



Land North of **Shenfield** Brentwood

Masterplan Development Principles Document

July 2023

**Approved by Brentwood Borough
Council on 3rd August 2023**

Arnold's Wood – An important woodland that will be retained and managed.

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Introduction

Land North of Shenfield is a Site allocated under Policy R03 in the Brentwood Local Plan (2022) for around 825 new homes, a primary school and early years and childcare nursery site, a care home, 2 hectares of employment land and open space (see Appendix 1 for the full policy). The four promoters of this Site (Croudace Homes, Redrow Homes, Countryside Properties and Stonebond Properties) have worked together to produce this Masterplan Development Principles Document in order to present an efficient, cohesive, and well-planned Site.

PURPOSE OF THE DOCUMENT

The purpose of this document is to provide a layout to guide the future development of the Site. This document will set out the general principles for the vision of the development and will ensure that vision is consistent throughout the development process as the different parcels are brought forward through individual planning applications by each developer. This Masterplan Development Principles Document sets out the overall concept of the Site, considering the various constraints and opportunities and sets out the most efficient use of land to inform the future detailed proposals.

Throughout this process, the masterplan and vision for the Site has been formed in collaboration with Brentwood Borough Council and a number of consultants.

SITE LOCATION

The Site is located to the north of Shenfield and is bound to the north west by Chelmsford Road and by the rear gardens of residential properties along the road, beyond which lies the A12 (dual carriageway) and open farmland. The south eastern boundary of the Site is defined by a railway line, beyond which lies woodland, residential development, and further farmland.

The grounds of Shenfield High School bounds the Site to the south, beyond which lies further residential dwellings. The Site comprises a series of fields which historically have been in agricultural use but is now mainly rough pasture/scrubland.



Figure 1: Site Location



Figure 2: Site Context

Masterplan Vision

This Masterplan Development Principles Document has been prepared on behalf of Croudace Homes, Redrow Homes, Countryside Properties and Stonebond (the Developer Group) to provide a comprehensive masterplan and phasing strategy to comply with Policy R03: Land North of Shenfield of the adopted Brentwood Local Plan (2022).

DESIGN ASPIRATIONS

The Land North of Shenfield site provides a sustainable location to create and expand the community within Shenfield. The Developer Group will provide the new homes and other facilities set out in the policy, to create a new neighbourhood within a significant landscaped area that will provide improved biodiversity, new areas of play, a number of pockets of open spaces and a network of pedestrian and cycle routes that will link to Shenfield and the rail station to optimise use of the new Elizabeth Line service.

This new part of Shenfield will offer a place that is well linked to the existing community, and will support existing services and facilities, as well as providing complementary uses such as a primary school and early years and childcare nursery site, employment and a care home. Shenfield Station will be around a 10-minute walk away for the residents, providing an excellent service into London.

Optimising its location and its landscape features, the Site can provide active travel routes and links for walking and cycling. As such, this development will offer a healthy lifestyle for those that live and work there – with easy access from the front door to an integrated green infrastructure network that leads to the wider recreational areas, services and facilities. Pleasant and safe routes will encourage residents to choose to walk, cycle or use public transport rather than private cars.

This modern community will offer high quality, efficient new homes for all types of residents. It will be a place that offers something for everyone. A place where everyone can live and thrive in accordance with Local Plan Policies, with particular reference to BE14 Creating Successful Place, BE15 Planning for Inclusive Communities.



Design Aspirations



RESPONSIVE TO THE CONTEXT

Development at Land North of Shenfield will respond to and take inspiration from the local characters of Shenfield and neighbouring villages, offering an overall high quality of living and close to nature environment that is beneficial for both existing and future residents.

SUSTAINABLY PLANNED AND CONNECTED NEIGHBOURHOODS

Co-locating key uses so that they complement Shenfield's existing services and facilities and are easily accessible by new and existing residents through new and enhanced walking, cycling and public transport routes.



CONNECTED TO NATURE

The new development will protect and enhance the existing landscape assets of Arnold's Wood and strong vegetation structure of the Site by creating an extensive network of green and blue infrastructure, enhancing biodiversity and protecting native species.

MULTI-FUNCTIONAL PUBLIC REALM AND LANDSCAPE

Integrating new housing and other uses within a well designed landscape and high quality public realm will encourage healthy sustainable living and foster a socially-connected community, making it a desired place to live, work and play.



HOMES FOR EVERYONE

The development aims to deliver new market and affordable homes, with a range of house types, tenures and sizes that are accessible and adaptable in response to the changing needs post-pandemic and to help meet the identified housing need.

RESILIENT AND ENERGY AND EFFICIENT

The new neighbourhood will be designed with climate awareness and resilience in mind by providing forward thinking energy efficient building solutions to minimise the impact of the development on the environment and encourage a low-impact lifestyle among residents.



Working Together

The Site will be delivered through four individual applications to be submitted by each member of the Developer Group. These developers have worked together on the masterplan and development principles to ensure that they can deliver a comprehensive and cohesive new neighbourhood with high quality new housing for all within a landscape setting.



croudacehomes

"Our mission is to create homes of the highest quality for our customers and to exceed their expectations."



 **REDROW**

"We create a better way to live by developing thriving communities, building responsibly and valuing people..."



Countryside
Partnerships

"We are the UK's leading mixed-tenure developer, bringing together modern and efficient delivery methods to create sustainable communities where people love to live."



Stonebond.

"Everyone deserves to live in a home they love. And at Stonebond that's our mantra."

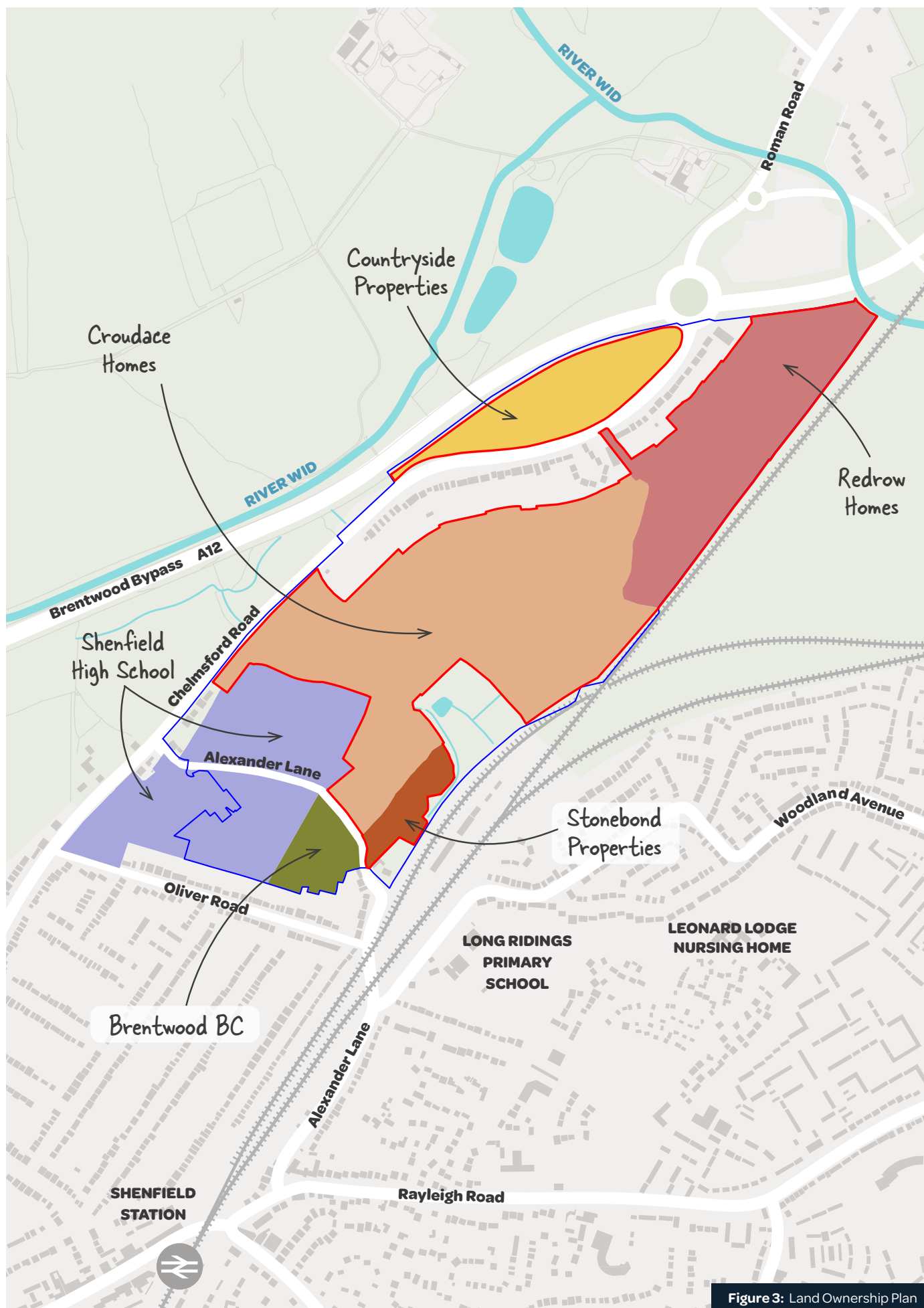


Figure 3: Land Ownership Plan

Planning Context

PLANNING POLICY

The developers have been working together and alongside Brentwood Borough Council at each stage of the planning process.

The Site has been allocated in the Brentwood Local Plan under Policy R03 (see Appendix 1 for full policy). In summary, it states that Land north of Shenfield should provide:

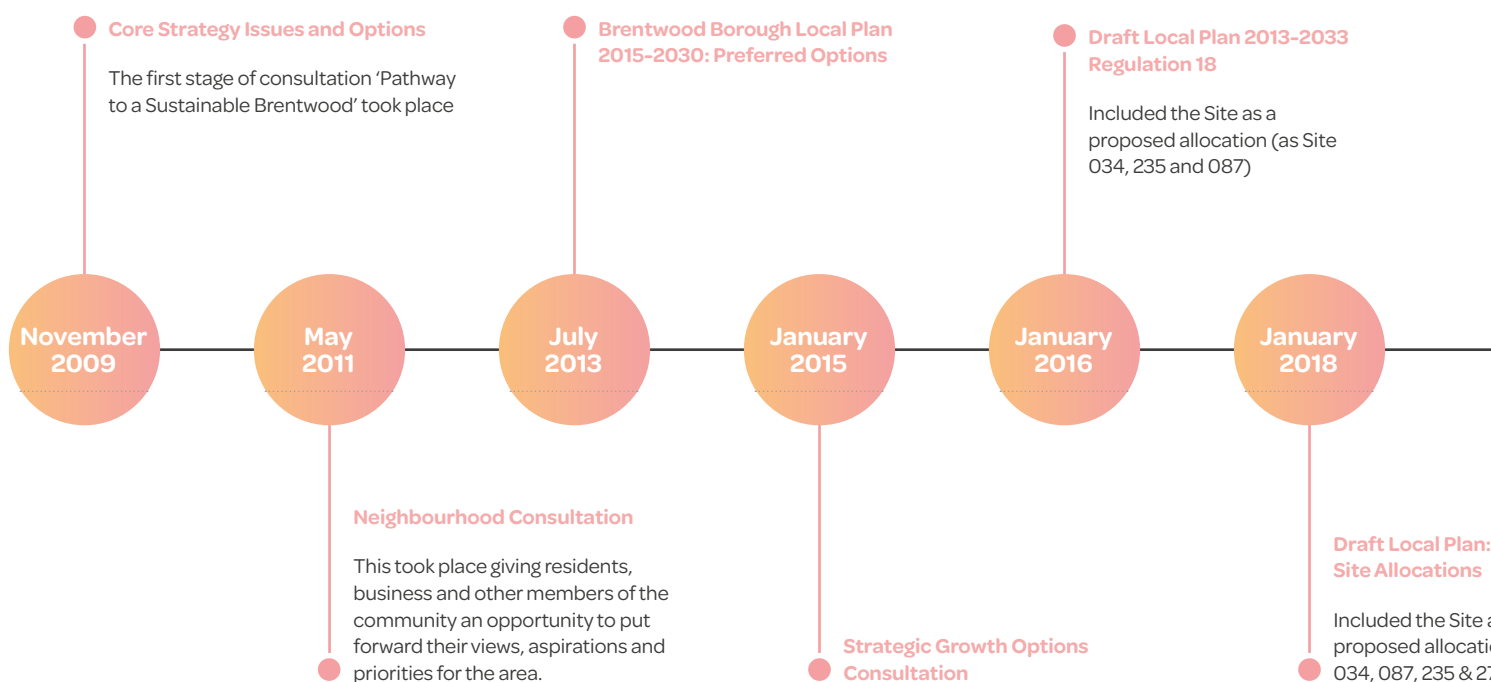
- Around 825 new homes
- Around 2.1 hectares of land for a co-located primary school and early years and childcare nursery;

- Around 60 bed residential care home or an appropriate mix of specialist accommodation to meet identified needs in accordance with policy HP04;
- 5% self-build and custom build housing across the entire allocation area; and
- Around 2ha of land for employment purposes which may include light industrial, offices, research and development (within class E) or other generic employment uses which are compatible with the residential development

DEVELOPMENT PRINCIPLES

Proposals should:

- Be accompanied by a comprehensive masterplan and phasing strategy to inform detailed proposals as they come forward
- Be of a design quality and layout that reflects its key gateway location, particularly on land near to Junction 12, A12;
- Provide vehicular access via Chelmsford Road (A1023) and Alexander Lane;
- Allow if possible for the diversion of Alexander Lane to create a quiet lane for pedestrians and cyclists, with the provision for new and improved route through the development site linking to Chelmsford Road;



- Enhance walking, cycling and public transport services with Shenfield station and local services and facilities in the wider area, including Brentwood Town Centre;
- Provide well-connected internal road layouts which allow for good accessibility;
- Provide new multi-functional green infrastructure including public open space in accordance with Policies NE02 and NE05
- Maintain and enhance Public Rights of Way within the Site and to the wider area;
- Protect and where appropriate enhance the Local Wildlife Site (Arnold's Wood)
- Provide for appropriate landscaping and buffers along sensitive boundaries adjoining the A12 and railway line;
- Maintain the same amount of existing playing field provision on site or, where this cannot be achieved, provide replacement playing fields (including supporting ancillary facilities) of equivalent or better provision in terms of quantity and quality in a suitable location prior to commencement of development on the playing field. Any replacement playing field provision should not prejudice Shenfield High School or the community from meeting their playing pitch needs; and
- Be designed to ensure a coherent functional relationship with the existing development, which should be well integrated into the layout of the overall masterplan.

INFRASTRUCTURE REQUIREMENTS

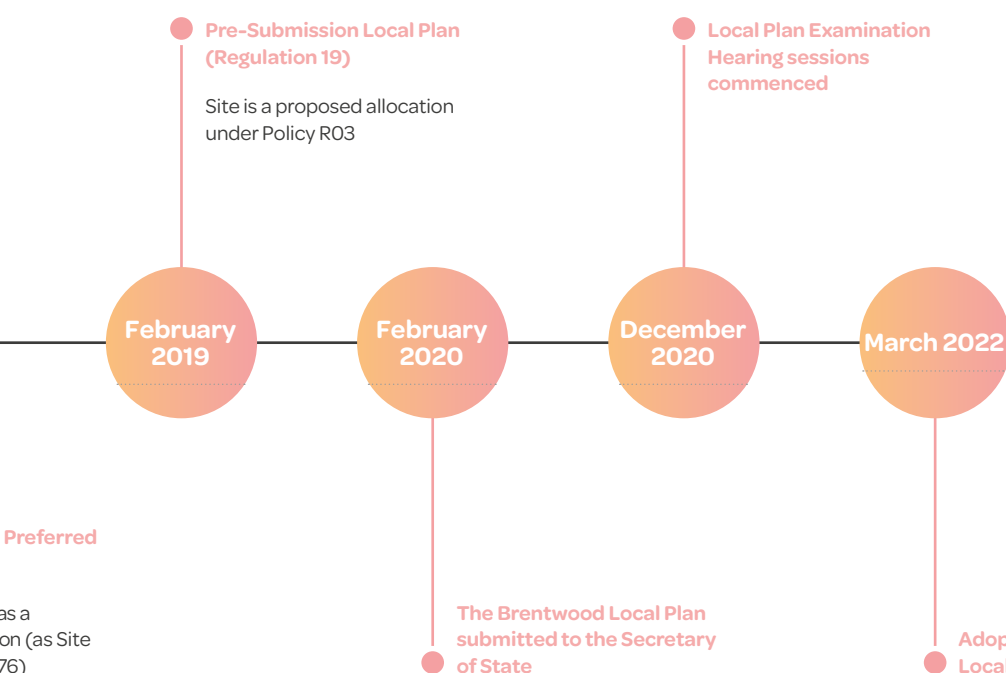
Proposals should:

- Provide pedestrian and cycle crossing points across Chelmsford Road (A1023) where appropriate; and
- Provide an improved bus service
- As the Site is located within a Critical Drainage Area development should minimise and mitigate the surface water runoff in line with policy BE05 Sustainable Drainage.

INFRASTRUCTURE CONTRIBUTIONS

Applicants will also be required to make necessary financial contributions via planning obligations towards:

- Off-site highway infrastructure improvements as may be reasonably required by National Highways and Essex County Council in accordance with policies MG05 and BE08 (the planning obligation will determine the level and timing of payments for these purposes);
- 'Quietway' cycle routes connecting transfer hubs to schools in Brentwood Town Centre

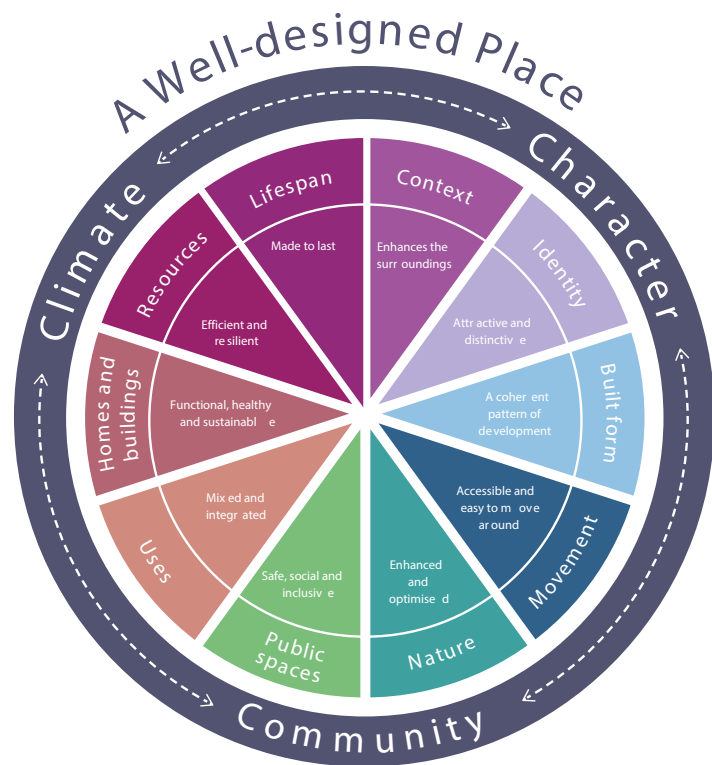


National Design Guide & Essex Design Guide

The July 2021 National Planning Policy Framework requires the design and layout of new developments to reflect the National Design Guide, as best practice. As such we have used the principles in the National Design Guide to structure the Development Principles for this Site.

NATIONAL DESIGN GUIDE

The Government published the National Design Guide in 2019, which the NPPF identifies as providing a framework for creating beautiful and distinctive places. The ten characteristics together enable the creation of a well-designed place which **creates character**, nurtures and sustains a **sense of community**, and works positively to **address environmental issues**.



National Design Guide (January 2021)

ESSEX DESIGN GUIDE

The Essex Design Guide is a document produced by Essex County Council. It was first developed in the 1970s and has evolved overtime with legislation. The latest version was launched in 2018, prior to the National Design Guide, but sets out advice on similar issues. This guide sets out a series of **design parameters** which respond to the NMDC criteria, helping local authorities and communities to decide and **achieve good quality design** based on local aspirations and followed by local consultation.



PROVIDING A DEVELOPMENT FRAMEWORK FOR THE NEW NEIGHBOURHOOD

We have incorporated the 10 characteristics as set out in the National Design Guide and advice from the Essex Design Guide to develop a bespoke design framework that has informed the masterplan for the Site and will inform individual applications when they come forward.

Context - An analysis of the existing context, including the built form, environment and character of Shenfield and nearby local areas. The spatial, operational and community context must also be analysed and considered.

Health and Wellbeing - A focus is placed on the health and wellbeing impacts of the development and the quality of its homes. Creating an active, walkable neighbourhoods and offering access to greenery and public spaces can promote strong communities and positively affect the mental and physical health of inhabitants and visitors.

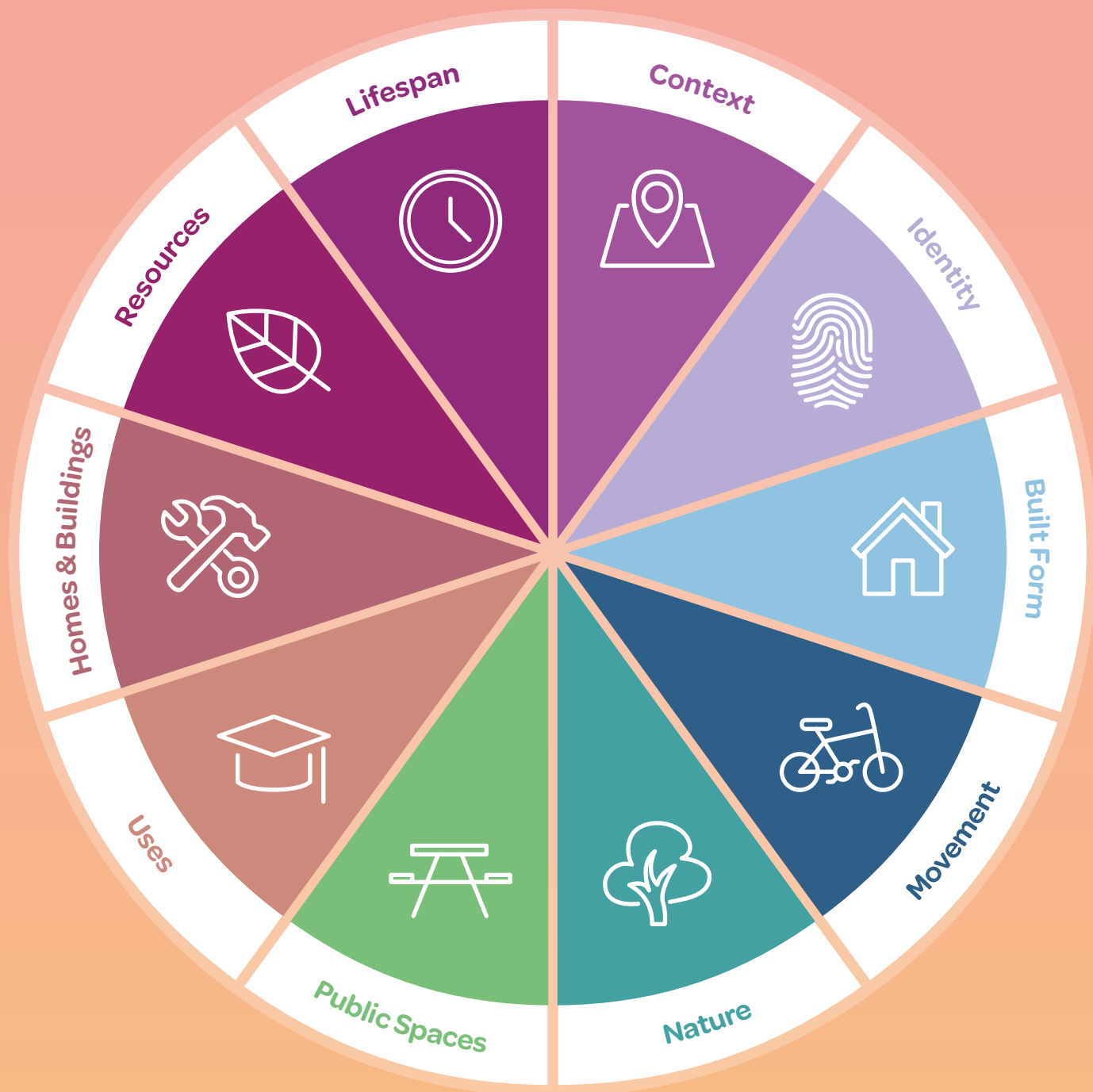
Active Design - Active design plays an important role in achieving the NMDC's health and wellbeing goals. The ten Active Design principles, outlined by Sport England, promote design that encourages activity and safety in the public realm by populating streets.

