, access and urban design. A leading use and supporting uses are specified to direct the nature of mixed use. These are accompanied by notes on options and dependencies. The capacity of each site will depend on context, access, layout and scale proposals. However indicative capacity estimates based on the council's Urban Capacity Study are provided for sites where a significant residential content is expected. The evidence base contains revised capacity estimates taking account of studies of certain sites where higher figures are likely to be achievable and supported. Estimated capacity figures are provided for sites where a significant residential content is expected.

13.6 Releasing land and enabling development

The allocated sites often encompass land in different, private ownerships. These areas have to be planned and designed in the round, even if development progresses

¹ Sites are allocated on the basis of their suitability, availability and accessibility for particular uses and sequential testing in accordance with Government guidance: PPS6 for town centre uses, PPG25 for land within flood risk areas.

in independent phases. The implementation chapter deals with land assembly. There are two key factors relating to land for development: flood risk and utilities.

13.7 Proposals for land in zone 3 flood plain

Revised statistical and topographic data from the Environment Agency now places areas of the town centre within flood zone 3 at an increased risk of flooding compared to the understanding that had informed planning decisions over the past few years. A flood risk reduction scheme is necessary to defend existing assets and new development on key sites. An upstream embankment designed to hold back flood water and regulate the flow through river channels appears the most practicable approach to reduce risk. Feasibility work is underway and a defence scheme would then require funding and implementation. In view of the strategic importance of town centre development, the Borough Council and the Environment Agency have agreed a protocol on working together.

The protocol agreement conveys a joint commitment to securing a flood risk reduction scheme and enables development proposals for opportunity sites in zone 3, of priority importance for the town centre economy, to be designed and progressed to planning application prior to the completion of the flood defence scheme.

The existing town centre assets affected by the revised flood risk data lie within the southern part of the High Street, New London Road, the Meadows, New Writtle Street and Lockside. During preparation of scheme proposals, a site specific flood risk assessment would include a sequential test to direct the most vulnerable uses to the parts of the site with the lowest flood risk and indicate suitable mitigation measures. The opportunity sites wholly or partly within flood zone 3 listed below are specified within the protocol.

Opportunity sites partly or wholly within flood zone 3

High Street character area

Site no 1 - High Chelmer shopping centre, car park and market

Site no 2 – Barrack Square, River Can riverside, Marks and Spencer

Site no 3 - Land east of High Street

Site no 4 - Tesco and adjoining land

Site no 5 - Meadows shopping and car park, former gas works and adjoining land

Moulsham character area

Site no 14 - County Cricket Ground, New Writtle Street

West End character area

Site no 20 - Anglia Ruskin University, Central Campus

Chelmer Waterside character area

Site no 24 - Peninsula

Site no 25 - Former Jewsons, former Bolingbroke and Wenley and Moulsham Mill

Site no 26 - Baddow Road car park

Site no 27 - Navigation Road sites

Site no 28 - Hill Road South allotments

Victoria Road riverside character area

Site no 29 - Riverside Ice and Leisure

Site no 31 - Former egg packing factory, Victoria Road

Rivermead character area

Site no 37 - Rivermead industrial area

13.8 Sewer and mains constraints

The development potential of all urban land is either constrained by easements protecting underground sewers and mains or is affected by the cost of relocating the service alignments. Main sewer and high pressure gas mains affect Chelmer Waterside land. All new high density development is dependent upon the capacity of sewers and sustainable water supply, requiring very high standards of energy and water efficiency in all new development.

13.9 Relocating existing operations

The following existing town centre activities may require relocation to release land better suited to increased density of development and to achieve town centre development objectives:

Ambulance Service	Marriages grain supplies
Canoe Club	Office occupiers
Sea Cadets	Scrap metal recycling merchant
Masonic Hall	Club accommodation in Meteor Way
Small industrial businesses	Travis Perkins builders merchants
Royal Mail sorting office	

Figure 15 Character areas

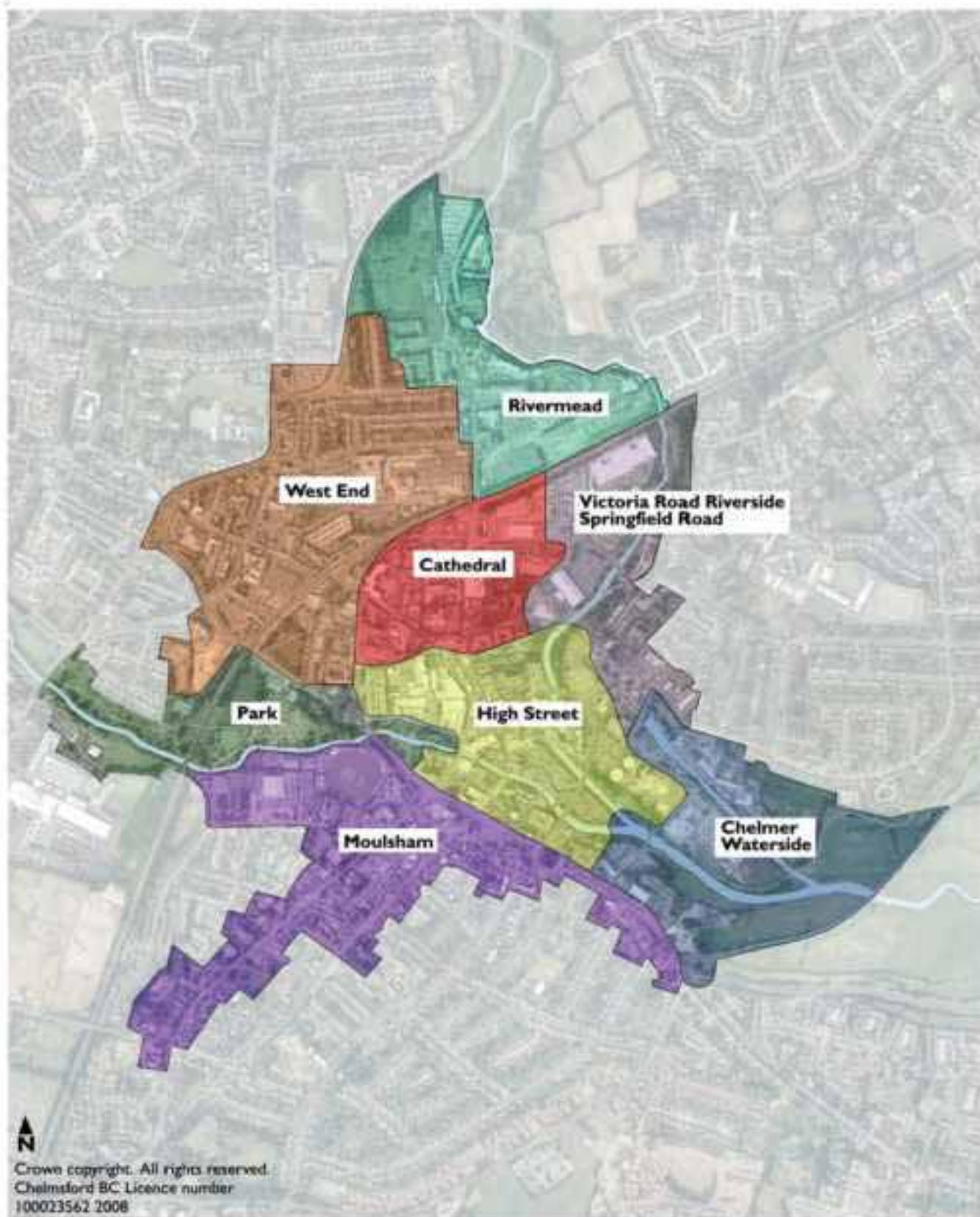
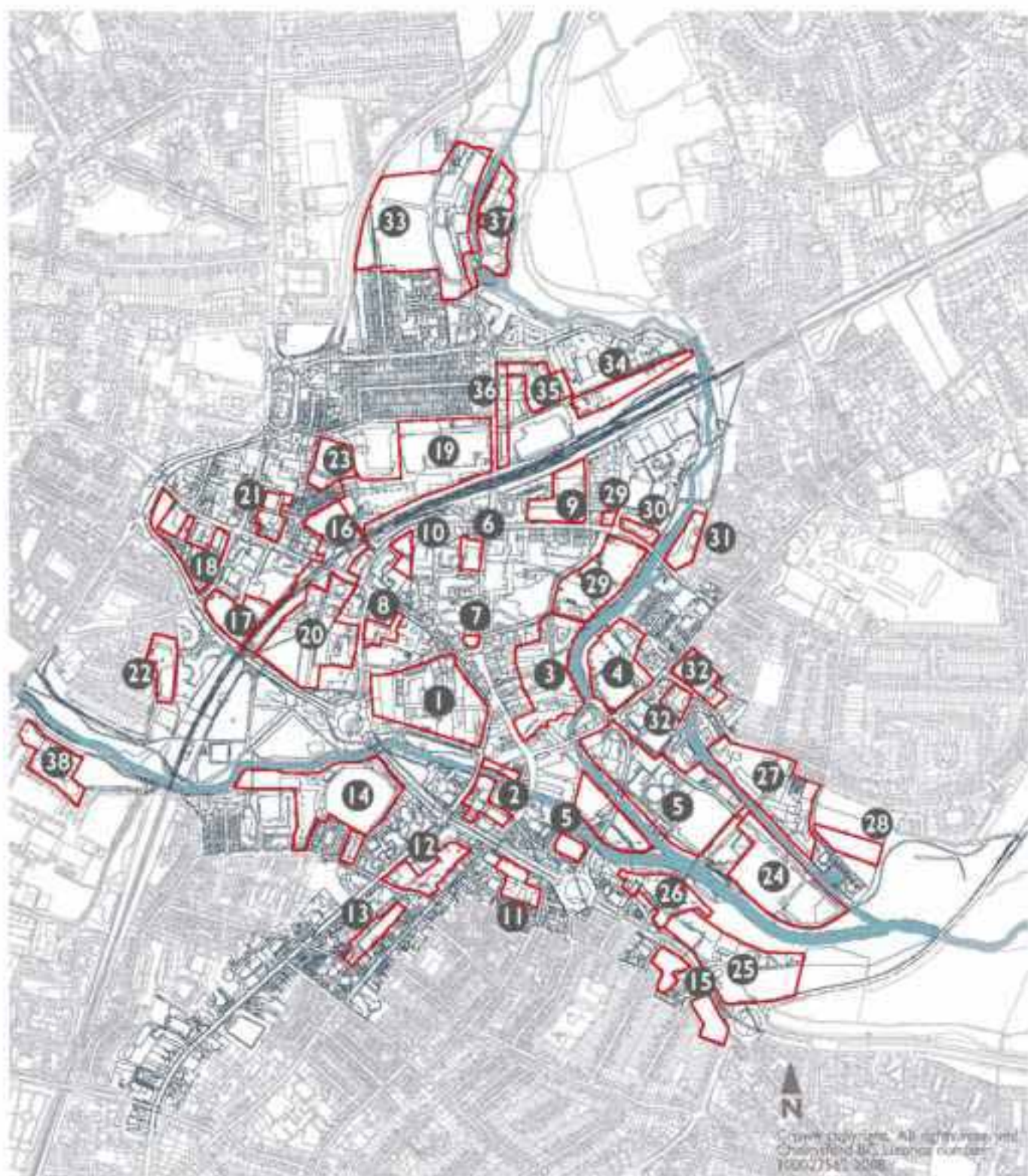


Figure 16 Opportunity sites



Section 14 High Street

14.1 The character of the area

The primary shopping area encompassing High Chelmer and the Meadows covered shopping centres, Baddow Road specialist shopping and restaurant area south of the river and areas for shopping expansion eastwards including the former gasworks.

Existing form	<ul style="list-style-type: none">• Medieval street pattern• Varied, historic and modern buildings 2-3 storeys in continuous frontages• Two covered shopping malls, High Chelmer and The Meadows• Pedestrianised streets, riversides and spaces
Land use	<ul style="list-style-type: none">• Shopping• Banks, professional services• Cafes• Cinema, restaurants, pubs, clubs in Moulsham Street / Baddow Road
Activity	<ul style="list-style-type: none">• Heavy pedestrian flows and vitality during trading hours• North-south pedestrian route through the town centre• Busy evening activity in Backnang Square and Baddow Road areas• Markets and street events

14.2 High Street character area proposals

Vehicle route network

Remove High Bridge Road if the regeneration case justifies it

New access road across the peninsula from the east

Improve junction at Parkway and New London Road

Improve junction at Springfield Road / Navigation Road

New bus, cycle, pedestrian route between Springfield Road, Bond Street, Waterloo Lane

Waterloo Lane extended to Victoria Road for essential access, cycle and bus route only

Service traffic access

Service access only to High Chelmer from New London Road

Alternative service access to north side of River Can (Marks and Spencer) to enable service bridge enhancement

Bus route improvements

New bus routes using the proposed network improvements

Cycle route network

Bond Street / Waterloo Lane

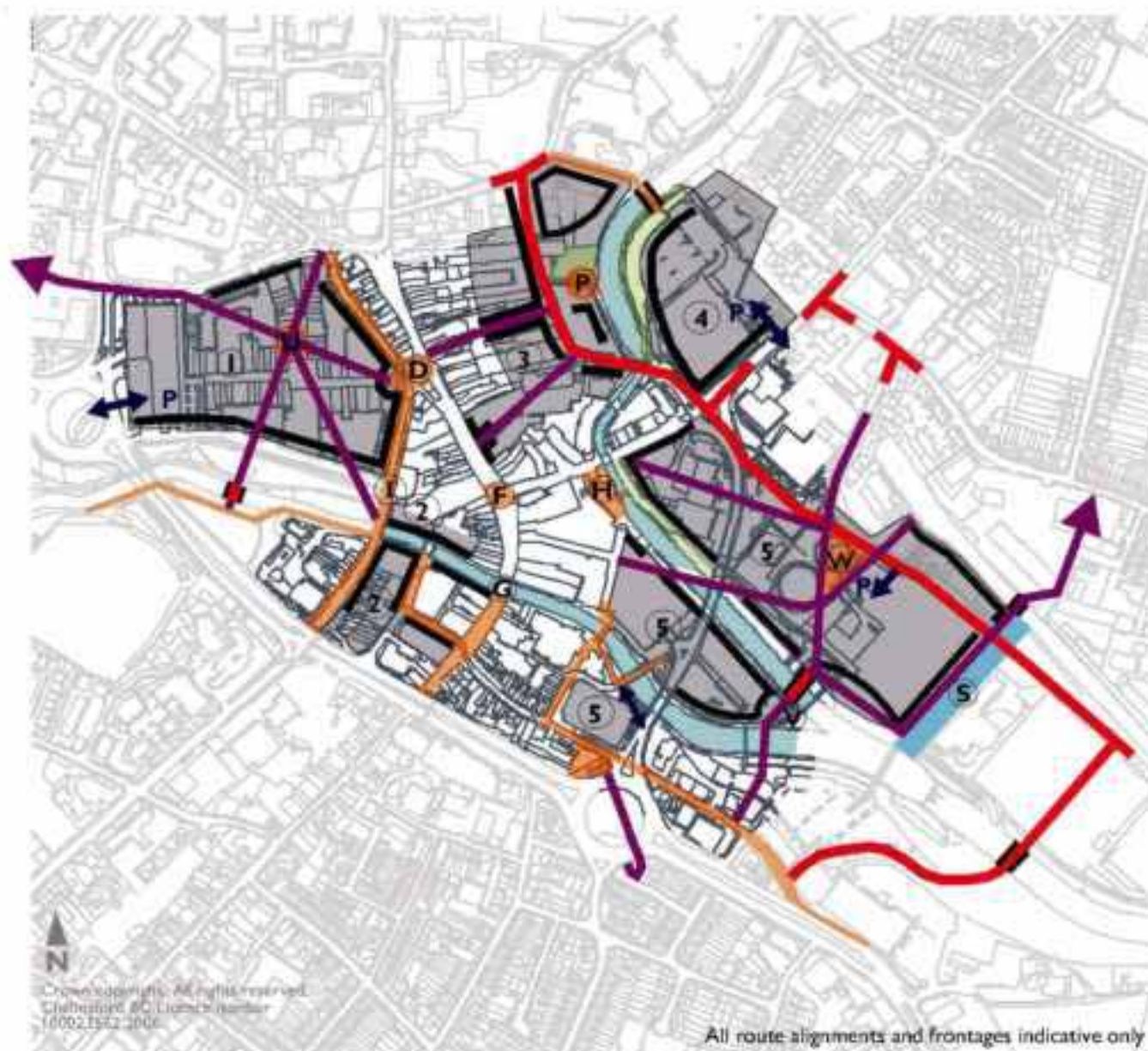
A north bound cycle route through the shopping centre

