

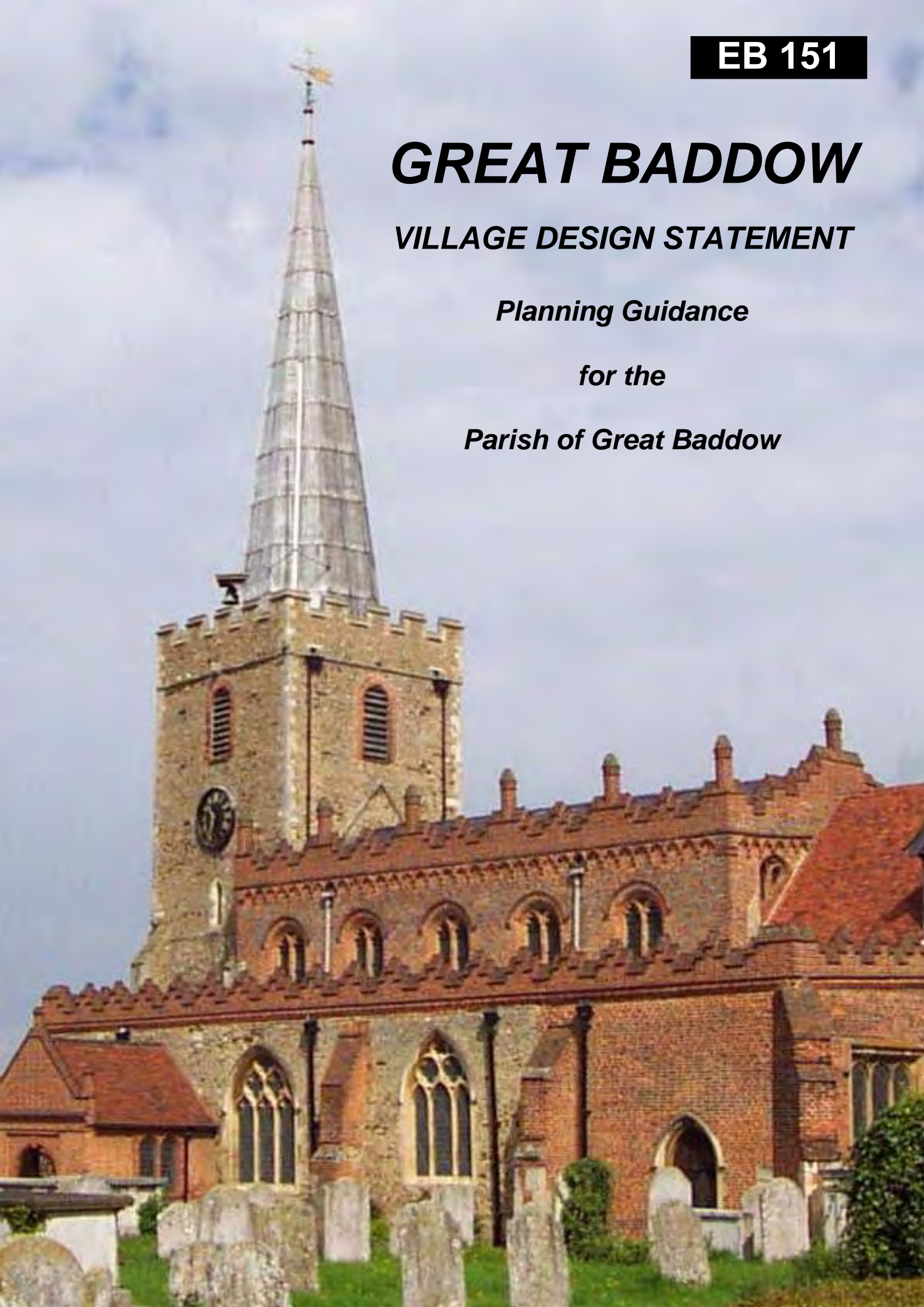
GREAT BADDOW

VILLAGE DESIGN STATEMENT

Planning Guidance

for the

Parish of Great Baddow

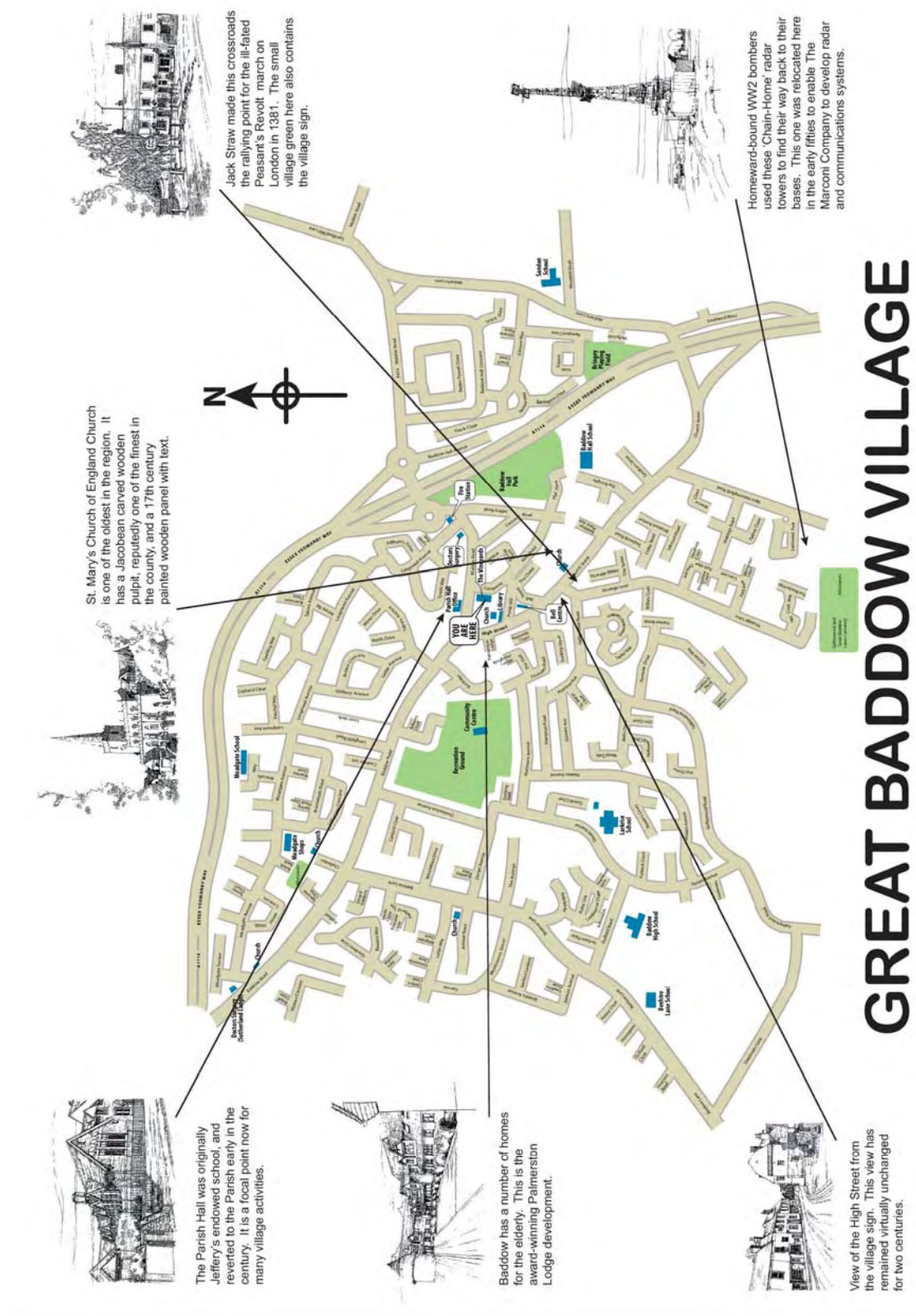


GREAT BADDOW VILLAGE DESIGN STATEMENT

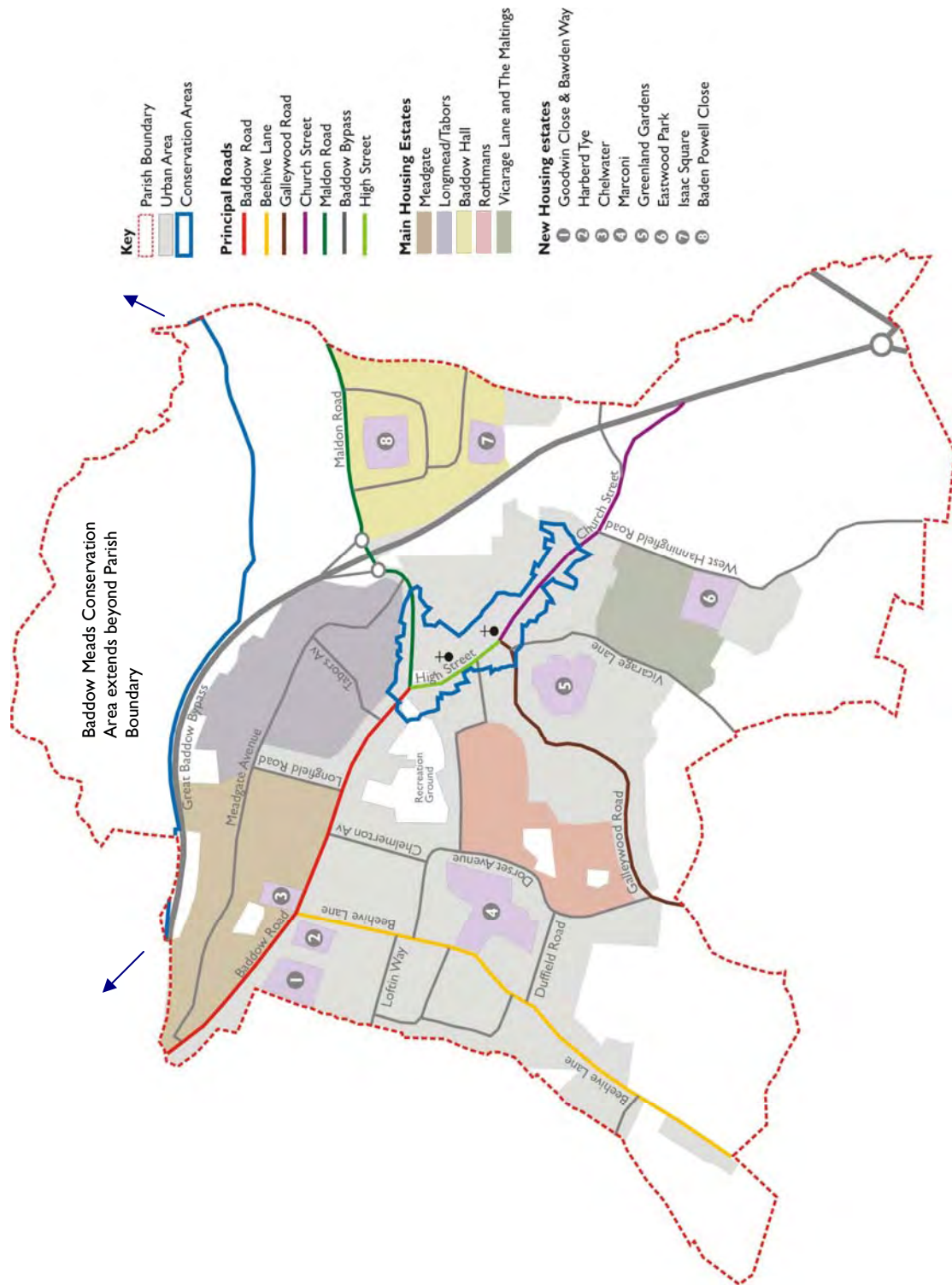
Planning Guidance for the Parish of Great Baddow