Street Design - A hierarchy of streets must be designed to accommodate relevant travel types and encourage active travel. Incidental meeting places and multifunctional streets help to create community and active streets. Future-proofing streets and spaces by designing in flexibility is also a priority.

Nature - Design must draw on Garden Communities principles to create a network of green spaces and well-designed open spaces that improve quality of life as well as drainage systems and biodiversity. SuDS will also be used to achieve flood management and biodiversity enrichment.

Public Spaces - Public spaces must be observably useful, visually pleasant, and fronted by houses to allow informal supervision.

Architectural Character and Details - The design of the development must integrate with Shenfield architectural vernacular. To do so, it must consider key design principles outlined by the EDG, such as elevation design, material and fenestration design, as well as noise, daylight, rear privacy and garden size.





Building a Flexible Framework

The following section provides overarching design principles and considerations based on the characteristics for creating well-designed places set out by the national design guide, to inform the delivery of each respective development parcel as they are brought forward.



Context



LOCAL CONTEXT & FACILITIES

Shenfield is a town in the borough of Brentwood, Essex, situated in the South East of England. The town is well-placed within the national rail network that provides fast commuting journeys to central London including the recently opened Elizabeth Line. The local area has a broad variety of services and facilities within easy walking and cycling distance of the Site and connected by a well-integrated public transport network.

LOCAL FACILITIES

Shenfield town consists of a number of key facilities, including churches, schools, hospitals and care homes, restaurants, pubs and supermarkets, all within a 5 minutes cycle or 10 minutes walk of the station.

SCHOOLS

Shenfield High School is located adjacent to the south western boundary of the Site and can be accessed from the western end of Alexander Lane. There are a number of primary schools situated to the east of the railway line, including Long Ridings, St. Joseph the Worker and Willow Brook Primary School. They are within close proximity to the Site and can be conveniently accessed via public transport.

PUBLIC TRANSPORT

Shenfield is a key interchange for short and long distance journeys along the Great Eastern Main Line, offering regular services to Colchester, Southend and Ipswich. The Elizabeth Line provides connection from Shenfield Station to central London and Heathrow Airport.

Bus services are operated regularly along Chelmsford Road, connecting the Site to neighbouring towns and villages including Brentwood, Hutton, Hutton Mount and Mountnessing.

Shenfield Road



Shenfield Green

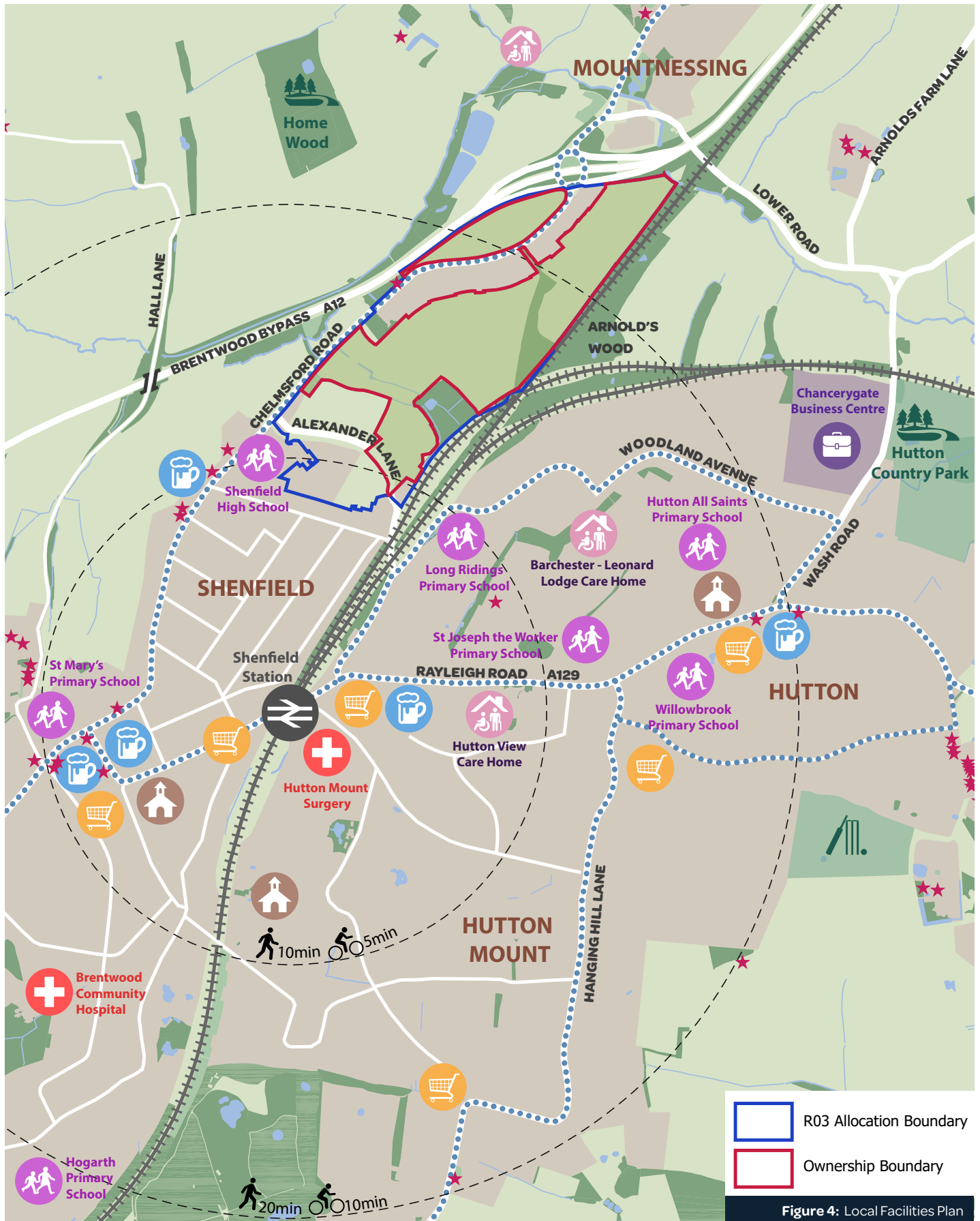


Hutton Road



Shenfield Road







Context



LOCAL CHARACTER ANALYSIS

To ensure that the character of the development responds appropriately to the existing context within Shenfield and creates a distinct place that is strongly rooted to its setting, an extensive analysis of the surrounding context has been done and below is the summary of the key features which influence the design of the scheme.

Each area has been thoroughly analysed, both through desk-based and in-field assessments, to extract key qualities representative of the Site's context. This ensures that the proposed development will successfully integrate within its surrounding character. Based on our analysis we have identified specific features to be referenced for the development. These features relate to building and public realm

materials, boundary treatments, architectural style, parking arrangement, building scale and roof orientation amongst other aspects.

We have taken these design cues and appropriated them to our respective character areas which are described in more detail in our Identity section.

Appendix 2 presents the detailed context analysis from which the summary of relevant local character areas for the Site, in the following pages are taken from.

SHENFIELD HIGH STREET

An example of urban style design available in Shenfield is located around the high street, where taller, terraced buildings are prevalent. Please see pages 12 & 13 of the Contextual Analysis document for further information (Appendix 2).

Hutton Road - Close to train station



Wide pavement with occasional tree and planting to enhance greenery along high street. Appropriate building height to provide enclosure and definition of the street.



High quality paving materials with shops fronting onto public realm to create an overall urban high street character.



Retail promenade and wide pavements with wooden bollards to protect public realm for safety.

BOULEVARD

There are a number of design cues for the boulevard street taken from local context. The street make-ups in Sebastian Avenue and Kilworth Avenue include tree-lined avenues, with houses set behind frontage parking. See pages 16 & 17 of the contextual analysis document for further information (Appendix 2).

Other local examples include the houses on Chelmsford Road, adjacent to the Site, which includes repetition of houses, frontage parking and open lawns. Please see page 15 of the contextual analysis document for further information (Appendix 2).



Positive feature which is recommended to be incorporated into the design of the scheme



Negative feature which is **not** recommended to be incorporated into the design of the scheme

Sebastian Avenue



A range of boundary treatment typologies including low brick wall, low level planting and timber fencing. Frontage parking is a common feature.



Formal tree lined verges to provide a verdant character and enclosure along the streetscape.

Fen Close off Chelmsford Road



Properties with wide frontage and horizontal features to be limited, emphasis on verticality to be enhanced.

Kilworth Avenue



Large semi-detached homes with frontage boundary. Occurrences of limited or no boundary treatments not preferred.



Context



MEWS

There are numerous design cues for the Mews streets within the local context. The variety of house types, materials, form and parking arrangements in Sebastian Avenue, Kilworth Avenue and Ridgeway all reflect the informative, variety driven approach proposed for Mews Streets.

See pages 17 & 19 of the contextual analysis document for further information (Appendix 2).

Langford Green



Consistent house type and architectural features to create rhythm and repetition along streetscene.

Waltham Close



Linked roof above front porch and bay window to emphasise horizontality to be limited

Kilworth Avenue



Variation of material including brick, terracotta and timber panelling, to highlight key architectural features such as bay windows and gables, creates an enriched facade.

Sebastian Avenue



Sense of rhythm and repetition on roof profiles are encouraged where possible

Sebastian Avenue



Variation in roof colour and material, including slate and red tiles.

Ridgeway



Hedgerow and planting as boundary treatment at sufficient height to enhance privacy and security.

WOODLAND EDGE AND LANES

The photographs for Thaxted Green and Langford Green and Poplar Drive (on pages 20 & 23 of the contextual analysis for further information in Appendix 2) provides examples of the informal, mixed landscaping for areas of the Site that face onto the ancient woodland, open spaces or other landscape features.

There is a focus on larger dwelling with greater gaps between buildings and more generous front gardens to create a verdant and 'soft' transition to adjacent landscape as reflected on the Ridgeway (for further information, see pages 19 of the contextual analysis document in Appendix 2).

Hutton Poplars Green



Modest front projection with red brick as primary facade material and black timber boarding as secondary material.

Poplar Drive



Informal arrangement of semis and detached properties overlooking and providing definition to the open space.

Langford Green



Double bay windows on ground and first floors and double parking bay with integral garages and room above.

Thaxted Green



Mix of brick and render as facade materials and low level planting as boundary treatment to enhance the verdant character.

Ridgeway



Expressed timber frames with multiple front projections enhance depth of the facade.



Planting to create space for on plot parking screened by landscape for privacy and long sweeping driveway provides breathable plot.



SITE CONSTRAINTS

It is important to understand the context, history and cultural characteristics of a site, its neighbourhood and region, in order for the place to be integrated and grounded in its locality. The identity of the area is also important to making places attractive, memorable and help people find their way around.

The Site is located north west of the Great Eastern Main Line, north of Oliver Road, south of Chelmsford Road, and extends eastwards towards the A12. It is within a 10 minute walk of Shenfield's railway station and the high street, located to the South of the Site.

There are a number of constraints such as the Critical Drainage areas which have been carefully investigated, addressed and mitigated in the most efficient and positive way.

Although the plan opposite shows the physical constraints overall, each of the four sites has a unique set of physical constraints that require individual design responses by its respective developer and designer when proceeding to the planning application stage.

This document provides a comprehensive set of principles and character areas which apply to the whole site to ensure the cohesiveness and legibility of the masterplan, whilst allowing sufficient flexibility for each parcel to respond to its own context and individual constraints. For example, the constraints of vehicular noise from the A12 on the Countryside site requires a very different design response to the noise constraints from the railway on the Redrow site. Equally, the size of site and size of the flood zone and SuDS required on the Croudace site requires a different design response to the drainage issues faced by Stonebond.

Context



1



2

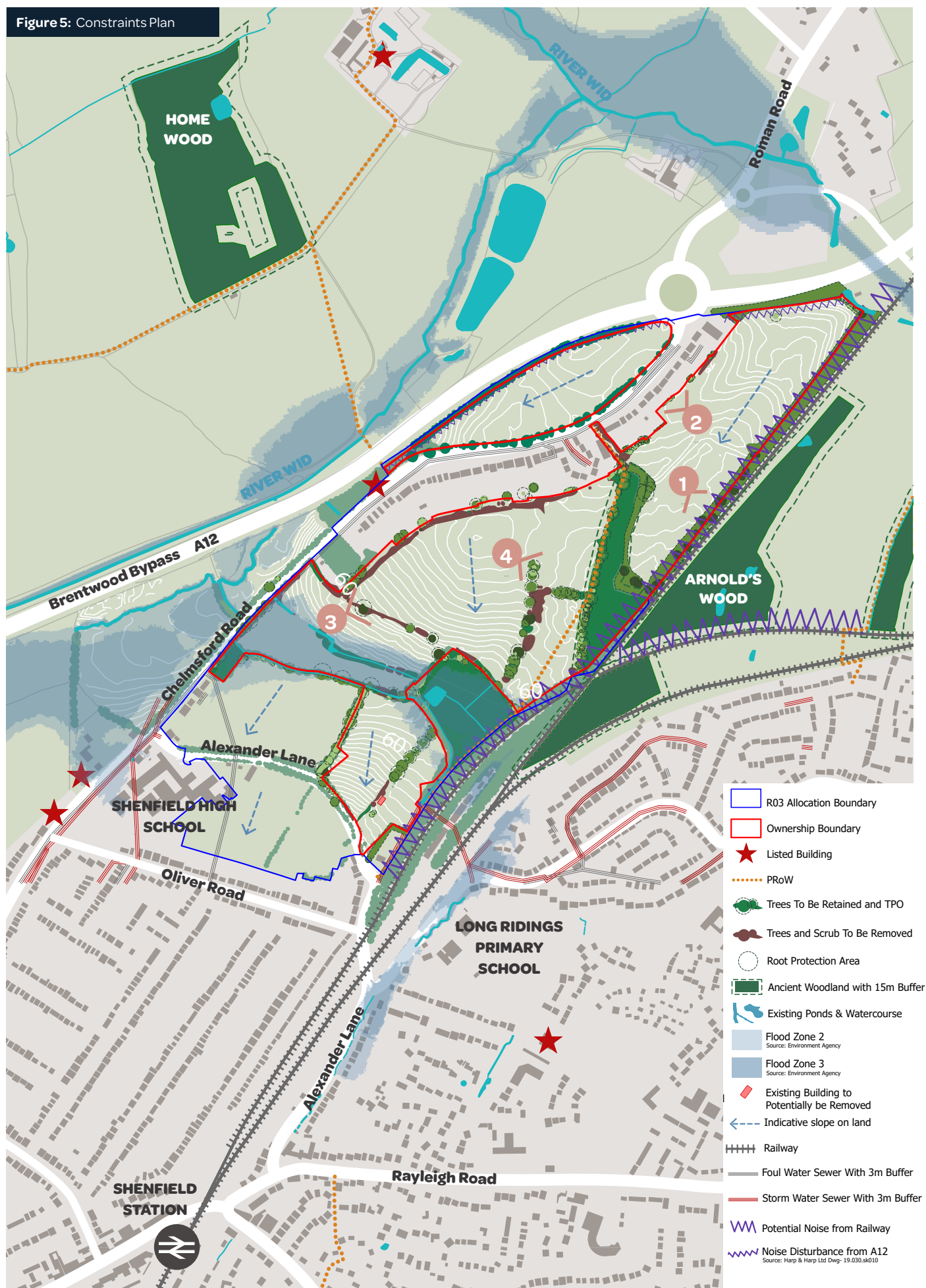


3



4

Figure 5: Constraints Plan





Context



HERITAGE AND ARCHAEOLOGY

The Site is not located within or within proximity to a World Heritage Site, Registered Battlefield or Conservation Area. The closest Registered Park and Garden is Weald Park (Grade II), located approximately 3.8km to the southwest of the Site. The nearest Scheduled Monuments are 'Thoby Priory', located approximately 2km to the north of the Site, 'The Chapel of St Thomas a Becket', located approximately 3km to the southwest of the Site, 'Barn at Ingatestone Hall', located approximately 3.5km to the northeast of the Site and 'Slight univallate hillfort 300m west of Calcott Hall Farm', located approximately 3.8km to the southwest of the Site. There are a number of listed buildings in the area around the Site, but the nearest are at Wynbarns Farm) 180m to the south west.

There is one archaeological find within the centre of the Site: a cropmark interpreted as a WWII bomb crater (Essex Historic Conservation Record (EHCR) reference: 18149), and a heritage asset: the route of the Roman road from London to Chelmsford (EHCR 5428), now followed by the A1023 Chelmsford Road.

Shenfield has developed from a small historic core in phases over a number of decades. Each time it has expanded, each new neighbourhood had its own distinctive character representing its time and place.

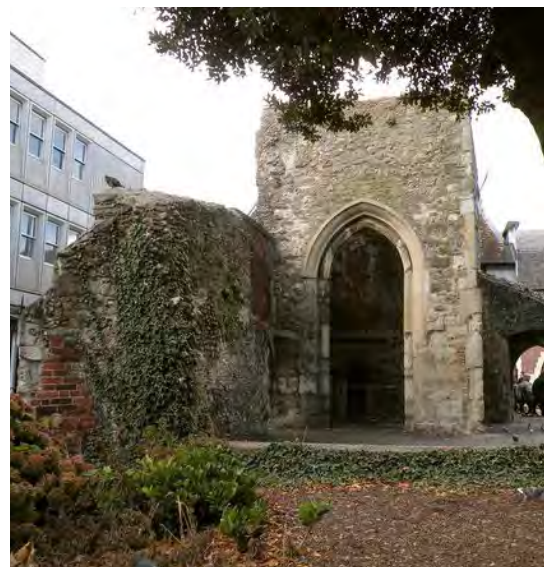
The Essex Design Guide provides a set of guidelines to provide a good environment for 21st century living, but due to certain stipulated criteria, new development will not be able to look or feel like historic parts of Shenfield, nor should it, but will provide a forward-looking, sustainable, resilient, healthy and pleasant place for people to live and thrive.



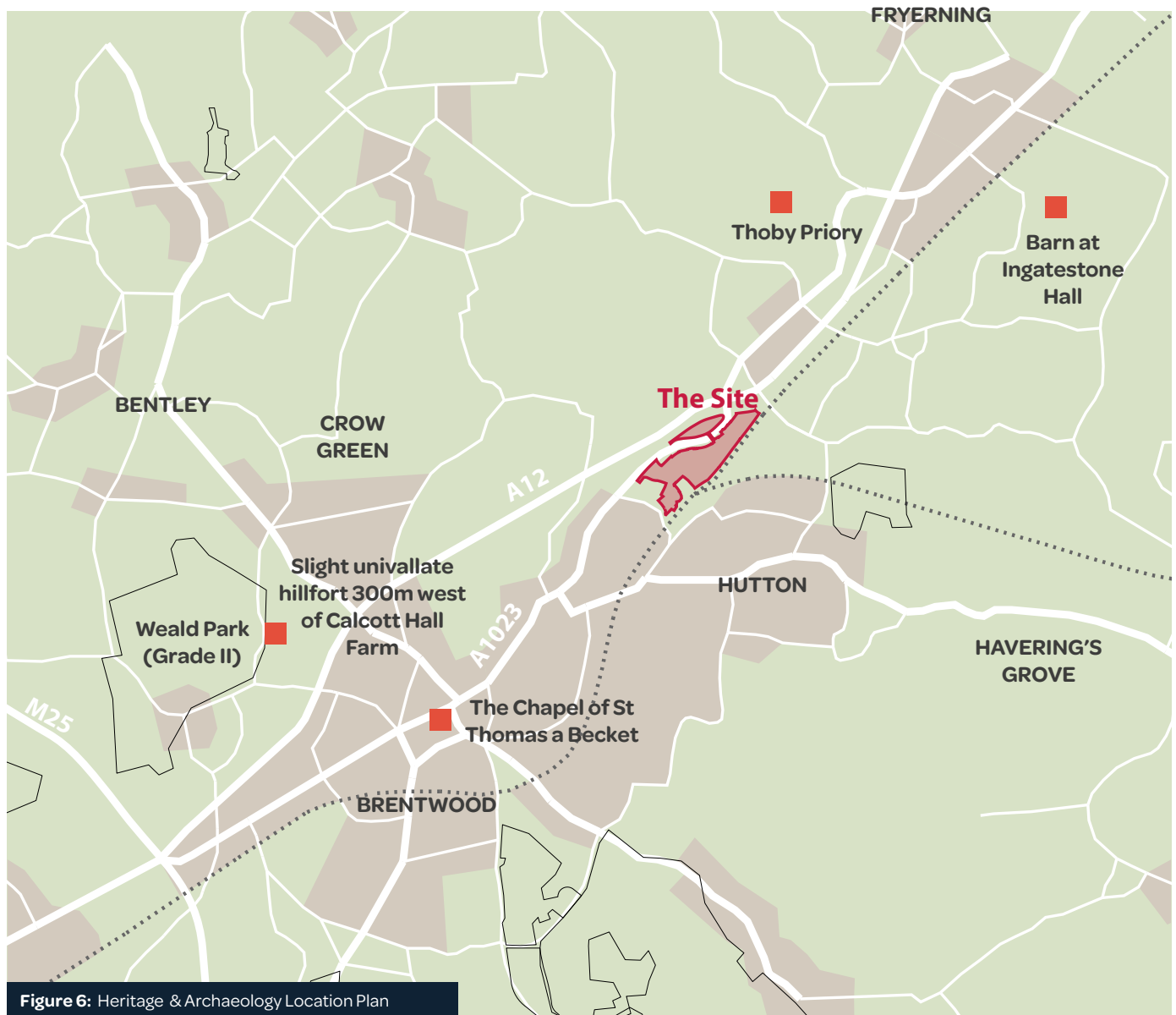
Barn at Ingatestone Hall



Thoby Priory (archived image)



The Chapel of St Thomas a Becket remains



Playground at Weald Park (Grade II)

Design Opportunities

A LANDSCAPE-LED APPROACH

- Development will retain existing features such as trees, long and short views and natural habitats wherever possible and safe to do so.
- The layout design will recognise **internal and external views**, and the importance of access to open spaces, natural environments and informal and formal recreation to optimise physical and mental health and wellbeing.
- Open space and play space will be strategically placed in order to ensure all residents have easy access throughout the Site.
- **Landscape Buffer & Rural Edge** - Opportunity for an area of natural and formal open space that forms the northern edge of the development, creating a green buffer zone to minimise noise from the A12 and protect the countryside beyond.
- Introduction of **Landscape Links** to protect and enhance existing landscape assets and structure, also to create well-integrated green travel corridors connecting existing woodlands to the wider open space.