Baddow Road to Wharf Road

Link to existing footpath leading to Navigation Road

Odeon subway

Figure 17a High Street character area

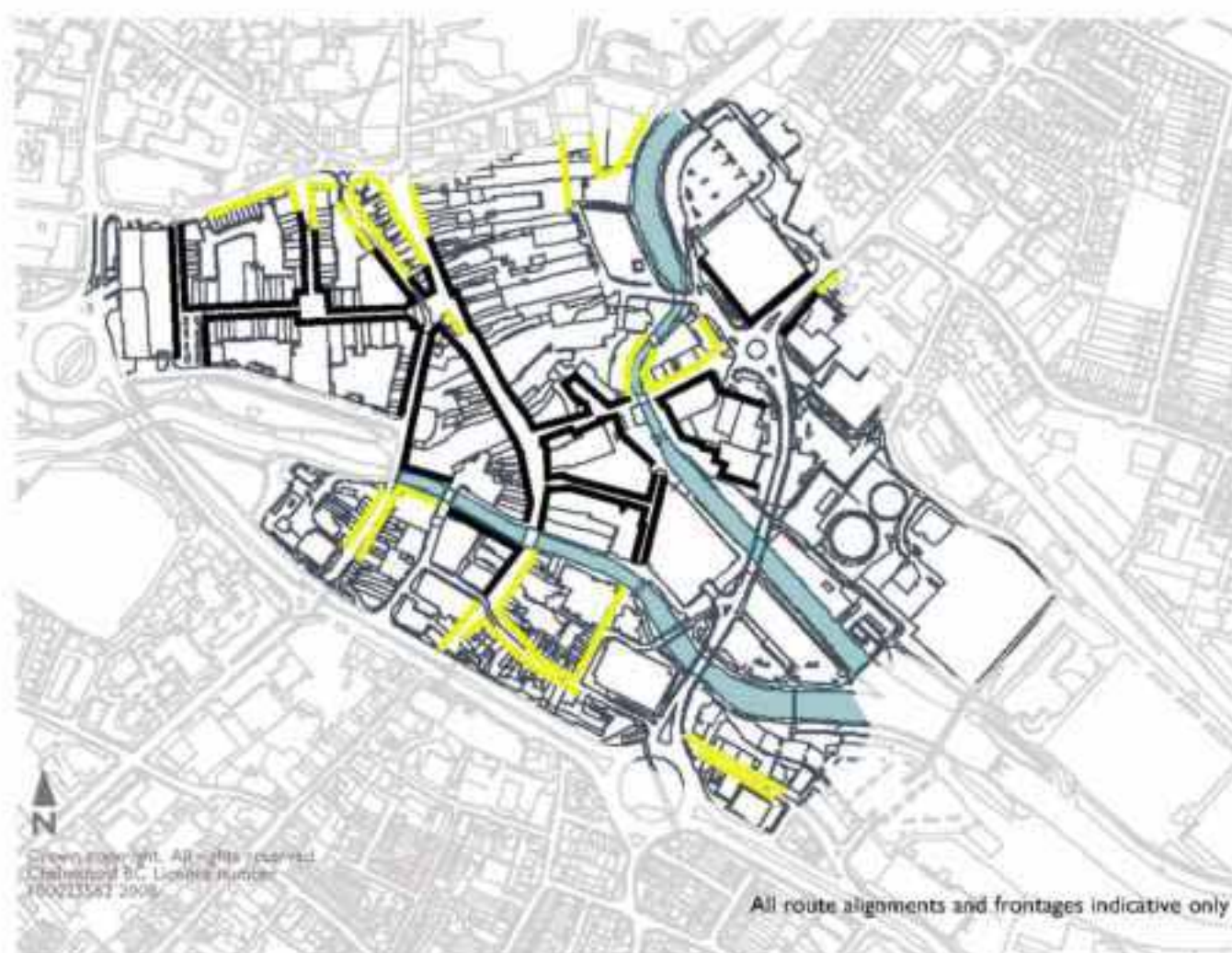


Notation

- | | |
|------------------------------------|-------------------------|
| Opportunity site | Streetscene improvement |
| New built frontage | Public spaces |
| Route network proposals | Car parking access |
| Enhanced walking and cycling links | New navigable cut |
| Proposed bridge | |

See appendix I for list of addresses in primary and secondary shopping frontages

Figure 17b High Street character area



- Primary frontage
- Secondary frontage

Enhanced walking links

Within re-planned High Chelmer shopping centre, realigned routes connecting with surrounding streets and spaces on desire lines

From the High Street to the East of High Street development area

Direct pedestrian route from High Street into Chelmer Waterside

Direct pedestrian route from Springfield Road into Chelmer Waterside

Baddow Road to Wharf Road

Continuous promenade from High Street along south side of River Can to the water meadows

Continuous promenade from Springfield Road along north side of River Chelmer to the peninsula.

Cycle parking

High Chelmer
Waterside

Bridges

Improve / upgrade the Bond Street bridge

Replacement dual foot / cycle bridge at river confluence and bridge between opportunity sites 3 and 4

New bridge with footway and cycle route over Navigation to footpath 69 and Navigation Road

Streetscene improvement

Bellmead

River Can frontage

Moulsham Street (north of Parkway)

Barrack Square

New London Road (north of Parkway)

Waterway improvements

Aspiration for a canal cut linking the Chelmer and Blackwater Navigation to the river

River railings and planting through hard edge river channels

Public spaces

D - High Street / High Chelmer / Lloyds Bank – enhanced square with high quality paving in combination with reconfigured High Chelmer entrance

F - High Street, Town Sign, enhanced space within shopping area

G - Stone Bridge

H - Backnang Square

I - New London Road park entrance – enhancement scheme at the convergence of pedestrian and bus routes and at the interface of park, shops and river

P - Riverside space framed by new buildings

S - Aspiration for a canal cut and associated waterside spaces

U - Destination space within High Chelmer

V - Public green space at the confluence of rivers Chelmer and Can with dual bridge

W - Destination space within development of gas works land

Car parking

Remove existing surface car parking from the waterside site and consolidate in new car parks:

Within new development

Increased capacity at Baddow Road car park

Refurbish, alter or replace existing High Chelmer multi-storey short stay car park

Townscape

Ensure buildings are set back along the river to exploit a green riverside environment through new development.

Infills, changes of use, alterations

Opportunities will arise to convert and modify larger existing properties throughout the character area.

14.3 Opportunity sites in the High Street character area

Site no. 1

High Chelmer shopping centre, car park and market

Site extent

The footprint of High Chelmer and car park only



Objectives

- Shopping centre renewal and expansion with larger units
- Anchor store for new or relocated major retailer
- Better links with rest of town centre and increased permeability
- Replace ugly exteriors
- Refurbished or relocated Chelmsford Market
- Enhanced or replaced car park
- More efficient servicing
- Positive, realigned faces to park and reinstated historic street layout
- Refurbished Threadneedle House office building

Commentary

The opportunity is to optimise the use of land within the existing primary shopping area and improve the visual relationship with the town centre by refurbishment, extension and alteration or redevelopment. There is scope for increased retail floorspace and new supporting uses, such as residential. However existing car parking, office floorspace and market floorspace has to be retained or relocated within the site. Car access via New London Road should be changed to help establish a strong pedestrian link between High Chelmer and River Can, Barrack Square and Moulsham Street. Development would offer the opportunity to re-establish the historic street form and character of Market Road, Tindal Street and New London Road.

Leading land use	Comparison shopping (see proposals programme) Eating and drinking Car parking Market
Supporting land use	Residential (estimated capacity 20-100 dwellings) Business Leisure
Locations	Cafés and restaurant frontages towards Bell Meadow Residential on south side, upper floors facing Bell Meadow Offices on north side facing Cathedral Market in current position or on Market Road Market bus station in same location
Options	Options for the future role of High Chelmer within the shopping area. There are many options for alteration and extension of the existing centre such as building across the service yards, extending some elements upwards, phased replacement of existing buildings, refurbishment or replacement of multi storey car park. If complete redevelopment is pursued, options for new pedestrian route alignments can be considered.
Urban design	<ul style="list-style-type: none">• Part of this opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme.• Direct link from shopping centre to New London Road/river Can frontage via Bell Meadow

- Realigned pedestrian links to strengthen links with the wider shopping area, transport and park
- A pulled back, concave realignment to Bell Meadow to contain park space
- Cafés and restaurants along the Bellmead frontage
Bellmead Road replaced by pedestrian concourse merged with Bell Meadow
- All car park access and egress from Parkway, remove or reduce the roundabout and devise new junction giving space back to Central Park
- Service traffic only from New London Road
- Redefine Tindal Street with 2-3 storey fine grain frontage
- Redefine High Street square
- Reprovision of public conveniences and shopmobility
- Reconfiguration of Market bus stops on street to optimise use of space and bus passenger convenience

Site no. 2

Barrack Square, River Can riverside, Marks and Spencer

Site extent

The former Alders store, the New London Road parade and rear yards on Friars Walk, adjacent to the Co-op Quadrant. The river frontages and Marks and Spencer store and service bridge.



Objectives

- Redevelop New London Road properties to provide increase in shopping floorspace
- Units to accommodate a high quality retailer to complement Quadrant
- Establish a niche high quality area around Quadrant based on links with Baddow Road and High Chelmer
- Retail frontage on the north and south sides of the River Can
- Reconfigured Marks and Spencer building to optimise site and river frontage
- More efficient service vehicle access

Commentary

The opportunity is to increase quantity and quality of floorspace at a pivotal point within the existing primary shopping area between High Chelmer / New London Road and Moulsham Street / Baddow Road. The river frontages could be a much busier part of the pedestrian shopping circuit. While the existing service yard is key to Marks and Spencer's collect-by-car service, if the store moved to better accommodation the site could be better designed and used.

Leading land use	Comparison shopping (see proposals programme)
Supporting land use	Eating and drinking Leisure Offices Residential
Locations	Shopping and eating and drinking at ground floor frontages
Options	The former Alders can be converted or redeveloped with or without the adjoining terrace, but developments should be designed to optimise use of all the land between Friars Walk and New London Road
Supplementary guidance	Non-adopted, urban design guidance November 1999
Urban design	<ul style="list-style-type: none"> • This opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme. • Vehicle access from Parkway / Friars Walk

- Pedestrian and cycle route along River Can linking High Chelmer to Baddow Road
- Barrack Square transformed from a back street to frontage. New frontage to reinstate Friars Walk as a street to act as western destination for Baddow Road
- Quadrant frontage extended on riverside and goods access moved. Quadrant visibility increased
- Riverside frontage and bridge reclaimed for pedestrian space with potential for café over water
- New London Road block redeveloped to street edge with level access

Site no. 3 Land east of High Street

Site extent

The east side of the High Street to the west side of the River Chelmer, including existing High Street properties

Objectives

- Create a link from High Street to a new, attractive shopping environment by the river
- Improve or convert the Debenhams store to enable a through route

Commentary

Land east of the High Street within the existing primary shopping area presents an opportunity for extension of the shopping area linked to the High Street. Development is already in progress, based on exploiting the river frontage. Any change to the High Street frontage is constrained by historic buildings and townscape but Debenhams in particular could be extended or reconfigured to offer more to the shopping centre.

Leading land use	Comparison shopping (see proposals programme)
Supporting land use	Eating and drinking Residential (estimated capacity 94 dwellings)
Locations	Cafés and restaurants along the river frontage Residential upper floors
Options	Comparison shopping If new accommodation can be provided for Debenhams within the primary shopping area, the existing site can be redeveloped as a shopping street leading off High Street
Dependencies	New locations for Debenhams Improved frontage to Springfield Road to maintain its role in the shopping circuit
Supplementary guidance	Development Framework, adopted February 2002
Urban design	<ul style="list-style-type: none"> • This opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme. • Pedestrian linkages from High Street to Riverside leisure and retail park



- Pedestrian and cycle linkage to Tesco
- Spine link as bus and cycle route and vehicle access
- Riverfront space framed by buildings
- No car parking in this area

Site no. 4 **Tesco and adjoining land**

Objectives

- Maintain food shopping
- Improve car park access and reduce pedestrian conflict
- Improve riverside

Site extent

The existing Tesco site and land to the east including the social club.

Commentary

This remains a good site for a food store in the primary shopping area with scope for expansion and alteration. There is scope for including commercial leisure use within a mixed use development.

Leading land use	Food shopping (see proposals programme)
Supporting land use	Comparison shopping Leisure Residential Community uses
Locations	In a reconfigured site, a leisure use could sit above retail Residential on riverside, away from goods yard
Dependencies	Incorporation of Social Club facilities on site
Options	Possible locations for leisure use in conjunction with food retail Possible location for canoe club and slipway
Urban design	<ul style="list-style-type: none"> • This opportunity site comprises developed land within flood zones 2 and 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme • Pedestrian linkages to the site: from High Street, from Waterside • Vehicle access from Springfield Road for servicing and car parking • Vehicle access from Bond Street removed or reduced

Site no. 5 **Meadows shopping and car park, former gas works and adjoining land**

Site extent

Parts of Meadows shopping centre including BHS, Meadows 2 shopping park and surface car parks, gas works, riverside space including Canoe Club and Sea Cadets

Objectives

- Extend the primary shopping area eastwards to accommodate identified need in order to expand the town centre's retail function
- Establish strong pedestrian linkages
- New anchor store as a key destination
- Optimise use of riversides
- Remove High Bridge Road to secure better connectivity and traffic access



Commentary

The gas works is the town centre's primary brownfield regeneration site offering the opportunity for connection with the shopping area via Meadows and Springfield Road / River Chelmer. It offers the opportunity for substantial retail growth based around the river frontages and links with both High Street, Riverside and the peninsula beyond the Essex Record Office(ERO). This strategically important site will be opened up by new transport linkages. Scope for supporting uses such as residential depends on the density and bulk of shopping development.

Leading land use	Comparison shopping (see proposals programme) Eating and drinking Car parking
Supporting land use	Food shopping Leisure Residential (estimated capacity 50-150 dwellings) Existing river users (Canoe Club and Sea Cadets)
Locations	Restaurant and cafés at ground floor level along the river frontage Relocated river users (Canoe Club and Sea Cadets) on the river or new cut Business uses on the north-eastern side block, facing the canal
Options	River related use of the Chelmer / Can island Various layout and massing options based on pedestrian routes and river environment Possible location for Canoe Club and slipway New canal cut and water frontage on west side of ERO providing waterside setting for development
Urban design	<ul style="list-style-type: none"> • This opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme. • Remove High Bridge Road • Pedestrian links from Meadows, Springfield Road and Baddow Road over river bridges • Riverside promenade with sufficient tree lined, waterside space • Road access from Wharf Road fed by new road either from east or south • New river and canal bridges to achieve local links and access for all travel modes • Anchor store located within realistic walking distance of High Street and High Chelmer • Optimise use of public car parks to minimise parking provision • Service access to Meadows / new development from High Bridge Road • Riverside frontages • Redefined frontages to Springfield Road and Backnang Square • The Chelmer / Can island as focal point in river landscape

Section 15 Cathedral

15.1 The character of the area

The civic, administrative and religious core of the town, north of High Street with major office buildings grouped around the Cathedral and County Hall. The area holds opportunities for office development around a strengthened historic environment.

Existing form	<ul style="list-style-type: none">• Historic buildings framing the Cathedral and Tindal Square• Substantial public and office buildings• Historic street frontages to Duke Street and New Street
Land use	<ul style="list-style-type: none">• Civic functions including Shire Hall, Crown Court, Police Station, County Hall, and central library• Headquarter offices, estate agents• Cathedral, diocesan functions, Cathedral primary school• Mixed uses along Victoria Road
Activity	<ul style="list-style-type: none">• High daytime pedestrian business activity• Some evening activity based on bars and Dukes club• Foot and taxi traffic to station

15.2 Cathedral character area proposals

Vehicle route network

Waterloo Lane extended to Victoria Road for bus and local access, cyclists and pedestrians, with a bus gate provided to prevent through traffic

Bus route improvements

Waterloo Lane / Tindal Square / Market Road

Cycle route network

Improved cycle route along Waterloo Lane

Enhanced walking links

Improved footpath from Cottage Place to Duke Street
Duke Street to Victoria Road South through County Hall precinct
Footpaths around the Cathedral precinct

Public transport

Taxi rank improvements on Market Road
Shopmobility

Cycle parking

Rationalise all on-street cycle and motor-bike parking to avoid pedestrian conflict

Streetscene improvement

Footway widening, comprehensive resurfacing as high quality, shared bus / pedestrian space and enhancement of the conservation area in:

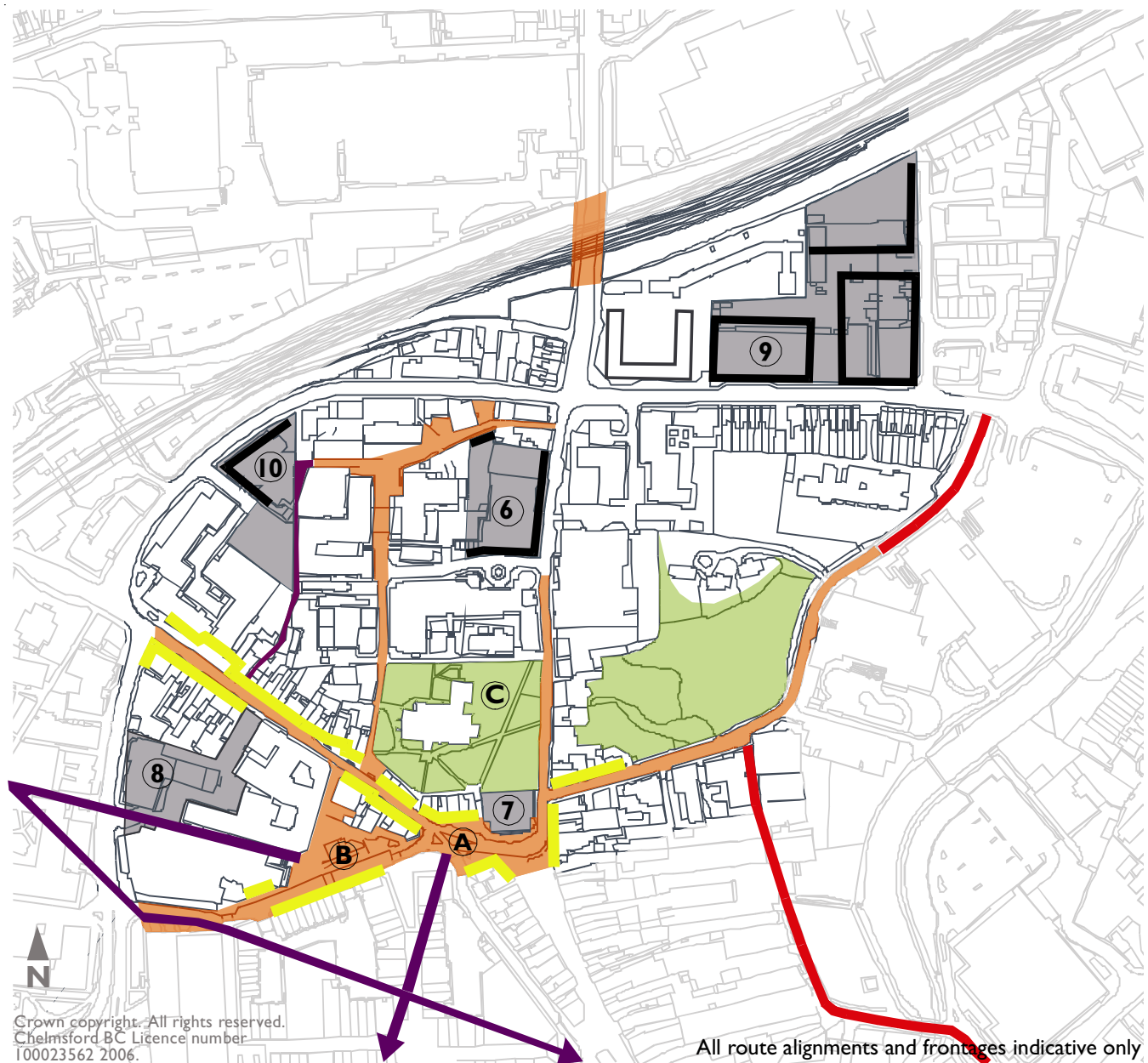
- Duke Street, from Victoria Road to Tindal Square
- New Street, south of Legg Street

- Waterloo Lane

Cottage Place – resurfacing as shared pedestrian priority surface, integrating private frontage spaces

Waterloo Lane and/or Victoria Road – well-signed crossing point for school, wide footway at school gate, zig-zag lines

Figure 18 Cathedral character area



Notation

⑩	Opportunity site		Streetscene improvement
	New built frontage	A	Public spaces
	Secondary frontage		Protected green space
	Route network proposals		Protect non-residential uses to maintain town centre mixed-use character
	Enhanced walking links		

See appendix I for list of addresses in primary and secondary shopping frontages

Public spaces

A. Tindal Square – major redesign of central public and ceremonial space reducing vehicle dominance and reclaiming space for pedestrians

B. Market Road triangle and Threadneedle Street – major redesign and reinstatement of public space linking to County Hall atrium. Replacement of existing unsightly brick building with new WC, baby changing and kiosk building

C. Cathedral precinct – walls, openings and street furniture. Church Lane, Duke Street – enhance open paved area, enhance view of cathedral, link space with Threadneedle Street, remove intrusive street furniture

Car parking

Arrangements for use of existing Riverside Ice and Leisure car parking spaces for dropping/collecting children at Cathedral School. Provision of car parking spaces for this purpose in future development of the Riverside Ice and Leisure site.