Contents

1	Introduction	5
1.1	Scope	5
1.2	Consultation	6
1.3	Document Status	6
1.4	Planning Policy Context	6
2	The Village of Great Baddow	8
2.1	Landscape and Setting	8
2.2	History	9
2.3	The Architectural Heritage	9
2.4	Business and Employment	12
3	Character Areas	13
3.1	The Village Centre	13
3.2	Church Street Area	16
3.3	Church Street Business Area	18
3.4	Maldon Road	19
3.5	Baddow Road	20
3.6	Beehive Lane	23
3.7	Galleywood Road	27
4	Housing Areas	28
4.1	Meadgate	28
4.2	Longmead/Tabors	29
4.3	Rothmans	29
4.4	Vicarage Lane and the Maltings Estate	29
4.5	Baddow Hall	30
5	21st Century Estates	31
5.1	Eastwood Park	32
5.2	Baden Powell Close	32
5.3	Chelwater	32
5.4	Greenland Gardens	33
5.5	Isaac Square	33
5.6	Harberd Tye	33
5.7	Goodwin Close and Bawden Way	33
5.8	Marconi Social Club Estate	34
6	BAE Systems Research	34
7	Parks and Open Spaces	35
8	Rural Areas	37
8.1	Baddow Meads	37
8.2	Manor Farm	37
8.3	Farm Land in the South and East	38
8.4	Lathcoates Farm	39
9	Public Realm	39
9.1	Parking	39
9.2	Footpaths and Cycleways	40
9.3	Street Furniture	40
9.4	Village Gateways	41
10	Conclusions	41
11	Bibliography	42
	Acknowledgements	43



Copy of the new village map first used in August 2009 - by kind Permission of Great Baddow Parish Council



1 Introduction

Great Baddow is a thriving community - still very much a village. The unique character of its many historic buildings distinguishes it from the large suburban neighbourhood of Chelmsford.

Despite having much modern development within its boundaries it has a harmony more associated with its village origins because of its historic buildings which the community values and aims to preserve.

The surrounding areas have residential areas from early to late 20th Century. The centre is close to a large park (the Recreation Ground and Noakes Park) with a thriving community centre. It has the Vineyards neighbourhood centre, Meadgate Parade and small local shopping areas in Beehive Lane and Dorset Avenue.

It has many community halls which are well used and contribute greatly to the life of the village.

As well as the recreation ground, valued open spaces include Baddow Hall Park and smaller areas such as at the top of Noakes Avenue, the area around Meadgate stream, a strip of land behind Tabors Avenue and Bramston Close, and Luxfield (top of Vicarage lane). Goodwin Close, the Bringey open space opposite Isaac Square and Baden Powell Close have all been part of new development and are very welcome. There are allotments on Tower Fields and off Vicarage Lane. The Baddow Meads, along the River Chelmer, is one of our Conservation Areas.

Residents have made it an admirable example of how an historic settlement has adapted buildings to meet the needs of the present day especially in the business areas.

The challenge is to identify how we can ensure that Great Baddow retains its unique character while continuing its development against a modern backdrop.

1.1 Scope

This Village Design Statement (VDS) contains a description of the Parish of Great Baddow, an area of 647 hectares (2.5 sq miles) with a population of over 13,000 as seen by those living in the village between 2005 and 2008. It also puts forward

guidelines from the community as to how its history and character should be respected in any development or change to the physical environment. The purpose of the VDS is to give clear guidance on how to care for the qualities and characteristics of the village and parish that residents, workers and visitors value.



The Parish Hall

Chelmsford Borough Council encourages communities to produce their individual Village Design Statements, the key aspects being wide community involvement and consensus. Great Baddow Parish Council has promoted and maintained support throughout the process, with some councillors serving on the steering committee in an unofficial capacity.

All planning applications in Great Baddow Parish are reviewed by the Parish Council's Planning Committee. Comments are submitted to the local planning authority (Chelmsford Borough Council) and comments received are taken into consideration when the Council determines the application.

Property owners are encouraged to use the Great Baddow VDS when considering carrying out changes to property or land, whether or not planning permission is needed.



View of the church between new housing on the Causeway

1.2 Consultation

The Village Design Statement was developed by the steering committee of the Great Baddow Village Design Statement Association, a voluntary organisation constituted in 2005. The views of the community were sought to identify the character and special features of the Parish and record them over the consultation period 2005–2007.

The group was given support by the Mayor of Chelmsford for 2006 / 2007, who selected the winner of the questionnaire prize draw.



Members of the Village Design Statement Association Committee with the former Mayor of Chelmsford, Councillor Margaret Hutchon



Jasper Jeffrey's and the Parish Hall.

Consultation with residents of Great Baddow has taken place during the project. An initial public meeting took place at the Parish Hall in October 2004, followed by the photographic survey and workshop in May 2005, and a public exhibition of over 400 photographs in February 2006 in the Great Baddow Arts and Leisure Centre. This was followed by a questionnaire sent to around 5000 households during September 2006. The evaluation of all the responses was used to develop recommended guidance for future developments.



Great Baddow Residents' Photographic Day

1.3 Document Status

This VDS was adopted by Chelmsford Borough Council on 8 March 2011 as a Supplementary Planning Document as part of the LDF.

As a Supplementary Planning Document the VDS is a material consideration in the determination of local planning applications. It will help to protect and maintain our precious building heritage within Great Baddow and will influence members of the community making changes to buildings and spaces not needing planning permission.



The Photographic Exhibition in the Great Baddow Arts and Leisure Centre

1.4 Planning Policy Context

Demographic changes and Government policies require considerable additional housing in the East of England and future development in Great Baddow is inevitable. The local planning authority has the job of considering the balance of additional housing, the environment, and listening to the views and wishes of the local community.

The Borough Council produces the development plan for the area, the Local Development Framework (LDF). The Local Development Scheme (LDS) provides the programme for the LDF. One of the key

documents is the Core Strategy and Development Control Policies document, adopted in early 2008.

Great Baddow is part of the Urban Area of Chelmsford. The land to the south is Metropolitan Green Belt (MGB). Planning policies DC1 and DC2 seek to protect the MGB and countryside from inappropriate development.

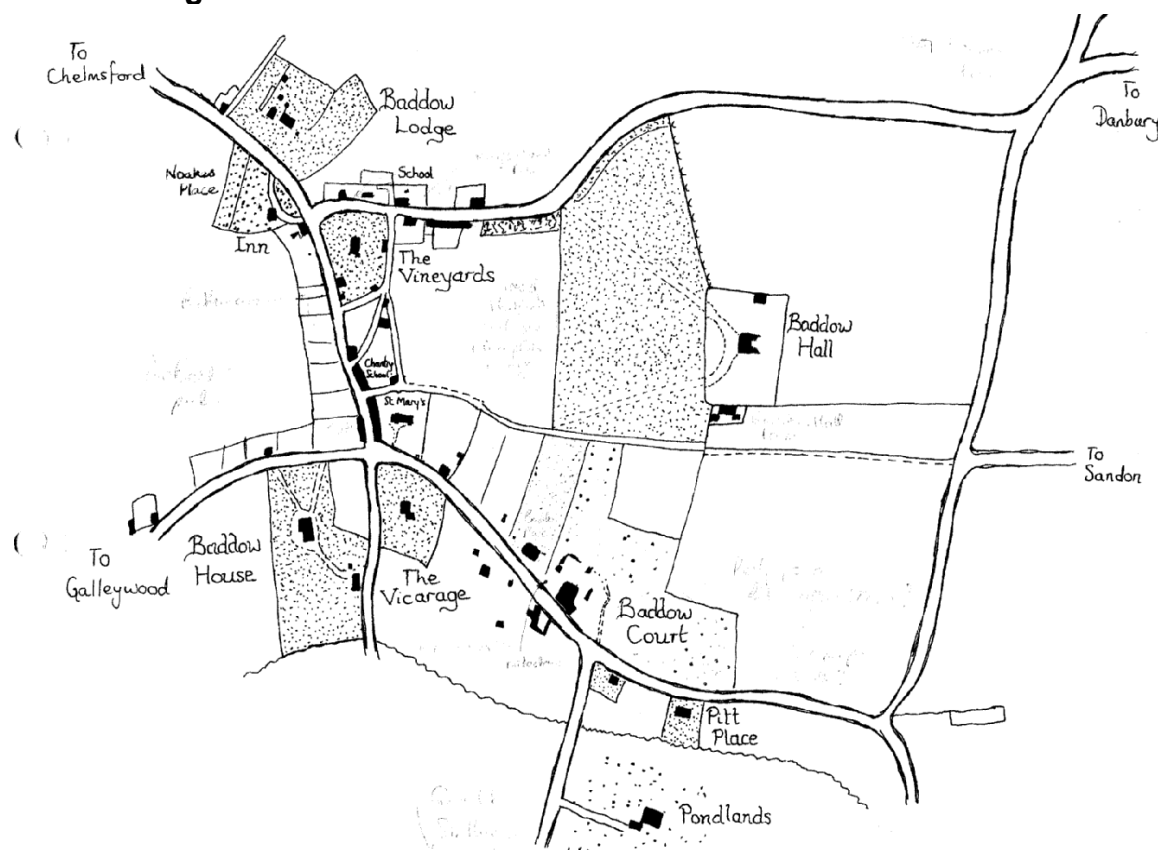
The West Hanningfield Road Industrial Area is identified as a higher value employment area which policy DC50 promotes. Church Street Industrial Area is a designated urban employment area where policy DSC51 protects and promotes business development and policy DC52 protects and promotes industrial and warehouse development.