A CONNECTED AND INTEGRATED NEW NEIGHBOURHOOD

- **Primary Spine Road** to be of distinctive characters that prioritises active travel through a well-designed network of **cycling and walking** routes, connecting the Sites together and linking new residents to new and existing services and facilities.
- The strategy promotes the use of **public transport** via an existing bus network, with enhancements made and new bus stops to be introduced nearby to residential areas for easy access and convenience to minimise local journeys by car.

A HEART FOR THE NEW NEIGHBOURHOOD

- The **primary school** and early years and childcare nursery will be located centrally to ensure safe and easy access for all children and parents. The retained veteran tree will create a focal point and enhances public realm within the **Community Heart**.
- Potential for the provision of **employment / care home facility** along Chelmsford Road within close proximity to existing settlement and amenities (refer to Policy BE15 Planning for Inclusive Communities for further details).
- Areas of **green space** and open space are located in close proximity to the school, along with well designed **children play areas** to encourage children's activity and play.



By layering existing and proposed natural assets while considering the constraints and historic context of the Site, we have identified opportunities to create a responsive sustainable development, which reflects national policy and design guidance. This landscape-led strategy creates the rationale for the framework plan to guide the detailed design as development comes forward in individual planning applications.





Nature



Nature not only contributes to the quality of the place, but people's quality of life. It can improve mental and physical well-being as well as support ecosystems to thrive.

Our landscape-led approach for the Site has sought to integrate and enhance the existing landscape assets on the Site. Arnold's Wood and the existing lines of trees form the basis of the green infrastructure on the Site. The flood plain along the water course will be enhanced and designed to create an attractive naturalistic 'green' gateway into the Site providing an opportunity for enhanced biodiversity and attractive outlook for adjacent development parcels.

Attenuation basins have been located at the low points on the Site and have been integrated with play to create a bio-diverse and multi functional landscape. These spaces are provided in close proximity to the new homes to ensure they are overlooked to make them safe and easily to access.



Design Principles:

- Integrate and extend existing green corridors to create a site wide multi-functional network
- Develop an integrated blue and green infrastructure network with attenuation basins to create SuDS and wildlife ponds if possible and appropriate to provide additional aquatic habitat within the Site
- Reinforce and enhance existing hedgerows and tree lines with native tree and shrub planting where appropriate
- As agreed with BBC officers, provide a minimum of 15m buffer to Arnold's Wood, the ancient woodland
- Provide a minimum of 10% biodiversity net gain on each site, through the detailed planning application process of each site
- Integrate a green buffer along the A12 to help mitigate noise and improve air quality
- A series of long-range views looking into the Site from beyond the site boundary and views internal to the Site are identified to highlight key landscape features, which will help to guide the built form.

GREEN AND BLUE INFRASTRUCTURE STRATEGY

The Site is heavily constrained in the south by being within a Critical Drainage Area, and by addressing sustainable urban drainage, which has had a significant effect on the number of new homes that can be accommodated on this site. As more detailed work has been undertaken since the local plan allocated the Site, it is clear that 825 dwellings is not possible on R03, as per the policy, but is more likely to be at least 700 dwellings in total.



Figure 7: Green and Blue Infrastructure Strategy Plan





Nature



ECOLOGY AND BIODIVERSITY

There are no Special Areas of Conservation (SAC), Special Protection Areas (SPA) or Ramsar Sites within 5km of the Site, nor are there any SSSI's or Local Nature Reserves within 3.5km. The most significant feature on and adjacent to the Site is the Arnold's Wood Complex Local Wildlife Site, which is also an ancient woodland.

The Site comprises a range of habitats including arable, woodland, grassland, watercourse, hedgerows, scrub and lines of trees. There are individual and grouped Tree Preservation Orders (TPOs), category 'A' trees and a veteran tree within the Site. The plan opposite shows the location of retained trees and a limited number that will require removal.

The adopted Local Plan has a strategic objective to 'deliver beautiful, biodiverse, clean and functional natural environments'. As such, the masterplan seeks to minimise tree removal, protect and enhance individual trees and groups, those protected by Tree Preservation Orders as well as the ancient woodland of Arnold's Wood. Further, it seeks to protect habitats and species on site and any significant corridors utilised by particular species, as well as incorporating measures to secure a net gain in biodiversity of 10% to meet the national target.

Arnold's Wood is currently accessible to pedestrians with various routes walked through it, in addition to the public right of way. The

increased recreational pressure could cause damage to the woodland, so a woodland management plan will be prepared as part of the Croudace and Redrow planning applications to minimise and manage these impacts and secure the long term health of the woodland. It is also proposed to enhance the public right of way along with new options for walking in and around the Site through linked green spaces and footpaths. The approach to Arnold's Wood, including the minimum 15 metres buffer has been agreed with Brentwood Borough Council's Landscape and Ecology consultant.

Desk-based and on-site surveys have been conducted on the individual parcels to consider the presence of such species as badgers, bats, otter and water vole, Great Crested Newts, reptiles, dormice and birds, depending on each set of circumstances. The results of the ecological surveys will be presented with the individual applications.

Building on the green infrastructure framework set out in this masterplan individual applications will provide the detail of these measures and additional planting/strengthening of hedgerows and new tree and habitat planting to provide a nature rich environment and provide the 10% BNG required, to accord with Strategic Policy NE01 Protecting and Enhancing the Natural Environment and Policy NE03 Trees, Woodlands, Hedgerows.



Figure 8: Trees and vegetation retained and removed Plan





IMPROVING AND ENHANCING WATER MANAGEMENT - FLOOD MITIGATION

The flood mitigation areas are shown on the Constraints Plan on page 23 of this document. The location of the most vulnerable land uses such as the new homes, school buildings and the care home avoid the flood risk areas to meet the requirements of the NPPF and the EA and Lead Local Flood Authority (Essex County Council) for the lifetime of the development. The details of water management on each site will be addressed by Flood Risk Assessments submitted with individual planning applications, where applicable. Any development will satisfy Policies RO3 Land North of Shenfield; Strategic Policy NE02: Green and Blue Infrastructure, NE09 Flood Risk and BE05 Sustainable Drainage.

Site-specific modelling of the watercourse along the Site's southern boundary indicates that the lower-lying area where the NEAP are to be located is only susceptible to flooding once every other year (i.e., 50% AEP), as illustrated in the attached flood extents map (see top image on page 33). As such, these areas are appropriate to locate these uses with further details to be set out in the relevant planning application for this area.

IMPROVING AND ENHANCING WATER MANAGEMENT - SUSTAINABLE URBAN DRAINAGE

In addition to addressing the potential flood issues on site, the Masterplan also addresses the run-off from the development itself, through the provision of sustainable urban drainage features such as detention basins to ensure a greenfield run-off rate. The proposed detention basins will include low-flow channels (see examples on page 33, bottom images) capable of conveying the runoff from most rainfall events without flooding of the wider basin. With regard to the Croudace land, based on daily rainfall data for the last 91 years (1931-2022), wider flooding of the basins is expected only on 6 to 27 days in any year (i.e., 1.5 to 7.2% of the time). In most cases of wider flooding, the basins are expected to drain down quickly after storm events (i.e., in a few hours). Longer lasting periods of flooding of the basins (i.e., days) are only expected for the most extreme storm events with return period in excess of 1 in 10 year. As such, detention basins are an appropriate location for play areas, as shown on the Masterplan.

Due to the constraints on site, and the substantial amount of land required for the detention basins, in addition to the flood mitigation land, means that features such as rain gardens and swales within the development areas are unlikely to be utilised, although such features may be considered through the design process of the individual planning applications.

Maintenance and servicing strips for the SuDS will be provided.

SUDS STRATEGY FOR PLAY AREA

The proposed attenuation basins will function to both manage surface water runoff and provide Local Areas for Play (LAPs). The detention basins will include low-flow channels capable of conveying the runoff from most rainfall events without flooding of the wider basin. Based on daily rainfall data for the last 91 years (1931-2022), wider flooding of the basins is expected only on 6 to 27 days in any year (i.e., 1.5 to 7.2% of the time). In most cases of wider flooding, the basins are expected to drain down quickly after storm events (i.e., in a few hours). Longer lasting periods of flooding of the basins (i.e., days) are only expected for the most extreme storm events. On this basis, the LAP should be available for use for at least 94.8% of the year.

LAPs are small areas of open space specifically designated and primarily laid out for very young children to play close to where they live (i.e. within one minute's walking time). They are designed to allow for ease of informal observation and supervision and primarily function to encourage informal play and social interaction for toddlers. A LAP requires no play equipment as such, relying more on demonstrative features indicating that play is positively encouraged.



EA Flood Extends Map



Examples of detention basins that could be provided with play equipment



Examples of detention basins and planting



Public Spaces



Beautifully designed public spaces and streets provide the opportunity for people to gather, meet and socialise, and are an essential component in creating a sense of belonging and building community spirit.

A hierarchy of public spaces have been designed to incorporate existing mature trees and hedgerows and provides an inherent green character for the development. The existing watercourse and flood mitigation areas create an attractive parkland gateway and landscape setting at the heart of the scheme. It will be possible to add smaller green spaces (pocket parks, greens, community gardens and orchards) throughout the detailed design of each application providing an even larger mix of formal and informal spaces for residents to meet and socialise, and provide enhanced biodiversity.

Design Principles

- A choice of a consistent public realm materials palette, selection of appropriate trees and planting palette to be implemented to unify respective development parcels.
- Where feasible streets and spaces that could be designed to incorporate sustainable drainage features, a variety of appropriate trees and planting species to create shade and an attractive pleasurable experience, as well as biodiversity.
- Provide a range of meeting places adjacent to the primary school and play areas.
- Encourage the design of multifunctional streets and spaces to increase animation and vitality within the public realm.
- Incorporate informal play spaces through the green network to provide a sense of adventure and exploration.
- All public spaces to be clearly defined and have a sense of enclosure, be overlooked and well-lit to feel safe and secure.
- Arnold's Wood to be protected with a 15m buffer.
- A small number of appropriately located and sized children's' play spaces will be provided.
- Integrate productive landscape spaces and attenuation basins to create functional spaces that are diverse in their use and rich in the provision of nature.
- Protected trees to be incorporated in new green corridors and spaces.



Figure 9: Public Space Strategy





Public Spaces



PUBLIC SPACES & PLAY

Integrating the opportunities of the blue and green infrastructure on site is key to creating healthy, high quality public green spaces and play areas, as well as linking spaces and streets throughout the Site to provide connectivity and variety of spaces and places for residents and visitors.

LEAP

The LEAP (Local Equipped Area for Play) is an area of open space specifically designated and laid out with features and experiences for children who are beginning to go out and play independently, within a 400meter / 5 minute walking time of a child's house. The recommended minimum activity zone is 400 m2 with a buffer of zone of 10 metres minimum depth separating the activity zone and nearest property. LEAPs are designed to provide a stimulating and challenging play experience that may include equipment providing opportunities for the following: balancing, rocking, climbing, overhead activity, sliding, swinging, jumping, crawling, rotating, imaginative play, social play, and play with natural materials such as sand and water, or other activities. Generally having a minimum number of six play experiences. Seating for accompanying adults and siblings should be provided, together with one or more litter bins along with sign indicating that the area is for children's play and that dogs are not welcome.

Two LEAPs are proposed to provide formal play for all residents.

Key precedent information for the LEAP to the south within Croudace's parcel:

Victory playground, is located on the edge of a flood attenuation basin around 1 meter below the surrounding landscape on a gently sloping bank, offering various opportunities for play. The LEAP has been designed so that in extreme events it has the potential to flood how ever the majority of the time it will not flood.



NEAP

The NEAP (Neighbourhood Equipped Area for Play) is an area of open space specifically designated, laid out and equipped mainly for older children but with play opportunities for younger children as well. Located within 15 minutes/1000 meters from a person's home, The recommended minimum activity zone is 1000 m², comprising an area for play equipment and structures, and a hard-surfaced area. NEAPs are sufficiently larger to enable provision for play opportunities that cannot be provided within a LEAP, designed to provide a greater variety of opportunity for both active/passive play meeting and socialising. Designed to provide a stimulating and challenging play experience that may include equipment and other features providing opportunities for balancing, rocking, climbing, overhead activity, sliding, swinging, jumping, crawling, rotating, imaginative play, social play, play with natural materials such as sand and water, ball games, wheeled areas, or other activities. The NEAP having a minimum number of nine play experiences is recommended. Seating for accompanying adults and siblings should be provided, together with one or more litter bins. Ideally having convenient and secure parking facilities for bicycles should be provided.

Key precedent information :

Paths and hard surfaces can be provided with permeable paving to allow rainwater to percolate through to the ground. Infiltration ponds will soak up water and any remaining can flow into sunken rain gardens, which could be planted with a range of biodiverse vegetation to mimic the area's natural environment. During heavy storms, water that cannot be absorbed by soil and vegetation will be captured through a series of "v" shaped channels and used to water the trees and plants.





Public Spaces



A variety of activities for all generations and mobility will be provided, creating well-located, high quality, safe and attractive spaces and places, that will encourage social interaction.

To meet Policy NE05: Open Space and Recreational Facilities, the allocated site is required to maximise opportunities to incorporate new publicly accessible, high quality and multi-functional open space and/or, where appropriate, enhance existing provision that will serve the new and existing community, through improved connections, biodiversity net-gain and high quality sport, play and recreational amenities. Development needs to meet the Fields in Trust minimum standards as set out in table below:

Type	Quantum per 1000 population	Characteristics	Quality Guideline
Outdoor Sport	3.15 ha		<ul style="list-style-type: none"> Quality appropriate to the intended level of performance, designed to appropriate technical standards. Located where they are most of value to the community to be served.
Children's Playing spaces	Between 0.13 – 0.17ha and including		
	Local Area of Play (up to age 6)	Walking distance: 100m Minimum activity zone: 100sqm Minimum buffer zone: 5m	<ul style="list-style-type: none"> Sufficiently diverse recreational use for the whole community. Appropriately landscaped. Maintained safely and to the highest possible condition with available finance.
	Local Equipped Areas for Play for young children to play independently	Walking distance: 400m Minimum activity zone: 400sqm Minimum buffer zone: 20m	<ul style="list-style-type: none"> Positively managed taking account of the need to repair and replacement over time as necessary. Provision of appropriate ancillary facilities and equipment.
	Neighbourhood Equipped Area of Play for older children	Walking distance: 1,000m Minimum activity zone: 1,000sqm comprising an area for play equipment and structures and a hard surfaced area of at least 465sqm – the minimum needed to play five-a-side football) Minimum buffer zone: 30m	<ul style="list-style-type: none"> Provision of footpaths. Designed so as to be free of fear of harm or crime. Local authorities can set their own quality benchmark standards for playing pitches, taking into account the level of play, Local authorities can set their own quality benchmark standards for playing areas using the Play England Quality Tool
Allotments and Community Gardens	0.18 ha		

For at least 700 new homes with an average household size of 2.4 persons, the multiplier equates to 1.632. The table below sets out the requirements for R03 and the actual provision proposed, and the plan opposite shows the location of the main elements on the allocation.

Each individual application will meet its own open space requirements; however, given the masterplan attempts to optimise the development on site and maximise the number of new homes to meet the allocation, provide the coverage required by the policy and provide a cohesive and inclusive new neighbourhood, the main provision (LEAPs and the NEAP) are provided for on the Croudace and Redrow parcels. Countryside and Stonebond will provide for other uses (e.g. LAPs) on their own parcels to meet policy requirements. Redrow is also providing a LAP.

In addition to this formal play, there is also a substantial amount of informal open space on site, particularly on the Croudace land in the critical drainage area, and SUDS around the site (approximately 3.7ha). These areas of land will be enhanced by appropriate planting to provide a variety of different spaces and landscapes and to provide more diverse ecology and biodiversity net gain.

Type	Quantum per 1000 population	Quantum Required for R03	Provision in the Masterplan
Outdoor Sport	3.15 ha	5.14 ha	Provided off site
Children's Playing spaces	Between 0.13 – 0.17ha and including	0.21-0.28 ha	0.21 ha
• LAP (within Redrow's site)			0.01ha
• LEAP (within Croudace's site)			0.05 ha
• LEAP (within Redrow's site)			0.05 ha
• NEAP (within Croudace's site)			0.1 ha



Connectivity



The provision of well designed streets that are legible, attractive, and safe to use will improve the quality of experience of residents and encourage them to walk and cycle as preferred sustainable modes of mobility.

The relatively compact site area, proximity to Shenfield Station and bus stops along Chelmsford Road makes the Site an accessible location and supports the creation of a walkable neighbourhood where pedestrians have priority. A hierarchy of streets and routes will provide a flexible movement network connecting the Site together, while offering choice to residents and promote active and healthy lifestyles.

Design Principles:

- Alexander Lane will be diverted, closed to through traffic and downgraded to a pedestrian and cycle route only to significantly improve access by children to Shenfield High School, its sports pitches and the public recreation ground.
- Vehicles using Alexander Lane will be brought into the Site along a new wider and safer road, with footpaths and cycleways to link to Chelmsford Road via a new roundabout.
- A circuitous motor vehicle route created through Croudace site to provide a connection between Alexander Lane and Chelmsford Road provides access to the Site but dissuades rat running.
- Direct link from Countryside to the south, connecting to Redrow through the gap at the northern point of Arnold's Wood to Croudace and beyond.
- Improvements to be made to Alexander Lane to create a safe pedestrian route adjacent to Croudace and Stonebond parcels.
- The public right of way on site will be enhanced to provide a direct access to the town centre and railway station via Alexander Road.
- Part of the existing public right of way that runs along the western edge of Arnold's Wood will be diverted into the Site and to locate outside of the 15m buffer to Arnold's Wood. This route will be upgraded to include a pedestrian footpath and a dedicated bicycle lane, contributing to the overall legibility of the site-wide pedestrian/ cycle network.
- Provision of dedicated high quality cycle and pedestrian routes to be provided between all land parcels, linking to the heart of the new community.
- Provision of a high-quality crossing point across Chelmsford Road to connect Countryside and Redrow land parcels. The details will be provided at application stage and to be agreed with ECC Highways.
- Provision of enhanced cycle route along Chelmsford Road.
- Streets will be designed to accommodate trees to contribute to providing shade, a pleasant environment, environmental benefit and to contribute to climate resilience.



Figure 10: Movement Strategy Plan





Connectivity



PEDESTRIAN AND CYCLE MOVEMENT

The Masterplan has been designed to create a walkable neighbourhood, where active travel (walking and cycling) is the easiest and most convenient way to get around the Site and to Shenfield and its facilities, such as the train station. Further the routes will be safe, convenient and attractive to encourage residents and visitors to walk or cycle to optimise health and well-being.

In order to optimise connectivity throughout the Site and beyond, the existing public right of way that runs along the western edge of Arnold's Wood will be diverted into the Site to provide a convenient, safe, lit and surveilled route with a pedestrian footpath and a dedicated bicycle lane. The more informal footpath will remain alongside Arnold's Wood and will continue on beyond the Site southwards. Any diversion or upgrading of the PRoW will be discussed with the relevant team at ECC Highways.

PUBLIC TRANSPORT PLAN

Whilst discussing this Development Principles document, Essex County Council Highways officers queried whether buses could run through the sites. However, this is not possible due to the need to protect the ancient woodland.

The only possible route for a bus would be through Arnold's Wood between the Croudace and Redrow parcels. This is ancient woodland which policies seek to protect and retain.

There is a very small gap where the Redrow and Croudace parcels meet between the ancient woodland and existing properties along Chelmsford Road. However, this is entirely located within the 15m buffer required by Natural England's Standing Advice to help mitigate direct and indirect impact upon the irreplaceable habitat and its soils, ground flora or fungi.

To provide a bus route meeting ECC Highways standards, this would be a minimum 12.25m just for a 6.75m road, 2m footway and 3.5m cycle/footway. Adding a green verge, kerb or gap between any of these aspects, and space to build the road, achieve suitable levels and tie these in, get machinery in, and so on, and the width required is even greater and could be in excess of 20m.

For this to be provided, the whole of the 15m, including existing vegetation and numerous category B trees, and some of the ancient woodland would all be lost.

In accordance with recently adopted local plan policy NEO3, paragraph 180 of the NPPF, and Natural England's Standing Guidance (which is a material consideration for planning applications), the ancient woodland and buffer should be protected.

Local plan policy NEO3 states:

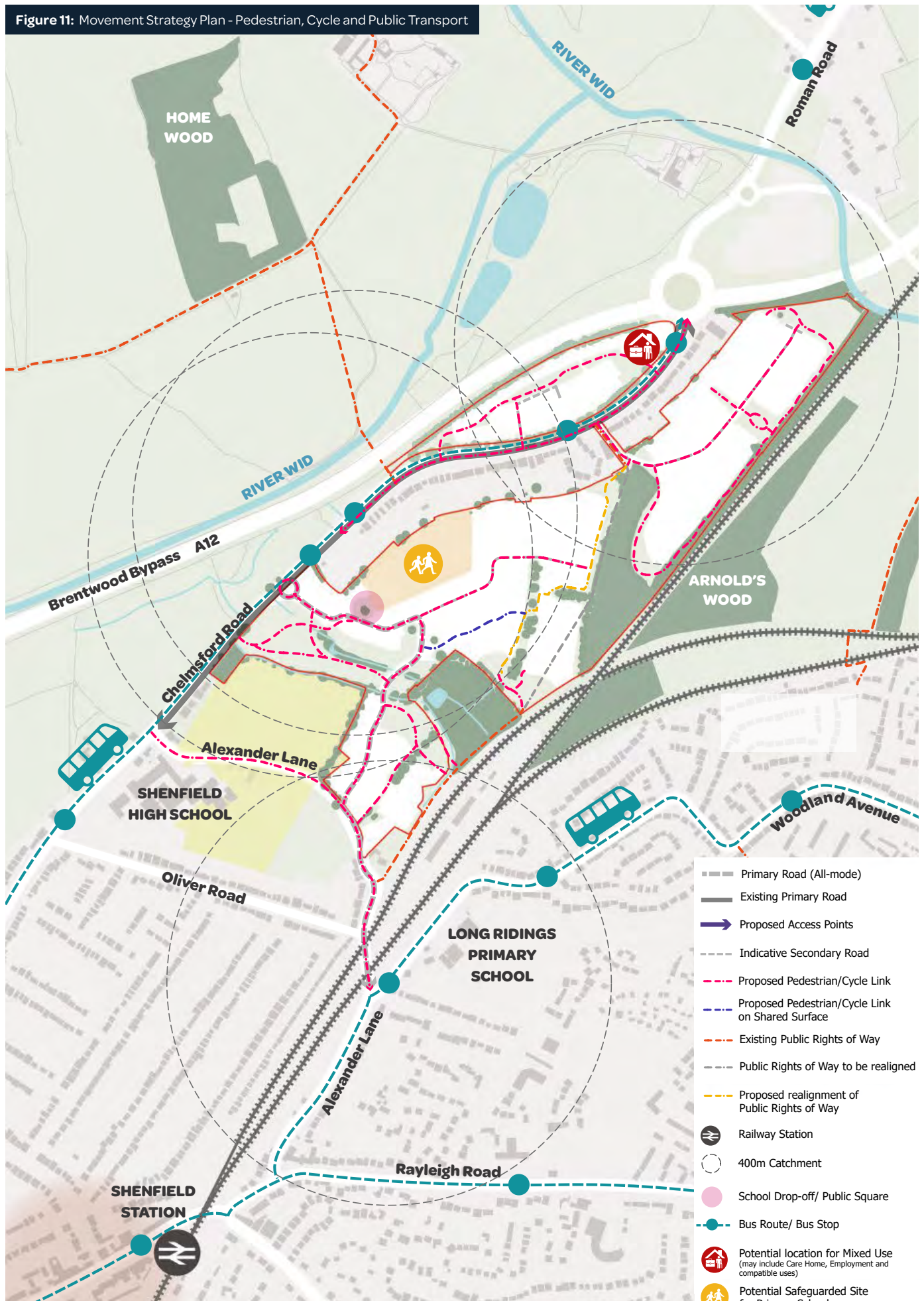
"Development proposals that would result in the deterioration or loss of irreplaceable ancient woodland and ancient and veteran trees will not be permitted other than in wholly exceptional circumstances... proposals should, so far as possible and practicable, seek to retain existing trees, woodlands and hedgerows where they make a positive contribution to the local landscape and/or biodiversity or which have significant amenity value. Wherever possible and appropriate, landscaping schemes should take account of and incorporate these existing features in the scheme and where any loss is unavoidable, incorporate measures to compensate for their loss."