Reorganise disordered private car parking in Cottage Place

Townscape

Create rear frontages for Duke Street properties facing Market Road space

Reinforce the Victoria Road street edge through infills including redevelopment of unsightly parking and walled compound at front of Police Station

Enhancement of buildings fronting Market Road

Active frontages to Market Road

Enhancement of County Hall post-war office buildings within the historic setting

Infills, changes of use, alterations

The majority of the Cathedral character area is occupied by office buildings and associated land, such as County Hall, BT, and properties on Victoria Road where opportunities will arise in the long term to convert and modify older office buildings and business premises, while maintaining town centre uses

15.3 Opportunity sites in the Cathedral character area

Site no. 6

Corner of Legg Street / New Street

Site extent

Includes part of BT telephone exchange land and parcels in different ownerships

Objective

- Unlock unsightly vacant site, civic or office led development

Commentary

Long-standing vacant site in heart of the Cathedral area in multiple use. New magistrates court would free-up Shire Hall for alternative community or civic use.

Leading land use	Magistrates court
Supporting uses	Office Restaurant
Options	Listed buildings Adjoining properties
Supplementary guidance	Adopted planning brief July 2004
Urban design	<ul style="list-style-type: none">• Vehicle Access from Legg Street• Active frontage to New Street• Built frontage to Cottage Place• Height and skyline to relate to the Cathedral setting• Respect for adjoining listed building• Build to back of pavement

Site no. 7
Shire Hall, Tindal Square

Site extent

The Shire Hall and its immediate exterior

Objective

- Shire Hall refurbished as high quality public building

Commentary

Shire Hall is a highly symbolic building with a close relationship to the Cathedral precinct and the focal point for the High Street. Relocation of the magistrates court opens opportunities for future use and enhancement for the public benefit of the town and region.

Leading land use	Public, arts, community or democracy
Supporting uses	Café Offices, retail
Urban design	<ul style="list-style-type: none"> • Vehicle access from New Street • Improvements to flank elevations • Restore cannon to its original location • Improvements to adjoining spaces

Site no. 8
County Hall precinct

Site extent

Office elements of the County Hall complex with access from Duke Street and fronting onto Victoria Road South

Objectives

- Manage change of use and physical alteration in the context of historic fabric
- Improve access and quality of spaces

Commentary

The County Hall precinct occupies an urban block comprising historic and modern civic buildings and office space. There are short and long term opportunities for change of use throughout the complex. The opportunity site offers scope for either refurbishment and change of use or redevelopment of post-war office buildings, as well as enhancement of internal space and pedestrian linkages with the surrounding town centre. The library will remain a key cultural facility within the town centre.

Leading land use	Offices Public cultural facilities: library, assembly and leisure
Supporting uses	Hotel Eating and drinking Residential
Urban design	<ul style="list-style-type: none"> • Pedestrian east-west route from Central Campus and Victoria Road South to the County Hall atrium • Pedestrian route from Duke Street to atrium • Principal vehicle access could be moved to Victoria Road South as long as pedestrian access not compromised • Improve the internal spaces and make more accessible. Reduce car parking within the site • Remodel or redevelop existing office building • Improved street edge to Victoria Road South • Original 1930s building to be retained

Site no. 9
Royal Mail, Victoria Road

Objectives

Site extent

Land occupied by the mail sorting office and depot

- Release of land for residential-led mixed use development
- Enhancement of Victoria Road street character

Commentary

In sustainability terms, the site location would serve the economy of the town better with more intensive residential and employment uses and the existing depot functions are better suited to a transport-related business park location. The existing community use within the opportunity site is well located and should be enabled to improve.

Leading land use	Residential (estimated capacity 92 dwellings) Offices
Supporting uses	Secondary retail Business Community use
Locations	Institutional or educational
	Business uses facing Regina Road to reinforce the existing business area Community use and businesses activating the Victoria Road frontage
Supplementary Guidance	Planning brief March 2002
Urban design	<ul style="list-style-type: none"> • Layout is led by the master plan prepared when the adjoining development to the west was undertaken

Site no. 10
Victoria House car park, Victoria Road

Site extent

Land occupied by private car parking for existing offices and night club

Objectives

- Beneficial development of land adjoining the transport interchange
- Improvement of existing public footpath
- Fill an unsightly gap in the street

Commentary

This well located land containing private car parking offers the opportunity for office development and the removal of unnecessary traffic.

Leading land use	Offices
Supporting uses	Retail Eating and drinking
Locations	Class A uses on ground floor frontage
Options	Basement parking
Urban design	<ul style="list-style-type: none"> • The development will enable the rationalisation and improvement of boundaries with adjoining uses • The narrow adjoining footpath linking Cottage Place and Duke Street should be widened and improved • Retain mature trees

Section 16 Moulsham

16.1 The character of the area

Character area focused on the historic New London Road and Moulsham Street with independent and specialist retailers, office and civic uses, surrounded by residential terraces. Contains the County Cricket Ground representing the main visitor attraction in the town and a concentration of prestige offices. Whole area has well balanced, diverse mix of uses to be nurtured and enhanced.

Existing form	<ul style="list-style-type: none">• Small-scale terraces with modern infills• New London Road grand avenue with Victorian villas and modern blocks• Rich variety of historic buildings
Land use	<ul style="list-style-type: none">• Specialist traders and convenience shopping, pubs and restaurants• Offices, hotels• Cricket ground, leisure centre• Schools, churches• Residential• Car parking
Activity	<ul style="list-style-type: none">• Busy day and evening shopping, office workers, eating and drinking• Local community buzz• Match day cricket crowds

16.2 Moulsham character area proposals

Route network

Parkway / New London Road junction

Cycle route network

Enhance New Writtle Street and Hall Street as part of the cycle network
Improve conditions for cyclists travelling north-south

Enhanced walking links

New and improved pedestrian links from George Street car park to Moulsham Street

Cycle parking

Improved cycle parking points in Moulsham Street

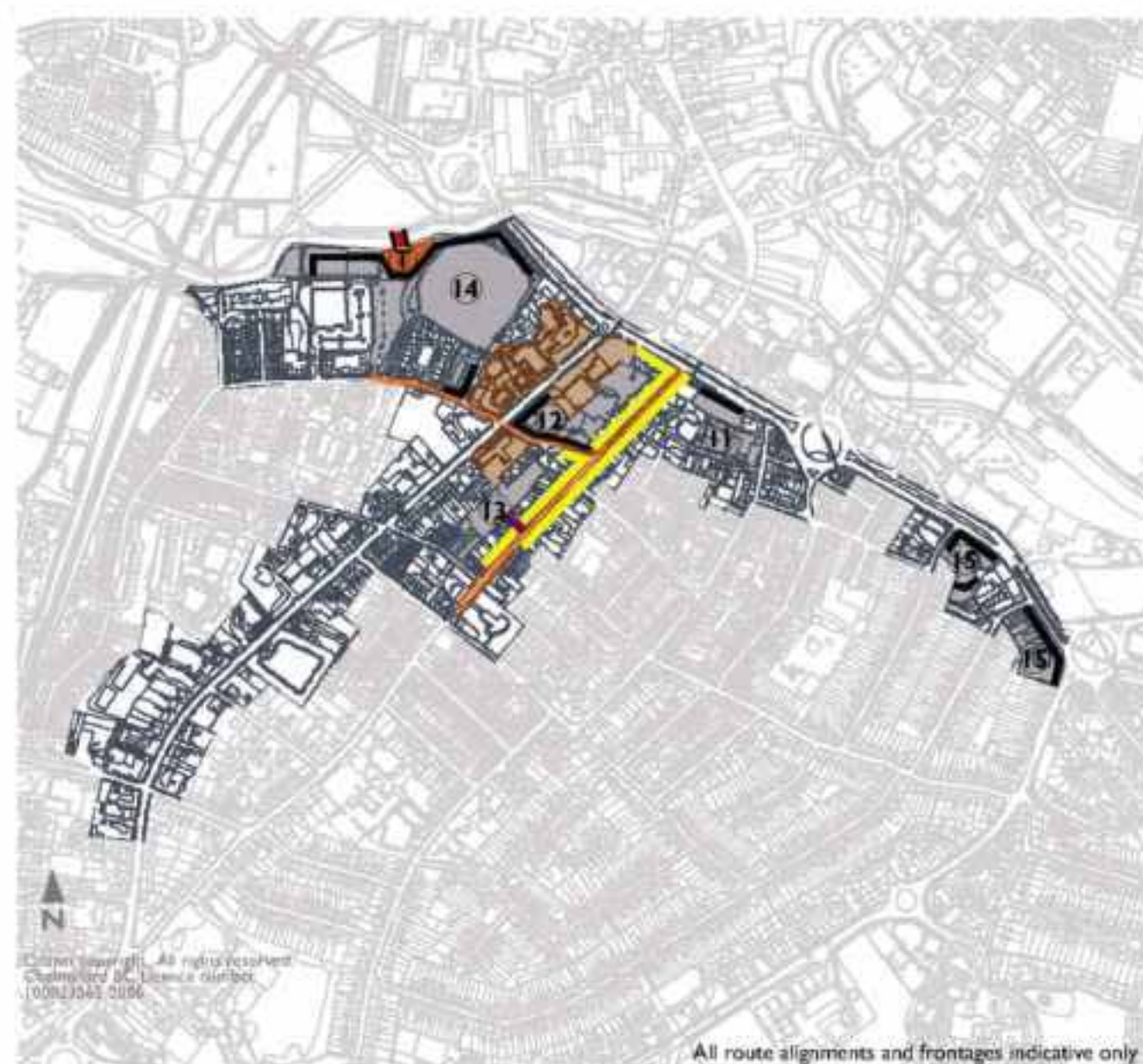
Bridges

New pedestrian / cycle bridge over River Can to Cricket Ground

Streetscene improvement

Moulsham Street – footway widening, managed traffic flows, reorganised parking spaces to enable better management
Comprehensive repaving
Coordinate lighting, bins and signage
New Writtle Street – repaving between Cricket Club and Moulsham Street
Overcome severance caused by Parkway

Figure 19 Moulsham character area



Notation

	Opportunity site		Public space
	New built frontage		Bridge
	Secondary frontage		Protect non-residential uses to maintain town centre mixed use character
	Enhanced walking links		
	Streetscene improvement		
	Employment area		

See appendix 1 for list of addresses in primary and secondary shopping frontages

Public spaces

T - Moulsham Street car park redesigned as public space
Semi-public parking area behind New London Road offices comprehensively reorganised and landscape designed
New riverside public concourse at cricket ground

Car parking

Reorganised on-street parking to serve Moulsham Street businesses
Short stay parking in Moulsham Street car park to serve Moulsham Street
Rationalisation of private parking rear of New London Road

Townscape

Shopfront enhancement
Historic building protection and improvement of gaps and eyesores
Restoration / reinforcement of New London Road avenue character

Mixed use character protection

New London Road – maintain existing office, pub, hotel, community uses
Hall Street / Mildmay Road – maintain existing business uses within the residential neighbourhood
Moulsham Street – protect specialist retail functions

Infills, changes of use, alterations

Opportunities will arise to convert and modify older office buildings and business premises where the presumption will be to protect non residential uses and respect the conservation area
BBC Essex and adjoining property
Cherry Tree pub
Abandoned development land on Lower Anchor Street
Historic buildings corner of New Writtle Street

16.3 Opportunity sites in the Moulsham character area

Site no. 11

Parkway car park, rear of 23-27 Moulsham Street and Essex Water, Hall Street

Site extent

The area covered by the public car park and office complex, including historic buildings

Objectives

- Explore scope for moving car parking off the site
- Optimise development potential
- Enhance the use and setting of historic buildings

Commentary

The surface car park offers alternative opportunities, dependent on other development outcomes and could be redeveloped for offices, residential, retail or multi-storey car parking. With existing access from Parkway the car park site suits the principle of intercepting cars without affecting town centre streets. The site will be released for development if it is considered surplus to the car parking requirements for the town centre. If car parking is not required, the site offers opportunities for business and residential use in relation to Moulsham Street. The Essex and Suffolk Water site offers opportunities for sensitive development around valuable listed buildings. While a link between the sites is not necessary, the layout and site coverage of this site remains dependent on the most suitable use for the car park land.

Leading land use	Residential Offices
Supporting uses	Eating and drinking Small business units Retail
Locations	Active uses on Hall Street Retail on ground floor
Dependencies	Car parking strategy for retail
Supplementary Guidance	Non-adopted Conservation Area Character Appraisal
Urban design	<ul style="list-style-type: none">• Vehicle access from Hall Street• Frontage to new space within the site• Skilful integration of historic buildings• Enhance distinctive character of Hall Street• Restore built frontage to Parkway



Site no. 12
103-105 New London Road and adjoining land on New Writtle Street, including Megazone

Site extent

The Kwik-Fit and car valeting buildings, properties on New Writtle Street and car parking land to rear

Objectives

- Optimise development potential
- Enhance conservation area
- Optimise use of disordered land to the rear

Commentary

The opportunity is to redevelop untidy properties while re-providing accommodation for existing businesses such as Kwik Fit.

Leading land use	Premises for existing vehicle servicing business Offices
Supporting uses	Residential Retail
Options	The whole area should be designed as a whole Development opportunities would be greater if sites are combined
Supplementary guidance	Adopted planning brief, April 2003
Urban design	<ul style="list-style-type: none"> • Vehicle and pedestrian access from New London Road, New Writtle Street • New frontage buildings to re-establish sinuous street form of New Writtle Street • Restore tree planting to New London Road • Set back alignment



Site no. 13

Moulsham Street car park, Anchor Street works and adjoining land

Site extent

The whole public car park, the Anchor Street factory and adjoining Moulsham Street properties

Objectives

- Improve and increase car parking to support Moulsham Street business
- Optimise the potential for development alongside car parking
- Conservation area enhancement and space improvement

Commentary

A long established car park serving Moulsham Street has remained untidy despite several properties developing frontages to overlook the space and improve its appearance. The opportunity is to rationalise car parking and accommodate new development to enhance the area.

Leading land use	Public car parking
Supporting uses	Residential Small office units
Supplementary Guidance	Non-adopted Urban Design Framework, May 2004
Urban design	<ul style="list-style-type: none">• Pedestrian links to Moulsham Street• Vehicle Access from New Writtle Street, Anchor Street, Moulsham Street• Buildings to improve sense of enclosure and provide surveillance• Re-design of parking layout and landscape of car park, better surfacing, reduce clutter• Improvement of George Street paving and lighting• Improved setting of listed buildings• Protect important trees



Site no. 14
County Cricket Ground, New Writtle Street

Site extent

The existing cricket ground, cricket school and car park, the Council's New Writtle Street car park and former NHS lab site

Objectives

- Sports-led change – retain the major sports venue in the heart of the town centre, and radically upgrade the cricket ground alongside new enabling development facing the river and park to support the scheme

Commentary

The cricket ground is a major asset for the town centre and will expand its spectator facilities to secure its future as a first class and international venue. Land is limited and enabling development is necessary.

Leading land use	Sports ground, spectator facilities Commercial uses linked to sporting events Sports academy and other sport support uses
Supporting uses	Residential (estimated capacity 100 dwellings) Business Eating and drinking
Supplementary guidance	Planning brief adopted December 2004
Urban design	<ul style="list-style-type: none"> • This opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme. • Pedestrian linkage via concourse next to river and bridge to park and bus/rail station • Vehicle access improvements to New Writtle Street • Car parking to support cricket use with public parking provision • Separate private access to any commercial or residential development • Buildings fronting the River Can but leaving generous green edge • Layout and buildings to manage flood risk • Scale to relate to parkside setting • Mutually beneficial relationship between cricket ground and former lab site



Site no. 15
Sites south of Parkway

Site extent

Former Grogan's, Army
 and Navy, Gards, Parkway

Objective

- More intensive use of land for the benefit of the town centre

Commentary

These vacant commercial sites all benefit from direct Parkway access but are detached from the shopping area.

Leading land use

Business
 Residential

Supporting uses

Hotel
 Eating and drinking

**Supplementary
 Guidance**

Plannning Briefs, June & September 2003

Urban design

- Enable road and junction improvements
- Restore urban form
- Create gateway to the town



Section 17 West End

17.1 The character of the area

City fringe area centred on transport interchange and public buildings extending eastwards to New Street. Very diverse range of uses and buildings undergoing dramatic change, including former Marconi factory. The towns's arts quarter based on public transport access, the theatres and evening economy.