Central Great Baddow and Baddow Meads (part of the Chelmer and Blackwater Navigation) are designated as Conservation Areas - policy DC17 seeks to protect their special character. The character of Baddow Meads is defined in a character appraisal ([see: http://Chelmsford.gov.uk/index.cfm?articleid=9282](http://Chelmsford.gov.uk/index.cfm?articleid=9282))

The Vineyards is defined as a Principal Neighbourhood Centre in Policy CP25.

The design of development is covered by core policies CP20 and CP21, development control policies DC42 and DC45, and DC18 - listed buildings. Please refer also to the register of Buildings of Local Value <http://www.chelmsford.gov.uk/index.cfm?articleid=15957>. Core Policy CP14 provides a direct link between VDS and local planning policy. The policy also sets the scene for the visual impact of all development proposals on the landscape.

2 The Village of Great Baddow



Great Baddow in 1800

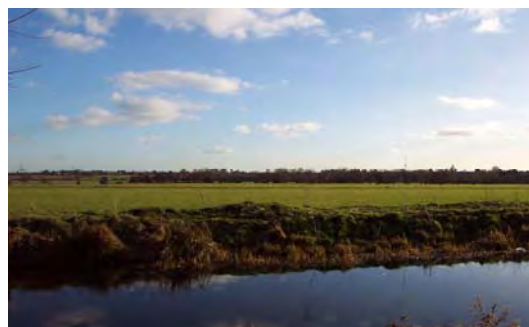
2.1 Landscape and Setting

Great Baddow is situated on the ridge of high ground rising from the flood plain on the south side of the Chelmer valley immediately to the east of Chelmsford.

The ground to the south west rises to Galleywood which is one of the highest points in the immediate area. The historic village centre is near a small valley where Baddow Brook flows into the flood plain. This is at a junction on the main road from Chelmsford to Maldon in the village centre, joined by a branch of the road from London that passes over Galleywood Hill.

Originally separated from suburban Chelmsford by open country and farms, the housing development from both sides has now merged to give a continuous built up area. To the north, development is limited by the Chelmer flood plain, and to the east and south the Green Belt has largely preserved the village's visible boundaries.

Baddow Meads and the banks of the River Chelmer create the rural setting and are private farmland, although public rights of way cross the area.



Distant View of Great Baddow across the flood Plain of the River Chelmer

2.2 History

Evidence of early settlements in Great Baddow is provided by the Iron Age remains discovered in the area between Maldon Road and Church Street, and the Roman roofing tiles and Roman bricks used in the church.

The village developed in separate areas centred on the junction of Maldon Road and the High Street, and on the Church. These two areas may have corresponded to the pre-conquest holdings or it may be that the division was a geographical one, based on the old course of Baddow Brook, which is now piped through the village. From the buildings that remain, it would appear that the area around the Church was the larger part of the village.

In the 15th century the lands reverted to the Crown by marriage and Henry VI incorporated them into the Duchy of Lancaster. In the early 16th century the Royal lands at Baddow were part of the provision settled upon Katharine of Aragon by Henry VIII. A number of 15th century buildings still stand near the 13th century Church, and these were augmented by the 16th century structures which form the group including the White Horse Public House. The general standard of construction is notably higher than was normal for the period. The 16th century saw a considerable number of new buildings around the Maldon Road, and between there and the Church. The population at this time was approximately 400. Extensive infilling along the road lines occurred in the 17th century.



The Victorian School Building, now St Mary's Play School

The 19th century growth was extensive. In 1801 the population was 1445 but by 1901 it had increased to 2,300, the sharpest rise being in the 1830s. The Brewery and

Baddow Court are typical of the period, as are many of the small cottages.

During the 20th century, the village expanded considerably, with the addition of the major housing estates. The total population had increased to over 13000 by the 2001 census and is still rising. The fine 18th century Vineyards house was replaced by the shopping centre, and the construction of the by-pass removed most of the through traffic from the village. In recent years additional housing has been built on by infilling brown field sites within the parish.

Great Baddow has good communications with surrounding areas. It is located on the main road from Chelmsford to Maldon and close to the A12, providing direct road access to London and the M25 and to East Anglia. It is also on the main road to Southend and Basildon. The proximity of the rail station in Chelmsford gives an entry to the railway network, especially useful for the residents of the Baddow region who commute to London.

2.3 The Architectural Heritage

Residents are passionate about the historic past of the village. The historic core is within the central Great Baddow Conservation Area. Despite much destruction and redevelopment in the 20th century, Great Baddow retains many interesting buildings from a wide range of historical periods.

Foremost amongst these, as often the case in English villages, is the parish church of St. Mary the Virgin (*see cover picture.*) The core of the nave and chancel is probably 13th century, with the aisles and west tower (with its tall leaded spire) from the 14th century. The red brick clerestory (upper part of the nave) with battlements and pinnacles, and the two chancel chapels were added early in the Tudor period.



The Manor House with the impressive chimneys, at the foot of Maldon Road

A few other fragments of mediaeval architecture also survive in the parish. No. 27 Maldon Road is said to be in part 14th century, but much of the timber-framing is 16th century. Russell's Restaurant in Bell Street incorporates the remains of a 15th century barn, and 66-68 High Street (The Essex Carpet Centre) may also date back to the 1400s.



Mary Britten Cottage Bell Street

The golden age of building in Great Baddow was in the 18th and 19th centuries, when a number of large private residences were either constructed or remodelled. Nearly 60 of our buildings have listed building status, which gives special protection and ensures their preservation.



5 Maldon Road - 16th century

A number of fine 18th century and early 19th Century houses survive (i.e. Baddow Court, Pitt Place, Rothmans, Houghtons and 6 High Street) but Noakes Place, Bramwoods and the Vineyards have all been demolished. Baddow Court in Church Street was built early in the 19th century, and stood derelict for a number of years; but has now been restored. Pitt Place is on the Borough Council's Buildings at Risk Register.



Bell Street looking towards the High Street

Baddow Place has a late Georgian front hiding an earlier timber-framed house. For many years it was home to the Crabb family, owners of the once famous Baddow Brewery. The brewery itself was rebuilt in 1868, and is one of the last buildings of true architectural merit to be constructed in the parish.



The former Baddow Brewery in Church Street



Conservation Area and listed buildings

Some Hidden Gems of Great Baddow



No 6 High Street



Hidden house next to Thomson's Electrical shop - attached to no.6 – making the most of a small space



No. 23 – a secret on the High Street



Ducking Stool Cottage – little seen near the modern high-rise flats

2.4 Business and Employment

Employment in the village was originally based on farming and the jobs connected with its support. Farmhouses are still very much part of Baddow's heritage – see 3.6 Rural Areas (Farmland to the South and East).

Most of these jobs have long since disappeared and employment within the village is now varied. A major contribution to the village economy is provided by residents commuting to jobs outside the parish, only about a fifth of the residents having employment in Great Baddow itself. 40% of the respondents to the questionnaire commute either to London or other parts of the county while the remainder work within the greater Chelmsford borough.

The major private employer in the parish itself is BAE Systems Advanced Technology Centre which is the successor to the Marconi Research Laboratories in West Hanningfield Road. Its buildings remain in use throughout the village.

There are many other small businesses located throughout the parish. Retail is mainly located in the two main shopping centres, the Vineyards and Meadgate, and at other scattered locations.



Entrance to the Bringe commercial centre off Church Street



The Vineyards with the new glass fronted restaurant and the refurbished flats behind

Farming is located on the parish outskirts, but now employs less than 2% of the parish residents. Pontlands Park Hotel and other establishments provide employment in the hotel and restaurant business.

At the south end of High Street are a number of old buildings adapted for commercial use, including a carpet showroom (66 and 68 High Street) in a beautiful 15th Century building.



A modern use for an ancient building

3 Character Areas

A character area is an area with its own identity in terms of use and appearance. This chapter describes the areas, and their special features. Great Baddow has about 100 separate streets and roads, many with a wide range of architecture.

3.1 The Village Centre (The Vineyards Area)

The village centre, a Conservation Area, is situated in the area adjacent to the High Street and part of Maldon Road. It is dominated by the 1960s Vineyards shopping centre, with its block of flats and the Marrable House office block. This replaced the 18th century house and is now recognised as wholly out of character in the Conservation Area.



Maldon Road, Manor Place

The Vineyards provides a comprehensive set of shops and includes two banks and the only remaining post office in Great Baddow. The shops provide all the necessities for everyday living and consequently attract a large number of shoppers from neighbouring villages. The flats built over the shops were extensively modernised in 2003 and now present a much improved appearance, though one that is still considerably out of character with the surrounding Conservation Area buildings.



Maldon Road Cottages

A planning brief for the Vineyards was adopted as planning guidance by Chelmsford Borough Council in June 2004 to act as a framework for any future development scheme. This followed public consultation, including a public meeting in May 2004. Several changes to the draft brief were made following the consultation. Although this no longer has the same weight it is hoped it can still inform the planning process.



