

8. DEVELOPMENT DESIGN

Development Design Objectives

- To ensure new development is designed to reflect the character and setting of Broomfield in general and of the immediate locality
- To promote an awareness of locally-important design features and encourage their use
- To encourage new development to incorporate measures that reduce environmental impact.

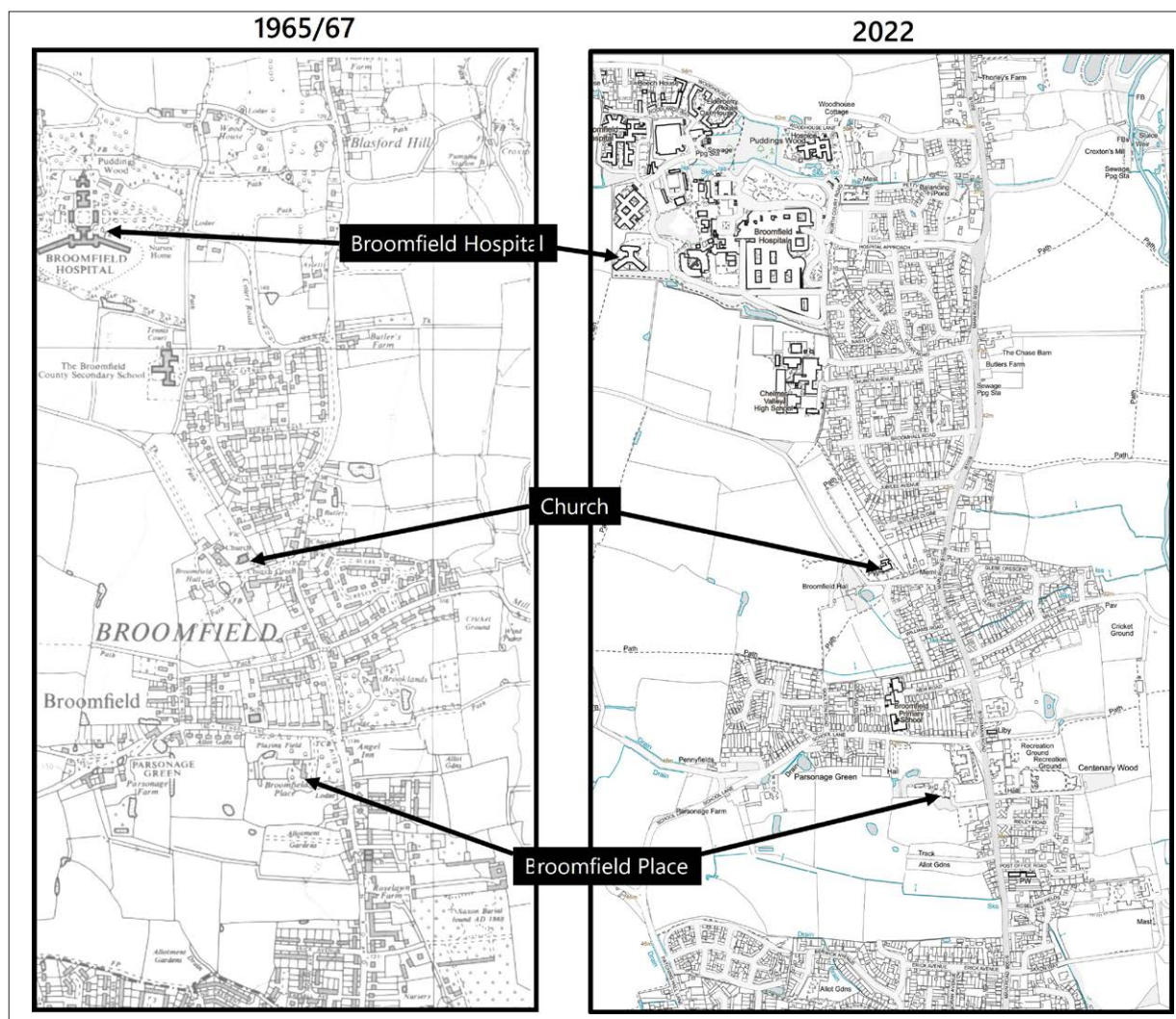
Neighbourhood Plan Residents' Questionnaire