Existing form	<ul style="list-style-type: none">• Victorian terraced housing contrasted by large civic buildings• Railway viaduct and station buildings• Forthcoming redevelopment will modernise character
Land use	<ul style="list-style-type: none">• Rail station and bus interchange• Civic Centre, headquarter offices• Theatres, Methodist, and Baptist churches• County Hotel• Small specialist shops, businesses and food takeaways• Residential• Car parking
Activity	<ul style="list-style-type: none">• Office workers and transport passengers• Theatre-goers, revellers in evening• Civic events

17.2 West End character area proposals

Vehicle route network

New vehicle access road from Parkway to development sites

Closure of north end of Viaduct Road

Vehicle access from Parkway to Central Campus site

Vehicle access route from New Street and Marconi Road to Marconi factory site

Improved pedestrian crossing at junction of Victoria Road and Victoria Road South

Bus route improvements

Duke Street bus priority and bus stops

Cycle route network

Railway station / Marconi site / New Street / Anglia Ruskin University

Railway station / Central Campus / Central Park / cricket ground

Fairfield Road / Central Campus / Market Road

Enhanced walking links

Unimpeded movement between bus station and rail station

North-south through Central Campus: railway station / Central Park / Essex

County Cricket Ground

East-west Fairfield Road / viaduct arches / Central Campus / Market Road

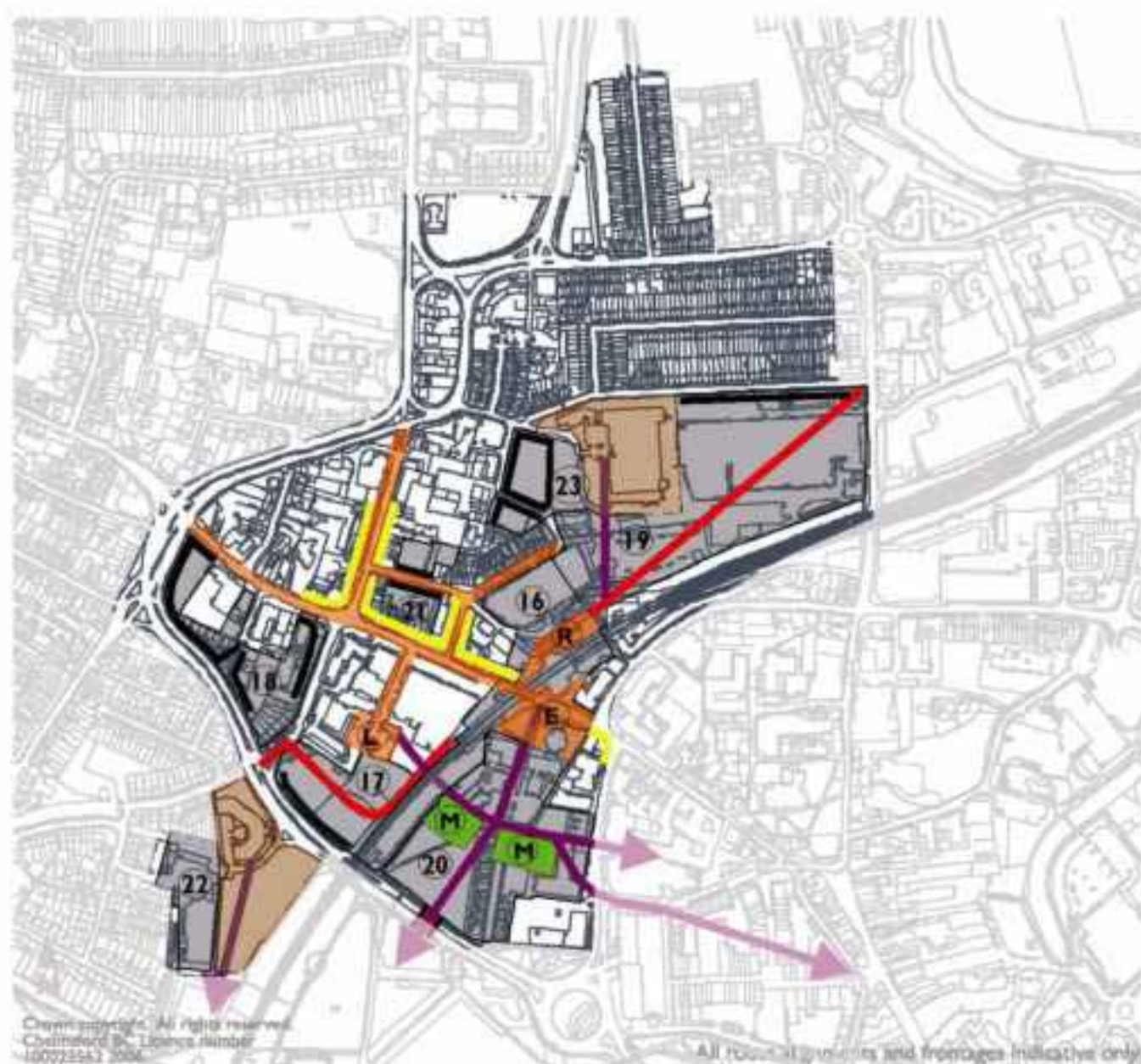
Rail station to Marconi site and New Street

Rail station to Eastwood House

Footpath from Rainsford Road to Parkway

Coval Wells to Central Park and High Street

Figure 20 West End character area



Notation

(10)	Opportunity site	(A)	Public spaces
—	New built frontage	(A)	Public open space
—	Secondary frontage	—	Employment area
—	Route network proposals	—	Protect non-residential uses to maintain town centre mixed use character
—	Enhanced walking and cycling links		
—	Streetscene improvement		

See appendix I for list of addresses in primary and secondary shopping frontages

Public transport

New rail platform 1 access from south side of Duke Street
Continuation of bus concourse across Viaduct Road
Rationalised taxi rank facilities

Cycle parking

Transport interchange cycle hub in ground floor of Townfield Street car park, comprising increased and relocated cycle parking, cycle service shop and café fronting Railway Street

Bridges

Pedestrian / cycle bridge over Parkway

Streetscene improvement

Comprehensive repaving and street furniture scheme for Duke Street, Broomfield Road, Fairfield Road, Wells Street, Railway Street, Townfield Street, Viaduct Road, Rainsford Road
Enhancement of Parkway street edge and footways

Public spaces

- E.** A station square embracing the station entrance spaces, Duke Street and the Anne Knight Building with pedestrian and bus priority
 - M.** New public space in Central Campus to replace park space
 - R.** New public space north side of station linking with the redeveloped Marconi site
 - L.** Marconi Plaza with new built edges on south and west sides
- Gateway space enhancement on Broomfield Road at Parkway

Car parking

Reorganised and improved on-street parking in Coval Lane, Rainsford Road and Broomfield Road to serve West End businesses
Increased short stay parking in Townfield Street car park for West End businesses
Reduction of season ticket car parking adjacent to station in favour of taxi and cycle space
Multi storey car park integrated with the new performance venue and accessed from Parkway / Coval Lane to replace surface parking

Townscape

Raised building scale around the station and viaduct
Landmark public cultural building visible from Parkway and the railway
Former Marconi factory buildings within a dynamic new townscape of distinct character
Relocation of Masonic Hall to release key hotel building
Remodelled Townfield Street car park facing station and Marconi site
New frontage to Marconi Plaza

17.3 Opportunity sites in the West End character area

Site no. 16

Station land

Site extent

The railway station and its immediate environs including taxi rank, season ticket car parks, Townfield Street car park and street space on Duke Street

Objectives

- Devote a maximum area to pedestrian circulation and public transport interchange
- Ease circulation between bus and rail
- Create a public space across Duke Street with Anne Knight building as focus
- Remove Mill Yard for direct linkage to New Street, improve pedestrian links and create new square
- Improve taxi facilities
- Provide a cycle hub serving cyclists
- Enable supporting commercial activity

Commentary

The area around the station will be rationalised and improved to provide the setting for the regional interchange.

Leading land use	Redeveloped and enhanced railway station Cycle shop and facilities
Supporting uses	Ancilliary retail Offices
Urban design	<ul style="list-style-type: none">• Creation of public space between Central Campus development and station entrances• Removal of Mill Yard enables direct and safe pedestrian routes• Direct link from bus station to rail station• New access to platform 1 from Days Yard• Improved pedestrian environment under Duke Street bridge• Improved station car park environment• Public pedestrian and cycle route through viaduct arches 21 or 22, 37 and 38



Site no. 17

Civic Centre and Fairfield Road car parks

Site extent

The civic centre complex, public and staff car parks, Marconi Plaza and Viaduct Road

Objectives

- Optimal use of major development site
- Major arts and leisure facility
- Completion of built edges to the public square

Commentary

This land offers opportunities for leisure and arts facilities of regional significance close to public transport and car parks as well as offices.

Leading land use	Performing arts venue Leisure facilities Offices Car parking
Supporting uses	Eating and drinking Retail Residential Institutional or educational
Urban design	<ul style="list-style-type: none"> • New road access from Parkway and Coval Lane serving the new development and the bus station development • Pedestrian links to Duke Street and through viaduct to Market Road • New architecture focused on the new square

Site no. 18

County Hotel and adjoining land

Site extent

Essex County Council car park, land behind the County Hotel, the Masonic Hall, former Zeus, Bellway and Halford House offices

Objectives

- Unlock private car park for development
- Co-ordinate future redevelopment around an enhanced hotel
- Redevelopment on Rainsford Road and Coval Lane frontages

Commentary

This set of linked sites represents an opportunity for co-ordinated development completing an urban block.

Leading land use	Extended hotel and conference facilities Offices
Supporting uses	Ground floor retail / eating and drinking Residential Relocated Masonic Hall
Urban design	<ul style="list-style-type: none"> • Vehicle access from Rainsford Road buildings • Defining streets • Avenue tree planting on Parkway



Site no. 19
Former Marconi works

Site extent

The factory site and adjoining land owned by Network Rail and the Borough Council

Objectives

- Optimise potential of well located land for town centre and residential uses
- Secure a new direct link from the rail station to New Street and Anglia Ruskin University
- New business quarter
- Maintain links with Marconi heritage

Commentary

The former Marconi works holds enormous symbolic significance for the town. The vacation of the site by the industrial use creates a major opportunity for a comprehensive mixed-use scheme based around public spaces and a new link between the rail station and New Street.

Leading land use	Offices Hotel Residential (estimated capacity 350-400 dwellings) Eating and drinking
Supporting uses	Small scale retail Arts / cultural use Live / work Small business premises Institutional or educational
Supplementary guidance	Planning brief, adopted March 2006
Urban design	<ul style="list-style-type: none"> • New link from station to New Street / university • Removal of Mill Yard to enable connection with station area • Retention and conversion of historic buildings



Site no. 20

Anglia Ruskin University, Central Campus

Site extent

The university campus,
Borough Council park
space

Objectives

- Development framework based around east-west and north-south links and a reconfigured open space
- Optimise potential of well located land for town centre and residential uses
- Conserve historic buildings
- Carry through outline planning permission

Commentary

The university relocation to Rivermead creates a substantial centrally located opportunity for a comprehensive mixed-use scheme around new pedestrian routes and public spaces. Opportunities are increased if the Council's park space is included. An urban design framework for the site has planning permission. A sound masterplan will remain the key requirement for any development to ensure the land is used for optimal benefit for the town centre.

Leading land use	Residential (estimated capacity 700 dwellings) Offices Public space Arts and cultural
Supporting uses	Convenience retail Small business units Artists workspace Hotel Community Institutional or educational
Supplementary guidance	Planning brief, adopted April 2001
Urban design	<ul style="list-style-type: none"> • Part of this opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme. • West to east pedestrian links across the site from Fairfield Road to Victoria Road South • North to south pedestrian link from railway station to Central Park / cricket ground • Removal of vehicle access from Duke Street • New vehicle access from Parkway • Underground car parking to support development • Conservation of Anne Knight, Chancellor and Law buildings • Reconfigure existing Park space in association with routes • Pedestrian and cycle link to Central Park • New square on Duke Street around Anne Knight building



Site no. 21

Railway Street

Site extent

Land occupied by the two car parks either side of Railway Street and properties fronting Duke Street

Objective

- Redevelop or improve the sites for the economic benefit and character enhancement of the West End

Commentary

These 'gap sites' disrupt the character of Railway Street but provide valued short stay car parking for local business users. If short stay parking for the West End is provided in Townfield Street car park these sites can be redeveloped to restore the street form to the West End. Inclusion of Duke Street frontage properties creates the opportunity for optimising development potential and enhancing the conservation area.

Leading land use	Residential
Supporting uses	Restaurant Shopping Business premises
Locations	Ground floor commercial uses
Urban design	<ul style="list-style-type: none"> • Sensitive treatment of Duke Street frontage, retaining significant buildings • Restore street form, continuous frontage

Site no. 22

The ambulance depot, Coval Lane

Site extent

Land occupied by the ambulance service

Objective

- Optimise development potential

Commentary

The ambulance depot occupies a substantial site well located for residential development in relation to the town centre.

Leading land use	Residential
Supporting uses	Offices
Dependencies	New site for ambulance service
Urban design	<ul style="list-style-type: none"> • Layout in relation to surrounding residential and office properties • Development to face parkland • Provide pedestrian access to the park from Coval Wells offices

Site no. 23
Glebe Road

Site extent

Land occupied by Eastwood House car parks and Glebe Road south car park

Objective

- Release underused land for beneficial development

Commentary

The Eastwood House car park occupies a large area in the heart of the West End very close to Chelmsford station. The use of land for car parking is unsustainable in this location and the street frontage at least offers the opportunity for development. Glebe Road South is similarly suitable for development.

Leading land use	Offices Residential
Supporting uses	Offices Residential
Urban design	<ul style="list-style-type: none"> • Restore street form to Glebe Road • Use development to tie-in the campus • Style Eastwood House into its urban context

Section 18 Park

18.1 The character of the area

The town's central parkland alongside the River Can with strategic recreational importance and many walking and cycling routes. The green lung in a changing city context, crucial to the success of a sustainable town centre.

Existing form	<ul style="list-style-type: none">• Riverside parkland, disrupted by Parkway, crossed by the rail viaduct• Western section has natural riverbanks with trees and shrubs• Bordered by shopping centre and cricket ground, industrial and residential uses• Active and passive recreation
Land use	<ul style="list-style-type: none">• Leisure uses
Activity	<ul style="list-style-type: none">• Busy daytime informal use, packed on summer lunchtimes• Pedestrian and cycle through-routes• Children / youth play• Funfairs / circus

18.2 Park character area proposals

Design strategy for the whole park area, access and edges

Pedestrian and cycling routes

Improved pedestrian and cycle routes from New London Road, Central Campus and station, cricket ground, Seymour Street, Writtle Road, Waterhouse Lane

Bridges

New bridge connecting Bell Meadow to Sky Blue Pasture

New pedestrian / cycle bridge to cricket ground

New pedestrian bridge to Central Campus site over Parkway

Pedestrian environment

All park entrances enhanced

Parkway underpass altered to improve space and quality of pedestrian environment

Paths and surfacing improved, park furniture co-ordination

Direction signage co-ordination with rest of town centre

Information signage co-ordination

Public spaces

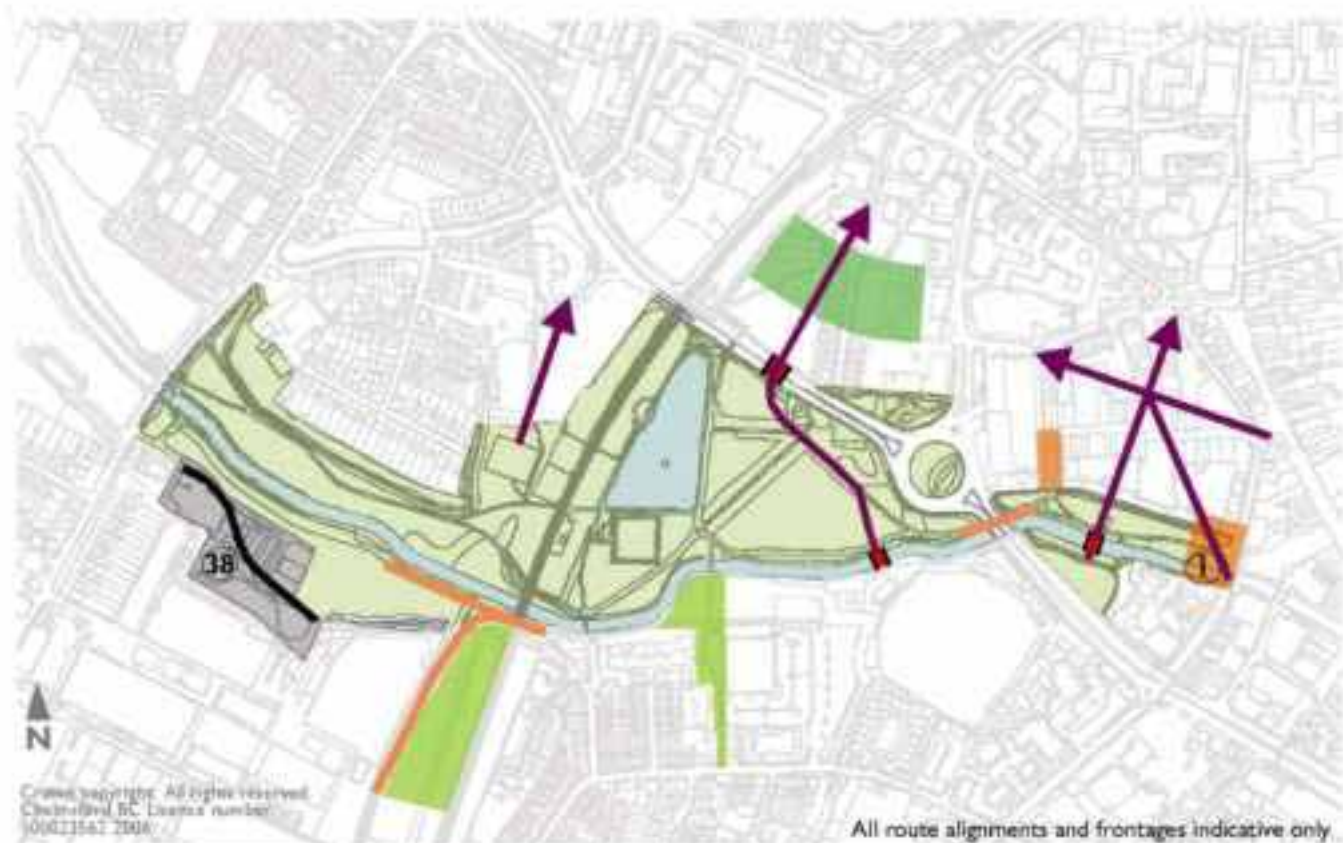
River edges conserved and enhanced

Sport and children's play located in optimal positions without obstruction

I - Park entrance at New London Road enhanced

Park edges enhanced through redesign

Figure 21 Park character area



Notation

- Opportunity site
- New built frontage
- Enhanced walking links
- Streetscene improvement
- Public spaces
- Central park area
- Green link-spaces
- Reconfigured park space north of Parkway
- Proposed bridge

18.3 Opportunity sites in the Park character area

Site no. 38 Meteor Way sites

Site extent

The car park and adjoining land north of e2v industrial area

Objective

- Optimise the potential of the land in conjunction with adjoining e2v site for the benefit of the park space and town centre

Commentary

The park area south of the River Can is underused and detached from the main park and compromised by this site which is occupied by shed structures, a car park and electricity sub station. The opportunity is to review the whole of this area to improve park quality through more complementary development.