The Vineyards flats and a corner of Marrable House to the right

The village has an exciting future. Many residents who took part in the VDS survey were concerned that, despite the brief, much of the Marrable House building was still unused and has an appearance of long-term neglect.

The focus for Baddow residents will inevitably be on the village centre until Marrable House is either replaced or refurbished. They agreed with development taking place on previously developed land and within the existing housing boundary.



The Causeway

The Bell Centre housed the Great Baddow branch of the Essex County Library which was officially opened in 1991. It now contrasts with the smart appearance of the Reading Room.

A photograph of a green corrugated metal building with a red roof and a wooden fence in the foreground. The building has a chimney and a small window with a red awning. A yellow warning sign is visible on the fence.

*The Great Baddow Arts and Leisure Centre,
commonly called the Reading Room*





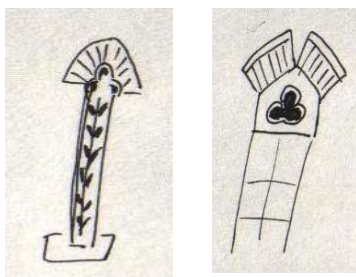
An Edwardian House in New Road

New Road contains a mixture of housing dating from Edwardian times to modern flats. These flats and houses have been built in a style sympathetic to their neighbours and are a good example of how modern buildings can be integrated into existing streets.



Jackson's Court, a good example of how an early 21st century housing project can be integrated into early 20th century housing

New Road also has, together with Crescent Road and Jeffery Road, an estate of 1930s housing set back from the road and with more generous front gardens.



Window and stonework details on the Parish Hall

Guidance: Vineyards area Please also see further relevant guidance under 'Church Street area'

1. Any redevelopment plans should adhere to the brief and improve the integration of the Vineyards with its historic environs
2. Any replacement to Marrable House needs to be lower than the height of the existing building
3. More planting along the Causeway will be encouraged, to enhance the green areas in front of the Vineyards entrance and improve the local environment
4. More planting on the green behind Marrable House will be encouraged to improve the view of the village centre
5. Protection of the avenue of trees along the High Street will be encouraged.
6. When redevelopment of the Vineyards car park area is considered we should maintain the differing height between Maldon Road and the Vineyards by retaining the bank which separates the two areas.
7. The trees along the bank should be maintained to soften the view from the historic buildings on Maldon Road across to the modern buildings in the Vineyards.



Our many listed buildings have attractive features which should be replicated in modern design



Many of the buildings have distinctive rooflines

3.2 Church Street Area

Entrance to Church Street is from the slip road from the A1114 (Baddow Bypass) or from the High Street. Looking down from slip road direction towards the village centre, it has a significant number of beautiful old properties, including listed buildings. Many are built with grey stone. Features from listed buildings are frequently carried through into new build.

Looking from its junction with the High Street and Vicarage Lane, the road sweeps up steeply until we see the village sign on the right, and residents can fully appreciate the setting of the magnificent church on the left. The Old Vicarage opposite was built in about 1730 and is a red brick building of two storeys.

The remainder of Church Street starts at the slip road and runs towards the village centre.



Pitt Place

The listed Pitt Place stands just after the slip road. Unfortunately it is in a poor state of repair.



Church Street cottage

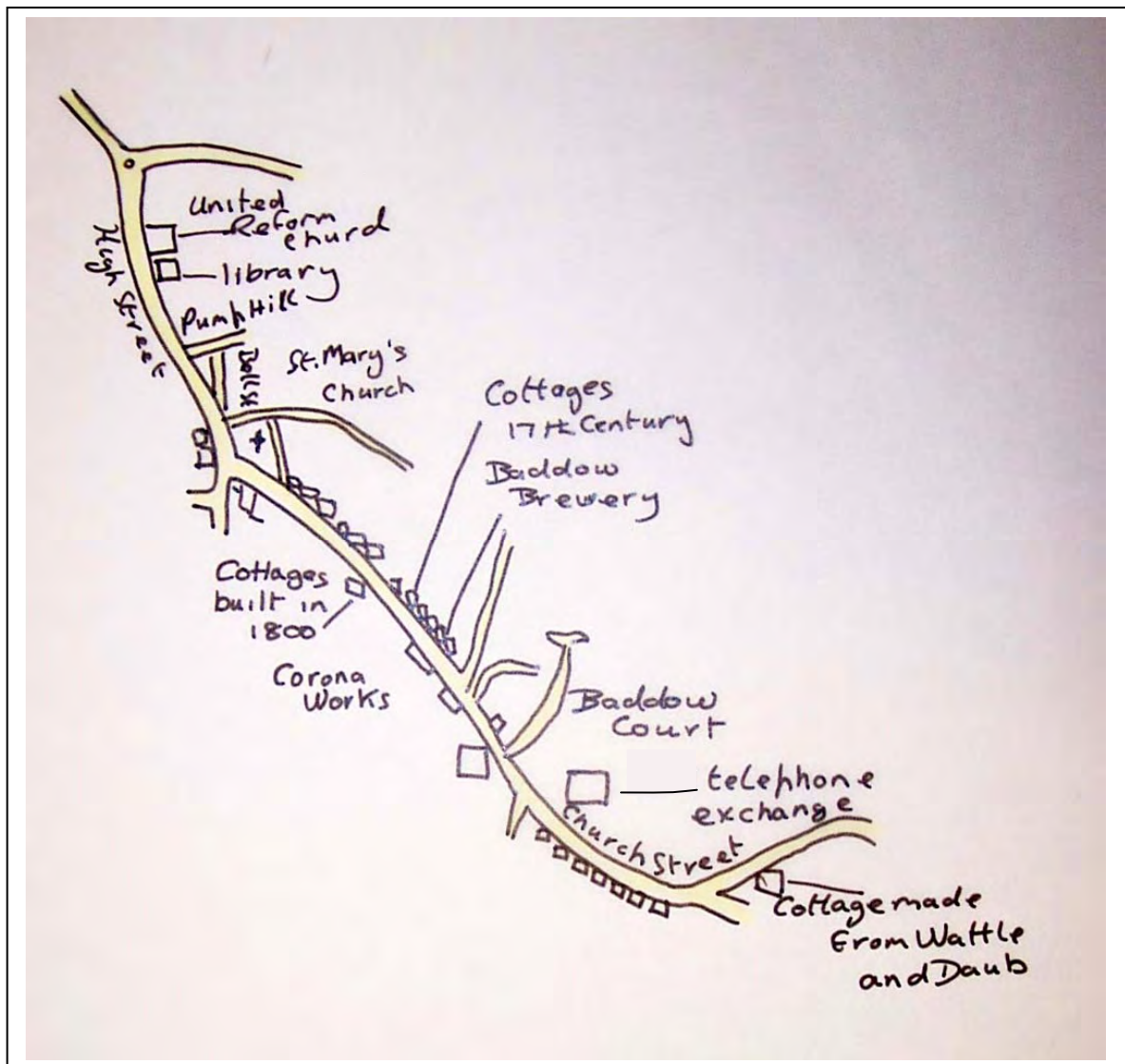
A 'wattle and daub' 17th Century cottage is near the junction with West Hanningfield Road.

On the other side of the road are fields, beyond which are the telecommunications mast and telephone exchange and the entrance to Smithers Drive, a row of 1970s houses. Old high walls and large hedges have groups of new houses behind.

The 19th Century Baddow Court is sensitively converted into flats. The entrance to the Bringey retail area is next, along with another 19th Century property. Back on the left after West Hanningfield Road, houses built mainly in the 1950s and 1960s are next to industrial premises.



A sympathetic restoration of the former Corona works, now commercial premises, has included the replacement of splendid cameos of Queen Alexandra and King Edward VII which were on the old building



Church Street and High Street area

The modernised former Corona works creates a sudden change as it juts out at the corner (following the design of Baddow Court).



Old Church Street features influence new

Opposite the Bringey there is a footpath to the Maltings estate along which many residents access Church Street to reach the Bringey retail area, head into the village, or cross to and from Baddow Infants and Junior Schools along the footpath.

On the South side of the street, Bradford Memorials stone masons occupy the building near the road. Shepherd Motors and warehouse buildings sit behind.



Note how the colour and shape features on Bradford Memorials are picked up by the new commercial building behind, linking elements of old and new

In the rear there is a long brick building, housing a set of printing companies and a wine warehouse. New purpose built offices associated with building businesses are situated well back from the street.



Church Street, no 21 to 29

Beyond the Bringey, 1960s houses next to the footpath give way to an old 1800s house, a 1960s house and the three storey flats either side of the entrance to Seabrook Road. On the right is the former brewery building followed by two large 19th century properties next to Baddow Place Avenue. The 18th century Coach House Cottage on the opposite side of the road sits well back in the street scene. This is followed by a mixture of old and new properties largely hidden by the old walls that originally enclosed single dwellings, and some of which now enclose groups of new dwellings. In this area we also find the new Rectory built in the 1980s and the old 19th century vicarage now converted into flats. On the corner of Seabrook Road is a magnificent Cedar of Lebanon.

After Baddow Place Avenue are several 18th and 19th century cottages, one of which is an Italian Restaurant and wine bar, followed by the site of the former Dale Hire and a hairdresser. More 18th century cottages front the road followed by a group of 1960s houses and the 13th century church. The tiny triangle of green opposite is at the intersection of Church Street, Vicarage Lane and High Street and has the Great Baddow village sign.

3.3 Church Street Business Area

On the North side of Church Street, the main Baddow Brewery building and the surrounding buildings are used for a mixed use of insurance offices, light engineering, scuba diving shop/education centre and communication companies. The Bringey retail area is a much visited collection of low buildings used for sales of antiques, pine furniture and kitchen manufacture.