Foot note 63 of the NPPF states that the wholly acceptable reasons include such development as nationally significant infrastructure projects or orders under the Transport and Works Act and hybrid bills where the public benefit would clearly outweigh the loss or deterioration of habitat. Clearly this proposal would not constitute exceptional circumstances.

As such, providing a bus link would be entirely contrary to the policies above, as well as various others, and would cause irreversible damage to the ancient woodland.

This Masterplan proposes to facilitate and encourage the use of public transport through comprehensive pedestrian and cycle links throughout connecting to Shenfield Railway station, bus stops on Chelmsford Road and nearby facilities and services. Walking and cycling will be a convenient and accessible option for all residents through the new links proposed. Suitable measures are therefore proposed to encourage to use of sustainable modes of transport whilst protecting the ancient woodland.

Figure 11: Movement Strategy Plan - Pedestrian, Cycle and Public Transport





VEHICULAR MOVEMENT PLAN

In accordance with Policy R03 vehicular access will be provided via Chelmsford Road and Alexander Lane, as well as individual access to each of the developer parcels. The stopping up of Alexander Lane and the diversion of vehicular traffic through the Site is a key policy principle, in order to create a quiet lane for pedestrians and cyclists along the existing lane to Shenfield High School. However, vehicular movement will be controlled through the Site to make it the least attractive option for travel and will be managed by highway design so vehicles entering the Site travel at an appropriate speed that is consistent with a new residential area that has a primary school on site.

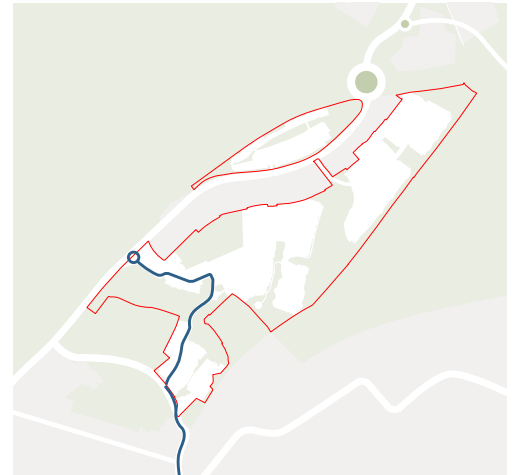


Figure 12: Key map - Primary Street

PRIMARY STREETS

The primary street provides access through the development and connects Alexander Lane to Chelmsford Road. To discourage rat running, a circuitous route has been designed. This street forms an important entry point and arrival into the development; hence a leafy green character is proposed with tree lined verges on both side of the street creating a sense of rhythm and procession. This street also provides a high-quality active travel route with a shared footway for cyclists and pedestrians. Provision of frontage parking should be avoided to allow buildings to create a good sense of enclosure and provide natural surveillance of the public realm.

Example of Primary Road

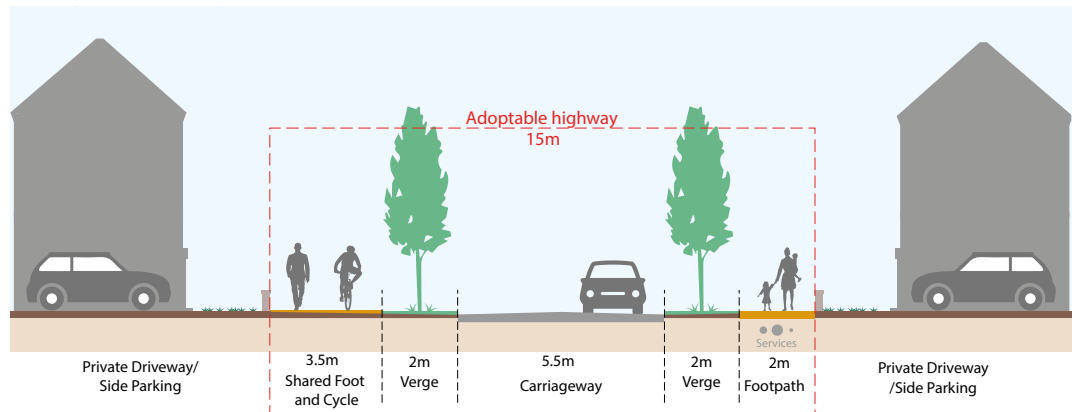


Figure 13: Movement Strategy Plan - Vehicular





Connectivity



SECONDARY STREETS

Secondary Streets form part of the main north south spine through the development connecting individual sites together. A verdant formal tree lined street is envisaged along its length to create a distinctive character and provide an attractive corridor to encourage walking and cycling along a shared cycle and pedestrian footway. Buildings are required to have regular setbacks and consistent building line where possible. Provision of frontage parking is permitted. Opportunities to alter the building line to create defined zones and to help screen parking areas are encouraged. Trees must be placed on both sides of the street and create a regular rhythm. Where secondary streets are adjacent to open spaces a regular rhythm of trees to be placed along the edge of the street within the green space. Cycle/ pedestrian footway to be provided within the green space.

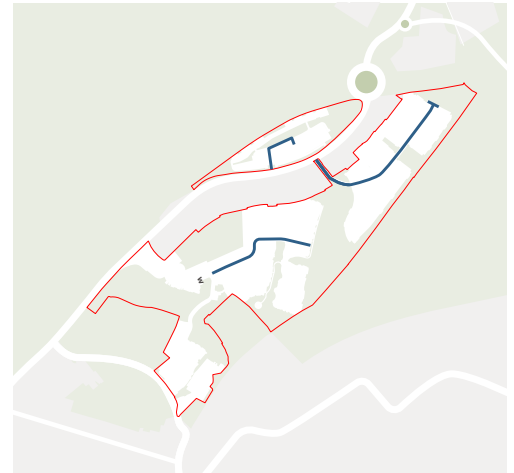
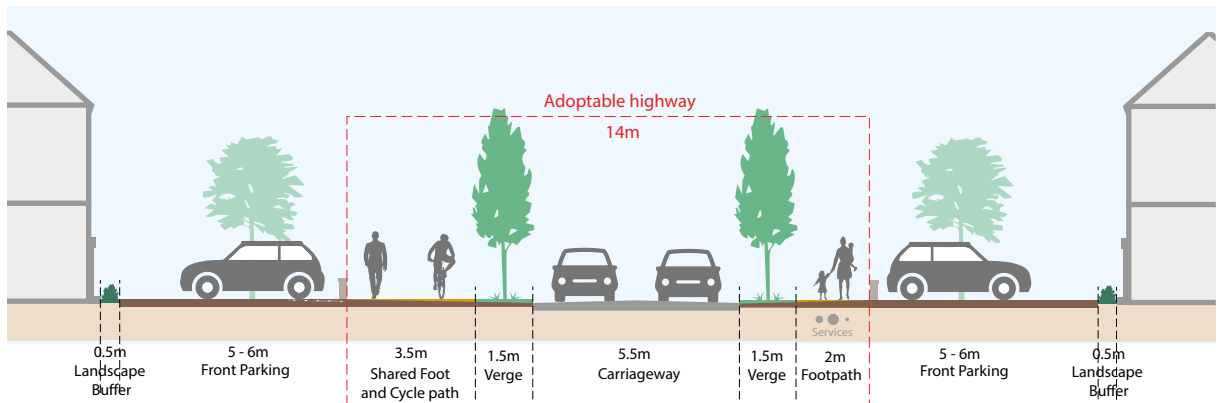
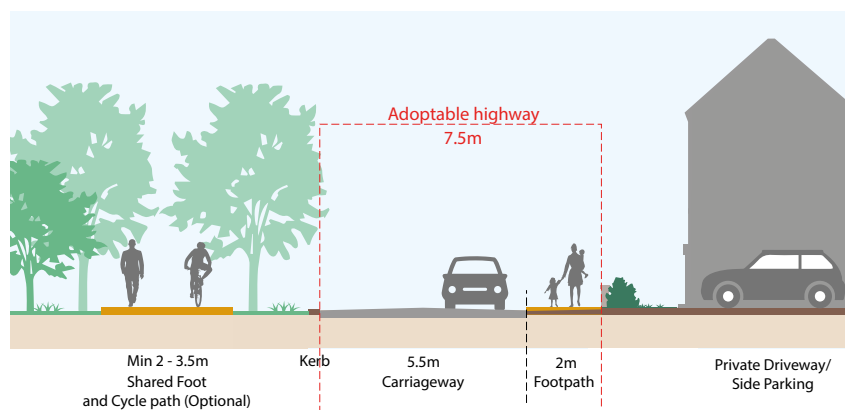


Figure 14: Key map - Secondary Street

Example of Secondary Road cross section



Example of Secondary Road with development fronting onto open space (formal)



Example of Secondary Road with development on both sides

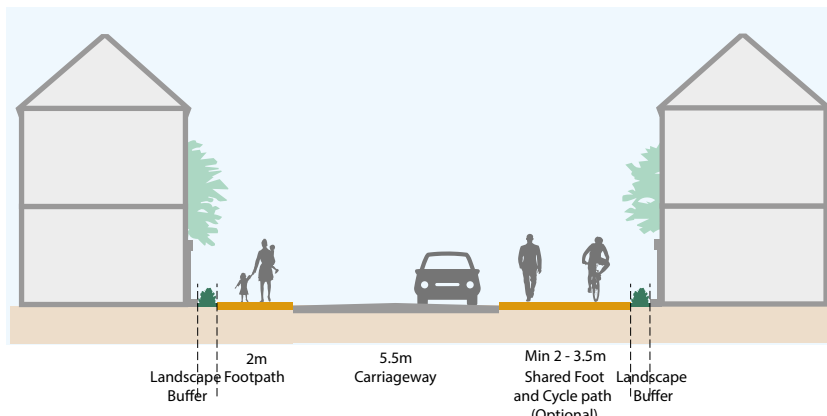


Figure 15: Example of development on both side



Figure 16: Example of development on one side





TERTIARY STREETS

Tertiary Streets form most streets within the development. These streets are envisaged to be low trafficked spaces which create a shared environment where pedestrians and cyclists can move freely and feel safe. Streets will typically range between 6-7m in width and have soft organic planting along the edges. Opportunities to incorporate trees, soft landscape in an informal arrangement within the shared environment or defensible space to soften the overall feel of the street is strongly encouraged

PRIVATE DRIVES

There may be instances where private drives are utilised to serve up to five new homes. These drives will be designed specifically for each site, where required, and will be privately managed.

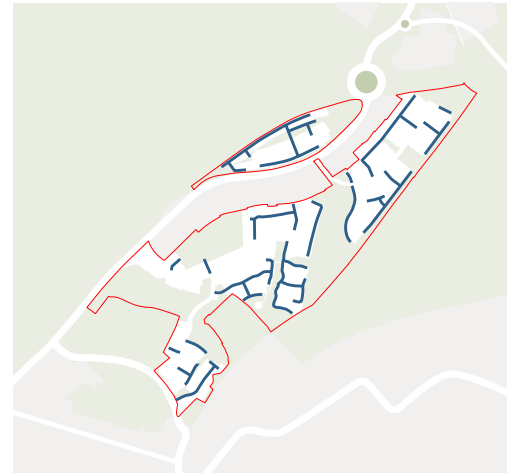
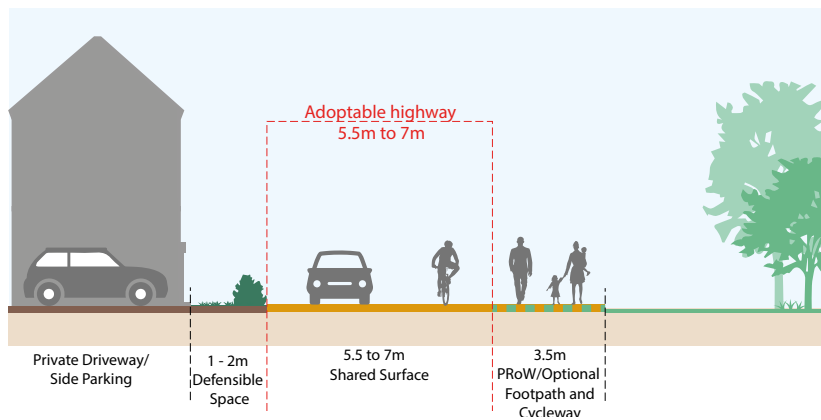


Figure 17: Key map - Tertiary Street

Example of Tertiary Road with development on one side fronting onto open space (informal)



Example of Tertiary Road section with developments on both sides

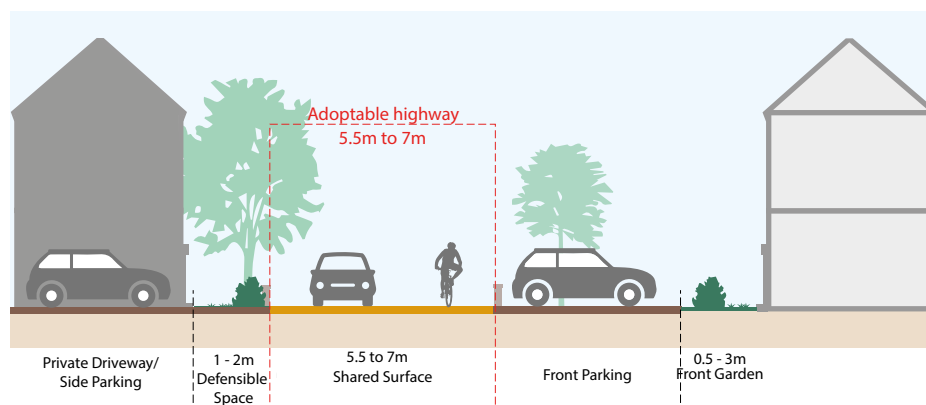




Figure 18: Example of development on one side

PARKING

Although the Masterplan does not go into detail of each dwelling plot on site, the development principle is that the parking standards in the adopted Plan (Policy BE13) and Essex Parking Standards will be met, alongside providing for electric and low emission vehicles (Policy BE11).



Figure 19: Example of development on both side



Figure 20: Example of private drive





Identity



As development will be brought forward by different developers it is important that there is overarching feel of cohesion between the parcels for this new neighbourhood and that the development is of a character that suits the context and responds to the local identity of Brentwood.

The choice of materials, selection of colours, the rhythm of the roof line, the composition of fenestrations and type of architectural detailing combine to create the Identity of a place and how people experience it.

Apart from the frontage of the Countryside parcel to the A12 and Chelmsford Road, the other parcels are relatively well screened by the existing topography, buildings, and mature landscape, which provides an opportunity to be creative and influenced by the local architecture vernacular. Reference to be made to the Essex design guide for design guidance when developing detailed applications.

Sub-character areas identified within individual applications to response to the specific site features will derive from and adhere to the primary character areas proposed in the following pages.



Figure 21: Character Area Strategy Plan





Identity



Urban Edge

- Strong continuous building line, with robust building materials and green buffer to provide protection from the adjacent busy road corridors, including taller buildings at key locations to create a sense of arrival.



Green Streets

- Predominantly brick buildings, mix of roof profiles and orientations, verges, tree planting, incidental open spaces and buildings heights between 2-4 storeys.



Green Edge

- Lower density and building heights, use of natural building materials, generous and green frontages.

URBAN EDGE

The Urban Edge character 'area' covers the main approaches to the Site from the north that are most visible and will give the first impression of arriving into the development by rail and car. As such, a distinctive high quality design response is required which also balances the technical solutions to respond the specific constraints not found elsewhere on the Site.



Building Heights/Density	Predominantly 2.5 to 3 storeys with occasional 4 storey in landmark locations. Higher density.
Building Line/Setback	Consistent building line with regular setback. No frontage parking to allow for rear/side parking.
Roofscape	Typically pitched roof forms in a variety of styles.
Streets	Linear streets with uniform orientation of buildings.
Plots/typology	Mix of apartment blocks and houses including terrace and semi-detached.
Boundary Treatment	Formal landscaping to the street and private spaces. Parking is provided to side or rear of property. Frontage parking is allowed where appropriate to minimise noise impact from road and railway line.
Materials	Predominantly red and buff brick with occasional use of boarding and render to add variety and interest.





Identity



GREEN STREETS

The Green Streets character area comprise the majority of the development, within the body of the Site. There are two types of streets within this character area.

A. THE BOULEVARD STREETS

The Boulevard Streets provide the main estate roads/routes that give access from the Site entrance to the wider parts of the development. These are formal in nature and help connect the respective neighbourhoods via tree-lined avenues that incorporate the pedestrian/cycle network. The Boulevard Street connects the main places and uses in the Site, including play areas, Primary School, and forms a linear spine from north to south. In this respect, this route gives good legibility for the scheme and is a useful way finding feature between independent development parcels.

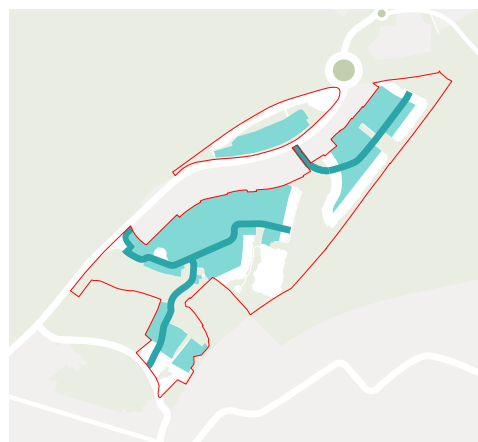
Building Heights/Density	Predominantly 2 to 3 storeys. Primarily medium with potential for higher density depending on location.
Building Line/Setback	Frontage, on-plot parking within generous uniform setbacks, with landscape and tree planting in between parking bays. Repetition in built form creating regular rhythm.
Roofscape	Regular rhythm of expressed gables that emphasises verticality and reduces the apparent roof form, allowing for a reduction in scale with height in the fenestration
Streets	Verges with trees to create a formal verdant character with provision for pedestrian/cycle movement, typically open gardens. Formal landscaping and hedges.
Plots/typology	Predominantly semi-detached and detached dwelling types with opportunity for some apartments and terraces
Boundary Treatment	Defined by hedges/open lawn and occasional low walls.
Materials	Predominantly red and buff brick with occasional use of light-coloured boarding and render for focal buildings.



B. MEWS STREETS


Mews Streets form the majority of the internal streets throughout the development. Share surface streets provide an attractive and safe movement network where pedestrians and cyclists will have priority over cars.

Incidental tree planting and informal landscaping are provided to create an overall verdant character. The built form within Mews Streets will have a relatively compact layout, with intimate spaces, providing a home-zone, low traffic environment, with parking located within parking courts and side of properties to minimise car-dominant streets.



Key Plan

 Green Street (Mews Streets)

 Green Street (Boulevard Streets)

Building Heights/Density	Predominantly 2 to 3 storeys with occasional 4 storey buildings in key locations. Medium density, which becomes higher in key locations.
Building Line/Setback	Uniform setbacks and mix of housing types with some frontage parking and parking courts.
Roofscape	Typically pitched roof forms. Variety of types and orientations.
Streets	Typically shared surfaces and private drives in regular orientations.
Plots/typology	Mix of terraces, semi-detached, detached and occasional apartments dwelling types.
Boundary Treatment	Defined by formally arranged landscape and hedges where possible. Opportunities for reduced front gardens to achieve a more intimate sense of enclosure within streets acceptable. Occasional tree planting to be incorporated to soften street scene.
Materials	Predominantly red and buff brick with a mix of boarding, render and hung tiles.





Identity



GREEN EDGE

The Green Edge character area is made up of areas of the Site that face onto the ancient woodland, open spaces or other landscape features and include 2 types of street designs.

A. THE WOODLAND EDGE

The Woodland Edge provides a response to the areas of existing landscaping found across the Site. This includes Arnold's Wood, areas of flooding, existing tree belts, open spaces and areas where natural features, such as SuDS basins, are proposed.

These areas are less formal in their arrangement and design, are softer and less dense than other areas of the Site and incorporates a greater number of Private Drive streets.

Design of these spaces and buildings will work with the natural context to create a verdant/ tranquil environment in these areas.

Building Heights/Density	Between 2 to 2½ storeys. Lower density.
Building Line/Setback	Organic layout with informal (staggered) building orientation. In-curtilage parking. Limited frontage parking.
Roofscape	Typically gable fronted and hipped roof forms with a variety of pitches to achieve a varied roofscape.
Streets	Organic layout with gentle curves, shared surfaces, private drives, informal, on-plot verdant landscaping.
Plots/typology	Semi-detached and detached dwelling types.
Boundary Treatment	Defined by hedges/mixed species of informal, verdant planting and estate railings.
Materials	Predominantly red and buff brick with occasional accents of dark and light colour boarding.

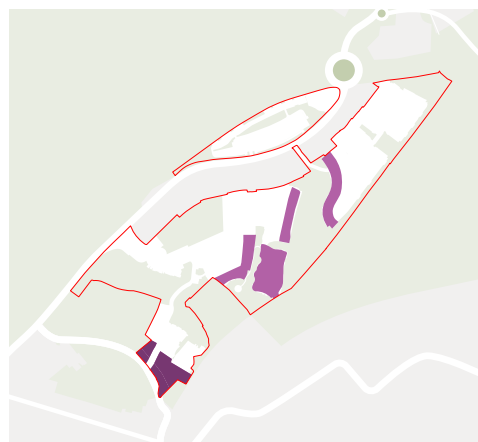


B. THE LANES

The Lanes character area is similar to the Woodland edge character area but relate to the context of Alexander Lane. The majority of the details will be the same, but due to the nature of the open aspect of the Site onto Alexander Lane and the intimate nature and arrival point at this part of the Site, a separate character area has been established, providing a southern gateway into the development. A coordinated approach between adjacent land owners regarding the scale of buildings and choice of materials are proposed to achieve a cohesive street scene. Care to be given to ensure appropriate transition between the proposed development and existing dwelling to the south.

Given the country lane feel, this character area will follow the Woodland Edge detailing, but include a greater amount of black boarding, softening the edge of development and introducing elements of traditional Essex barn style architecture found locally.