Leading land use	Office Residential Leisure
Supporting uses	Offices Residential Leisure
Dependencies	Relocation of existing activities
Urban design	<ul style="list-style-type: none">• New built frontage framing the park• Improved access from Waterhouse Lane• Improved pedestrian route to Seymour Street bridge• Screening of sub station• New park space activity



Section 19 Chelmer Waterside

19.1 The character of the area

Flood meadows at the interface between the town centre and countryside providing the setting for large areas of brownfield land between the River Chelmer and Navigation. Vacated industrial land and existing business activity provides opportunities for major regeneration.

Existing form	<ul style="list-style-type: none"> • Surface parking on derelict industrial land • Green river edges and natural flood meadow landscape • Old and new buildings in the river landscape setting • Historic mill buildings • Major roads (Army and Navy, Chelmer Road)
Land use	<ul style="list-style-type: none"> • Car parking • Essex Record Office • Residential, small scale industry • Allotments, recreation
Activity	<ul style="list-style-type: none"> • Waterside uses including fishing, rowing, and bases for Canoe Club and Sea Cadets • Parking for shoppers • Visitors to Essex Record Office • Well-used pedestrian and cycle routes along river edges to town centre from south and east

19.2 Chelmer Waterside character area proposals

Vehicle route network

New access road into the peninsula from Chelmer Road
 New bus and cycle route across river
 Improve junction at Springfield Road / Navigation Road
 Improve junction at Navigation Road / Wharf Road

Service access

Access to sluice gates on south side of River Chelmer
 Access to gas mains equipment

Bus route improvements

New bus routes using the proposed network improvements

Cycle route network

Cycle routes using the proposed network improvements
 Divert the cycle route by the Essex Record Office above the boat rollers
 New cycle route from Great Baddow across Moulsham Mill area to riverside path

Enhanced walking links

Continuous Navigation tow-path from Springfield Basin to meadows
 Continuous riverside promenade along north site of the River Chelmer to the lock and Chaucer Meadow

New pedestrian links

Improved pedestrian route from Baddow Road east to Moulsham Mill

Improved footpath from Navigation Road leading to new bridge over the Navigation

Bridges

Remove existing Bailey bridge

New bus and cycle bridge over River Chelmer, south of Essex Record Office

New bridge with footway over Navigation leading to west side of new cut / Essex Record Office

Streetscene improvement

Riverside walks

Existing footpath across Chaucer Meadow

Waterway improvements

Replace boat rollers by Essex Record Office

Moorings in Springfield Basin from Springfield Lock to the head of the Basin

Public spaces

J - Springfield Basin, continuing improvement of public realm

K - New space by Moulsham Mill facing water meadow

S - Aspiration for new cut

Car parking

Remove existing surface car parking from the peninsula

Townscape

Ensure buildings are set back along the river to exploit a green riverside environment

Figure 22 Chelmer Waterside character area



Notation

- | | |
|------------------------------------|--|
| Opportunity site | Streetscene improvement |
| New built frontage | Public spaces |
| Route network proposals | Car parking access |
| Enhanced walking and cycling links | Protect non-residential uses to maintain town centre mixed-use character |
| Proposed bridge | |

19.3 Opportunity sites in the Chelmer Waterside character area

Site extent

Land east of the Essex
Record Office bordered
by river and Navigation

Site no. 24

Peninsula

Objective

- Optimise potential of well located land for town centre and residential uses
- Take advantage of the superb meadow-edge location
- A strong sense of place based on the character of the 13 mile river corridor and water meadows

Commentary

The land east of the Essex Record Office is the town centre's largest brownfield development area in a special river landscape setting between the river Chelmer and the Chelmer and Blackwater Navigation.

Leading land use	Residential (estimated capacity 250-350 dwellings) Leisure
Supporting uses	Associated community facilities Small business premises including live / work units Hotel sharing conference facilities with ERO Institutional or educational
Locations	Non-residential uses located on main thoroughfare and new space within the development
Dependencies	Flood defence
Supplementary Guidance	Development Brief (Chelmer Waterside Area 7) April 2002
Urban design	<ul style="list-style-type: none">• This opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme.• Pedestrian links to shopping area, Navigation Road and Trinity School, Springfield Road (Wharf Road), Chelmer Road via existing canal bridge• Pedestrian cycle promenade along the north bank of the River Chelmer• Bridge links to north side of the Navigation• Vehicle access from Wharf Road and new road into the peninsula• Bus and cycle access from the south across River Chelmer• Generous green margin by the riverside with buildings set back to protect bankside vegetation• Balance of houses and flats in superlative architecture• 4-5 storey predominant height• Areas restricted by gas mains used for new public space• Built and planted frontage to water and meadows



Site no. 25

Former Jewsons, Tesco Home store and Moulsham Mill

Site extent

Former Jewsons, Tesco Home Store sites plus parts of the Moulsham Mill environs

Objective

- Introduce a new foodstore with appropriate car parking
- Nurture the existing craft enterprises
- Enhance the valuable historic / waterside landscape asset
- Strengthen routes to High Street and peninsula

Commentary

The opportunity is to use the whole site to accommodate a food store needed for the town centre but within the constraints of a highly sensitive setting and a site area reduced by changes to the Army and Navy. Potential development must take advantage of the unique setting. Air quality issues around the junction should be taken into account.

Leading land use	Food shopping to a maximum of 4,600 sqm gross (3,300sqm net sales floorspace) (see section 23 proposal programme) Craft-related business
Supporting uses	Conference and meeting space Small business units Eating and drinking Office Leisure
Options	Recreational use of river and riverside space A food store up to 4,600 sqm gross (3,300 net sales floorspace) with parking taking the place of Tesco Home store, plus other uses on the former Jewsons land within the constraints of the site Retention of the Tesco Home store for non-food shopping with a food store up to 3,300 sqm net sales floor space maximum on the former Jewsons land Public, cultural or educational facilities, such as an interpretation centre for the watermeadows and 13 mile Chelmer and Blackwater Navigation Restoration of original water frontage and mill race
Urban design	<ul style="list-style-type: none">• Part of this opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme.• Cycle route from Great Baddow• Pedestrian link to Baddow Road and along the river• Vehicle access from Parkway or extended A+N junction• Food store built frontages to Parkway and Baddow Road, over two levels• Appropriate car parking levels in relation to surrounding public car parks, within the constraints set by the setting of the site• Visibility of south and east faces of listed building lead layout• Car parking on football pitch land to be landscape designed to maintain character• Conservation of historic buildings group comprising the mill, house and Meadow View Cottage• 1-2 storey extensions to Moulsham Mill complex between Mill and Meadow View Cottage facing meadows• Open up frontages to riverside space• Enhance space on south side of Mill complex• Natural landscape and wildlife habitats to be actively nurtured in scheme layout

Site no. 26

Baddow Road car park

Site extent

Baddow Road surface car park, adjoining properties at 45 Baddow Road, Brand and Howes scrap / recycling, DVLA office building

Objectives

- Multi-storey car parking for short stay parking to replace waterside surface parking and serve shopping area
- Improved pedestrian links
- Reconnection of former Bolingbroke and Wenley site to Baddow Road
- Regeneration of the mixed-use Baddow Road area

Commentary

The opportunity is to provide increased parking to support shopping and to integrate major development with Baddow Road as a secondary shopping area. This is in the context of a highly sensitive riverside setting.

Leading land use	Public car parking Shopping
Supporting uses	Public open space Eating and drinking Residential
Locations	Ground floor river frontage uses Active frontage to paths and square
Options	Relocate scrap metal business to alternative site and incorporate land in the scheme for better pedestrian access Refurbishment or conversion of DVLA building for offices or residential, with ground floor retail A requirement of EA is that the temporary bridge has to be removed because the earth works prevent flood water by-passing the sluice A new bridge required which would replace the other narrow bridge
Supplementary Guidance	Development Brief (Chelmer Waterside Area 8), April 2001
Urban design	<ul style="list-style-type: none"> • This opportunity site comprises developed land within flood zones 2 and 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme • Pedestrian links from Chelmer / Can island and gas works, Baddow Road, Moulsham Mill and Great Baddow • New bus and cycle link across river below weir to ERO / peninsula • New pedestrian / cycle bridge to provide link with shopping and gas works site • Vehicle access to car park from Parkway via Baddow Road • Protected access for EA heavy plant to reach sluice for lifting out gates • Active River Can frontage at west of site • Landscape of watermeadow to lead siting; building line to preserve trees and sufficient riverside space, building line to curve back to edge of meadow. • Design concept to embrace the adjoining former Bolingbroke and Wenley site • 4-5 storeys • Massing to relate positively to the waterside setting and opposite bank of the river

Site no. 27

Navigation Road sites

Site extent

Land between the Chelmer and Blackwater Navigation and Navigation Road covering Travis Perkins depot, Lockside industrial area and allotments

Objective

- Optimal use of brownfield land

Commentary

Substantial areas on the north side of the Navigation are in close proximity of the town centre and offer sustainable locations for mixed residential and workplace development.

Leading land use	Residential (estimated capacity 200 dwellings) Business units
Supporting uses	Live-work units Institutional or educational
Dependencies	Relocation of businesses
Supplementary Guidance	Development Brief (Chelmer Waterside Area 4), April 2002
Urban design	<ul style="list-style-type: none"> • This opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme. • Canal frontage • Link route east to west to provide access and street frontage within the sites • Bridge link to existing footpath leading to Navigation Road



Site no. 28

Hill Road South allotments

Some of the allotment land liable to flooding is not used. This offers the opportunity for placing essential gas main plant and equipment, relocated from the gas works. Other limited development would enable remediation of contaminated allotments and interface between the adjoining development area and Chaucer Meadow.

Section 20 Victoria Road Riverside

20.1 The character of the area

Commercial area based around Victoria Road and Springfield Road either side of the River Chelmer and its green riversides. Scope for consolidating the mixed use character and enhancing the fragmented built form.

Existing form	<ul style="list-style-type: none">• Tree lined valley• Large and undistinguished shed-like buildings on west side of river• Open car parking create weak space• Modern offices• Residential apartment blocks• Some historic buildings converted for business use
Land use	<ul style="list-style-type: none">• Leisure centre• Retail warehouses, industry, offices, pockets of residential, pubs and restaurants
Activity	<ul style="list-style-type: none">• Busy roads• Footpath and cycle traffic along the river• Evening activity on Springfield Road

20.2 Victoria Road Riverside character area proposals

Route network

Extended north part of Waterloo Lane to Victoria Road, for access and bus and cycle route purposes only

Junction improvement at Springfield Road / Navigation Road

Bus route improvements

Waterloo Lane / Victoria Road, incorporating a bus gate to prevent through traffic
Waterloo Lane / Tindal Square

Cycle route network

Adjustments and improvements to the north-south riverside cycle route

Enhanced walking links

From car park to Cathedral School and along extended Waterloo Lane

Footpath on east side of River

Integrate Riverside Retail Park with better pedestrian links and reorganised car parking

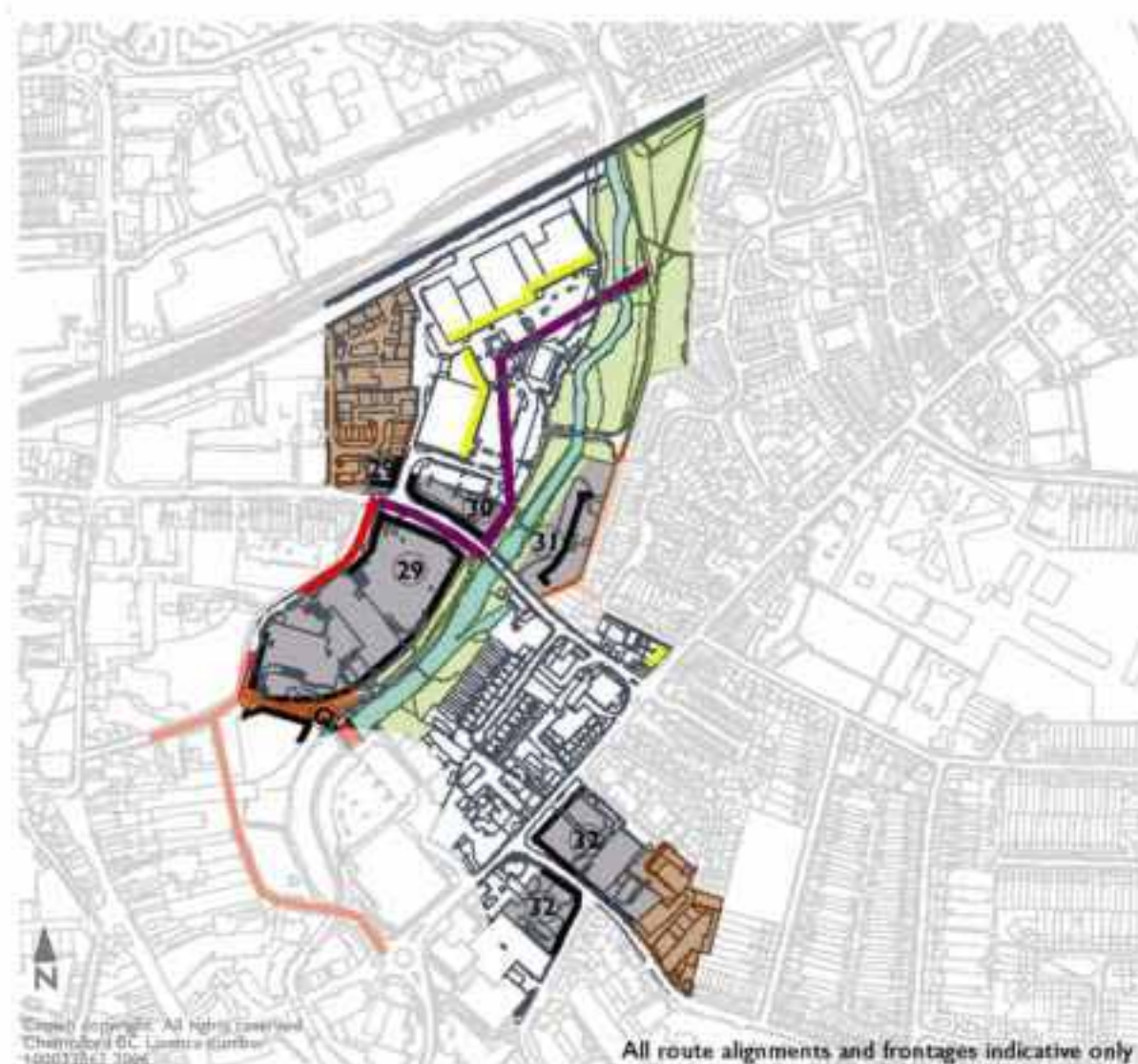
Cycle parking

Major cycle park in leisure centre redevelopment site

Bridges

New pedestrian / cycle bridge to replace the existing narrow and low bridge

Figure 23 Victoria Road Riverside character area



Notation

10	Opportunity site	A	Public space
	New built frontages		Employment policy area
	Secondary frontage		Proposed bridge
	Route network proposals		Protected green space
	Enhanced walking and cycling links		Protect non-residential uses to maintain town centre mixed use character
	Streetscene improvement		

See appendix I for list of addresses in primary and secondary shopping frontages

Streetscene improvement

Springfield Road footway repaving

Victoria Road footway repaving

School access proposals

Public spaces

Q - Link space between Waterloo Lane and river contained by new buildings either side

New riverside space framed by new buildings and entrances on leisure centre site

Car parking

New multi-storey car park within the Riverside site replacing surface parking

Rationalised car parking and improved pedestrian space within the retail park

Townscape

Victoria Road street frontage, removing visual dominance of car parks

Restore street form

10m minimum set back behind river bank

20.3 Opportunity sites in Victoria Road Riverside character area

Site no. 29

Riverside Ice and Leisure

Site extent

The leisure centre, car park and adjoining Waterloo Lane car parks, and land opposite at Eckersley Road car park

Objective

- Optimise the development potential of the well-located riverside site for town centre uses and exploit the river and Victoria Road frontage
- Allow for safe access to adjoining Cathedral Primary School

Commentary

The opportunity will be taken to improve the Borough's main leisure facility. The site offers the opportunity for mixed use development in the heart of the town centre while enhancing the relationship of the site with river spaces, the Cathedral School and the primary shopping area.

Leading land use	Leisure Offices Hotel Car parking
Supporting uses	Residential Offices Retail Eating and drinking Institutional or educational
Locations	Restaurants / cafés / retail fronting onto the river and public space Residential above where appropriate
Urban design	<ul style="list-style-type: none"> • Part of this opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme • Pedestrian links with High Street, Springfield Road, Waterloo Lane • Cycle link from Tindal Square along Waterloo Lane to the riverside and to Cathedral School • Continue Waterloo Lane to Victoria Road with a new junction opposite Regina Road for bus and service access • Enhance existing pedestrian / cycle paths along the riverside • New pedestrian / cycle bridge • Service vehicle access from Waterloo Lane • Remove surface car parks (including Waterloo Lane 1 and Waterloo Lane 2 car park) and consolidate necessary parking in a multi-storey car park • Reduced public car parking numbers subject to review of town centre overall provision • Enhance pedestrian routes along Waterloo Lane to Cathedral School • No through traffic along Waterloo Lane • Space for drop/collect parking for Cathedral School within adjoining Riverside Ice & Leisure site car park • Safe space at school entrance • High quality riverside spaces • New public link-space faced by new development on two sides, linking the river and Waterloo Lane • Strong visual relationship between building faces and adjoining public spaces

- Up to six storey development, landmark point where visible along the river
- Retain views of Guy Harlings green space from the north
- Built frontage to Victoria Road and the river to form an attractive gateway to the town centre

Site no. 30

Riverside Retail Park

Site extent

The car parking area at the Victoria Road front only, without affecting the operation of the retail park

Objectives

- Optimise the development potential of the land
- A street frontage to Victoria Road
- River frontage
- Better pedestrian access from High Street

Commentary

The opportunity is for frontage development reinforcing Victoria Road and its linkages between shopping areas.

Leading land use	Shopping Leisure
Supporting uses	Car parking Residential Office
Locations	Retail on Victoria Road frontage Residential overlooking river
Urban design	<ul style="list-style-type: none"> • Continue west bank cycle way northwards under railway to serve Anglia Ruskin University • Direct pedestrian and cycle routes into retail area from riverside paths, enabled by reorganised parking • Remove surface car park on Victoria Road frontage and develop new frontage building with active uses on the river frontage and Victoria Road

Site no. 31

Former egg packing factory, Victoria Road

Site extent

Land between the river and terraced houses north side of Victoria Road

Objectives

- Removal of temporary car parking
- Development appropriate for river setting

Commentary

The land is essentially part of the green river edge that has been intruded upon by previous development, making it a brownfield site. Development is constrained on both sides and has to restore the green character.