Many doorways open onto the roadway or are close to it, especially in the village centre and Church area

Guidance: Church Street Area

1. Developers should look not only at the design of the building, but to the surrounding area and the visual impact the proposed development will have
2. The use of traditional materials (such as red brick, white or black weatherboarding, painted render, and white painted wooden window frames) should be used to maintain character in new build and extensions
3. Shallow frontages with small amounts of planting to soften street scenes will be encouraged.
4. Indigenous species of tree incorporated in new development is encouraged where appropriate
5. Low walls or railings should be used to front streets
6. Soft colour washes on houses will be encouraged
7. Roof forms should follow traditional shaping
8. Doorways should take reference from listed frontages
9. All new build extensions and renovations in Church Street should reflect the scale, layout form and materials of the existing area

10. Business areas in Church Street are good examples of how business premises can be integrated into the village by updating existing buildings; similar schemes will be encouraged along with retention and expansion of business uses

3.4 Maldon Road

The first section of Maldon Road is part of the Great Baddow Conservation Area. It leads off the junction of High Street and Baddow Road from a mini roundabout, initially rising quite steeply.

On the right is the former site of the Vineyards House - now the Vineyards shopping centre. On the left are listed period houses, including no 5 Maldon Road (now an undertakers) then a modern row of 1960s shops with flats above.

Following this on left is the Parish Hall, Jasper Jeffery's house, and more houses in a ribbon formation. The oldest houses in Great Baddow are here (presumed to be 15th century) and lead up to the King's Head Public House. They look inwards towards the Vineyards.



Looking up from Jasper Jeffery's to the King's Head



The King's head under refurbishment Oct 09



A brand new sign on the Kings Head

On the right are small late Victorian terraced housing and Kinghams modern almshouses, leading to another row of more modern shops. On the left are shops for fishing tackle and other country pursuits and a tailor's.



The view looking down the narrow section of Maldon Road

Many of the local roads date from before the days of motor vehicles and in Maldon Road above the Vineyards, houses with front doors opening directly onto the street add to the character of the area.

A modern fire station stands at the junction with Longmead Avenue, with an entrance to Baddow Hall Park opposite - one of our much loved green spaces. Nearby are the two roundabouts where Maldon Road links with the Baddow bypass.

Beyond the Baddow bypass there is modern housing on the right and farmland, with a farm shop, on the left leading down to the River Chelmer.

Housing continues on the right up to the junction with Molrams Lane. Beyond the Parish boundary the road continues towards Danbury and Maldon, crossing the A12 next to the Park and Ride terminus.



The former garage site where suitable development will be encouraged. The greensward, which houses a traditional bus shelter, is an important foreground feature for future build.

Guidance: Maldon Road

Please see also further relevant guidance under 'Church Street area'

1. A pedestrian crossing on Maldon Road opposite the Parish Hall would be encouraged
2. Clearer warning signs should be set well before any crossing
3. When an opportunity arises to improve the junction of Maldon Road and the Causeway, it should be a scheme specifically designed for the location rather than a standard approach
4. Consideration should be given to improve the planting on the two roundabouts linking the Baddow bypass with Maldon Road
5. Development will be encouraged at the former garage site - corner of Maldon Road and Molrams Lane
6. The retention of traditional style bus shelters along Maldon Road is supported

3.5 Baddow Road

Baddow Road leading from the centre of Chelmsford, where the Roman road fords the rivers, to the settlement of Great Baddow some two miles south east, runs above the Chelmer flood plain.

The section in the parish itself goes gently uphill from the Army & Navy roundabout to Tabors Avenue, where the road becomes Tabors Hill. The length of this section is about a mile and a number of roads cross it or branch off.



The minute the Baddow boundary is passed, as people drive past the village sign on the wall, the rows of late 19th century cottages signal a change from the urban centre of Chelmsford. A turning on the left takes traffic towards Meadgate with its shopping centre. Pedestrians can access the Meadgate area via Loves Walk, and also towards Meadgate via Chelwater and the footpath to Lathcoates Crescent.



Individual houses reflect styles from different periods in Baddow's history.



The Church of the Latter Day Saints of Jesus Christ is an imposing modern building near the Meadgate Avenue junction

Between the Army and Navy and the Beehive there are late 19th century homes with some other larger houses interspersed, including the doctors' surgery at Sutherland Lodge.



The Steele's sign high on a house on the right is an interesting point of reference and signals the mixed-use nature of this road

This is an area of rapid change, with many businesses along the road with a concentration at the Beehive junction.



The Star public house in Baddow Road

Building plots are being developed off Baddow Road, especially between the Army and Navy roundabout and the Beehive Public House, bringing more parking problems. The Army and Navy roundabout forms a barrier to the westward movement of traffic.

This is particularly bad at rush hours with morning queues stretching back beyond the Beehive Public House.



Two houses in Baddow Road have been sensitively converted into flats with the aid of a central bridging section

It is appropriate that a number of larger houses along the road have been saved by having alternative uses found. "Newholme" (near the entrance to the recreation ground) is now a retirement home after first being a hotel. A public house has become a restaurant.

Occasionally a house has been demolished to allow access to a building plot and a detached house has been inserted in the side garden of an existing house subtly changing the street scene.



Chelmerton Avenue (off Baddow Road) with its distinctive avenue of trees provides a beautiful setting for the houses



The Blue Lion at the Junction of Baddow Road and Maldon Road

Guidance: Baddow Road

1. Adequate off road parking needs to be provided with new build to avoid further parking problems on Baddow Road
2. Alternative uses for larger properties in Baddow road will be supported where uses and external design are appropriate
3. Maintain boulevard appearance on side roads, by protecting avenues of trees and clearing any street clutter

3.6 Beehive Lane

Beehive Lane runs from its junction with Baddow Road to just beyond Deadmans Lane where it enters Galleywood. At its outset it is urban with tightly packed housing and business premises. Later it gives way to a more rural environment as it heads towards Galleywood. It begins with a mini roundabout with the Beehive public house on the right and the funeral parlour on the left, both of which have Baddow Road addresses. It is a long road and splits into three sections.

The section from Baddow Road to Loftin Way and Dorset Avenue starts with attractive Victorian terraced houses on both sides, and on the east side a lane leads to a former gravel pit at the back of several of the properties. Here a mixture of business premises has been created. There follows a small shopping area and continues with 1930s houses and bungalows on a much higher level above the road.



Modern housing in Beehive Lane picks up design features from nearby houses

The first of the new developments is entered from Gerards Close, on the former Trading Standards site, and the second through Harberds Tye (a former Electricity Board site). Commercial premises remain between Harberds Tye and Loftin Way together with a mixture of 1950s and Victorian houses.



Beehive Lane industry and car park frontage

Beehive Lane Business centre is an estate of 14 small business units. Formerly known as "Industrial Buildings" it is located on the west side of Beehive Lane, in buildings formally occupied by the Marconi Company. It consists of a number small brick buildings placed around a central courtyard and is only visible from Beehive Lane as a low brick wall, with car parking nearest the road. The area is allocated as an Employment Area in the draft Site Allocations Document, currently under consultation and due for adoption in late 2011.

The commercial premises on the right-hand side are functional but bare and unattractive. The low brick wall does nothing to shield the row of cars (see Guidance - Beehive Lane).



Trees on the boundary with the commercial area



The Victorian houses near Winchelsea Drive have had an extra new house added in between which enhances the terraced effect in the road

Beyond Dorset Avenue a mixture of 1930s to 1960s detached houses leads past some 1960s flats to the site of the Marconi Athletic and Social Club, now being redeveloped for housing, and bounded by the five bedroom properties of Apple Way. The club house and tennis court facilities will be retained on site, and other sports facilities have been relocated.

On the right a mix of Victorian and 1930s houses leads to the small Co-op Store bordering Westbourne Grove. 1960s semi and detached houses lead up to Duffield Road. 1930-1960s houses complete the left hand side.

After Westbourne Grove 1950s housing and bungalows lead to 100 Beehive Lane, a former farm which is now business premises. Two bungalows take us on to Sawkins Avenue. A grassed area, a welcome green edge, fronts the next few former council houses. Another characteristic mix of houses completes the right hand side.



Green open space provides an attractive setting to houses in Beehive Lane

Beehive Lane Community Primary School is set in from the road and opposite are modern houses. Further mixed housing on the right, leads up to Firecrest Road. The Great Baddow section of Beehive Lane finishes at the pond beyond the 18th Century cottages of Lathcoates Farm. On the left beyond the school is Galleywood House, a former farmhouse now used for storage.

Noakes Avenue has a large, open grassed area which is an attractive setting for surrounding properties. It is satisfying to have such open spaces especially where there is free access to them. Further planting would increase its attractiveness without restricting its use.



Top of Noakes Avenue – see Guidance

Guidance: Beehive Lane

1. At the top of Noakes Avenue a path across the open green area and an area of planting will be encouraged to attract wildlife and break up monotony
2. More planting in open areas should be encouraged to give variation in the street scene
3. Planting around car parking areas would make a more attractive setting for the houses at the top of Dorset Avenue
4. The Borough Neighbourhood Environmental Action Team (NEAT) has made such a difference to Great Baddow with areas of bulb planting. We will encourage this activity to be extended to these open areas
5. Trees on the boundary with the area should be retained
6. Site owners in the commercial area will be encouraged to improve the boundary wall to improve the visual aspect of the site
7. Site owners will also be encouraged to improve their street frontage by planting
8. Further off-road parking within development is essential to avoid further congestion on Beehive Lane
9. Retention of buildings on the gravel pit site will be encouraged as a valuable small business area

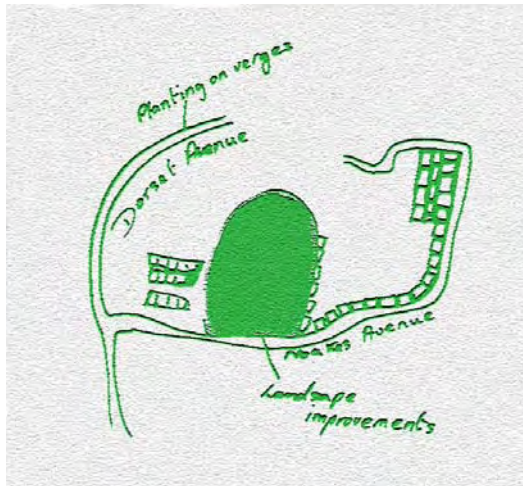


Hedges and fields at the Beehive Lane/Deadmans Lane junction give a rural feel to this edge of the village

Abercorn Nursery and the two houses beyond lead to the boundary with Galleywood at Deadmans Lane. Dorset Avenue, at the Galleywood Road end is a little windswept, probably because the side or back of houses are seen from the main road. The open plan areas give it a bleaker look which more planting of trees and bulbs would improve.