This area is less formal in street arrangement and landscaping.



Key Plan

- Green Edge (Woodland Edge)
- Green Edge (The Lanes)

Building Heights/Density	Between 2 to 3 storeys with occasional 4 storey buildings in key locations. Medium density.
Building Line/Setback	Informally arranged, varied setbacks with in-curtilage parking. Limited frontage parking to allow visitor bays if applicable and drive to garages.
Roofscape	Typically pitched roof forms with a variety of pitches and styles.
Streets	Informal planting with an organic, relaxed feel related to existing and proposed open spaces.
Plots/typology	Apartment buildings or town houses at key locations and semi-detached dwelling types.
Boundary Treatment	In-curtilage informal verdant shrub planting to create a primarily/natural feel to the street.
Materials	Red brick with accents of dark colour boarding.





Built Form



Creating a distinctive sense of place and memorable character for the Site will be greatly influenced by the relationship between the buildings, streets, open spaces, and the quality of the public realm.

Informed by our analysis of the Site, its context, the existing townscape, the identification of important arrival points proposed character areas and landscape sensitivity, we have created a spatial framework and height envelope to guide the overall massing and layout of the Site.

Design Principles:

- Blocks to be created to create clear definition between public and private space, outward looking fronts and protected and secure backs;
- Building heights for residential buildings to typically be between 2 and 3 storeys. Potential for buildings of up to 4 storeys at key locations;
- Opportunities for buildings fronting the Northern Gateway from the A12 and Chelmsford Road roundabout to be of a distinctive architectural character and be up to 4 storeys to create a sense of arrival;
- Buildings backing on to existing onto existing residential plots or adjacent to Arnold's Wood to be a maximum of 2 storeys to protect privacy of existing dwellings and minimise the impact and protect the environmental quality of the retained landscape impacting on environmental quality respectively;
- Where apartments have one side fronting the open space, dual aspect units with fenestrations will be provided to allow views overlooking the landscape and encourage natural surveillance;
- Buildings fronting Chelmsford Road to be arranged to create a continuous building frontage with regular gaps and consistent set back and complement the scale of the existing houses along the street;
- To be in keeping with the townscape character and development pattern of the surrounding buildings and context, the development will be designed within a density varied range between 30 and 45dph, in appropriate key locations apartment buildings are permitted which may result in a higher density. This will be determined through detailed application work related to future planning applications;
- Enhanced architectural design and detailing to be considered for buildings fronting Alexander Lane, A12 and Chelmsford Road.



Example of Primary Frontage



Example of Landmark Building

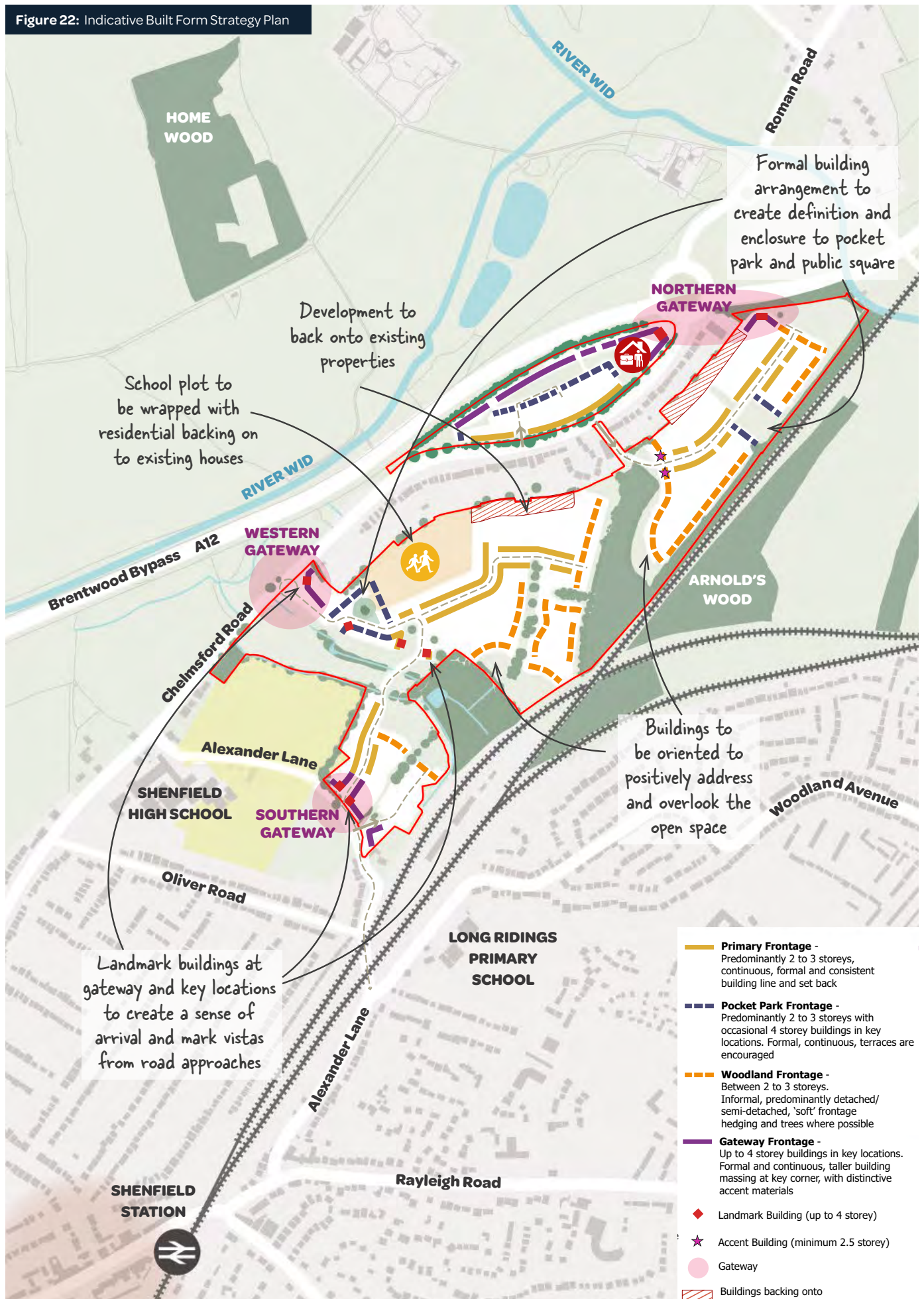


Example of Pocket Park Frontage



Example of Pocket Park Frontage with play area

Figure 22: Indicative Built Form Strategy Plan





Land Uses



Having a mix of homes and variety of uses will help to make an active place to meet the needs of its residents and create an inclusive and well balanced community.

The development at Shenfield aims to create a well-located and sustainable neighbourhood that delivers a significant number of new homes, in accordance with the adopted Brentwood Local Plan.

The new community will consist of a range of uses, including a new primary school early years and childcare nursery, a new 60 bed care home, employment area, multi-functional open spaces and children's play areas. Their locations will be appropriately located adjacent to open spaces for easy access by walking and cycling to encourage less reliance on the car for everyday journeys.

Design Principles:

- Deliver new market and affordable homes of various sizes and tenures to meet the local housing demand.
- Provide a 2.1ha site for a new two-form entry primary school located in the heart of the development within walking and cycling reach of residential areas.
- Maximise development capacity while still responding sensitively to the surrounding context by introducing varied dwelling at a variety of densities.
- Create a 'gateway' to enhance the sense of arrival into the Site from the A12 and Alexander Lane.

Area	Ha	Ac	Units at 36.7dph
Residential	18.54	45.82	at least 700
Employment/Care Home	2	4.94	
Education	2.10	5.19	
Infrastructure	1.56	3.86	
Open Space	9.66	23.87	
Ancient Woodland	1.98	4.89	
Attenuation	1.52	3.76	
Total	37.36	92.32	



Figure 23: Land Use Plan





EMPLOYMENT

Policy R03 states that around 2ha of land should be provided for employment purposes which may included 'light industrial, offices, research and development (within Class E) or other sui generis employment uses which are compatible with residential development'.

The employment land is located on land controlled by Countryside. Since the Local Plan was adopted, and more intensely latterly, Countryside has been marketing the Site for light industrial and offices (Class E uses in accordance with policy), but there has been no interest for these uses on this site as it would not provide a high enough quality of design to provide the 'Gateway' as required by other elements of Policy R03, or would be an unsuitable neighbour to a residential site. Interest has mainly included food retail, restaurant, other leisure uses and also for a care home.

The types of uses specified in the policy were considered appropriate at the time the Local Plan was being drafted but the pandemic has shifted the requirements of the office and light industrial market. As such, Countryside is likely to move towards other employment uses that are compatible with residential development, including a 60 bed care home, which is comparable to light industrial and office use. The marketing exercise will be set out as part of the application process.

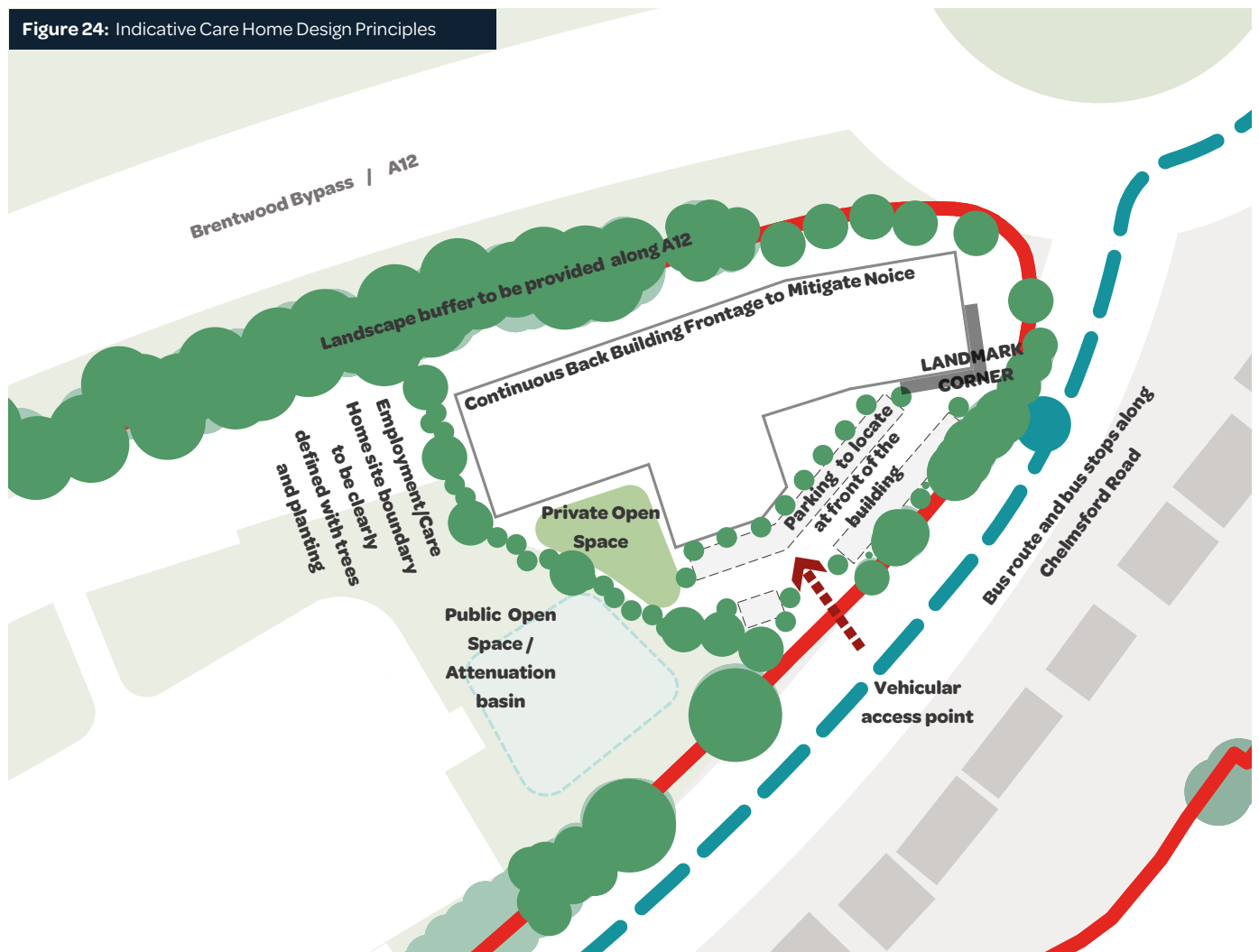
A care home in this location will not only provide a taller, more attractive key building establishing a high quality gateway into Shenfield, but by the nature of its use and scale will also be a much better neighbour to the dwellings on the rest of the Site in terms of use and built form, and will help to provide inclusivity and social cohesion. Residents will also benefit from being served by public transport along Chelmsford Road, with bus stops within easy walking distance, making access to Shenfield services and facilities easy and convenient.

Further, as more detailed site information has been gathered, it is no longer considered appropriate for a care home to be located on the Croudace land, near the safeguarded school site due to flooding and drainage issues and other site constraints.

This masterplan sets sufficient principles to guide the development of the employment site, whilst retaining flexibility for the exact uses to be determined through a planning application. It is recognised that noise mitigation measures will be required on this part of the site due to its vicinity to the A12. The detail of which will depend on the ultimate design and layout (the plan overleaf is only indicative). Because of its form, the care home building can be used to mitigate the disturbance caused by the motorway. This will be addressed fully through the requisite planning application.



Figure 24: Indicative Care Home Design Principles





Primary School



Local Plan Policy R03 states that the development should provide a 2.1 hectare site for a co-located primary school and early years and childcare nursery.

Essex County Council will design and build the school and childcare facilities but the plan overleaf shows one way that the school could be laid out. The County Council stipulates a range of conditions and parameters for a school site.

We have taken the criteria set out in the Essex County Council Guide for Developers and undertaken a design test to ensure the masterplan layout can accommodate an appropriate school site. This is illustrated overleaf.

Design Principles:

- Be of appropriate scale to serve the new community (2.1ha site area)
- Access to the school to be positioned away from primary vehicular routes to reduce school run traffic and minimise the impact on air quality
- Minimise the creation of inactive and visually impermeable edges to school playing fields by enclosing no less than two sides with residential frontage
- To meet DfE guidelines (e.g. Building Bulletin 103) to establish sports pitches and ensure pupil safety
- Provide a safe environment around school entrances; and avoid congestion by dispersing school drop off
- Use designated drop off area for set down and pick up to provide drop-off close to the school entrance



Figure 25: Primary School Design Principles





Homes & Buildings



Local Plan Policy HP01 Housing Mix sets out that all new residential development should deliver an inclusive, accessible environment throughout by providing an appropriate mix of dwelling types, sizes and tenures to meet the identified need in the borough.

MARKET HOUSING

Figure 6.1 of the Local Plan sets out the indicative mix of market housing required by a development. This and the latest estimated mix to be provided by each developer is set out here:

ACCESSIBILITY AND ADAPTABILITY

The dwellings within each planning application will meet Policy HP01 requirements for each dwelling to be constructed to meet requirement M4(2) accessible and adaptable dwellings, unless it is built in line with M4(3) wheelchair adaptable dwellings.

Dwelling Size	Indicative Mix 2022 SHMA (%)	Croudace (%)	Redrow (%)	Countryside (%)	Stonebond (%)	R03 Overall (%)
1 bed	9	5	0	22	36	15
2 bed	25	29	27	41	29	31
3 bed	36	36	43	18	11	27
4+ bed	30	30	30	26	24	27
Total		100	100	100	100	100

Note: These figures represent a snapshot for all developers indicating early pre-application proposals so they may be subject to change

SELF-BUILD OR CUSTOM BUILD DWELLINGS

Policy R03 sets out that the Site should provide 5% self-build and custom build dwellings across the entire allocation area. Each individual developer will be responsible for providing 5% self build or custom build of the homes within their own application to ensure these are provided across the entire allocation to meet Policy R03.

The developers will provide custom build dwellings that maintain a similar external architectural finish to the surrounding homes proposed, which will ensure cohesiveness and compliance with the character areas as identified within this masterplan. Significant flexibility will be provided internally, with

occupiers able to choose a wide range of different options and finishes to suit their own preferences and to customise their home. For some homes, this will include flexibility around the number of bedrooms with future residents able to choose whether a home has 3 or 4 bedrooms, for example. To ensure compliance with the various policy standards, such homes will be shown with the largest number of bedrooms in the applications. Other customisation could include:

- Kitchen cabinet style, colour, and finish
- Kitchen worktops, floor tiles, appliances
- Location of plug sockets, USB points, ethernet points, TV points
- Bathroom style, units, floor and wall tiles

- Flooring options and colours
- Choice of fitted wardrobes or freestanding bedroom furniture
- External lighting and paving options

Other options could also be available, to be confirmed within each individual application. This approach will ensure that details of the external architecture can be provided within the applications to give certainty and ensure a consistent character, whilst allowing significant customisation internally to meet the needs and requirements of the future residents.

Countryside is also considering selling a number of plots to a housing provider specialising in custom build units.

AFFORDABLE DWELLINGS

Local Plan Policy HP05 Affordable Housing sets out the Council's requirement for 35% affordable housing with the tenure split of 86% for social and affordable rent, and 14% for other tenures, such as intermediate or affordable home ownership, including shared ownership.

This means on R03 with an estimated total of at least 700 dwellings, 238 of them will be affordable. Each developer will be responsible for providing its own affordable housing on its own site to be policy compliant. The mix and tenure will be decided through the individual application process.

Based on the percentage split of the latest known number of market homes on each site (a total of 665), this means in principle each developer will provide:

		Croudace	Redrow	Countryside	Stonebond	Total R03
Total No. of Homes		348	180	135	46	708
Affordable / Social Rent	86%	105	54	40	14	213
Shared Ownership	14%	17	9	7	2	35
Total (35%)		122	63	47	16	248

Note: These figures represent a snapshot for all developers indicating early pre-application proposals so they may be subject to change

In terms of the size of the affordable homes, the SHMA will be used as the starting point and will be confirmed through the individual planning applications.





AFFORDABLE HOUSING ACCESSIBILITY AND ADAPTABILITY

In addition to the market housing requirements above, each of the Croudace, Redrow and Countryside's planning applications (where there are more than 60 dwellings) will meet Policy HP01 requirements for a minimum of 5% of new affordable dwellings within their applications, to be built to meet requirement M4(3) wheelchair accessible dwellings.

STANDARDS FOR NEW HOUSING

All new homes will achieve the appropriate internal and external space standards as set out in the nationally described standards and Essex Design Guide in accordance with Policy HP06 Standards for New Housing.

All these matters will be addressed in the individual planning applications, but the Developer Group intend to ensure each parcel of development is policy compliant in its own right.

Homes & Buildings





Making new homes more sustainable, resilient to climate change and efficient will help reduce costs and support the health and wellbeing of their users and positively contribute to reducing our carbon footprint

The new neighbourhood will be future proofed to be resilient to climate risk and ambitious in incorporating solutions which manage greenhouse gas emissions linked to development.

Design principles

- Promote a fabric first approach to ensure the building envelop is thermally efficient
- Layout of streets and orientation of public spaces and gardens to be positioned to create positive solar gain and exposure, where practicable
- Use low flow fixtures to reduce the water demand of residential buildings and promoting rainwater harvesting to minimise surface water run off
- Incorporate the use of renewable energy technologies where possible
- Electric charging points will be provided to comply with policy

Resources





Lifespan

The four development parcels will be coming forward separately but have been designed comprehensively to ensure that the Site is cohesive and deliverable. This development will be made to last and add to the quality of life of the new and existing residents with an emphasis on quality and simplicity.

The development will be:

- Designed and planned for long-term stewardship by landowners, communities and local authorities from the earliest stages;
- Robust, easy to use and look after, and enable their users to establish a sense of ownership and belonging, ensuring places and buildings age gracefully;
- Adaptable to their users' changing needs and evolving technologies; and
- Well-managed and maintained by their users, owners, landlords and public agencies.





Lifespan

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Delivery & Phasing



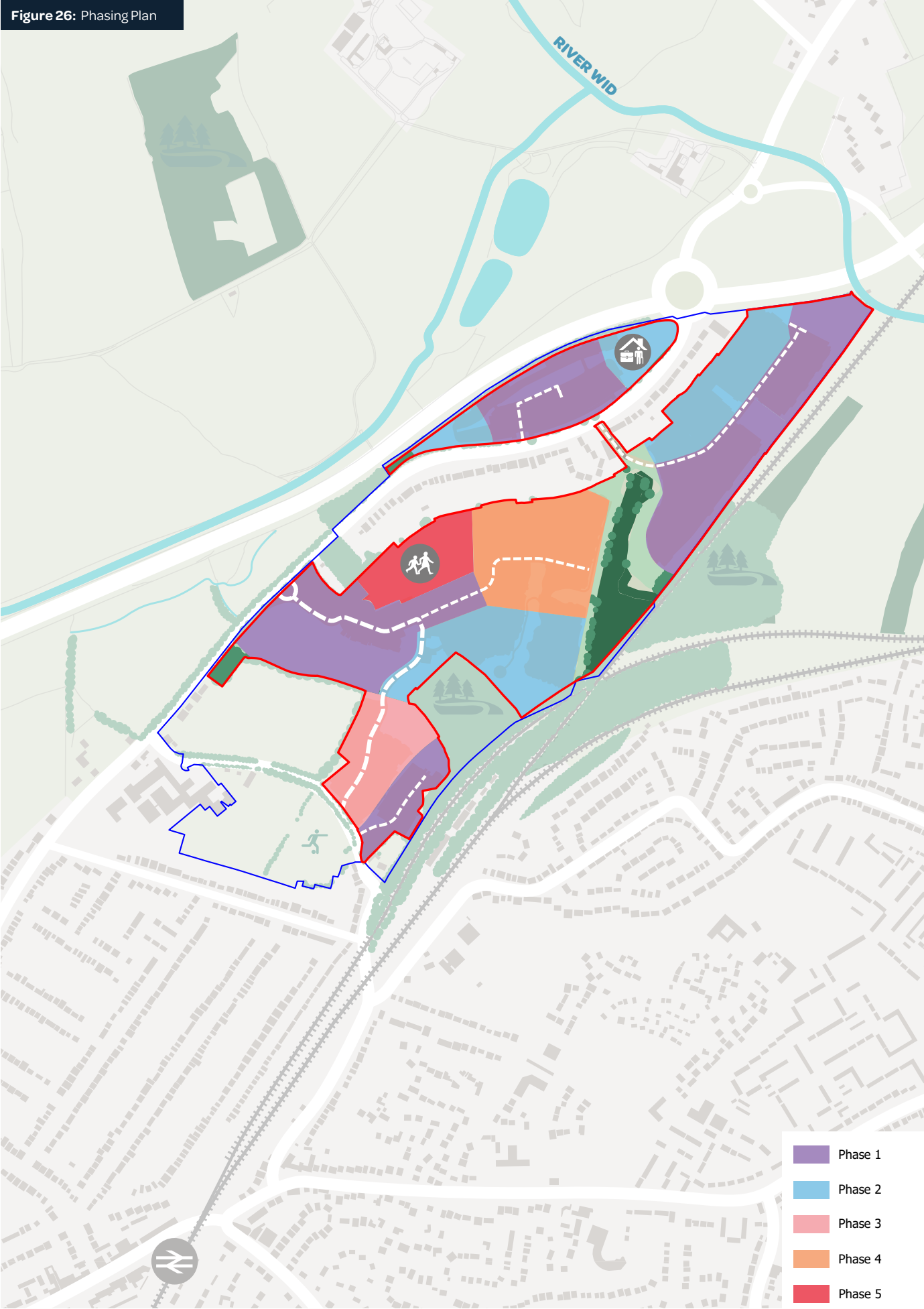
The Developer Group has been working together with the Council and key stakeholders to agree the Masterplan and the Development Principles for this Site.