Leading land use	Residential
-------------------------	-------------

Supporting uses	Business Eating and drinking
Locations	Non-residential element facing Victoria Road
Supplementary Guidance	Planning Brief, May 2003
Urban design	<ul style="list-style-type: none"> • This opportunity site comprises development land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme • Set back from floodable area, small building footprint • Relationship with houses on east side requires careful siting • Widening and improvement of footpath • Frontage provide natural surveillance of riverside and footpath

Site no. 32 Springfield Road and Navigation Road

Site extent

Land including the former County Laundry, and sites fronting both sides of Navigation Road

Objective

- Optimal use of brownfield land
- Removal of private car park and beneficial use of the land

Commentary

This is a collection of visually poor but economically important commercial premises as well as surface parking. The varied business uses may continue or form part of more intensive development.

Leading land use	Small business premises
Supporting uses	Residential Retail Offices
Location	Business and retail on frontage
Urban design	<ul style="list-style-type: none"> • Restore street form • Built frontages, concealed parking • Develop surface car parking land for employment led use

Section 21 Rivermead

21.1 The character of the area

Dynamic university campus and industrial base. Anglia Ruskin University is rolling out development in accordance with a masterplan with strengthened transport links to New Street and the High Street. Surrounded by industrial and commercial uses important to the town centre economy.

Existing form	<ul style="list-style-type: none"> • Cutting edge architecture based on curved campus masterplan • Bordered by arc of River Chelmer, green areas and riverside paths • 1898 brick-built, converted former Hoffmann works • Industrial sheds • Marriages tower is a distinctive local landmark
Land use	<ul style="list-style-type: none"> • Anglia Ruskin University uses including teaching, student village and associated shopping • Related Business Incubation Centre • Industry • Hotel
Activity	<ul style="list-style-type: none"> • High student population, high level of pedestrians and cycles • Conferences, sports, arts events • Industrial freight vehicle activity

21.2 Rivermead character area proposals

Route network

New access road from Chelmer Valley Road for buses and university traffic
University spine route

Bus route improvements

Bus route and stops on New Street and through the university campus

Cycle route network

Enhanced Brook Street / river cycle / footpath

Enhanced walking links

University north-south pedestrian street
New Street railway bridge

Car and cycle parking

Rationalisation of university car parking
Cycle park for Globe House, Atlantic Hotel

Streetscene improvement

New Street – footway paving, bus stops and street trees
Brook Street

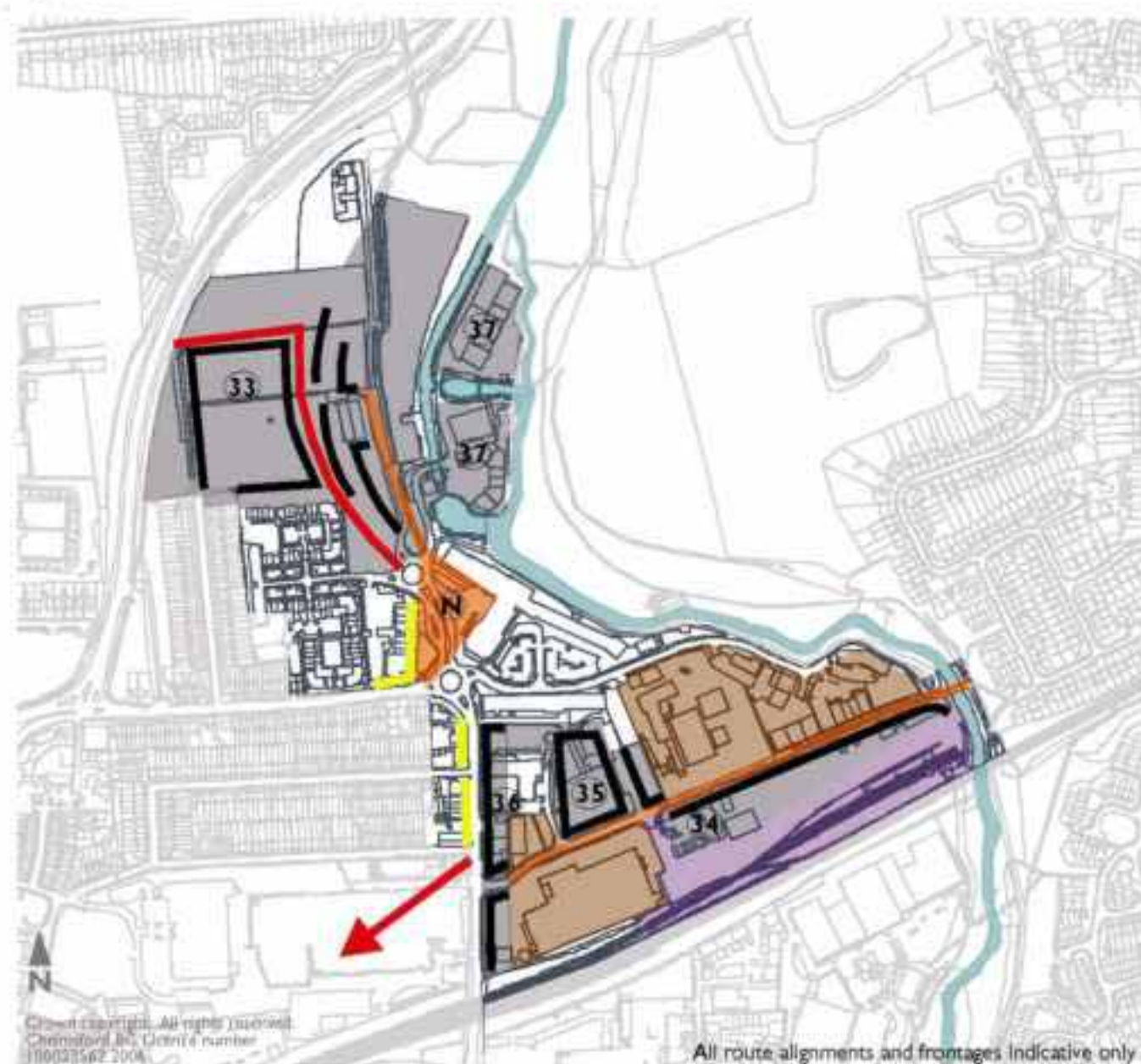
Public spaces

N - University concourse – landscape designed, road space reduced, pedestrian priority
Globe House and Ashby House – new buildings containing space

Townscape

Roll-out of university masterplan
Create a coherent street frontage to east side of New Street
Create a coherent street frontage to Brook Street

Figure 24 Rivermead character area



Notation

	Opportunity sites		Public spaces
	New built frontages		Railway sidings and goods yard
	Secondary frontage		Protect non-residential uses to maintain town centre mixed use character
	Route network proposals		
	Street scene improvements		
	Employment policy area		

See appendix I for list of addresses in primary and secondary shopping frontages

21.3 Opportunity sites in the Rivermead character area

Site no. 33

Anglia Ruskin University, Rivermead campus

Site extent

University land

Objective

- Continued expansion of education, research and employment activity within a dynamic and architecturally outstanding campus

Commentary

There is a master plan for the new campus, which is in the process of being built

Leading land use	University related education, business and residential uses Business innovation
Supporting uses	Local shopping and services in Rivermead Gate Public activity including conferences Institutional or educational
Supplementary guidance	Approved masterplan implementation
Urban design	<ul style="list-style-type: none">• New access from Chelmer Valley Way, bringing bus routes through the campus• Pedestrian links with New Street, rail / bus stations, High Street• Cycle route linking the railway station to New Street and to the university campus through the Marconi factory site• New bus routes serving the university from the railway / bus interchange• New Park and Ride route from the north• University concourse at southern end of campus with pedestrian priority• Spaces overlooking the river and forming a link with parkland to the east• Curved buildings as defining character of townscape

Site no. 34

Railway sidings, Brook Street

Site extent

Land between the railway sidings and the footpath

Objective

- Beneficial economic use of existing railway land and environmental improvement

Commentary

The railway sidings and goods yard land are safeguarded for future use for freight interchange by the East of England Plan. However the overall land area is underused and offers the opportunity for more intensive business and industrial use as long as the rail siding can still accommodate lorry movements for aggregates interchange. The rail industry Property Review Group, set up to consider the development opportunity of residual railway land in light of Government transport and brownfield land objectives, would have to recommend release of any of the rail sidings land.

Leading land use	Business Industry
Urban design	<ul style="list-style-type: none">• Access, lorry turning space and aggregates storage for railway siding• Frontage to footpath cycle route

Site no. 35

Globe House and Ashby House car parks

Site extent

Land occupied by car parks north of Brook Street adjoining Globe House and Ashby House

Objective

- Reduce the area devoted to car parking and release land for beneficial development

Commentary

A large area of land sterilised by surface car parking for university, offices, hotel and fitness club.

Leading land use	Offices Hotel
Supporting uses	Residential
Urban design	<ul style="list-style-type: none"> • Buildings complementing the former Hoffmans building • Creation of pedestrian space adjacent to Globe House • Increased cycle parking • Frontage to Brook Street

Site no. 36

New Street frontage

Site extent

Land along the east side of New Street occupied by car parks and disparate development

Objective

- Create a street frontage along this narrow strip comprising employment-led mixed use buildings to consolidate the role and urban character of New Street

Commentary

For such an important street linking the university, Cathedral and High Street, the street form is broken and open. Restoration of built frontage will restore the status of the street within the town centre. Adjoins an employment policy area.

Leading land use	Offices Small business premises
Supporting uses	Residential
Urban design	<ul style="list-style-type: none"> • Continuous frontage • Concealed parking behind buildings or in under-croft areas • Opening to new space alongside Globe House



Site no. 37
Rivermead industrial area

Site extent

Industrial area on east side of river with access from university concourse

Objective

- Develop increasing university-related education and enterprise area

Commentary

This area offers the opportunity to expand university spin-out activities and develop businesses. The site forms part of an employment policy area.

Leading land use	Business
Supporting uses	Residential Institutional or educational
Urban design	<ul style="list-style-type: none"> • Part of this opportunity site comprises developed land within flood zone 3. New development would have to maintain an appropriate standard of flood defence, taking account of the proposed town-wide flood risk reduction scheme. • Improve access road • Enhance river frontages • Create riverside public spaces • Retain Mill House and pond • Provide opportunities for university related uses • Respect the character of the surrounding area • Reduce the levels of traffic entering and leaving the site • Create new public spaces • Retain important trees • Enhance the biodiversity on site

PART FOUR

Moving forward

Section 22 Implementation

22.1 Objectives

- Ensure that the AAP objectives and proposals are taken forward systematically and effectively
- Establish structures to ensure the responsibility for implementation is shared by the Borough and County Councils, property owners, developers and service providers
- Demonstrate that proposals are practical, realistic, feasible and deliverable
- Generate certainty and confidence amongst investors and existing business owners

22.2 Overall steering and monitoring

The council is committed to the effective monitoring of its Local Development Framework, including the AAP, to ensure the successful delivery of its vision. Central to this will be the ongoing monitoring of the output indicators in the Programme in section 23, which will be measured in the context of the objectives at 22.1.

To manage the delivery and implementation of infrastructure within the borough, the Chelmsford Tomorrow Local Delivery Mechanism (LDM) has been established. This comprises a partnership of key stakeholders responsible for infrastructure delivery (Chelmsford Borough Council, Essex County Council, Environment Agency, GO-East, Mid Essex Primary Care Trust and EEDA), which has a remit to manage and monitor delivery of key infrastructure projects.

The LDM will monitor the progression of strategic infrastructure projects within the town centre. Within this context, each individual strategic infrastructure project will have an individual delivery programme, against which implementation progress will be monitored. The LDM operates at the borough wide level, but ultimately will focus much of its attention on the delivery of infrastructure in Chelmsford town centre.

Other mechanisms will implement and monitor proposals that are not infrastructure related. Partners in this process will include Chelmsford Town Centre landowners and businesses, Quality Bus Partnership, the local community and business partnerships. For example, public realm proposals will be dealt with through individual working groups tasked with specific local area implementation proposals. The delivery of the individual opportunity sites will be taken forward through the borough council working in partnership with developers and land owners in the context of the overall objectives of the AAP and individual design briefs/master plans for those sites. Progress on the delivery of the opportunity sites will be contained within the Annual Monitoring Report.

22.3 Dependencies

The implementation of the town centre strategy depends on continuing work to establish:

- The feasibility and physical design of a strategic flood defence scheme for the town centre. This work is being progressed by the Environment Agency and the Borough Council on the basis of a protocol agreement.
- The feasibility of High Bridge Road and eastern gateway highway proposals.
- The elements of the town centre parking strategy.

22.4 Strategic infrastructure

Private and public sector partnerships or informal local delivery vehicles (LDV) will progress the delivery of strategic infrastructure for the town centre:

- Chelmsford flood defence scheme – the Environment Agency (EA), Regional Flood Defence Committee, CBC, ECC.
- Army and Navy intersection improvements - ECC and Highways Agency (HA).
- Chelmer Road viaduct rebuilding – HA and ECC.
- Capacity improvements at Chelmsford Rail Station.
- Chelmsford public transport interchange improvements – Local Transport Plan phase 2, ECC, Train Operating Company, Network Rail.
- Park and ride – ECC, CBC.
- High Bridge Road and Eastern gateway / Chelmer Waterside access – ECC, CBC.
- Social facilities – housing associations, Primary Care Trust, ECC Schools Service will define the amount, type and location of facilities.

22.5 Public funding

Government funding for flood defences will be pursued.

Funding priorities for transport are identified in the Local Transport Plan.

Funding for affordable housing is allocated by the Housing Corporation.

The town centre is not in a defined area qualifying for external regeneration funding, but other funding regimes will be exploited and assistance will be sought from EEDA and English Partnerships where appropriate.

22.6 Planning obligations

Private sector funding through planning obligations linked to development schemes will be the means for securing many town centre objectives. Core policy and supplementary guidance sets the Council's approach to planning obligations summarised as follows:

Layer 1 - On-site obligations required as part of the development including access roads and junctions for development and local public open space.

Layer 2 - Community infrastructure standard charges including town centre urban structure: Central Park, public realm and highways improvement, health and education facilities.

Layer 3 - Strategic infrastructure standard charge covering major capacity enhancing projects including transport network, and flood alleviation.

22.7 Implementation of a flood risk reduction scheme

The level of flood risk has been revised by the Environment Agency as a result of The Chelmer Flood Risk Study. Flood risk data indicates that the standard of protection within zone 3 is inadequate to achieve a 1:100 year (1% per annum) probability of flooding. The revised data has made a flood risk reduction scheme for Chelmsford necessary and urgent for the protection of the following assets in flood zone 3:

- Existing residential, retail and other commercial property
- Future development on opportunity sites in the centre of Chelmsford, key to the long-term sustainability of Chelmsford town centre.

The most achievable means of flood risk reduction is the combination of the creation of embankments and flood storage areas upstream on the rivers Can and Wid. This would be designed to reduce flood water flows through Chelmsford, to generally keep flows within channel, and ensure flood peaks on the river Chelmer and the river Can no longer coincide. This would result in lower river levels on the Chelmer as well as the Can through Chelmsford.

The Environment Agency is undertaking a feasibility study of the scheme. Delivery of the scheme itself will take a further two to three years. The Borough Council and the Environment Agency will explore all potential funding sources, in particular:

DEFRA Grant in Aid - in the round of investment commencing in April 2008. In the light of funding policy it is unrealistic to expect the scheme to be fully funded from Grant in Aid.

Developer contributions – private sector funding through planning obligations standard charges.

While the flood risk reduction scheme is being designed and implemented, the Council and the Environment Agency will maintain a dialogue with stakeholders of opportunity sites within flood zone 3 on the basis of a protocol agreement. The Council has undertaken sequential and exception tests for all sites in flood zone 3. Flood risk assessments and design solutions will be developed in collaboration with the EA based on a post-scheme implementation flood risk of 1 in 100 years.

22.8 Implementation of transport network proposals

The main document for the delivery and implementation of the transport proposals within the TCAAP is the Essex Local Transport Plan 2006-11. This contains five area delivery strategies, one of which covers 'Chelmsford and the Heart of Essex'. There are a number of other agencies involved in the delivery of transport infrastructure and strategies, these include the Highways Agency, Network Rail and Department for Transport. The two main transport operators in Chelmsford are the train operating company and First Essex Buses. The successful implementation of the transport elements of the TCAAP will require partnership working between all of these organisations and the Borough Council.

- All transport network proposals require the active involvement of Essex County Council, which is the transport authority.
- Public transport improvements require the active involvement of transport operators.

- Highway proposals require County Highways, and in some cases, Highways Agency involvement.
- Transport and network works are programmed through the county-wide Local Transport Plan. LTP2 represents the 2006-2009 programme. LTP 3 preparation will commence in 2008.
- The parking strategy will be developed working between the Borough and County Councils in partnership.
- The County Council travel plan co-ordinator and the Borough Council will pursue employers' green travel plans.

22.9 Implementation of public realm proposals

- Local area strategies for Moulsham Street and the West End, and public space improvement schemes will be based on design and feasibility work led by the Borough Council to generate a programme of improvement action year by year.
- Project design proposals will require the active involvement of Borough Council Town Planning and Parks services, ECC as highways authority, the Town Centre Partnership, private land owners and the Inland Waterways Association as appropriate.
- A capital fund for town centre space improvements, relating to specific parts of the town centre, will be assembled with commitments from the Borough Council Capital Programme and pooled contributions from development schemes.
- Additional funds will be sought from business sponsorship, grant schemes from EEDA, English Partnerships, English Heritage and National Lottery, including the Liveability scheme, as opportunities arise.
- All ECC programmed highways improvements, traffic management schemes and highway maintenance will be expected to be designed in liaison with the Borough Council to achieve maximum environmental enhancement.
- Improved pedestrian and cycle linkages on private land will be implemented in partnership with landowners.
- Conservation area appraisals and management plans will act as vehicles for conservation action.
- Voluntary action has played a significant part in the opening up of the waterways and the enhancement of the river environment, and partnerships with the voluntary sector will continue to be nurtured.
- A Business Improvement District (BID) will be investigated to offer an opportunity to secure improvements by placing an additional levy on the business rate to fund improvements. The extent of a BID area, the nature of improvements and the size of the levy would be for businesses to agree by ballot.