Car parking in Dorset Avenue – see Guidance



Noakes Avenue

3.7 Galleywood Road

From its outset Galleywood Road contains a majority of large, individual well established dwellings set back from the wide sweep of the road, which gives it a distinctive rural feel. It stretches from the White Horse Public House towards the parish boundary with Galleywood.

Opposite the White Horse on the left is the 17th century Baddow House which once had extensive parkland behind. It is a large red brick three-storey building, parts of which may have been rebuilt in the late 18th century. The land stretched to where Craiston Way is today. It has had extensions added and is now seven luxury flats.



A refuge is to be built in Galleywood Road near to the White Horse to aid pedestrians crossing at this busy junction

Since the 1960s, several small estates have been built in small cul-de-sacs off the main road. In 2007/8 a large estate was built on the playing fields used by the former Eastern Electricity Board (known as Estric Field.) This has now become Greenland Gardens and Taylor Way. (See 21st Century Estates)



Large detached housing with landscaped frontages on Galleywood Road

Towards Galleywood on both sides of the road there are houses and bungalows of various sizes and ages out to Readers Corner, which is the end of the built up area. The construction of housing along this section of road was essentially completed by the 1950s. In recent years there has been extensive building of more modern housing, some of this replacing demolished houses but much of it in infilling in large gardens.



Galleywood Road's rural edge

From here to the parish boundary there are open fields, apart from the builder's premises, and a few isolated cottages.

Guidance: Galleywood Road

1. Where new dwellings are added to existing large plots in Galleywood Road reasonable spaces should be maintained between properties to respect its open character.
2. Any infill needs careful consideration of immediate context.

4 Housing Areas

Most of the housing of Great Baddow is contained in a number of connected, but distinct housing estates. These have been progressively built over a number of years dating from the aftermath of World War II up to the present day.

4.1 Meadgate

Meadgate is within the area bounded by the Baddow Road, Longfield Road and the Baddow Bypass and is built largely on the site of Meadgate farm. It was built as a council house estate in the 1960s and consists of largely uniform designs of semi detached and terraced houses plus many medium rise flats.

Despite it being the only area of Great Baddow which has large areas of flats, the separation between blocks and dwellings has given the area a spacious feel. Gardens are attractive.

One of the more welcome visual aspects of the estate is the divergent appearance of many of the houses as owners have provided individual extensions and surface treatments to their properties. However there are some associated unattractive garage areas which are in need of improvement.



A new Meadgate skyline near the Bramwoods flats

Bramwoods flats have an interesting diamond patterning on a blank side wall – a good idea which could be used to break up the monotony of blank walls elsewhere. The use of variegated shaded brickwork would also help. The detailing on the new Chelwater block of flats fills in the skyline and gives new interest to the view between Meadgate shops and nearby older flats.



Flats opposite Meadgate shops would benefit from improvement and more landscaping

Guidance: Meadgate

1. Further planting around housing blocks, especially close to the Meadgate shopping parade, will be encouraged to soften the look and integrate them into street scene
2. Repainting walls in brighter colours is recommended to make the flats more attractive
3. Variations in patterning and shading of brickwork should be used to break up the monotony of blank walls
4. Redevelopment of unused garage areas should be considered
5. Any redevelopment in Meadgate needs to maintain reasonable separation between properties to retain a pleasant outlook for residents.



The Shopping centre at Meadgate



Terraced Houses with green frontages and footpaths provide a pleasant outlook in Meadgate Avenue

4.2 Longmead/Tabors

This estate is within the area bounded by the Baddow Road, Maldon Road, Longfield Road and the Baddow bypass. It is built largely on the site of Baddow Lodge and the western end of the original Manor Farm that was isolated from the rest of the farm when the bypass was built in the early 1960s. The part of Tabors Avenue adjoining Baddow Road predates the rest of the estate and consists of large individually designed detached houses. The majority of the other housing consists of large detached houses with some variation in design and with the addition of occasional semi-detached or terraces usually concealed from the main streets. There are also small groups of bungalows in Mascalls Way, Paschal Way and Longmore Avenue.

Many of the houses have had extensions including double-storey, garages and porches. These have mostly been built to match the existing materials, scale and style of the property.



Detached Housing in Tabors Avenue

Front gardens are predominantly enclosed by formal hedging, fences or walls. Most houses have off-road parking and garages, but on-road parking has become a feature, although this currently seldom inhibits vehicle progress. There is a major bus route through Longmead Avenue. Street furniture is limited to lighting and road signage.

Guidance: Longmead /Tabors

1. Extensions, garages and porches should continue to be built to match existing materials, with scale and style of existing and adjoining properties
2. Where front gardens are not open plan, boundaries should be appropriate for the particular street, with a preference for natural hedges.

4.3 Rothmans

A major development of the 1950s was the building of the Marconi estate for workers at the Marconi Company and English Electric Valve Company in Chelmsford. In 1971 ownership of the housing was transferred to the Sutton Dwelling Trust and became the Rothmans Estate. The dwellings are all of a similar design, mostly semi detached, but with some maisonettes. There are other similar houses at Readers Court, Noakes Avenue, Dorset Avenue, Gardiners and Duffield Road, and also in the Sawkins Estate on the other side of Beehive Lane.

Most of the houses have been modernised internally, but remain otherwise unchanged, with no significant extensions. Since 2004 the grass frontage of some houses has been adapted to provide welcome additional off street parking.



Houses and maisonettes in Hampton Road with new off road parking

4.4 Vicarage Lane and the Maltings Estate



Wall to the old Vicarage

Vicarage Lane, which has a lovely section of old wall at its beginning, is characterised by many detached, long-established houses, plus one row of old council housing set back from the road with a hedge and ditch. Near Heycroft Way, brick and render is found again. There are green frontages with ancient hedges and mature trees. It has a more rural feel than most of Great Baddow.

The adjacent Maltings Estate is based on the council housing. Some post war 'prefabs' have been replaced by modern homes. Some retirement housing has also been built.



Houses in the Maltings with their larger gardens and soft colours

The style here is former council housing – half brick, half render in soft colours which give variety. Built in the days when gardens were more generous, they are attractive and give a more spacious feel to the area. There is a mixture of walls and fencing edging properties with more fencing than in other areas. Newer properties in Shropshire, Hereford and Worcester Courts have render on porches and some have good detail of oriole windows (cantilever style) picked up from older flats opposite. The progression from one style to another over the years of development has linked the areas well.

Guidance: Vicarage Lane

1. The wall surrounding the old vicarage – a large section of which is in Vicarage Lane – is an important feature and should be preserved
2. Spaces between houses should be protected in order to preserve the spacious character of this area
3. Use of appropriate fencing will be encouraged to maintain the rural feel in this part of Great Baddow

4.5 Baddow Hall

The Baddow Hall housing area is to the east of the Baddow Bypass. Baddow Hall Crescent leads from the Maldon Road and contains small bungalows from the 1930s and semi detached houses, some of which were originally built for senior employees of the Marconi Company in the late 1940s to early 50s. The wide streets with garden frontages give a feeling of space. Part of an

orchard of apple, pear, and plum trees from the original estate of Baddow Hall was built on in the 1970s and the remainder was developed in 2008.



Unusual 1930s housing with mansard roofs

In Molrams Lane the housing is mixed with some brick and render and variation within terraces. Housing further away from Sandon School has more fencing, especially black bow-top fencing, including outside the new Molrams Terrace. This forms an attractive boundary while keeping the feeling of space suitable to the rural feel of the edge of the village.



Baddow Hall Crescent bungalows

Between Molrams Lane and Baddow Hall Crescent is Gilmore Way named after the late owner of Baddow Hall. At the eastern end of Gilmore Way leading from Molrams Lane there are older houses and bungalows, of various designs, built in the late 1950's.

More houses were built here and in Harrow Way in the early 1960s. It is known that some of the gardens originally formed the orchard of the old Baddow Hall. Pawle Close, Stuart Close and Barrington Close were added later.

Newport Close was built in the late 1960's containing a mixture of semi-detached bungalows and detached houses. To the south the Bringey footpath can be found which leads west to Great Baddow village and east to Sandon village.

Baddow Hall Crescent has three main styles.



1950s houses built for the Marconi Company

The features in Baddow Hall Crescent and Molrams Lane include low brick walls and ample front gardens, unfortunately less common in today's build.



Houses where attractive landscaped areas incorporate parking

Many solutions to off road parking have been successful in this area because of large garden sizes, keeping many more front gardens green while providing permeable surfaces.

Guidance: Baddow Hall

1. Low brick walls and fences will be encouraged to maintain the existing patterns of boundary treatments
2. Parking on permeable surfaces at the side or preferably the rear of properties will be encouraged

Further guidelines on parking are to be found in section 9.1

5 21st Century Estates

There have been a number of major developments in the 21st century. Most of these estates have been built on previous open areas, such as sports fields and major car parks and contribute to the housing targets set for the borough in this period. They have been supplemented by a number of small groups of houses built on back gardens and small brownfield plots.

5.1 Eastwood Park

In 2005/6 this new estate was built on the site of the BAE Systems car park. The architect and developer team were a 2004 Housing Design awards winner. This development is high density with bright colours, varied ridge heights and small green frontages to provide interest.



Note the attractive details on these flats



Small areas of planting help soften new build and provide some privacy



Central space at Eastwood Park

Guidance: Eastwood Park

1. Further enhancement of the central high rise area with more planting will be encouraged to create a closer link to the houses on the edge of the development
2. In the centre space further landscaping should be used to distinguish between car park and pedestrian areas
3. A public art project linked to Marconi should be encouraged to provide further interest

5.2 Baden Powell Close

A new housing estate stands off Maldon Road between the two entrances to Baddow Hall Crescent on land formerly used as a quarry and industrial waste site. It was later filled in and used as a playing field.