Once applications have been submitted and approved, the developers will start on site. There will be no need to sell the Sites on or find developer partners so commencement of development will begin as soon as practicable after planning consent is granted on each of the Sites. All developers are keen to progress delivery of these much needed new homes.

All developers will be submitting detailed planning applications in Q2/Q3 2023. On this basis and the assumption planning consent will be granted by Q4 of 2023, the following delivery trajectory is envisaged, along with the phasing plan overleaf.

Phase	Year	Croudace	Redrow	Countryside	Stonebond	Total Dwellings
1	Q4 2023	Planning Consent	Planning Consent	Planning Consent	Planning Consent	
	Q4 2024		Access complete	Residential Access / Services complete	Access / Services complete. Start development	
	Q2 2024	Chelmsford Road roundabout/ services complete	Start development	Start development		
	Q1 2025	25		50	45	170
	Q1 2026	75	50	50		175
2	Q1 2027	75	50	20		145
3	Q1 2028	75	50			105
4	Q1 2029	70	30			70
5	Beyond 2029	School				
Total		c320	c180	c120	45	at least 700

Figure 26: Phasing Plan



An Aspiring New Neighbourhood

The Development Framework Plan for Land North of Shenfield.



DEVELOPMENT BENEFITS SUMMARY

- Putting people first, with active travel as a priority by providing a network of roads, paths, and cycle routes to encourage walking and cycling to encourage a healthy lifestyle and support mental and physical health and wellbeing
- Delivery of much needed high quality and efficient new market and affordable homes within a landscape-led development
- Provision of a site for a new primary school and early years and childcare nursery
- Delivery of a care home
- Around two hectares of employment space
- A wide variety of green and blue spaces, children's play spaces and biodiversity improvements
- Team of developers working together to agree a framework for providing a well-planned and efficient community

NEXT STEPS

Each member of the Developer Group will submit a separate planning application for each of the parcels set out in this document. Members of the public will be able to comment on each of these applications at the appropriate time.

In accordance with Local Plan Policy R03, each application will use this Masterplan Development Framework document as a guide to ensure consistency and cohesion, in addition to all relevant policy and guidance at the time of the application.

Each application will be supported by all necessary technical information as set out by Brentwood Borough Council to ensure each application provides the requisite information and demonstrates how each site can provide good quality, sustainable housing in accordance with the Brentwood Local Plan.

ARNOLD'S WOOD

Woodland Avenue

LEONARD LODGE NURSING HOME

Appendix

APPENDIX 1 - POLICY R03

APPENDIX 2 - CONTEXTUAL ANALYSIS



POLICY R03: LAND NORTH OF SHENFIELD

Land north of Shenfield, known as Officer's Meadow and surrounding land is allocated for residential-led mixed-use development.

1. Amount and Type of Development

Development should provide:

- a. around 825 new homes;
- b. around 2.1 hectares of land for a co-located primary school and early years and childcare nursery;
- c. around 60 bed residential care home or an appropriate mix of specialist accommodation to meet identified needs, in accordance with policy HP04;
- d. 5% self-build and custom build across the entire allocation area; and
- e. around 2ha of land for employment purposes which may include light industrial, offices, research and development (within class E) or other sui generis employment uses which are compatible with the residential development.

2. Development Principles

Development should:

- a. be accompanied by a comprehensive masterplan and phasing strategy to inform detailed proposals as they come forward;
- b. be of a design quality and layout that reflects its key gateway location, particularly on land near to Junction 12, A12;
- c. provide vehicular access via Chelmsford Road (A1023) and Alexander Lane;
- d. allow if possible for the diversion of Alexander Lane to create a quiet lane for pedestrians and cyclists, with the provision for new and improved route through the development site linking to Chelmsford Road;
- e. enhance walking, cycling and public transport services with Shenfield station and local services and facilities in the wider area, including Brentwood Town Centre;
- f. provide well-connected internal road layouts which allow for good accessibility;
- g. provide new multi-functional green infrastructure including public open space in accordance with Policies NE02 and NE05;
- h. maintain and enhance Public Rights of Way within the Site and to the wider area;
- i. protect and where appropriate enhance the Local Wildlife Site (Arnold's Wood).
- j. provide for appropriate landscaping and buffers along sensitive boundaries adjoining the A12 and railway line.
- k. maintain the same amount of existing playing field provision on site or, where this cannot be achieved, provide replacement playing fields (including supporting ancillary facilities) of equivalent or better provision in terms of quantity and quality in a suitable location prior to commencement of development on the playing field. Any replacement playing field provision should not prejudice Shenfield High School or the community from meeting their playing pitch needs; and
- l. be designed to ensure a coherent functional relationship with the existing development, which should be well integrated into the layout of the overall masterplan.

3. Infrastructure Requirements

Proposals should

- a. provide pedestrian and cycle crossing points across Chelmsford Road (A1023) where appropriate;
- b. provide an improved bus service;
- c. as the Site is located within a Critical Drainage Area, development should minimise and mitigate surface water runoff in line with Policy BE05 Sustainable Drainage.

4. Infrastructure Contributions

Applicants will also be required to make necessary financial contributions via planning obligations towards:

- a. off-site highway infrastructure improvements as may be reasonably required by National Highways and Essex County Council in accordance with policies MG05 and BE08 (the planning obligation will determine the level and timing of payments for these purposes);
- b. 'quiet way' cycle routes connecting transfer hubs to schools in Brentwood Town Centre.

9.100 This policy does not apply to the existing properties that existed prior to the adoption of the Plan.

9.101 This site is situated to the north of Shenfield with the A12 adjoining the northern boundary and railway line to the east. The Site will provide for around 825 homes, anticipated to be delivered between 2023/24 and 2030/31. This will deliver a high quality sustainable new development that maximises opportunities for travel by sustainable modes. It will provide a mix of size and type of homes including affordable, self-build and custom build, appropriately accessible and adaptable housing, as well as other types of specialist housing in accordance with the Council's policy requirements.

9.102 As the allocation comprises a number of parcels which could be brought forwards at different times it is important that consideration is given to how the Site will develop holistically. As individual parcels are brought forwards any masterplan will need to appropriately consider and reflect what is being proposed elsewhere on the Site. This is particularly important in ensuring that collective requirements for infrastructure provision are considered and delivered appropriately.

9.103 Given the scale of development, a wide range of new community services and facilities including a new co-located primary school and early years and childcare nursery, open space and play facilities are required. These services and facilities should be of an appropriate scale to serve the new communities and located where they will be easily accessible by walking, cycling and public transport. Brentwood Local Plan | March 2022

9.104 The scale of development in this location will require a new primary school with co-located early years and childcare nursery located on 2.1ha of land. A comprehensive approach will be necessary to deliver this early on in the development.



Appendix 1 - Policy R03

9.105 The development will take its main vehicular access from Chelmsford Road (A1023) and will be expected to adequately mitigate its likely impacts on the performance of the local and strategic road network.

9.106 Opportunities for sustainable transport modes should be maximised to create neighbourhoods where alternative forms of transport to the private car (walking, cycling and public transport) are prioritised. New and enhanced pedestrian and cycle connections will be expected to be provided within the Site and to the wider area. As parts of the Site are separated by Chelmsford Road (A1023) pedestrian and cycle crossings need to be provided where appropriate to allow for safe connection between the two areas. Opportunities to improve and enhance pedestrian and cycle connectivity with Shenfield station, local services and shops should also be explored.

9.107 The development will be required to provide appropriate habitat mitigation and creation, and appropriate buffers to the Local Wildlife Site (Arnold's Wood). The Site falls within the Shenfield CDA and is at potential risk of flooding from surface water as shown on the EAs Risk of Flooding From Surface Water Maps. Any development within this area should be directed away from areas of existing flooding and where possible should try to have a positive impact on existing areas of flood risk downstream of the development. Early Engagement with the LLFA in this area is critical to ensure that existing and potential flood risk is properly managed.



Appendix 2 - Contextual Analysis

Introduction

This character analysis document provides a comprehensive assessment of the existing context surrounding the Land North of Shenfield, herein referred to as 'the site'. In doing so, this document aims to understand the existing site and how it fits within both its immediate surroundings and within the wider Shenfield area.

The aim of this document is to examine local context to ensure the proposed development responds positively to its context. In doing so, the development will feature high-quality, holistic and sustainable design solutions, and will integrate successfully into the existing built form.

By doing so, this document illustrates that sufficient contextual analysis has been carried out and informed the proposed character for the development proposals at Land North of Shenfield.

The need for sufficient character analysis is stressed within planning policies. For instance, the National Planning Policy Framework (NPPF) states in Paragraph 130 that:

"Planning policies and decisions should ensure that developments:

- a) will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- b) are visually attractive as a result of good architecture, layout and appropriate and effective landscaping;*
- c) are sympathetic to local character and history, including the surrounding built environment and landscape setting, while not preventing or discouraging appropriate innovation or change (such as increased densities)"*





Figures 1-3: Site Photos
Source: FINC Architects Ltd



Site Introduction

The site is comprised of a number of parcels of land, distributed between different house-builders - Croudace Homes, Redrow Homes, Countryside Properties and Stonebond Properties. The distribution of these parcels is illustrated on the diagram below.

Together, and with the addition of land belonging to Brentwood Borough Council and Shenfield High School to the south and south-west, these parcels make up a wider area of land allocated within the recently adopted Brentwood Local Plan (2016-2033). The allocated area of land, outlined in blue on the adjacent plan, is referred to in Policy R03 'Land North of Shenfield', which outlines that:

"Development should provide:

- a. Around 825 new homes;*
- b. Around 2.1 hectares of land for early years and childcare provision;*
- c. Around 60 bed residential specialist accommodation in accordance with policy HP01;*
- d. 5% self-build and custom build;*
- e. Around 2ha of land for employment, including light industrial, office (class E) or other sui generis uses, in conjunction with the residential development.*



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employment purposes which may
ices, research and development (within
employment uses which are compatible
oment."

The site comprises a range of parcels owned by various developers, as illustrated in the plan below. Their corresponding areas are also included, with the total area amounting to approximately 36 Hectares. The following pages analyse the site characteristics in further detail.



(left) Figure 4: Site location within wider allocation site

Source: FINC Architects Ltd

(right) Figure 5: Site location within localisation of wider allocated site

Source: FINC Architects Ltd



Physical Context

This section describes and analyses the physical context of the site.

Topography

The surrounding landscape, together with the site itself, is largely flat in topography.

Green Space

Whilst the site is largely constrained by existing movement routes, there are also a range of open spaces within the site's wider vicinity. A section of Arnold's Wood Ancient Woodland sits within the site boundary, with a larger area of the woodland running adjacent to the railway line and the eastern boundary line.

Hutton Country Park lies approximately 1km to the east, making it the site's closest area of designated open space. To the west there is Merrymeads Country Park, located in between Shenfield and Brentwood.

Landscape

The site itself is comprised of arable farmland, together with areas of woodland and hedgerow. The surrounding landscape is heavily varied, with a mixture of industry, residential and open space uses.

Heritage Assets

There are no heritage assets located on site. The closest asset is the Grade II Listed Milestone in Road Verge Opposite number 179 on the Chelmsford Road. However, due to its positioning away from the proposed development, its heritage setting will not be impacted.

Movement

The site lies to the north-east of Shenfield - a commuter town within the county of Essex. The site sits approximately 3km from the centre of Brentwood, whilst the neighbouring village of Ingatestone lies approximately 5km to the north-east and Billericay town sits 5km to the south-east of the site.

To the north of the site lies was previously the A12. The features as the site's north site is bound by the railway defined by the existing Ale

In terms of strategic transp close proximity to two ma to the north (which links L and Chelmsford, Colchesto M25, again connecting the destinations around the co

A public footpath meande A1023 adjacent to Shenfiel down south past Arnold's V site is within a 15-minute w of Shenfield Railway Statio opened Elizabeth Line pro destinations including Lon Paddington, Reading and L

Flood Zones

The majority of the site is l small section in the south- Lane falling within Flood Z

is the A1023 Chelmsford Road, which is the new A12 Ingatestone Bypass - eastern boundary. To the south, the site is bounded by the A12, whilst the eastern boundary is Alexander Lane.

For transport and movement, the site is within the catchment of major strategic routes - namely the A12 (London and Brentwood to the west and Ipswich to the east) and the M25 (London and various parts of the country).

Public footpaths cross the site, starting from the Old Auto Services and making its way through Wood towards Alexander Lane. The walking distance is a 10-minute cycle ride to the west. From here, the new development provides services to major London locations including Liverpool Street, London and London Heathrow Airport.

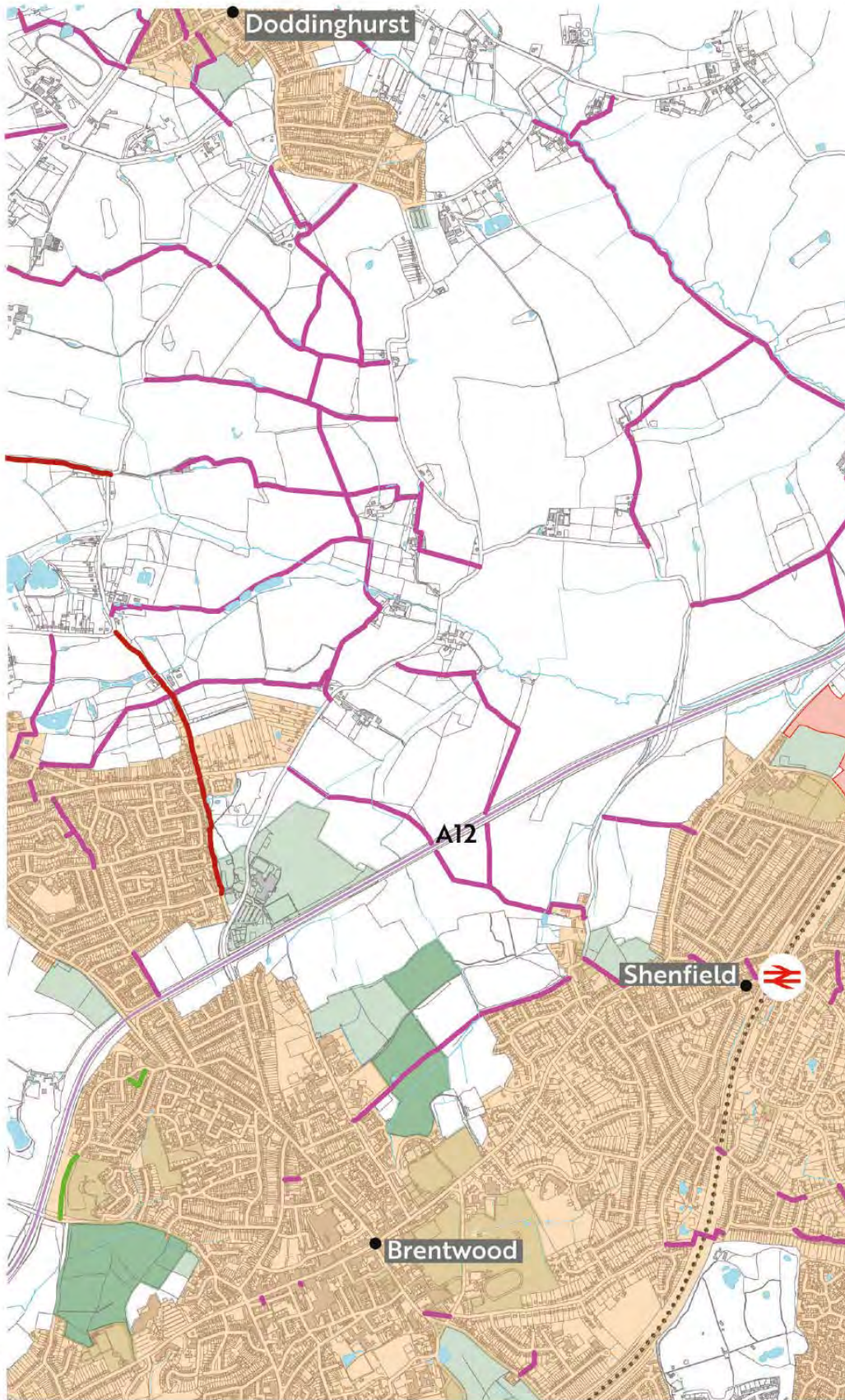
The site is located within Flood Zone 1, with a small western area adjacent to Alexander Lane in Flood Zones 2/3.



Figure 6-8: Views across site
Source: FINC Architects Ltd



Appendix 2 - Contextual Analysis



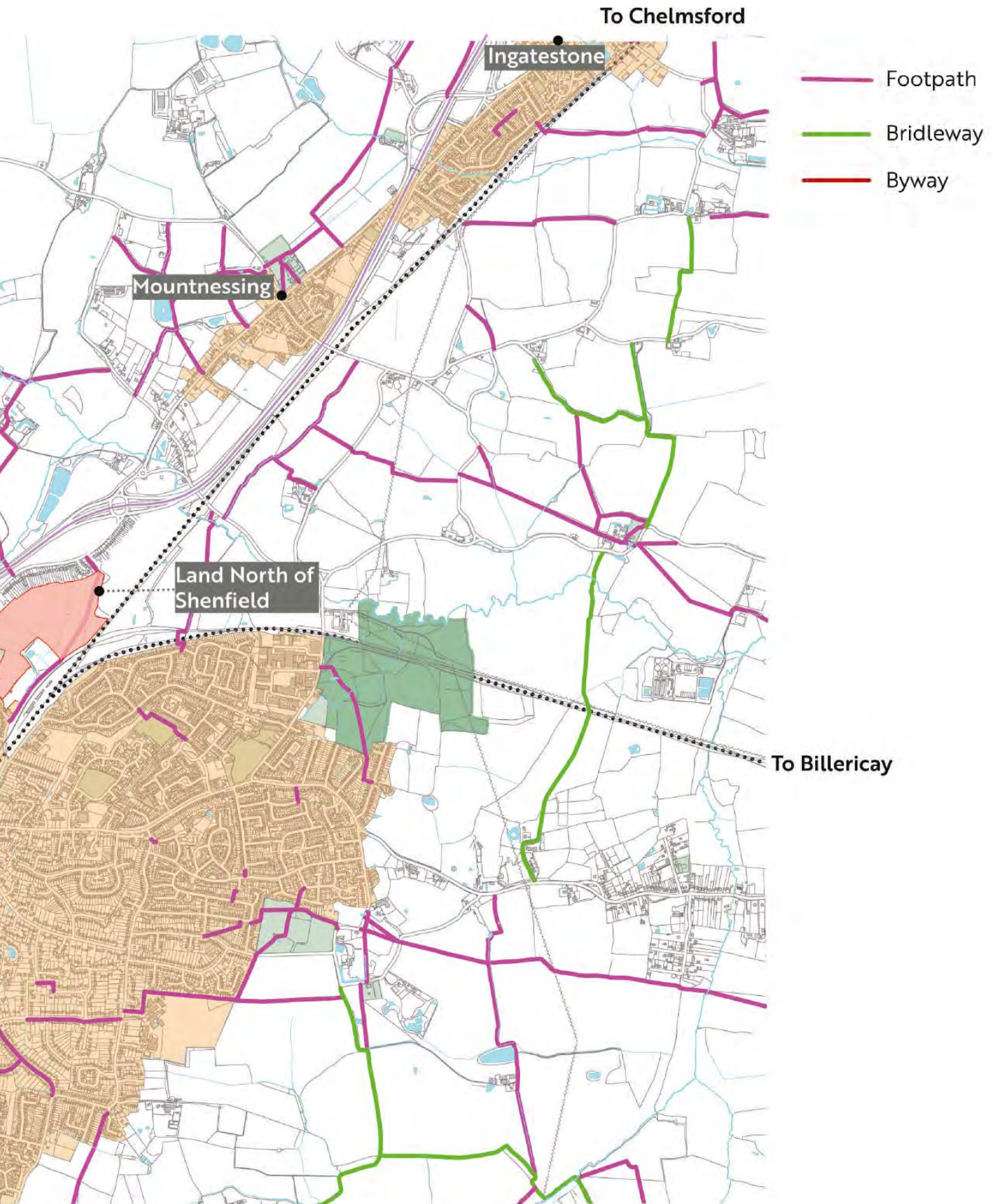


Figure 9: Site Context Plan
Source: FINC Architects Ltd



Urban Context

Whilst the previous section examined the surrounding physical context in terms of its environmental, social and cultural qualities, this section illustrates the surrounding context of the existing built form.

As previously stated, the site is situated to the north of Shenfield, with its boundaries featuring a combination of Ancient Woodland (Arnold's Wood), agricultural fields, movement routes including the A1023 and Alexander Lane, Shenfield High School and residential boundaries.

Building Heights

The surrounding residential development typically features 2 storey development with occasional use of 2.5 storeys at key points. Similarly the majority of dwellings on the Chelmsford Road to the north are 2 storeys in height.

Building Lines

The built form context shows building lines to be consistent, with plots generally featuring large setbacks from the roads, particularly along the Chelmsford Road. Parking is typically located to the front of dwellings, enabling the existing streets to be less car dominated upon view.

Roofscape

In terms of style, the built form context exhibits a range of details as follows:

- Gable roofs;
- Hipped roofs;
- Cross-hipped roofs;
- Dormer roofs; and
- Rear dormer conversions.

Nature of Streets

The surrounding streets vary in their nature. For example, the residential area directly to the south featuring Kilworth Avenue, Sebastian Avenue and Hunter Avenue comprises typically linear

streets with few natural features, which includes Long Ridge Road, which are considerably more open and gently curving routes. In the Shenfield area, the major

Plot Characteristics

Typically, surrounding plots are semi-detached in nature with parking located to the rear of gardens. These gardens vary in size, with dwellings directly to the rear of gardens with back-to-back plots. By contrast, plots to the east are slightly tighter in spacing, with distances of around 35m

Window Styles

In terms of windows, surrounding plots feature bay or casement styles in

External Finishes and Details

The surrounding area features a range of detailing, including:

- Render detailing;
- Gable cladding;

Boundary Treatments

There are a mix of boundary treatments in the surroundings, including fences and low-lying hedges. Plots have distinctive boundaries contributing towards the character of the neighbouring streets.

curves. In contrast, the area to the east of Long Ridings Avenue and its branching routes, is more organic in their formation, featuring streets worth stating that within the wider majority of streets adopt this organic feel.

Plots are either detached or semi-detached. They are organised to front the roads, with the front of the dwelling, and rear garden, vary in their shape and size, with the south featuring deep, generous rear gardens with back distances of approximately 70 feet along Long Ridings Avenue to the north in their formation, with back-to-back plots.

Surrounding plots tend to feature either front gardens including the occasional fanlight.

Detailing

The area features a variety of external finishes and

Boundary treatments within the site include a mixture of low-lying brick walls, and full-sized hedges. The majority of boundary treatments, directly contribute to the continuing rhythm and enclosure of the area.



Figures 10-12: Site Context Photos
Source: FINC Architects Ltd



Social Context

Healthcare

There are a number of GP surgeries close to the site within the centre of Shenfield. The closest hospitals are located in Brentwood (Nuffield Health, Brentwood Community Hospital and Spire Hartswood Hospital).