22.10 Implementation of major public facilities projects

The Borough Council as land owner in partnership with commercial interests, will progress projects providing the following key public facilities:

- Regional arts and performance venue at Fairfield Road.
- Ice and Leisure centre.
- Baddow Road car park.
- Chelmsford Museums (outside AAP boundary).
- Other car parks.

Essex County Council will progress improvement of the following public facilities:

- Central Library and learning resources.
- Shire Hall.

The following strategically significant assets will be managed, developed and enhanced by private and voluntary sector interests.

- University facilities – Anglia Ruskin University.
- Cathedral – Chelmsford Diocese.
- County Cricket Ground – Essex County Cricket Club.
- Moulsham Mill – the Marriage Partnership, InterAct Chelmsford Limited.
- Chelmer and Blackwater Navigation – Inland Waterways Association.

22.11 Implementing major development

Major development is dependent on the formation of landowner and developer partnerships to assemble land and progress the design and feasibility of major development. Landowner and stakeholder partnerships and joint venture companies will carry forward land development proposals on the basis of development agreements, within a planning framework set by this plan, supplementary briefing and masterplan approval.

Land assembly and anticipated release of development sites will enable rapid progress on the first five years of retail and office growth and a steady year-by-year delivery of housing.

Landowners will work in concert on land assembly to gain mutual benefit from development schemes. The Council will be prepared to use compulsory purchase powers on the basis of the proper planning of the area and the need for regeneration progress, on condition that the Council is indemnified against costs arising from the process by the development consortia.

22.12 Supplementary planning guidance and planning applications

The Borough Council will publish site specific planning guidance and will assist with the production of masterplans. SPD on urban site development and sustainable design and construction will apply.

The Borough Council will discuss the programmed submission of planning applications accompanied by impact assessments (including retail impact, flood risk assessment, transport assessment, health impact).

All parts of this Development Plan Document will be a material consideration in the determination of planning applications.

The Council's Local Development Scheme lists the planning briefs that are to be prepared as Supplementary Planning Documents (SPDs) as follows:

1. E2V, Waterhouse Lane and Meteor Way, Chelmsford (includes Site No.38 Meteor Way sites).
2. Barrack Square/New London Road, Chelmsford (relates to Site No.2 Barrack Square, River Can riverside, Marks and Spencer).

3. Land west and east of ARU Rivermead Campus Masterplan area (this relates to Site Nos.33 and 37).
4. High Chelmer Shopping Centre (Site No.1).
5. County Hotel & surrounding sites (Site No. 18).
6. County Hall Precinct (Site No.8).
7. Riverside Ice & Leisure (Site No.29).

22.13 Construction programme

The Borough Council will encourage progress with existing and emerging planning permissions and development programmes.

The state of the construction industry has a bearing on delivery especially in view of The Olympics and Stratford City regeneration which will occupy resources at a crucial period for Chelmsford town centre.

22.14 Town Centre management

The existing Chelmsford Town Centre Management (TCM) liaison comprising Council services, traders, property owners and others will continue to co-ordinate safety, environmental, street trading and markets, public events, and evening economy matters key to the prosperity of the town.

Section 23 - Programme of Proposals

AAP Para.	Proposal	Priority 1 - to 2011 2 - to 2016 3 - to 2021 M - ongoing management and control	Implementation / Delivery	Output Indicators
Mixed use				<i>Approval of mixed-use strategy in AAP</i>
5.4	Maintain the presence of town centre uses and mixed use character throughout the town centre outside of the opportunity sites and shopping policy areas	M	Planning control and monitoring	i] Schedule of town centre uses ii] Schedule of successful relocations iii] Proportion of mixed uses for sites/ areas in line with Policy DC5
Comparison shopping				<i>Approval of shopping strategy in AAP</i>
6.4	High Chelmer shopping centre: • Net addition 5-10,000 sqm (net sales area) • Further 10-20,000 sqm (net sales area)	2 3	Development partnership	i] Planning guidance produced ii] Planning application submitted iii] Planning approval iv] Programme of works v] Work commences on site vi] Completion Phase 1 vii] Completion Phase 2
6.4	Land between High Street and River Chelmer including High Street frontage: completion of development strategy	1	Land assembly Development partnership	i] Planning guidance produced ii] Land assembled through negotiation iii] Planning application submitted iv] Planning approval v] Programme of works vi] Work commences on site vii] Completion Phase 1 viii] Completion Phase 2
6.4	Barrack Square/River Can frontage area: net additional 2-4,000 sqm (net sales area)	2	Land assembly Development partnership	i] Planning guidance produced ii] Planning application submitted iii] Planning approval iv] Work commences on site v] Completion

6.5	<ul style="list-style-type: none"> Former gas works and part-redeveloped shopping centre: net additional 50,000 sqm (net sales area) plus Further 10-20,000 sqm (net sales area) 	I 3	Land assembly	i] Planning guidance produced ii] Planning application submitted iii] Planning approval iv] Groundworks and infrastructure v] Work commences on site vi] Completion Phase 1 vii] Completion Phase 2 <i>Approval of shopping strategy in AAP</i>
Food shopping				
6.13	<ul style="list-style-type: none"> Tesco site: increased floorspace up to 1,050 sqm sales area) food shopping and Baddow Road/Moulsham Mill: up to 3,300 sqm (net sales area) food shopping Former gas works land, west of Essex Records Office: up to 3,400 sqm (net sales area) food shopping, or Victoria Road, site of Riverside Ice and Leisure up to 3,400 sqm (net sales area) food shopping 	I I I-2 I-2	Land assembly Development partnership	i] Planning guidance produced ii] Land assembled through negotiation iii] Planning application submitted iv] Planning approval v] Work commences on site vi] Completion
Shopping policy areas				
6.6	Extend the primary shopping area, within which:	M	Planning control and monitoring	<i>Approval of shopping strategy in AAP</i> i] Approval of retail strategy in AAP
6.8	<ul style="list-style-type: none"> redefine primary frontage redefine secondary frontage 		monitoring	ii] Application of new designations in issuing planning approvals
6.9	Define non-contiguous secondary frontage: <ul style="list-style-type: none"> West End Moulsham Street Rivermead Riverside retail 	M	Planning control and monitoring	As above
Business and economy				
7.4	Achieve the completion of office development permissions	I	Development partnerships/ CBC monitoring	Approval of business and economy strategy in AAP i] Investment attraction strategy ii] Identify work in progress iii] Completions iv] Site schedule to record work in progress and completions

7.4	Provide at least 25,000 sqm additional office floorspace	1-3	Development partnerships	<ul style="list-style-type: none"> i] Investment attraction strategy ii] Planning approval on Opportunity Sites iii] Schedule of office gains and losses iv] Completions
7.4	Refurbish, remodel or redevelop pre- 1980 office buildings	1-3	Property owners	<ul style="list-style-type: none"> i] Investment attraction strategy ii] Schedule of existing office buildings iii] Record of liaison with owners
7.7	Provide premises for small and medium size businesses in new development	1-3	Development partnerships	<ul style="list-style-type: none"> i] Investment attraction strategy ii] Site schedule with ILEG input iii] Planning approval on Opportunity Sites
7.6	Prepare an Investment Attraction Strategy to market town centre locations to targeted office end users Promote the West End arts quarter as a location for media, creative and crafts business enterprises	1	CBC/steering partnership	<ul style="list-style-type: none"> i] Investment attraction strategy ii] Promotions material prepared by CBC teams iii] Establishment of steering partnership
7.4	Phased completion of Rivermead campus for Anglia Ruskin University in line with the approved Masterplan, including the Business Innovation Centre	1-2	Anglia Ruskin University	<ul style="list-style-type: none"> i] Close liaison with ARU to enable development continued ii] Review progress against Masterplan iii] Schedule of completions
7.9	Increase hotel and conference facilities in the town centre	1	Hotel owners and operators/ development partnerships	<ul style="list-style-type: none"> i] Investment attraction strategy ii] Schedule of suitable locations iii] Planning approval of applications on Opportunity Sites
Arts				<i>Approval of sport, leisure and culture strategy in AAP</i>
8.4	Fairfield Road: performing arts venue	2	CBC/development partnership	<ul style="list-style-type: none"> i] Steering partnership set up ii] Planning brief iii] Development partner selected iv] Planning application submitted v] Planning approval vi] Work commences on site iv] Completion

8.4	Shire Hall: cultural, community or civic use	3	ECC	<ul style="list-style-type: none"> i] Completion of new Magistrates premises ii] Magistrates vacate Shire Hall iii] Planning brief agreed with ECC iv] Strategy implemented
8.4	Central campus: arts accommodation floorspace	2	Development partnerships	<ul style="list-style-type: none"> i] Relationship established with developer ii] Liaison on plan detail iii] Management structure iv] Work commences on site v] Completion
Sport and leisure				
8.5	Cricket: County Ground expansion, with enabling development	1	CBC/ECCC/development partnership	<ul style="list-style-type: none"> i] Existing team led approach continued ii] Planning application submitted iii] Planning approval iv] Work commences on site
8.5	Regional leisure facility: Riverside Ice and Leisure Centre refurbished or redeveloped, with enabling development	1	CBC/development partnership	<ul style="list-style-type: none"> v] Completion i] Steering partnership set up ii] Planning brief iii] Development partner selected iv] Planning application submitted v] Planning approval vi] Work commences on site vii] Completion
8.6	Commercial leisure development	2	Development partnerships	<ul style="list-style-type: none"> i] Planning approval of applications on opportunity sites
8.5	Sport, play, fitness facilities in parks, events on water meadows	M	CBC/facility owners/planning obligations	<ul style="list-style-type: none"> i] Existing networks utilised/steering group established ii] Liaison on plan details iii] Management structure iv] Work commences on site v] Completion
Waterborne sport and leisure				
8.5	Relocate Chelmsford Canoe Club and Sea Cadets,	1	Development partnership/	<ul style="list-style-type: none"> Approval of sport, leisure and culture strategy in AAP i] Land assembled through negotiation

	multi-use premises and slipway		CBC	ii] Liaison on plan details iii] Planning application submitted iv] Planning approval v] Work commences on site vi] Completion
8.5	Increase navigable water into the town centre	2-3	IWA/development partnership/planning obligations	i] Existing networks utilised/steering group established ii] Liaison on plan details iii] Strategy agreed iv] Liaison with developers
8.5	Landing stages in association with waterside	M	Development partnership	i] Land assembled through negotiation ii] Liaison on plan details iii] Planning application submitted iv] Planning approval v] Work commences on site vi] Completion
8.5	Promotion of events and activity based on the rivers and Navigation	M	IWA/Town Centre Partnership/facility owners	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Events organised and promoted <i>Approval of sport, leisure and culture strategy in AAP</i>
Tourism and education				
8.8	Wireless and broadcasting visitor attraction	2	CBC/development partnership	i] Liaison with developer ii] Strategy agreed iii] Attraction secured i] Partnership with developer established
8.8	Moulsham Mill visitor attraction and interpretation related to river environment	1-2	Development partnership/owner	ii] Liaison on plan details iii] Planning application submitted iv] Planning approval v] Work commences on site vi] Completion

Housing				<i>Approval of housing and community strategy in AAP</i>
9.3	Identify sites in the town centre for housing	1	CBC	i] Schedule of suitable locations created, using Opportunity Sites and UCS
9.3	Provide at least 2000 mixed-tenure dwellings in the town centre, (in addition to schemes with permission in June 2006)	1-3	Development partnerships	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Planning approval of applications on Opportunity Sites/UCS iv] Work commences on site v] Completion
9.3	Achieve completion of existing planning permissions	1	Development partnerships/CBC monitoring	i] Schedule of work in progress ii] Liaison with developers iii] Work commences on site iv] Completion
Community support				<i>Approval of housing and community strategy in AAP</i>
9.6	Trinity, Meadgate, Westlands primary schools use existing capacity to serve increased resident town centre population	2	ECC Schools Service/planning obligations	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Allocation through planning contributions iv] Strategy implemented
9.6	Primary health care facilities: space required to be located within secondary frontage	2	Chelmsford & Maldon PCT/planning obligations	i] Liaison with health providers, link to PCT strategy ii] Liaison with developers iii] Allocations through planning contributions iv] Facilities located within secondary frontage where appropriate
9.6	Pre-school facilities and early years play centres: within community buildings and within new business premises	2	Development proposals/planning obligations	i] Liaison with developers ii] Allocation through planning contributions iii] Facilities provided where appropriate

9.6	Adult education and lifelong learning : programmes developed to address changing population profile	2	ARU/Chelmsford College	i] Liaison with education providers, link to ECC strategy ii] Programmes developed and implemented
9.6	Local recreation space: public open space incorporated into major development	1	Development proposals/ planning obligations	i] Link to CBC Play Strategy ii] Liaison with developers iii] Allocation through planning contributions iv] Facilities provided where appropriate
Public transport interchange				
10.5	Bus/rail interchange phase 2 - completion of bus concourse, platform access, improved facilities	1	First Essex Buses, train operating company	Approval of transport and movement strategy in AAP i] Existing networks utilised/steering group established ii] Liaison with developer iii] Allocation through planning contributions & LTP iv] Planning application received v] Planning approval vi] Work commences on site vii] Completion
10.5	Cycle hub in Townfield Street car park	1	CBC/development partnership	i] Liaison with developer ii] Allocation through planning contributions iii] Facility provided
10.5	Taxi rank and season ticket parking	2	Development partnership/ train operating company/ ECC	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Strategy implemented
Network changes				
10.7	Removal/modification of High Bridge Road	1	Development partnership highways	Approval of transport and movement strategy in AAP i] Liaison with ECC ii] Liaison with developer/landowner iii] Elements of scheme design agreed

				iv] Planning application submitted v] Planning approval vi] Work commences on site vii] Completion
10.7	New link road access onto peninsula - junction, alignment, size/speed	I	Development partnership/ ECC highways	As above
10.7	Bond Street, Waterloo Lane link	I	Development partnership/ ECC highways	As above
10.6	Baddow Road, peninsula link	I	Development partnership/ ECC/highways	As above
10.6	Bus priority improvements for park and ride and other bus services	I	ECC highways	i] Liaison with ECC ii] Strategy agreed iii] Strategy implemented
10.8	Army and Navy junction changes	I	ECC highways	i] Liaison with ECC ii] Liaison with developer/landowner iii] Elements of scheme design agreed iv] Planning application submitted v] Planning approval vi] Work commences on site vii] Completion
10.7	Chelmer Road viaduct	I	Highways Agency	i] Steering partnership set up ii] Strategy agreed iii] Planning application submitted iv] Planning approval v] Work commences on site vi] Completion
10.9	New access roads and junction changes: Chelmer Valley Road, Rivermead Parkway/Viaduct Road or Coval Lane Parkway/Central campus Springfield Road/Navigation Road/Wharf Road Specific access needs: Market traders, Theatre coaches, Cathedral events, Cathedral School, Rail freight lorries	I	Development partnership/ ECC highways	As above

Pedestrian links				<i>Approval of transport and movement strategy in AAP</i>
10.11	New or improved pedestrian paths	I	ECC highways/CBC environmental improvements	i] Liaison with ECC ii] Strategy agreed iii] Strategy implemented
10.11	Routes through railway viaduct arches	I	CBC/ECC/Network Rail	As above
10.11	New or upgraded pedestrian crossings	I	ECC highway programme	As above
Cycle route improvements				<i>Approval of transport and movement Strategy in AAP</i>
10.12	New London Road and Parkway	I	ECC highway proposals	i] Liaison with ECC ii] Strategy agreed iii] Strategy implemented
10.12	Army and Navy upgrade subway for cycles	I	ECC highway proposals	As above
10.12	Moulsham Mill: to complete the Great Baddow to town centre route	I	Development proposals	As above
10.12	North/South through shopping centre	I	ECC highway programme	As above
10.12	Moulsham Street cycle route improvements to and from High Street	I	CBC/ECC highway proposals	As above
10.12	Springfield Road into Chelmer Waterside	I	ECC highway programme	As above
10.12	Cycle lane alongside Chelmer Road	I	ECC highway programme	As above
10.12	East-west cycle route from West End to Market Road, north-south route from Central Park to station	I	Development proposals/CBC	As above
10.12	Station to New Street and Brook Street	I	Development proposals/CBC	As above
Bridge works				<i>Approval of transport and movement strategy in AAP</i>
10.7	Parkway - new pedestrian/cycle bridge from Central Campus to Park	I	Development partnership/planning obligation/ECC Highways, Environment Agency	i] Steering group established ii] Strategy agreed iii] Planning application received iv] Planning approval v] Work commences on site vi] Completion

10.7	River Can, new bridge connecting Bell Meadow to Sky Blue pasture	2		As above	As above
10.7	River Can, new pedestrian/cycle bridge to cricket ground	1		As above	As above
10.7	River Can, service bridge - remove, replace with decks, landing stages	2		As above	As above
10.7	River Can, Meadows pedestrian bridge - low bridge to be lifted	2		As above	As above
10.7	Rivers Can and Chelmer - replace existing narrow bridges with repositioned foot/cycle bridges	1		As above	As above
10.7	River Chelmer - Bailey bridge - remove to enable clear flood flow on south side. Re-use bridge section on Navigation	1		As above	As above
10.7	River Chelmer - new bus and cycle bridge below weir	1		As above	As above
10.7	Navigation - bridge to link development with footpath to Navigation Road	1		As above	As above
10.7	River Chelmer, Backnang Square - low bridge to be lifted	2		As above	As above
10.7	River Chelmer, Riverside to Tesco - replace low, narrow bridge with pedestrian cycle bridge	1		As above	As above
Parkway subways					
10.11	Central Park next to viaduct	1-2		ECC/development partnerships	i] Liaison with ECC ii] Liaison with developer iii] Planning application received iv] Planning approval v] Work commences on site vi] Completion
10.11	Odeon roundabout	1-2		ECC	i] Liaison with ECC ii] Strategy agreed iii] Planning application received

					iv] Planning approval v] Work commences on site vi] Completion As above As above <i>Approval of transport and movement strategy in AAP</i> i] Establish steering group ii] Strategy established iii] Strategy implemented As above As above <i>Approval of transport and movement strategy in AAP</i>
10.11	Army and Navy junction		I-2		ECC
10.11	Moulsham Street		I		ECC
Bus services					
10.6	Quality bus routes for inter-town travel		I		Quality Bus Partnership ECC/CBC/First Essex Buses
10.6	Bus priority measures to improve journey times		I		Quality Bus Partnership ECC/CBC/First Essex Buses
10.6	New bus routes		I-2		First Essex Buses
Park and ride sites					
10.13	West of Chelmsford		I		ECC highway programme i] Existing networks utilised/steering group established ii] Strategy agreed iii] Strategy implemented
10.13	North of Chelmsford		I		ECC highway programme i] Existing networks utilised/steering group established ii] Strategy agreed iii] Strategy implemented
Taxis					
10.10	Quality taxi partnership		I		Operating companies /CBC/ECC/ quality taxi partnership i] Existing networks utilised/steering group established ii] Strategy agreed iii] Strategy implemented
10.5	Taxi rank reorganisation		I		Operating companies /CBC/ECC/quality taxi partnership As above