Car and pedestrian areas are shared spaces within new development here, in Greenland Gardens and Eastwood Park. "Guidance New Estates" suggests a method to warn of shared spaces in order to increase residents' safety. Planners who design shared areas have the responsibility of ensuring the safety of all users.



Baden Powell Close has a large landscaped area with a pleasing wavy appearance

5.3 Chelwater

A new development in the old civic amenity site off Baddow Road.

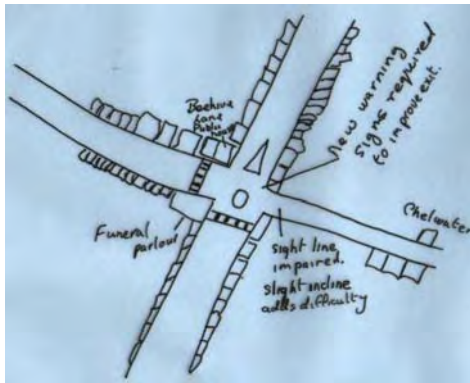


Viewed from Meadgate the flats in the background with the clock tower detail help break up the monotony and improve the rooflines



Housing in Isaac Square

5.6 Harberd Tye



Chelwater junction



Flats in Harberd Tye with their wooden balconies

Land formerly occupied by Eastern Electricity company has been developed into apartments over two and three storeys, with balconies at higher levels.

5.4 Greenland Gardens



Town houses on the former Estric Field site curve around a landscape area

The central layout is very attractive. At the entrance to this development one pedestrian pathway is impeded by an adjacent window which juts out, forcing pedestrians onto the road from the narrow path. This could have easily been avoided at the design stage.

5.5 Isaac Square

This estate is named after an owner of Baddow Hall estate. During early 2003, this small estate was built on a playing field backing onto Newport Close, Harrow Way and Barrington Close. Some houses are three storeys.

5.7 Goodwin Close and Bawden Way

This was the site of the old isolation hospital behind Baddow Road. These houses have enough frontage to enable some planting, so the houses are not straight onto the street and cars appear less prominent – balanced by the height of the town houses. However further into the development streets give the appearance of being far too narrow.



This area, including Goodwin Close, is reached by road via a junction on Van Diemens Road. It is difficult for the residents of the estate to feel part of Great Baddow. However a physical link is provided by a footpath which connects to Baddow Road.



Goodwin Close link to Baddow Road

This is an extreme example of the practice of crowding houses around narrow streets with inadequate space for visitor parking and even for the free movement of residents' vehicles.

5.8 Marconi Social Club Estate



Flats (on the site of Marconi Athletic and Social Club) mirroring the block in front on Redmayne Drive, avoid too much bulk because they are at an angle to established dwellings

Guidance: New Estates

1. Streets should be designed for pedestrians as a priority, followed by cycles
2. Cars should not dominate streetscapes
3. In Baden Powell Close, Greenland Gardens and Eastwood Park it should be made clearer to vehicles (with signs or lines) that they are entering shared space
4. Parking to serve dwellings should be provided within each plot and adequate access be provided to avoid obstruction
5. It is important to maintain planned open areas properly to ensure planting survives to enhance developments in years to come
6. Where balconies are replaced or refurbished use of a more subtle colour is encouraged

7. The Chelwater junction is difficult to access from some approaches and when the opportunity arises to improve the junction a design-led approach should be used to find a solution
8. Clearer signs should be used in advance of the Chelwater junction

6 BAE Systems Research

A significant influence on the environment of Great Baddow, as for all of Chelmsford, in the late part of the 20th century has been the Marconi Company with its extensive building of business sites, housing and social activities.



Former Marconi Company sites

In 1936, Marconi's Wireless Telegraph Company purchased 47 acres of fields in West Hanningfield Road, and opened its new research laboratories in 1939. The site was taken over by the then British Aerospace in 1999 and is now one of BAE Systems Advanced Technology Centres. At its peak, Marconi Research Centre employed more than 1,200 engineers, technicians, craftsmen and support staff.



BAE Systems Advanced Technology Centre (former Marconi Research)

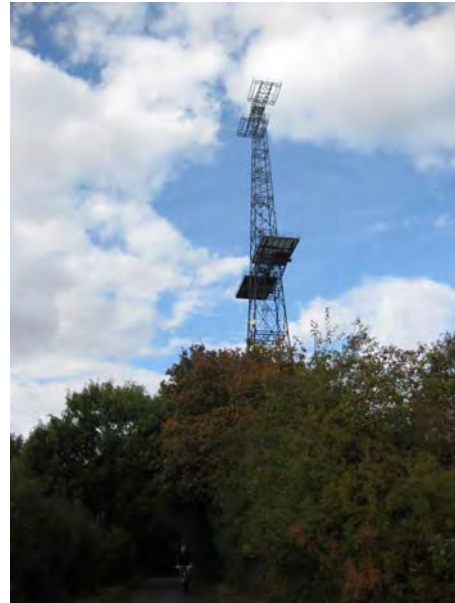
The main pre-war building still dominates the front of the site which also contains two large office blocks constructed in the 1950s and 1970s. New playing fields have been created in the grounds as a replacement facility for the playing fields at the Marconi Athletic and Social Club in Beehive Lane (developed for housing).

The World War II Radar Tower

Residents are keen to preserve this prominent local landmark included within the site, a 360-foot-high (110 m) tower visible across surrounding countryside. A former Chain Home radar transmitter tower, it was originally sited at Canewdon, near Southend. It was moved from its original location in the 1950s and was used for many years in pioneering radar and telecommunications research. It is still used for testing equipment. Over the last half century has become a valued Baddow feature.



The tower can be seen from all corners of Baddow and from many miles away



Guidance: BAE Systems

1. The BAE pre-war building should be preserved and reused appropriately in any future development to maintain our historic link to Marconi
2. The tower is a prominent landmark which should be preserved

7 Parks and Open Spaces

The number of parks, playing fields and open spaces within the built area of the village has diminished considerably in recent years. Traditionally, public bodies and large private companies had taken as part of their responsibilities, the provision of recreation facilities for their employees and their families. Sadly times have changed and four former playing fields in Great Baddow have been developed for housing in recent years.

The few remaining playing fields and any open spaces created when developments are planned have therefore become increasingly important to residents. It is especially satisfying if there is free access to them. Open spaces contribute to the health and well being of residents as well as providing a setting for the buildings. They are also a green lung for the village wildlife.



Green space at junction of High Street and Maldon Road provides an attractive setting for houses in the Conservation Area

Views from the junction of High Street and Maldon Road suffer from the run-down appearance of Marrable House although the greensward will give any future build an attractive setting.



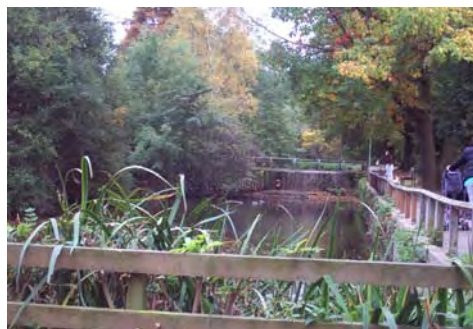
Marrable House - room for improvement

The Recreation Ground and Noakes Park provide the major open space at the heart of the village. The Recreation Ground provides the only significant public sports facilities, including football, cricket, all-weather sports courts, and also several tennis courts (both grass and hard), and Noakes Park contains three ponds and a sensory garden. Both areas are widely used for informal recreation and the Community Centre is located at the junction between the two.

This open space has several important access points from different directions - from the Rothmans estate, from Baddow Road and from Foxholes Road. It is used by residents to reach the village centre and its shops and for schoolchildren to move from the centre to Baddow High School.



The Community Centre with its clock tower dominates the landscape



Noakes Place - lower pond



The sensory garden - Extra seating would be welcome here

Baddow Hall Park is an attractive area located adjacent to the Baddow bypass and is the only open space remaining from the grounds of the original Baddow Hall. There are entrances from the Bringey for residents and school children and at the bottom of the park through Maldon road and on into the village.



Baddow Hall Park

The Bringeley Playing Field is an informal sports field converted from a former farmer's field to compensate for the loss of the playing field on which Isaac Square now stands. It has recently been given a pair of goal posts. It edges the Bringeley footpath.

On the south of the village development, Lux Field provides an undisturbed wooded area that provides a rare haven for small wildlife.

St Mary's churchyard and the two allotment sites at Vicarage Lane and Tower Fields provide additional open spaces.

Many other valuable open spaces are scattered throughout the village and are essential to community well being.

Guidance: Parks and Open Spaces

1. The Parish Council should identify areas of the Recreation Ground to remain without equipment apart from selective siting of benches
2. In order to maintain the wildlife area, while increasing accessibility, the Parish Council should improve its section of Lux Field by use of an appropriate management plan
3. The ponds in Noakes Park should be preserved and managed appropriately
4. When the opportunity arises the entrance from Foxholes Road should be enhanced by the removal of fences and redesigned ramp access to create a pleasing entrance to the park
5. The surface treatment from the end of the ramp to the path leading through the park should be improved for wheelchair access
6. In the Sensory Garden seating should be carefully selected and sited

7. The planting of suitable native species within parkland and elsewhere in the parish will be encouraged
8. Further improvements must be made to the surface of Bringeley playing field (full of rabbit holes) to create a useful playable area

8 Rural Areas



Rural areas with field divisions

8.1 Baddow Meads

The flood plain (between the Baddow bypass and the River Chelmer) gives beautiful views from Maldon Road and is a haven for wildlife. It attracts many walkers. It is largely devoted to the grazing of cattle. It forms an essential part of the Chelmsford flood protection scheme, providing catchment for excess rain that has been passed through the centre of the town. Brookside Dairy Farm is adjacent to the Baddow bypass.



Barnes Mill Lock at northern boundary of the parish over looking Baddow Meads

8.2 Manor Farm

This is an arable farm. Its fields come into view along Maldon Road after the turning to Molrams Lane. A new reservoir sits central to the landscape creating a new attractive

feature overlooking the valley. The farmhouse itself was replaced in the 1960s.