Education

Shenfield contains a number of primary schools (Long Ridings, St Mary's Church of England, Willowbrook, Hutton All Saints Church of England and St Thomas of Canterbury Church of England) and a handful of pre-schools (Poppetts Day Nursery, Sunflower Montessori, Shenfield Day Nursery, Wind in the Willows Nursery and Jack and Jill Preschool).

In terms of secondary schools, Shenfield High School sits directly adjacent to the site, with Saint Martin's School further to the south-east of Shenfield in Hutton Mount area. Further secondary schools are located within Brentwood - for instance Brentwood School, Brentwood Ursuline Convent High and Becket Keys Church of England Secondary School.

In addition, a sixth form is incorporated within Shenfield High School, whilst the Pauline Quirke Academy of Performing Arts has its home in Brentwood.

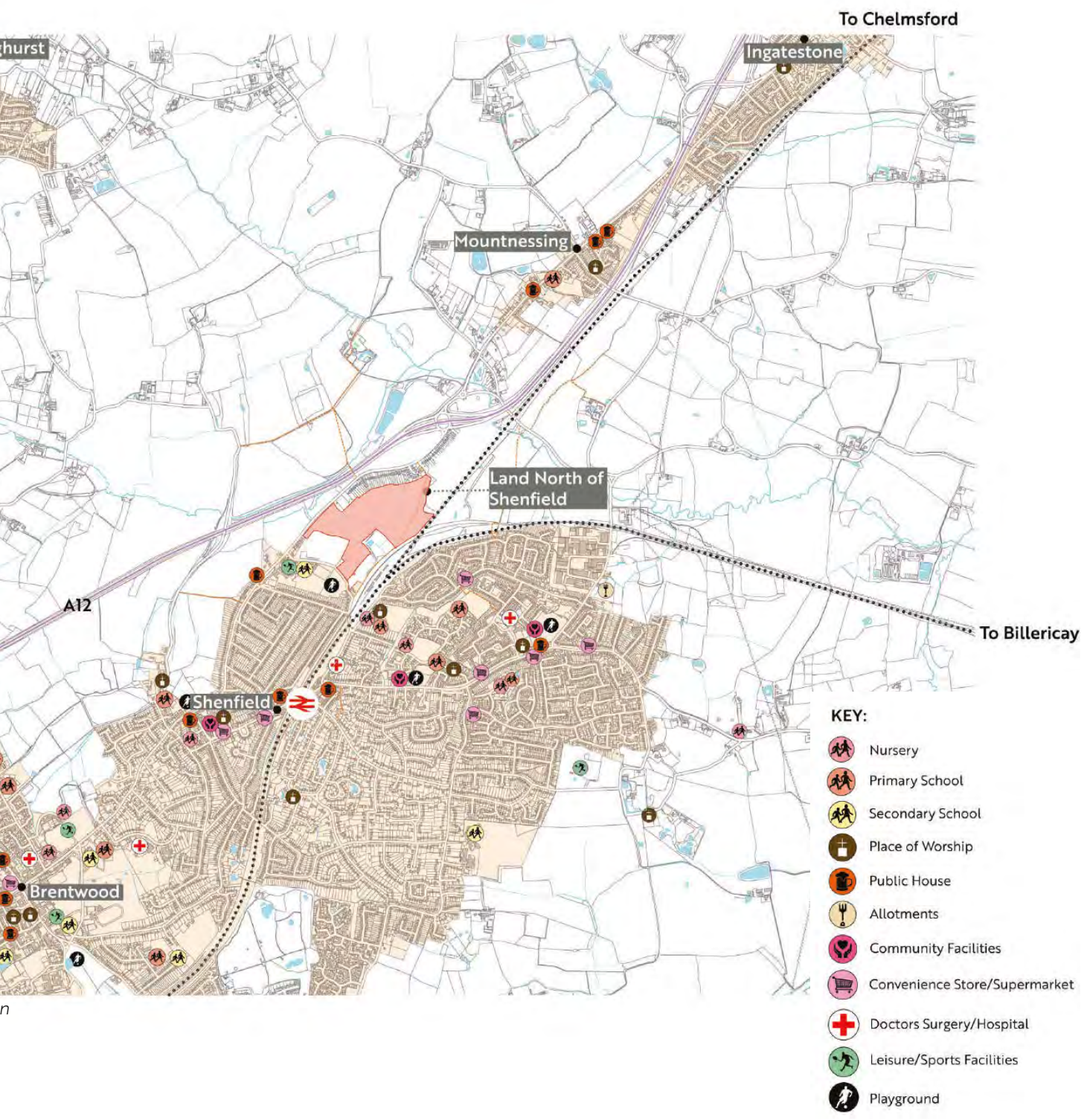
Retail/Community Facilities

A variety of retail facilities are found within Shenfield town centre, including a number of major national retailers including Marks and Spencer, Tesco, Barclays and Costa Coffee.

Further industrial retail hubs are found to the north-east of Shenfield. In addition, the Hutton area of Shenfield features some smaller independent shops including Oliver's Butchers, Hutton Florist and a barbers. Hutton also features a number of community facilities including Hutton Community Centre, Hutton Recreation Ground, New Youth Theatre Essex and St Peters C of E Church.



Figure 13: Local Facilities Plan
Source: FINC Architects Ltd





Appendix 2 - Contextual Analysis

Local Character Analysis

To ensure that the character of the development responds appropriately to the existing context within Shenfield and creates a distinct place that is strongly rooted to its setting, an extensive analysis of the surrounding context is required.

Through a combination of desk-based assessments and in-field data collection, a number of character areas have been selected to further analyse.

The character areas are as follows, with their locations illustrated on the map opposite:

1. Shenfield Station and High Street;
2. Chelmsford Road A1023;
3. Sebastian Avenue/Kilworth Avenue;
4. Ridgeway;
5. Thaxted Green/Langford Green; and
6. Poplar Drive/Bannister Drive;

Each area has been thoroughly analysed, both through desk-based and in-field assessments, to extract key qualities representative of the site's context. This ensures that the proposed development will successfully integrate within its surrounding character.

These areas have been chosen due to their individual characters. Each area represents variety in the built form context, seen through characteristics including street widths, building lines and boundary treatments, as previously described. Collectively, these areas include a range of characters that should be incorporated through development proposals at Land North of Shenfield.

Approach

A number of aspects of the context have been included in this analysis. These include:

- **Urban Form** - covers the built form, including street layout, size and scale;
- **Buildings and Plots** - covers the built form, including configuration and inclusion of features such as porches, storeys, size and layout;
- **Public Realm** - analyses the street scene, including the width of the street, space, street-trees and street furniture, and pavements;
- **Parking** - assesses the location and type of parking within the streetscene, whether on-street or off-street;
- **Details and Materials** - covers the built form, including construction materials, details, and elements, silhouette and scale.

To aid the effectiveness of the analysis, a Contextual Matrix ensures that the local context is thoroughly analysed. An example of the matrix is provided on the following page.

The following pages take each of the character areas and present the findings of the analysis through OS maps, together with photographs and streetscene examination.

the surrounding character have been
these include:

high level matters of use, nature of
structure of urban blocks and density;

considers the next level of
includes building types, number of
lots of plots;

the provision of open space within
including matters of integration of open
the nature of carriageways and

location of parking and its impact on
on-street, on-plot or garaged; and

includes finer aspects of the area
materials, distinctive secondary
and boundary treatments.

of the character analysis, a Character
ical context of each area is thoroughly
the Matrix is presented adjacent.

each of these individual character
findings of the desk-based assessments
with the in-field photographs and

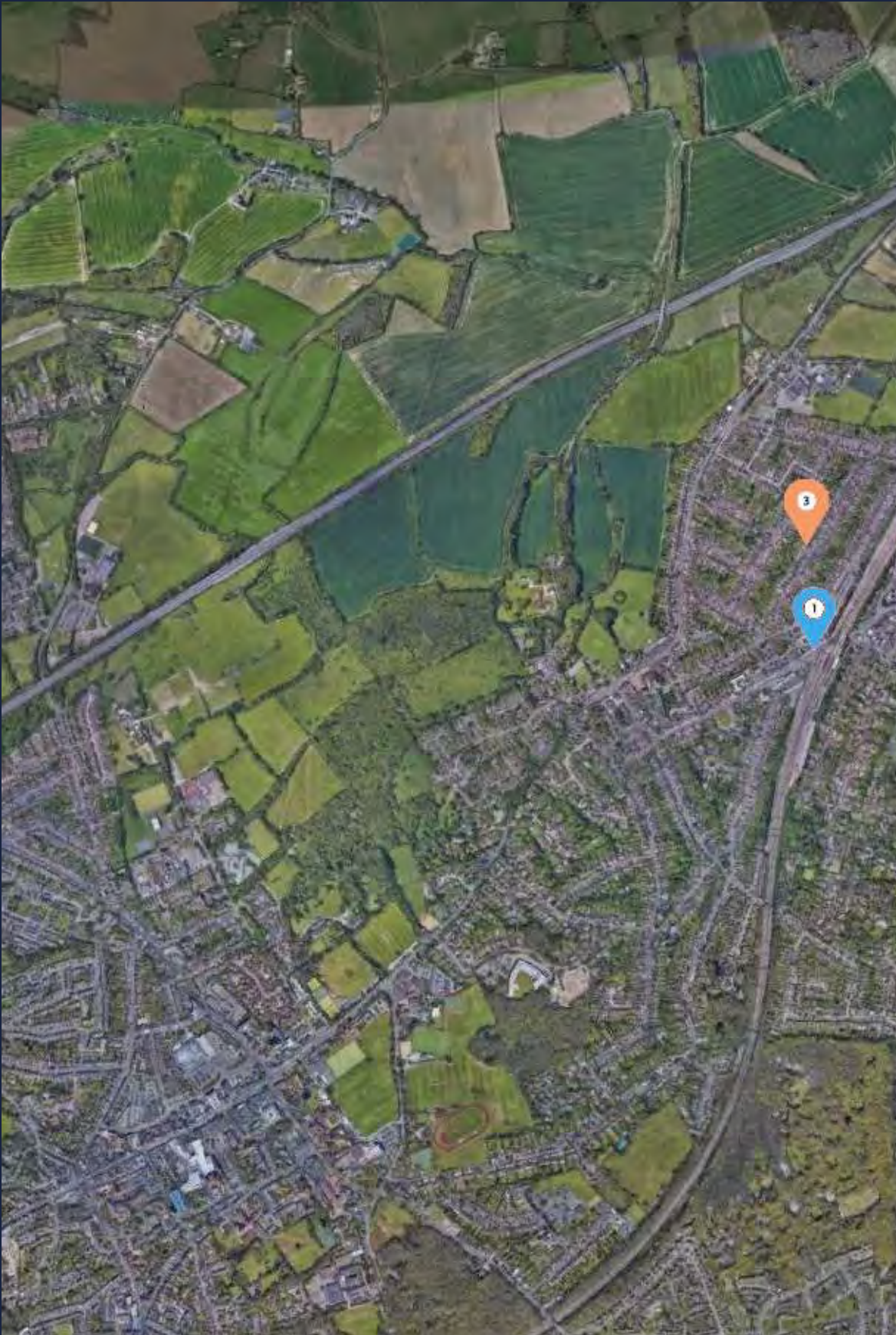
Shenfield Character Analysis

	Location							
	Shenfield High Street	Chelmsford Road A1023	Sebastian/Kilworth Avenue	Thaxted/Langford Green	Poplar/Bannister Drive	Ridgeway	Alexander Lane/Rayleigh Road	Friars Avenue
Building Heights	1-3 storeys, mainly 2-2.5	1-3 storeys, with primarily 2-2.5	Equal spread of 1-1.5 storeys and 2-2.5 storeys	2-2.5 storeys	2-3 storeys, primarily 2-2.5 storeys	2-3 storeys, primarily 3	2-3 storeys, primarily 2-2.5	2-2.5 storeys
Building Typologies (terraced/semi/detached)	Typically terraced or flat blocks, primarily commercial in nature, flats above shops	Detached houses along the entire street with some Semi-Detached scattered along the road	Semi-detached houses as well as detached houses and bungalows	Detached houses	Detached houses, flat block	Detached	Detached, Semi-detached and Terraced	Detached and Semi-detached
Building Styles (consistent/varied)	Varied, mixed in material, style and features. Some 1960s style larger blocks, occasional features, little architectural detail	A varied building style with some houses resembling each other in built form but with colour or material differences. Residential primarily with some commercial	Consistent building style with plenty of house types that have been repeated. Material and colouring are also consistent throughout house types	Varied house styles that are consistently present with different colours, materials and handed versions.	Very varied in style, material, colouration and features.	Very varied, most houses seem to have their own individuality	Various house styles with very few being repeated. New build houses are custom houses so aren't repeated anywhere else.	Overall look of the houses is very consistent, with some variations in features and materiality
Roofscapes & Styles	Typically flat roofs, little variation in roofscapes	Hipped with front gabled along main road with some front gabled, side gabled. Secondary	Some hipped roofs, with mostly front and side gabled roofs	Front or side gabled with projections being front gabled or hipped. Garage attachments are primarily hipped with gabled dormer windows	Hipped houses with front gabled projections. Side gabled with front gabled projections	A mix of hipped and gabled for most houses. Multiple tiers and roof	Side gable and front gable prevalent throughout this road	Hipped
Perceived Densities	Higher density	Average density	High density	Average density	Lower Density	Average Density	Lower Density	Average Density
Building Lines (uniform/jagged)	Uniform	Uniform, facing the street	Uniform and consistent	Uniform, generally facing the street	Uniform and clean	Uniform	A little jagged, boundaries are clear but uneven	Uniform and tidy
Boundary Treatments & Enclosure (hedges/walls/fences/planting)	N/A	Low brick walls, some with metal grating. Gates at some property entrances. Wooden Fencing with concrete posting at both half and full height. Hedging at some boundaries and for soe enclosure, both half and full height.	Minimal boundaries between homes with either none, some planting or low wooden fences. Front boundaries tend to be bare, have low brick walls or have planting to separate them from the path.	High brick walls and low hedges with some boundaries open between houses and shared front gardens. Front boundaries are open	High Brick walls, hedges are the primary method specially to conceal houses from the public realm and from each other. Other boundaries are unmarked but clear through garages or driveway separation.	Houses are very enclosed from the public realm and from each other. High walls, gates, hedges and fences are all present and used at different types of boundaries	Mesh and wooden fencing as well as hedging are the most frequently occurring boundary treatments separating boundaries between dwellings. Low brick walls at the front of properties separating them from the public realm.	Tall wooden fencing and various hedging used primarily for boundaries between properties. A range of materials are used to create the boundary to the dwellings, from small chain and wooden fencing to low brick walls.
Building Setbacks & Front Gardens (small/large)	Small setbacks, buildings line pavements	Large with big front driveways and front gardens	Large with small gardens, some without gardens	Small front gardens, mostly grass with little planting	Small front gardens	Extra Large, large front gardens and big sweeping driveways	Large setbacks, with most half driveway and garden	Large driveways with some added garden in some dwellings
Provision of Open Space (street trees/roads separated by open space/good integration)	Occasional street trees, grass verges where possible, wide pavements breaking up High Street and built form	No trees, grass verges separating the road from the footpath. Open streets	No open space, footpath is directly adjacent to the road	Pavement directly adjacent to road, no designated open space just gardens separate the houses from the road and path. Forest directly bordering these roads, so this provides some trees	Street trees and grass verges provided with a large, open green space that can be used for recreational activity in the centre.	Grass verges break away the path from the road giving more space. Due to the size of the gardens there are no	Houses on one side for most of the street, other side is lined with Forest or a brick wall for another dwelling.	Grass verges separating the street from the path. Some bushes or small hedges can be seen in some of these verges too to create a physical barrier from the road.

Figure 14: Character Area Locations Plan
Source: FINC Architects Ltd



Appendix 2 - Contextual Analysis






KEY:

General Context Areas

-  Shenfield Station & High Street
-  Properties along Chelmsford Road A1023

Higher Density Residential Areas

-  Sebastian Avenue/Kilworth Avenue


Green Street Character Examples

-  Ridgeway

Woodland Edge Character Examples

-  Thaxted Green/Langford Green

Park View Character Examples

-  Poplar Drive/Bannister Drive



CHARACTER AREA 1

Shenfield Station and High Street

Shenfield Station and High Street presents as a well establish



Figures 15-16: High Street Location Plans
Source: FINC Architects Ltd

ned, essential commercial area to Shenfield.



Urban Form

- A high density area with continuous building frontage;
- Wide streets with a continuous building line either side;
- Occasional change in height or roof type to break the continuity; and
- Off plot parking keeps the street slightly separate from the dwellings.

Buildings and Plots

- Buildings are mainly 1 storey of commercial use with 1.5 storeys of residential above, totalling 2.5 storeys. Occasional presence of 3 storey buildings;
- Long stretches of terraced buildings with occasional breaks where the roof line or storey height changes;
- Some 1960s style large blocks comprised of flat dwellings; and
- Dwellings slightly setback from the public realm with no defined boundaries.

Public Realm

- Main transport hub for the area, including bus stops, shops and a library;
- Sparse areas of designated public open space integrated in the street;
- Some tree planting present to the south of the high street with opportunistic grass verges; and
- Open, wide pavement defining a boundary between the road and the built form.

Parking

- Off-plot bay parking of the main high street; and
- Occasional permit only parking.

Details and Materials

- Brick and concrete mostly used for the façades, with some render accents;
- Flat roofs and side gabled roofs primarily, with some dormer windows, and little variation along the street; and
- Little detailing on the façades, rarely a balcony or bay window.



Appendix 2 - Contextual Analysis



Continuous frontage dwellings



of type



with adjacent

Relevance to Design

This character area provides some useful references for how a higher density and continuous frontage setting can be achieved within a masterplan. It demonstrates how mixed use dwellings can be successful and provides a good foundation that can be built upon in a modern way.

Positive Aspects

- ✓ Pedestrian and cyclist friendly with major transport links easily accessible
- ✓ Defined element boundaries through strong built form and street elements
- ✓ Open streets that are not encroached on by the off plot parking, allowing enough space for all vehicles and pedestrians

Points to Consider

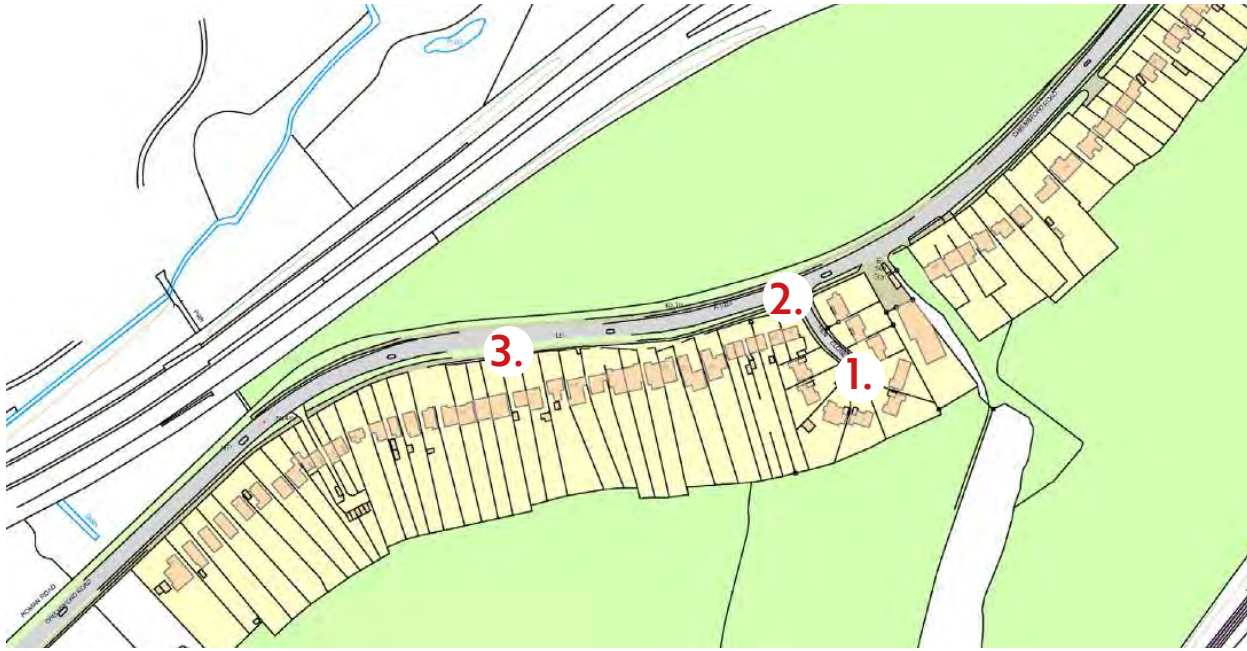
- 💡 Introduce more green elements to break up the monotonous street line and provide enrichment to the user
- 💡 More variety in materiality
- 💡 Increase in dwelling details to provide a more interesting built form



CHARACTER AREA 2

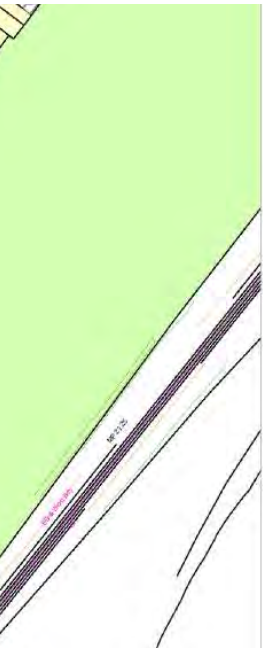
Chelmsford Road A1023

Chelmsford Road is an isolated strip of varied dwellings that



Figures 20-21: Chelmsford Road Location Plans
Source: FINC Architects Ltd

c welcomes those entering Shenfield from the A12.



Urban Form

- Wide main road with uniform face-on frontage and varied built forms;
- Perceived medium-density area with plenty of space between homes;
- Spacious streets with high verges fostering pedestrian safety; and
- On-plot parking with private driveways and garages.

Buildings and Plots

- Range from 1-3 storeys but primarily 2-2.5 storeys;
- Mostly detached dwellings with occasional semi-detached, leading to breaks in the building line;
- Range of boundary treatments such as planting, hedges and high fence panelling used with a range of heights; and
- Large setbacks with large front gardens and driveways.

Public Realm

- Very few areas of designated public open space;
- Little tree planting present on road but strong vegetation presence in surroundings; and
- Wide and elevated pavements from main road, separated by grass verges which clearly define vehicular and pedestrian/cyclist routes.

Parking

- On-plot parking and attached garages provided for multiple vehicles; and
- No off-plot parking on A1023.

Details and Materials

- Primarily brick and rendered façades with occasional tiling and boarding accents;
- Mock Tudor style for a number of dwellings; and
- Varying detail on façades with different front projections, bay windows, column supported porches and dormer windows.



Appendix 2 - Contextual Analysis



Figures 22-25: Chelmsford Road Photos
Source: FINC Architects Ltd



Relevance to Design

This character area is a successful example of a varied, medium-density area and how consistent built form can sit hand-in-hand with individuality of the dwellings themselves. It is able to illustrate how the existing surroundings can contribute to the public realm whilst maintaining the arterial route as the focus of the area.

Positive Aspects

- ✓ Response to the positioning of the development against a busy road strong through high verges and large setbacks;
- ✓ Sense of place whilst maintaining individuality; and
- ✓ Strong and clearly defined boundary treatments.