Shopmobility					<i>Approval of transport and movement strategy in AAP</i>
10.10	CBC, Meadows, High Chelmer	I-2		CBC/Meadows/High Chelmer	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Strategy implemented
Car parking					<i>Approval of transport and movement Strategy in AAP</i>
10.13	New car parks: Baddow Road, Riverside, Viaduct Road, gas works/shopping, cricket ground/New Writtle Street	I-2		CBC/Development partnerships	i] Existing networks utilised/steering group established ii] Liaison with developer iii] Planning application received iv] Planning approval v] Work commences on site vi] Completion
10.13	Car park closures: Fairfield Road, Wharf Road, Parkway, Railway Street, Glebe Road	I-2		CBC	i] Existing networks utilised/steering group established ii] Alternative uses agreed
10.13	Change to long stay/short stay balance, parking pricing and controls	I-2		CBC/partnerships with private operators	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Liaison with operators iv] Strategy implemented
Private parking					<i>Approval of transport and movement strategy in AAP</i>
10.14	Reduce private parking capacity	M		CBC/partnerships with private operators	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Liaison with operators iv] Strategy implemented
10.15	Promote green travel plans by town centre major employers to control P&R car parks	M		ECC travel plan co-ordinators/planning obligations	i] Liaison with ECC ii] Strategy agreed iii] Strategy implemented

Traffic management and streetscene enhancement schemes				<i>Approval of transport and movement Strategy in AAP</i>
10.10	Moulsham Street calming, no through movement, street parking, repaving and street furniture	I		CBC/ECC improvement scheme i] Existing networks utilised/steering group established ii] Strategy agreed iii] Strategy implemented As above
10.10	West End Duke Street, Rainsford Road, Broomfield Road, Railway Street, Wells Street	I		CBC/ECC improvement scheme As above
10.10	Duke Street, New Street, Waterloo Lane, Market Road	I		CBC/ECC improvement scheme As above
10.11	Baddow Road (east)	I		CBC/ECC improvement scheme As above
10.11	Barrack Square	I		CBC/ECC improvement scheme As above
10.11	A way-finding signage strategy	I		TCP/CBC improvement programme As above
11.6	Litter and recycling bins strategy	I		TCP/CBC improvement programme As above
11.6	Street furniture strategy including cycle and two-wheeler parking	I		TCP/CBC improvement programme As above
11.6	Town centre approved materials and street furniture palette and streetscene manual	I		TCP/CBC improvement programme As above
11.6	High Street / Moulsham Street markets, events, tables and chairs, performance, street vendors co-ordination	I		TCP/CBC improvement programme As above
Parks and green spaces				<i>Approval of public realm strategy in AAP</i>
11.4	Central Park, Bell Meadow and Sky Blue Pasture: design strategy, programme of improvements and management plan	I		CBC/planning obligations Development proposals i] Existing networks utilised/steering group established ii] Programme of improvements agreed iii] Improvements implemented

11.4	Central Park North: replacement space within Central Campus site	I	Development partnerships/ CBC	i] Liaison with developer ii] Allocation through planning contributions iii] Planning application submitted iv] Planning approval v] Work commences on site vi] Completion
11.4	Riverside spaces: Continuous Chelmer park	M	CBC/planning obligations	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Liaison with developer iv] Allocation through planning contributions v] Strategy implemented
11.4	Watermeadows: programme of access improvements, informal use, special events and conservation	M	CBC/land owners	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Liaison with land owner iv] Strategy implemented
Enhancement of existing public spaces				
11.5	A. Tindal Square	I	CBC/ECC improvement scheme	i] Liaison with ECC ii] Strategy agreed iii] Planning application submitted iv] Planning approval v] Work commences on site vi] Completion
11.5	B. Market Road / Threadneedle Street	2	CBC/ECC improvement scheme	As above
11.5	C. Cathedral precinct and Guy Harlings	M	Chelmsford Diocese/CBC	As above
11.5	D. High Street / Lloyds Bank / High Chelmer	2	CBC/ECC improvements	As above
11.5	E. Station concourse / Duke Street / Anne Knight building	I	CBC/ECC Development	As above

11.5	F. Town Sign		M		CBC/ECC	As above
11.5	G. Stone Bridge		M		CBC/ECC	As above
11.5	H. Backnang Square		M		CBC/Meadows Shopping	As above
11.5	I. Park entrance / New London Road		I		CBC/ECC improvement scheme	As above
11.5	J. Springfield Basin		M		CBC/IWA/land owners	As above
11.5	K. Moulsham Mill		I		CBC/land owners	As above
Create new public spaces						Approval of public realm strategy in AAP
11.5	L. Fairfield Road		I		CBC/Development partnership	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Liaison with developer iv] Planning application submitted v] Planning approval vi] Work commences on site vii] completion
11.5	M. Central campus		I		Development partnership	As above
11.5	N. University concourse		I		ARU/ECC	As above
11.5	P. East of High Street / Bond Street		I		Development partnership	As above
11.5	Q. Waterloo Lane		I		Development partnership	As above
11.5	R. Station / Marconi works		I		Train operating company/ECC	As above
11.5	S. The new canal cut		I-2		Development partnership/IWA	As above
11.5	T. County Cricket ground concourse		I		Development partnership/ECCC	As above
11.5	U. Inside High Chelmer shopping centre		2		Development partnership	As above
11.5	V. River confluence		I		Development partnership	As above
11.5	W. Within gas works development		I		Development partnership	As above

Improvement to pedestrian environment					Approval of public realm strategy in AAP
10.11	Rail and road bridges Under Parkway, in Central Park Under Railway, Duke Street Under Railway, New Street	I I I		CBC/ECC CBC/ECC/Network Rail CBC/ECC/Network Rail	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Strategy implemented
11.10	Parkway enhancement: tree planting including London Planes at its edges and shrubs along the central reservations	I		CBC/ECC	As above
Business Improvement Districts (BIDS)					
	Develop scheme for BIDS and implementation programme	1-2		Town Centre Partnership/businesses	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Strategy implemented
Waterways					Approval of public realm strategy in AAP
11.7	New canal cut between the Navigation and River Chelmer next to Essex Record Office	1-2		Development partnership/ IWA	i] Existing networks utilised/steering group established ii] Feasibility study iii] Liaison with developer iv] Planning application submitted v] Planning approval vi] Work commences on site vii] Completion
11.7	Enhancement of concrete river channels	I		CBC/IWA	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Planning application submitted iv] Planning approval v] Work commences on site vi] Completion
11.7	Improve boat roller path alongside the automatic sluice	I		CBC/IWA	As above

11.7	New portage facilities on south side of river Chelmer close to Baddow Road car park	I	CBC/IWA	As above
Public conveniences				<i>Approval of public realm strategy in AAP</i>
11.9	Replacement toilets and relocated facilities in Market Road space Scheme for temporary evening toilets	I-2 I	CBC/TCP CBC/businesses	i] Existing networks utilised/steering group established ii] Strategy agreed iii] Planning application submitted iv] Planning approval v] Work commences on site vi] Completion
Buildings and townscape				<i>Approval of buildings and townscape strategy in AAP</i>
12.7	Conservation area appraisals, management plans for the town centre conservation areas, possible article 4 (2) Directions, and guidance for property owners	M	CBC	i] Schedule of work in progress ii] Prepare and consult on appraisals and plans etc iii] Adoption by CBC
12.4	Distribute scale across the town centre by keeping new development within defined height ranges	M	Site specific guidance/ planning control	i] Prepare detailed guidance - planning briefs ii] Implement guidance through development management
12.5	Align buildings around Central Park according to the plan	M	Site specific guidance/ planning control	As above
12.7	Retain valuable pre-war buildings in the central core	M	Site specific guidance/ planning control	As above
12.11	Suitable locations for gateway landmarks	M	Site specific guidance/ planning control	As above
12.7	Grant scheme for repairs to historic buildings	M	CBC	i] Grants scheme developed and approved ii] Scheme administered iii] Schedule of grants applied for and awarded
12.7	Action on buildings at risk	M	CBC monitoring and advice	i] Strategy agreed ii] Strategy implemented

Chelmsford Town Centre Area Action Plan List of Shopping Frontages		
Primary Shopping Frontage		
Location	Number	Comments
Cornhill	Retail Market frontage Return of 11 Market Road 2-8 evens	
Market Square	1-4 inclusive	
High Chelmer	24-43 inclusive 1-23 inclusive	<ul style="list-style-type: none"> - including return into Cornhill at 24 - including return into Tindal Street at 43 - including return into New London Road at 1 - including return into Market Square at 23
Exchange Way	16-24 inclusive 3-15 inclusive	
High Street	81-83 inclusive 51-78 inclusive 10-50 inclusive	<ul style="list-style-type: none"> - east, west, and south frontages - including return into Springfield Road at 38 (north side) - including return into Springfield Road at 39 (south side)
New London Road	2-22 evens 1-11 odds	- including Ivory Peg, r/o Marks & Spencer and return facing River Can (north side)
Barrack Square	Nightclub premises	
Moulsham Street	220-226 inclusive	- including return into Barrack Square at 226
The Meadows	1a-19 inclusive 21-34 inclusive 35a-37 LSU 1, LSU2	- including frontage facing Backnang Square
Springfield Road	24-48 inclusive 50-70 evens 18-22 evens 47-55 odds 5a-7 odds	<ul style="list-style-type: none"> - including Burgundy Court - including return into Bond Street (Tesco) - including Grays Brewery Yard
Annonay Walk	1-8 inclusive	

Secondary Shopping Frontages		
Location	Number	Comments
Broomfield Road	2-32 evens 1-39 odds	- including Bellamy Court - including Bellamy Court
Rainsford Road	2-14 evens	
Duke Street	28-38 inclusive 40-56 inclusive 65, 65a 3-25 inclusive Dorset House (part) 66-74 inclusive 84-90 inclusive	- including return into Wells Street at 40 - including return into Victoria Road South at 65a - including return into Victoria Road South at 66
Wells Street	2-18 evens 1-23 odds	- including return into Railway Street at 23
Market Road	19-22 inclusive Chancellor Hall and service entrance 1-10 inclusive	
Exchange Way	25-27 inclusive 1 and 2	
Tindal Square	6 1-5 inclusive	
Tindal Street	1-11 inclusive Service Yard frontage	
High Street	85-100 inclusive 1-8 inclusive, eastern frontage 77-80 inclusive	
Waterloo Lane	North side from New Street corner to private entrance	
New London Road	60-80 35-57	- including return facing River Can (south side) at 35

Location	Number	Comments
Moulsham Street	151-210 inclusive 212-219 inclusive 23-74 inclusive 1-13 inclusive	- including return into Parkway at 210 - including return into New Writtle Street at 183 - including return into New Writtle Street at 184 - including return into Parkway at 23
Parkway	8-18 evens	
New Writtle Street	Moulsham Street junction to Tyre Centre inclusive Moulsham Street junction to George Street inclusive	
Baddow Road	2-26 evens 62-70 evens 1-19 odds 37-45a odds	
Can Bridge Way	1-7 inclusive plus Cinema	
Springfield Road	13-41 odds 72-80 evens 96-102 evens 135-151 odds	- including premises fronting River Chelmer both sides (Lloyds No 1, Edwards & Toad at the River)
Bond Street	109-115 inclusive	- including new parade of shops
Riverside Retail Park	33-38 inclusive	
New Street	Junction of Marconi Road to Rectory Lane (west side)	
Rectory Lane	122-123 inclusive	
Bishop Hall Lane (Rivermead Gate)	1-15 odds	

FURTHER INFORMATION

This publication is available in alternative formats including Braille, large print, audio tape and other languages. Please call 01245 606330.

Minicom: 01245 606444

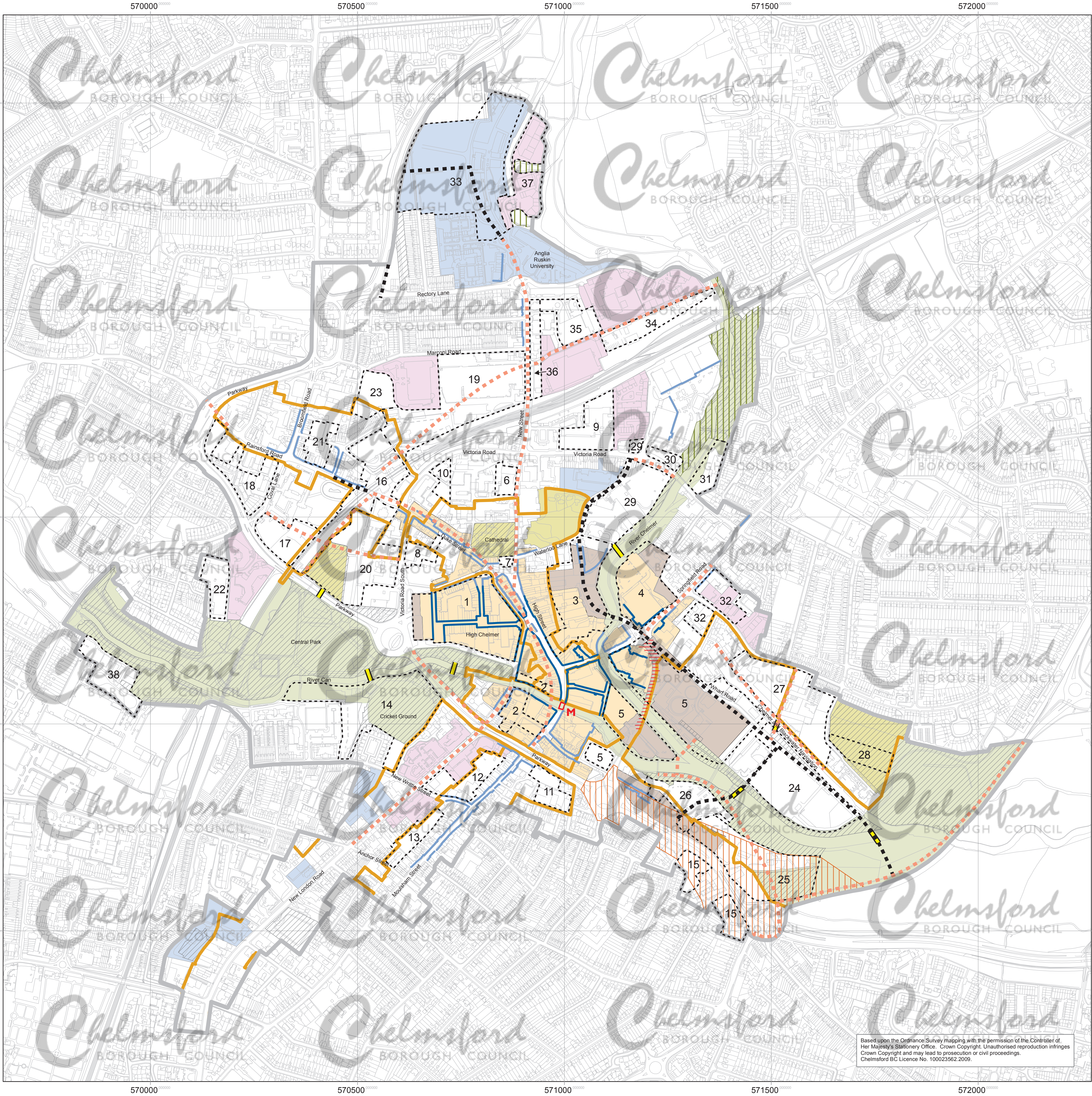
Planning Policy
Directorate of Sustainable Communities
Chelmsford Borough Council
Civic Centre
Duke Street
Chelmsford
Essex
CM1 1JE

Telephone 01245 606330
Fax 01245 606642
planning.policy@chelmsford.gov.uk
www.chelmsford.gov.uk

Document Published by Planning Policy
Copyright Chelmsford Borough Council



CUSTOMER SERVICE EXCELLENCE



CHELMSFORD TOWN CENTRE AREA ACTION PLAN PROPOSALS MAP

The Proposals Map shows the spatial definition of Area Action Plan proposals. It includes policy areas designated by the Core Strategy and Development Control Policies DPD.

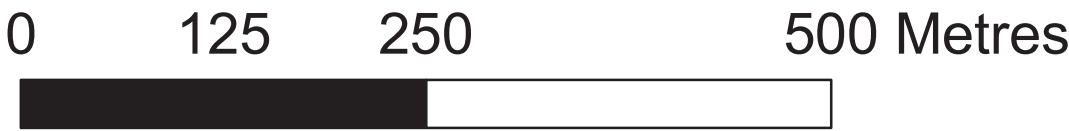
The Proposals Map for Chelmsford Town Centre is an inset of the Local Development Framework Proposals Map.

Chelmsford Town Centre Area Action Plan reference	Core Strategy and Development Control Policies reference
	CP7
Section 10	CP8
Para. 10.12	CP8
Para. 10.7	
Section 13	CP6, CP7
Para. 6.5	CP23
Para. 6.6	CP23
Para. 6.9	DC59
Para. 6.10 - 11	DC60
Para. 7.6	CP22, DC48, DC51, DC52
Para. 11.4	CP9, DC9
	CP12, DC39
Para. 11.4	CP12
	DC13
Para. 12.7	CP9
	DC19
Sections 14, 16, 17, 18, 19, 20	
Para. 10.8	DC28
	DC37

Route alignments are indicative

Areas outside the Chelmsford Town Centre Area Action Plan are considered by the Site Allocations Document

AUGUST 2008



Planning Policy
Directorate for Sustainable Communities
Chelmsford Borough Council
Civic Centre, Duke Street, Chelmsford, Essex, CM1 1JE

Telephone 01245 606330
Fax 01245 606442
Minicom 01245 606444
planning.policy@chelmsford.gov.uk
www.chelmsford.gov.uk



Based upon the Ordnance Survey mapping with the permission of the Controller of Her Majesty's Stationery Office. Crown Copyright. Unauthorised reproduction infringes Crown Copyright and may lead to prosecution or civil proceedings.
Chelmsford BC Licence No. 100023562.2009.