View of the new reservoir from Maldon Road



Duffield Farm



Sandford Mill Cottages

In the remote corner of this area are the attractive Sandford Mill Cottages, some with distinctive wooden casement windows. They lie close to the river boundary and are reached from Maldon Road along a narrow road. This eventually becomes a footpath onto the bridge which crosses the river.

Guidance: Baddow Meads and Manor Farm

1. Hedging around the Manor Farm site should be retained
2. Consider extending the boundary of the Conservation Area to the A1114/A1060 to include agriculturally important valley sides, as recommended in the Chelmer and Blackwater Conservation Area Appraisal.

8.3 Farm Land in the South and East

This area is bounded on the south and east by the Baddow bypass and the parish boundary and on the west and north by the Maltings housing estate and BAE Systems Advanced Technology Centre.

Pontlands Hotel adjoins the Baddow bypass. In the west of this area is Duffield Farm - now a house. Many such farmhouses have survived in Great Baddow as ordinary dwellings. These include 100 Beehive Lane, Meadgate Farm (Spring Pond Close) and Galleywood Hall opposite Firecrest Road. Mary Britten Cottage (Bell Street) was a farmhouse in the 18th Century.



Pontlands Park Hotel is a prominent feature

Beyond the junction with Molrams Lane there are a few houses and buildings including Brookside Farm and the farmhouse for Pontlands Farm, left over from when the road had been the original Southend Road. Beyond the junction with the modern A12 road junction near Howe Green is a tiny area of the Great Baddow parish that is now entirely isolated from the rest of the village.



View from Molrams Lane towards Danbury

Lathcoates Farm

Lathcoates farm is a commercial fruit farm of about 60 hectares with a large farm shop and pick your own (PYO) scheme. It occupies the south west corner of the Parish and straddles Beehive Lane. Abercorn garden centre is also situated in this area.

Hedges are found along many of the footpaths, and also along the edges of fields. They form a valuable environmental resource. The Bringey footpath and hedgerow is of considerable age, being mentioned in the Domesday Book.

Guidance: Rural Areas

1. Hedges and trees should be used to screen any obtrusive structures or industrial operations and to maintain a softer setting
2. Verges, woodlands, hedgerows, ditches, footpaths on rural lanes should be protected
3. In new developments roads should have pavements and, where space allows, grass verges to maintain an open and spacious appearance
4. Fencing appropriate to a rural setting should be used
5. The Hedgerow along the Bringey footpath should be preserved

9 Public Realm

9.1 Parking

The main shopping centre at the Vineyards was built in the 1960s when most villages had good local shopping. Today, it has become a very important neighbourhood shopping centre. The Vineyards car park is also the only large car park within the village centre and provides the natural parking area, for both the residents of the Vineyards flats and the community halls in the area. The shopping car parks are now inadequate and neighbouring streets are congested by parked cars.

Increase in car ownership with higher density housing has led to significant on street parking in many areas. Vehicles are often parked half across the pavements and on grass verges causing an obstruction to pedestrians.



Inconsiderate parking at Vineyards



Street and pavement filled with parked cars



Traffic calming in Molrams Lane

Guidance: Parking

1. Any off-street parking should be designed to have a minimum impact on the street scene
2. Where front gardens are used as parking areas the ground treatment should be restricted to narrow strips for the car wheels or should be formed from porous material that permits natural drainage of the garden
3. To avoid excessive run-off concrete and tarmac driveways will be discouraged in favour of a permeable base
4. Large areas of uniform hard standing in front of homes should be minimised and interspersed with plants
5. When designing new streets, parking places need to be carefully designed to ensure inconsiderate parking and obstruction does not take place
6. In new development on the Vineyards site, consideration should be given to providing more car parking beneath the central parking area

7. Parking should be well lit and be a safe environment to encourage its use



A good way to use a small area for parking enhancing the setting of the house and allowing water to drain away naturally

9.2 Footpaths and Cycleways

The village is well served by internal footpaths providing easy shortcuts to reach bus routes or shopping centres. The Bringeys footpath is a major pedestrian link to the Baddow Hall estate and to Sandon that would otherwise be isolated from the village centre by the Baddow bypass. For recreational walkers, a number of footpaths link the village to the surrounding countryside and communities, such as those over the Meads to the river Chelmer.

They are well kept, in general, but their total length makes up-keep difficult in the face of their heavy use.

There are several places where crossing the road is hazardous due to the lack of protected crossings. A particular problem is crossing the Maldon Road near the Vineyards. Pedestrians suffer from lack of space on narrow pavements and use by cyclists avoiding busy roads.



Cycle racks for residents at Baden Powell Close help encourage cycle use

More dedicated cycle ways through and around Great Baddow are needed. The commitment to a proposed cycle route from Great Baddow to Chelmsford is welcomed. The proposal makes use of a culvert under

the replacement Chelmer Viaduct, and is included in the draft Site Allocations Document (due for adoption in late 2011).

Guidance: Footpaths and Cycleways

1. Wherever possible the width of narrow footways should be increased to improve pedestrian safety
2. Where space permits cycle tracks should be kept separate from footpaths and pathways
3. Cycle tracks to Chelmsford avoiding main roads are needed, to encourage commuting by cycle and reducing road congestion at the Army and Navy
4. Further consideration should be given to the operation of the traffic calming chicane near Sandon School. This is still not a complete solution to conflict between cars and people at peak times because of cars parking close to the school and a purpose--designed scheme would be more effective
5. A crossing on Maldon Road near the Parish offices should be considered



Adjacent footpath and cycle track on the Bringeys - good for walkers and cyclists

9.3 Street Furniture

In Great Baddow there is much traditional street furniture and lighting columns in parks and public footways. Wooden bus shelters and benches or seating are common. Some modern bus shelters have been introduced where footways are narrow and most street furniture has been chosen to suit an urban environment.

Litter and dog bins, bollards, cycle parking racks, tree accessories and planters as well as road signs are added on an individual basis.



Gate in unsympathetic materials

Guidance: Street Furniture

1. Road signs and street furniture to be kept to a minimum
2. Consideration should be given to siting signs on walls
3. Shop signs and lighting should be discreet
4. Any street lighting should maintain light levels that will reduce the fear of crime but not add to light pollution
5. The design and positions of mobile telephone masts should be considered carefully to avoid detriment to the appearance and character of the local environment
6. The utility companies should be encouraged to reduce overhead service cables by sharing existing poles
7. New and renewed cabling should be underground, wherever possible
8. The owners of security lights on houses and industrial buildings will be encouraged to site them with more regard for neighbouring residences
9. More consideration of the effect of street furniture on the visual environment should be taken at the planning stage
10. Natural materials should be used wherever possible



Good example of a bus shelter blending into its surroundings

9.4 Village Gateways

The major crossing points into the parish are marked by 'welcome' signs, although they are not all exactly on the border.

The presence of village signs tells the road user that they are now entering the village, and on some routes Great Baddow preserves its green belt and countryside boundaries which help indicate our separate identity.

The roundabouts at the junction of Maldon Road and the Baddow Bypass also indicate arrival in the village.

Guidance: Village Gateways

1. The entry points to the village should be enhanced by suitable planting of roundabouts and verges. In particular the roundabout at the top of the slip road at the Maldon Road junction would benefit from planting of small shrubs and bulbs
2. A further village sign would be welcome at the Maldon Road/ Molrams Lane junction

10. Conclusions

Once adopted, the Village Design Statement, by providing an understanding of the character of the parish and the opinions of the community, will help to influence change and seek improvements to address areas of real concern.

11. Bibliography

- Essex Design Guide
- Oral History of Great Baddow
- A Study of Great Baddow Essex
- Great Baddow Conservation Area Study (1972)
- Chelmer and Blackwater Conservation Area Appraisal (2009)
- 2001 Census
- Local Development Framework Core Strategy and Development Control Policies Submission Document
- Chelmsford Borough residential design guidance - roof extensions and side extensions
- Making Places SPD (2007)
- Sustainable Development SPD (2007)
- Chelmsford Landscape Character Assessment (C Blandfords 2006)
- Chelmsford Borough Historic Environment Characterisation Project (2006)

Abbreviations

GB	Great Baddow
CBC	Chelmsford Borough Council
GBPC	Great Baddow Parish Council
CHP	Chelmsford Housing
Partnership	
ECC	Essex County Council
MASC	Marconi Athletic and Social
Club	
PPG	Planning Policy Guidelines
PPS	Planning Policy Statements

Acknowledgements

Organisations

Chelmsford Borough Council for Advice and Support of CBC Officers
Great Baddow Parish Council for Support and Encouragement
Rural Community Council for Essex for Technical Support and Guidance
Great Baddow Community Association for use of Meeting Facilities
Great Baddow Reading Room for use to mount photo display
Galleywood VDS for guidance and help

The GBVDS Association Steering Group Members:

Fiona Gould, Diana Ronaldson, Keith Ronaldson, Brian Roscoe, Chris Shaw,
Terry Simister, Jannetta Sosin

Special thanks to:

Michelle Gardiner and Stella Meesters – Rural Community Council of Essex
Jenny Robinson and Jamie Cole – Chelmsford Borough Council
Great Baddow Residents – Photographic Survey, Questionnaire and Consultations
The Teachers and Children of Baddow Hall Infant and Junior Schools
David Emery, for private communications of historical information
Allen Buckroyd and Christine Steele for historical information
Peter Elwell, the first chairman of the VDS Steering Group

The Questionnaire Collection Points

Great Baddow Parish Hall, Maldon Road
Great Baddow Library, High Street
Great Baddow Community Association, The Recreation Ground
Congratulations Card Shop, The Vineyards
Meadgate News
The Co-op Convenience Store, Beehive Lane
Tesco Express, Dorset Avenue

Developed and published using donations and grants from:

Chelmsford Borough Council
Chelmer Housing Partnership
Great Baddow Parish Council
Rural Community Council of Essex

Photographs and hand drawings property of Great Baddow VDS Association

Graphic Design by **TBD**

Printing by **TBD**

Distribution of questionnaires by Chelmsford Weekly News





Cities Revealed aerial photography copyright The GeoInformation Group 2008-2009