Points to Consider

- 💡 Be cautious when trying to create unique frontages for each dwelling, you can lose sense of place by doing too much
- 💡 High verges can be useful to keep paths defined and safe, but can be difficult to use for those who are not able-bodied



CHARACTER AREA 3

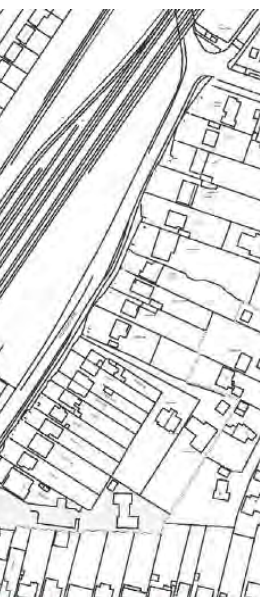
Sebastian Avenue and Kilworth Avenue

Sebastian and Kilworth Avenue are examples of linear street



Figures 25-26: Kilworth and Sebastian Avenue Location Plans
Source: FINC Architects Ltd

s with connections to key places around Shenfield



Urban Form

- Wide secondary roads featuring back-to-back built form;
- A perceived high-density area with relatively wide plots;
- Little street decoration with few trees or planting; and
- On-plot parking with private driveways and garages to create a tidy streetscene.

Buildings and Plots

- Range of storey heights from 1-2.5 storeys;
- Largely semi-detached houses with occasional detached dwellings and bungalows;
- Large range of defined boundary treatments between plots, dependent on plot style - some strong with hedges and fences, others have shared driveways;
- Range of front boundary treatments - most are minimal with occasional low brick walls, planting and fencing; and
- Large setbacks featuring driveways and occasional front gardens.

Public Realm

- Few areas of public open space integrated into the street, footpath is directly adjacent to the road with occasional grass verges;
- Occasional tree planting; and
- Raised pavements fostering pedestrian safety.

Parking

- On-plot parking in front of dwellings for multiple vehicles with either attached or detached garages located behind properties;
- No off-plot parking.

Details and Materials

- Primarily brick with frequent use of boarding, and occasional tile on accenting front projections;
- Mix of hipped and gabled roofs, with typically side and front-gabled roofing;
- Various porch details, both column and bracket supported porches, with some facing the street directly and some running parallel; and
- A range of bay window details, with different materials and shapes defining different house types.





Appendix 2 - Contextual Analysis



Figures 27-29: Kilworth and Sebastian Avenue Photos
Source: FINC Architects Ltd



Relevance to Design

This character area gives an indication of how high density dwelling areas can be designed cohesively whilst using details and material choices to accent and bring life to a package. It also highlights the necessity for different dwelling types to be considered, with bungalows and dwellings with fewer bedrooms bringing functional enrichment to an area.

Positive Aspects

- ✓ Range of dwelling types bringing in a variety of people into the area
- ✓ On plot parking and restrictions allowing for clear, easily accessed streets
- ✓ Material and accent choices to bring individuality whilst maintaining a consistent built form

Points to Consider

- 💡 Introduce street trees and grass verges to enable more variety and softness to the landscape
- 💡 Define boundaries in a more substantial way which will also bring variety to the street scene.



CHARACTER AREA 4

Ridgeway

Ridgeway is a private area consisting of large dwellings and a



Figures 30-31: Ridgeway Location Plans
Source: FINC Architects Ltd

a timeless aesthetic with a reserved atmosphere



Urban Form

- A narrower private road with individualised homes facing towards the public realm, often partially obscured by established planting or gates;
- A perceived average-density area with large plots;
- Integrated streets that are well decorated with planting from front gardens overhanging to create an enclosed feel;
- Grass verges between roads and pavements, with occasional cobble and rock decorative placements to obstruct off-plot parking; and
- On-plot parking with private driveways and garages.

Buildings and Plots

- Storey heights range between 2 and primarily 3 storeys;
- Detached homes only;
- Well-defined boundaries, often lined with high hedgerows, trees or gates; and
- Large setbacks featuring extensive driveways and gardens.

Public Realm

- Few areas of designated public open space, footpath protected from the road via verges; and
- Extensive tree planting along some streets, with most planting coming from front gardens and branching over boundary lines.

Parking

- On-plot parking in front of dwelling for multiple vehicles with some attached garages; and
- No off-plot parking to ensure streetscape remains tidy.

Details and Materials

- A mix of modern and mock Tudor style housing with a broad range of materiality and colour pallet;
- Bay or overly large windows present on the public facing façade;
- Stacked or tiered roof lines on each house to emphasise the size and status of the dwelling; and
- Entrances dictated by various forms, typically breaks in large hedgerows, gates or brick pillars.





Appendix 2 - Contextual Analysis



Figures 32-34: Ridgeway Photos
Source: FINC Architects Ltd



Relevance to Design

This character area is a wonderful precedent of how high end, private roads can be achieved through layering of elements and uniqueness whilst tying into the broader context. It provides an aesthetic of modernity and grandeur whilst using the elements from other parts of Shenfield to stay classic and muted.

Positive Aspects

- ✓ Easily implemented maintained privacy through the use of hedgerows, trees and gating
- ✓ Layering of details and elements to create a unique aesthetic whilst relating to other dwellings in the area
- ✓ Land size reflecting dwelling size to create a breathable yet reasonable density to the street

Points to Consider

- 💡 Ensure there are enough gaps in frontage boundaries to not completely close off dwellings from public realm avoiding a cold, disconnected physical relationship
- 💡 Presence of gables, large windows and grander details as elements would suit areas of the site facing public open space better.



CHARACTER AREA 5

Thaxted Green and Langford Green

Thaxted Green and Langford Green are private cul-de-sacs v



Figures 35-36: Thaxted and Langford Green Location Plans
Source: FINC Architects Ltd

with distinct houses to the area

Urban Form

- An open cul-de-sac with consistently styled buildings with sporadic frontage;
- A perceived-average density area with extra large plots and varying entrance points;
- A mixture of shared surface, integrated and raised pavements present; and
- On-plot parking with private driveways and garages, together with some availability to park off-plot for visitors.

Buildings and Plots

- Storey heights between 2 and 2.5 storeys;
- Detached homes only;
- Typically strongly defined external boundaries, both from the street and between plots, with high brick walls, fencing and planting; and
- Medium sized setbacks, separated by private driveways with good sized front gardens.

Public Realm

- Cul-de-sacs are spacious and open but lacking any designated public space;
- Approximately 100m from Hutton Poplars Green - large green with room for ball games and socialising; and
- Directly adjacent to a public right of way - strong connections into surroundings

Parking

- On-plot parking in front and to the side of dwelling provided for multiple vehicles with some attached garages.

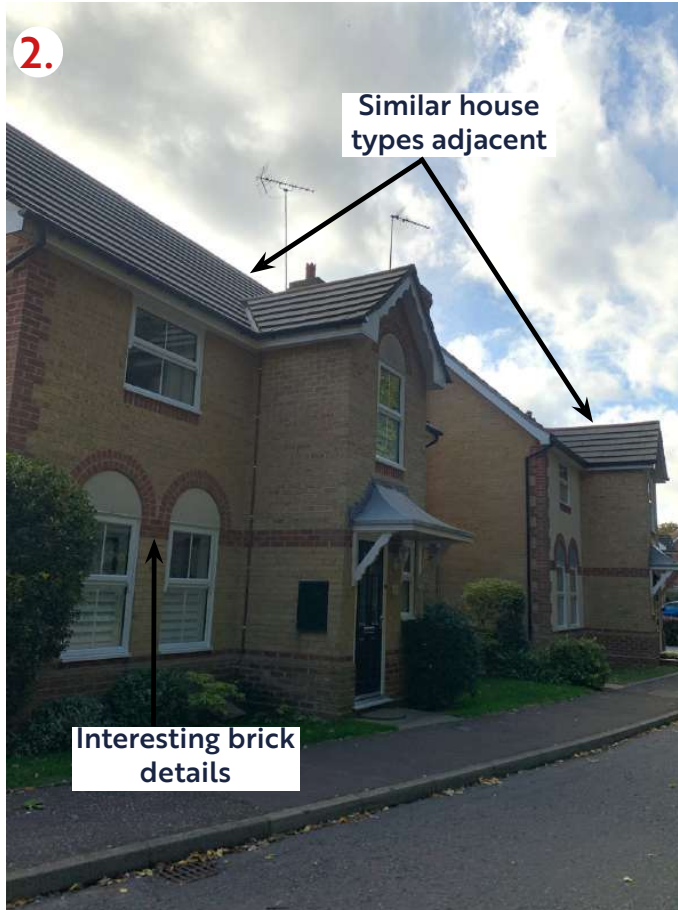
Details and Materials

- Modern homes that are similar to one another with different features, materials or detailing used to individualise;
- Bays or double-height bays typically used, together with porches with a wooden support detail; and
- Brick generally the primary material, with occasional render on front projections.





Appendix 2 - Contextual Analysis



Figures 37-39: Thaxted and Langford Green Photos
Source: FINC Architects Ltd



Relevance to Design

This character area provides an excellent example of how a cul-de-sac can be integrated into a wider setting without feeling isolated. It also highlights how having similar house types in several areas can give a cohesive look without being monotonous.

Positive Aspects

- ✓ Similar house types being used with individualised features to make an area look more interesting;
- ✓ Allowing some off plot parking to give way to visitors; and
- ✓ Strong level of privacy whilst still being accessible to pedestrians.

Points to Consider

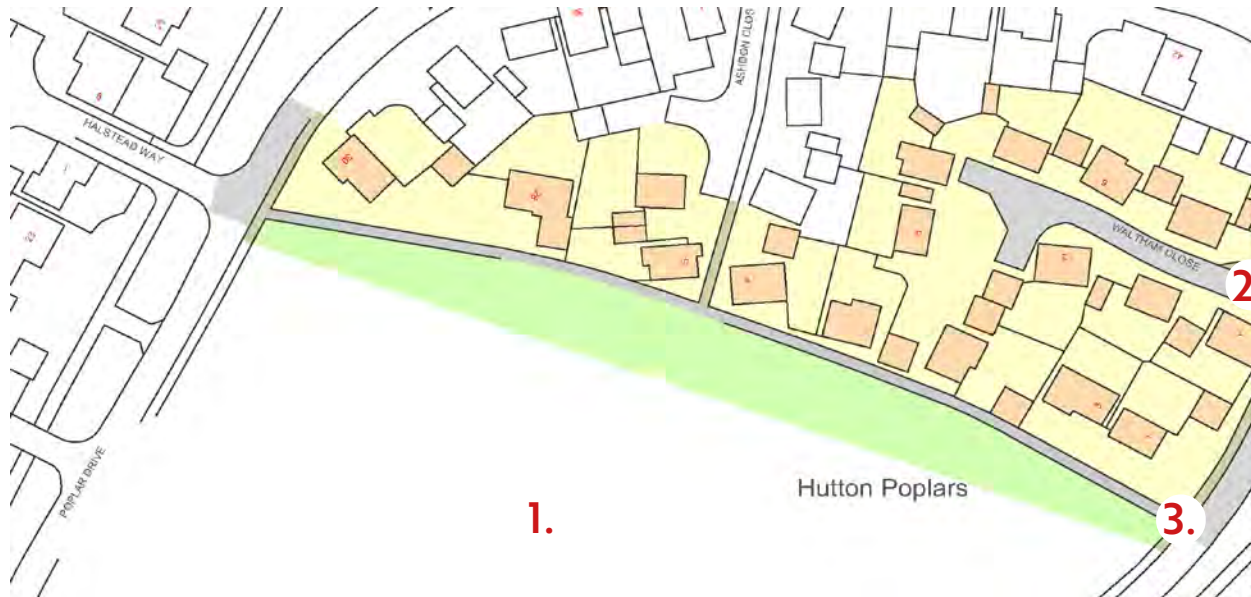
- 💡 Open spaces are able to contribute considerably to cul-de-sacs. Whilst roads tend to be quieter, children and pedestrians are at risk doing activities in the open road; and
- 💡 Over use of the same built form can cause an area to lose its intended aesthetic.



CHARACTER AREA 6

Poplar Drive, Bannister Drive & Waltham Close

Poplar and Bannister Drive are quieter residential streets facing Waltham Close



Figures 40-41: Poplar and Bannister Drive Location Plans
Source: FINC Architects Ltd

Close

ing open public space and branching into cul-de-sacs, including



Urban Form

- Overlooking a large playing field to the south, with dwellings having their own house types and details;
- A perceived lower-density road with a varied frontage. Some are continuous in a row with some sparsely placed with frontage away from the street;
- On-plot parking with private driveways and garages to tidy the streetscape; and
- Wide route with a raised pavement running along. Areas that branch off tend to be narrow and merge into shared surfaces.

Buildings and Plots

- Typically 2-3 storey houses and occasional apartment building;
- All homes are detached;
- High brick walls and hedges used as boundary treatments; and
- Small setbacks featuring small front gardens separating dwellings and the routes.

Public Realm

- Significant area of open space at Hutton Poplars Green to the south; and
- Strong use of large trees to line public realm and key movement routes, to create a visual and acoustic barrier for the dwellings.

Parking

- On-plot parking to the side of dwellings with either detached or attached single garages.

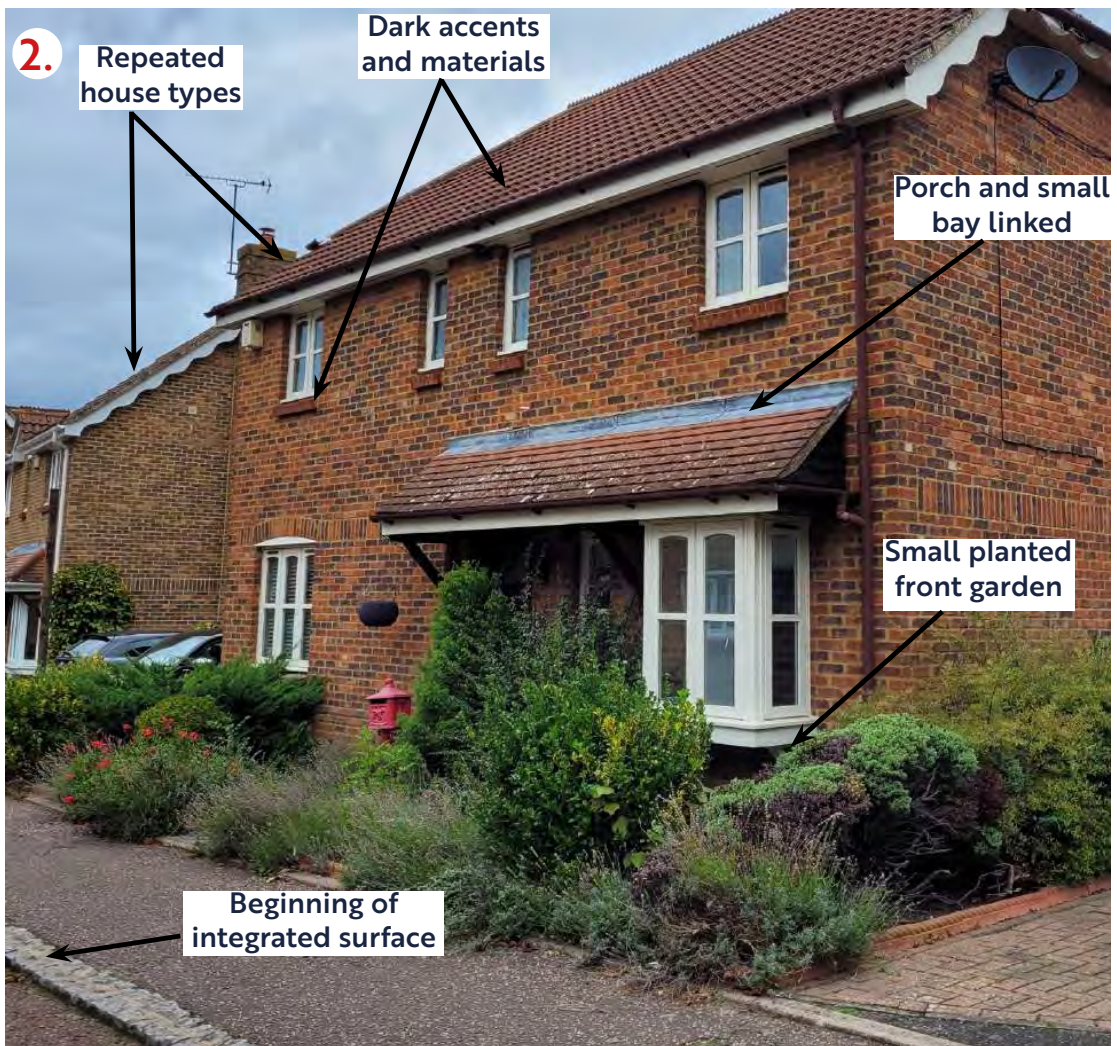
Details and Materials

- Rich red brick façades or with red contrast brick and darker roof tiles are prevalent in this area;
- Discrete front projections accented with boarding that varies in colour; and
- Smaller homes have bracket supported porches that link to discrete bay window details.





Appendix 2 - Contextual Analysis



Figures 42-44: Poplar and Bannister Drive Photos
Source: FINC Architects Ltd



Large trees lining public space boundary



Modest front projection with boarding

Dark roof

Parking garage

Boundary defined between public and private

Relevance to Design

This character area demonstrates a successful case of a central key area that provides public and private needs for all users. It also showcases how to branch off into several cul-de-sacs that have their own identity whilst maintaining an appropriate density and aesthetic overall.

Positive Aspects

- ✓ Features that are proportionate and respond well to the plot;
- ✓ Large centralised public space; and
- ✓ Using a colour and material pallet that ties an area together whilst each smaller section has their own traits to be unique.

Points to Consider

- 💡 Be mindful of providing appropriate barriers between public and private spaces without making them feel disjointed; and
- 💡 Small and quaint streets can provide a lot of character but still require enough space to be comfortable for residents.



LOCAL CHARACTER INFLUENCES FOR

LAND NORTH OF SHENFIELD OFFERS AN EXCITING OPPORTUNITY TO CREATE AN ATTRACTIVE, SUSTAINABLE AND HOLISTIC NEW SUBURB WHICH ASSIMILATES INTO ITS SURROUNDINGS.

CONCLUSION

In conclusion, to ensure that the site is well integrated within its surroundings and is reflective of the existing local character, this Context Analysis document has assessed both the site and the character of its context. This appraisal of local character has identified a number of positive elements and points to consider for the future development at Land North of Shenfield. The key findings of this document are outlined below:



- The built form should incorporate a variety of densities that are responsive to uses, street types and location within the site to aid the creation of a varied and distinctive townscape;
- Dwellings should be setback from the public realm to give a sense of privacy, enclosure and safety;
- The development should ensure that plot sizes are appropriate to the size of the dwellings which can be dictated by location, density and character;
- The development should incorporate a simple architectural style based on a variety of materials and a restricted number of details. The use of uniform materials and architectural details can help to aid a formal character and a strong identity, as successfully demonstrated in Thaxted Green and Poplar Drive;
- Predominant façade materials comprise brick and render with some mock Tudor style housing to mimic the surrounding context;
- On plot car parking should be provided for dwellings with an amount of visitor parking provided on street with other areas being restricted;

- Car parking will be provided to ensure that it does not detract from the quality of the public realm;
- The development should provide open space;
- The proposals should be designed to aid a more formal character;
- The use of planting should be considered in softening the appearance of the development, creating an attractive environment;

LAND NORTH OF SHENFIELD

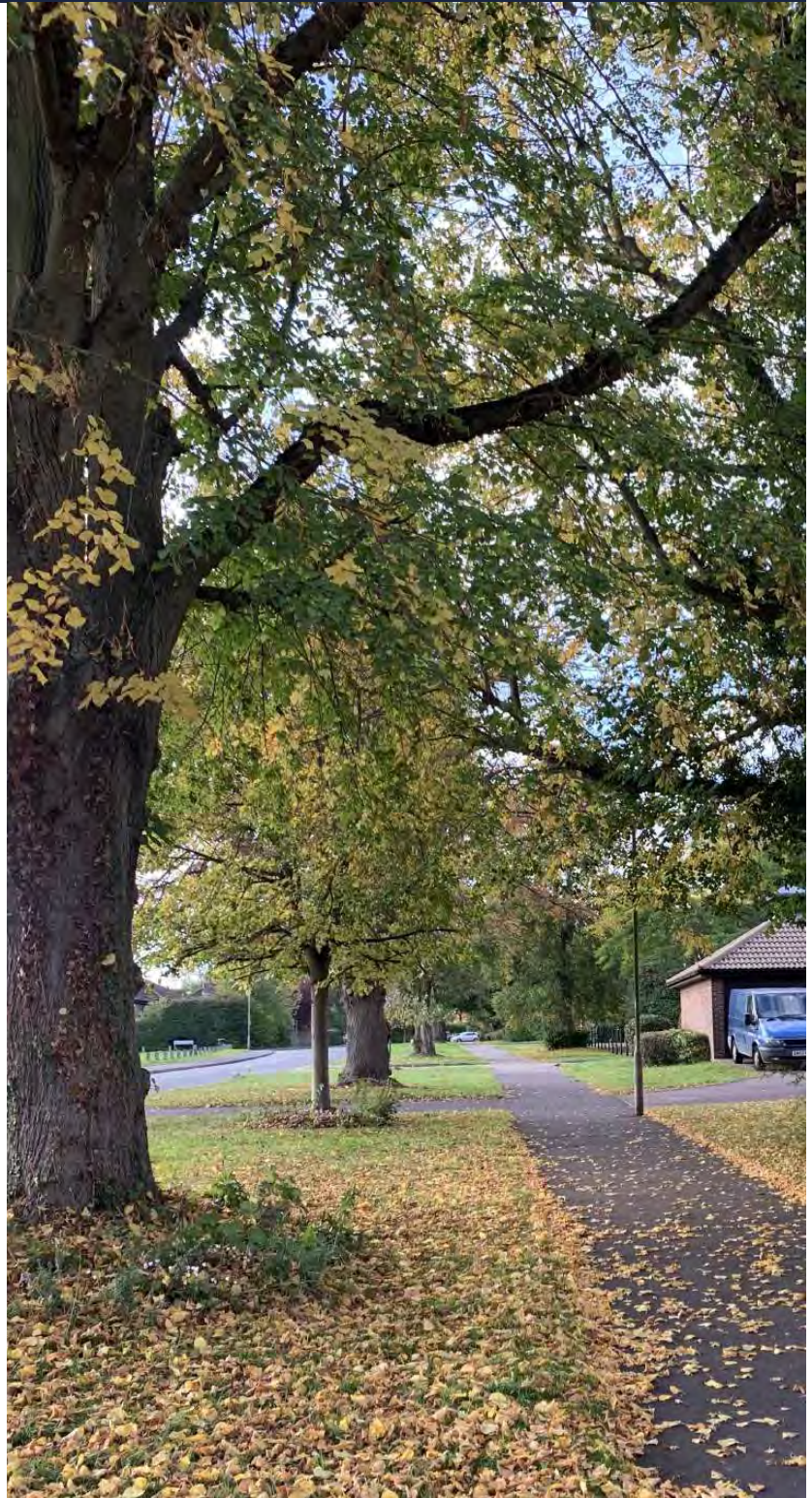


be integrated into the design of the street so
dominate the streetscene and impact on the
public realm;

will incorporate a generous amount of public

ould consider how areas of public open space
formal or informal character;

ing in front gardens and verges is highly effective
appearance of the built environment and
its character.



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