- 8.1 Section 5 (questions 21 - 36) asked about Village Design. The clear outcome was that residents wholeheartedly appreciate Broomfield's historic buildings, with 98% of responses saying that Broomfield's historic buildings are important or very important to them.
- 8.2 The buildings that respondents most liked were also the most historic ones, with a clear focus on Church Green and adjoining buildings. Church Green was also the most common response to the question about where Broomfield's heart or centre lies, though there was also a strong response for Angel Green.
- 8.3 Support for public art in principle was limited, with almost 50% of respondents preferring not to have it and some expressing strong feelings against it. Where supported, the preferred theme was Broomfield heritage and a tasteful, classic/traditional or natural style.
- 8.4 The preference for traditional styles continued through responses to seven statements. These showed the strongest support for the following ideas:
- New buildings should fit in with surrounding buildings, provided the surrounding buildings look attractive
 - 'Generally, I prefer new buildings to have a traditional design' (90% support compared to 10% for modern design)
 - New houses should be spread out, with plenty of space in between
 - Generally, new houses and buildings should be limited to two storeys (53% support, though there was 35% support for two and a half storeys)

- Blocks of apartments are not acceptable at all (50% support this view, though there was 38% support for apartment blocks of no more than three storeys)
- Smaller gardens are okay, provided there is communal open space within two minutes' walk (47% support, whilst 30% preferred homes to have big gardens of more than 80 sqm and 27% said that small gardens are okay anyway)
- New houses should generally be built in small cul-de-sacs, with a maximum of around 25 houses in each.

Existing Design Styles and Phases

- 8.5 While little apart from the Church survives from the Middle Ages, a few of Broomfield's existing houses date back to the fourteenth to sixteenth centuries, as do the Angel and Kings Arms public houses. Gradual development has taken place over the years, most extensively during the late nineteenth and early twentieth centuries along Main Road, New Road, and School Lane, including Broomfield Primary School. The latter half of the twentieth century saw Broomfield's population expand considerably with the building of several sizeable housing developments, notably those at Church Avenue and surrounds, Longshots, Erick Avenue and surrounds, and Court Road. Other twentieth-century developments include Berwick Avenue, Glebe Crescent, Cricketers Close, Mandeville Way, Willow Close, Williams Road and Ayletts.



Map 10 – Phases of Development

8.6 Outside the Defined Settlement area, Broomfield Hospital was opened in the 1930s and has been developing ever since, with a significant expansion programme begun in the late 1990s. At the rear of the site are the Linden Centre and the Crystal Centre, facilities maintained by the North Essex Partnership University NHS Foundation Trust, and Broomfield Care Home.

8.7 Map 10 shows how Broomfield has grown in a period of just over 50 years.

8.8 Proposals for enhancing the Church Green Conservation Area and for designating new Special Character Areas are included in the Historic Environment Section below (para.s 9.10 – 9.17).

Design Guidance Context

8.9 The consideration of development proposals in Broomfield is already guided by a range of planning

policies and guidance. These include:

- The National Design Guide (2021)
- The National Model Design Codes (2021)
- The Essex Design Guide

National Design Guide

8.10 The National Design Guide is a comprehensive document that sets out the rationale and role of good design. It identifies and illustrates the Government's priorities for well-designed places in the form of ten characteristics, namely:

- i. Context (enhance the surroundings)
- ii. Identify (attractive and distinctive)
- iii. Built form (a coherent pattern of development)
- iv. Movement (accessible and easy to move around)
- v. Nature (enhanced and optimised)
- vi. Public spaces (safe, social and inclusive)
- vii. Uses (mixed and integrated)
- viii. Homes and buildings (functional, healthy and sustainable)
- ix. Resources (efficient and resilient)
- x. Lifespan (made to last)

National Model Design Codes

- 8.11 The Model Design Codes complement the National Design Guide, providing detailed guidance on the production of design codes, guides and policies as a toolkit for local planning authorities to use when producing their own documents.

Essex Design Guide

- 8.12 Originally published in 1973, the Essex Design Guide was a pioneering approach to providing guidance for developers, primarily on the design of new housing. The Guidance was revamped in 2018 with an online interactive version now providing updated guidance on a range of themes including active design, the ageing population, health and wellbeing, digital and smart technology and garden communities.

Broomfield Village Design Statement 2011/12 (VDS)

- 8.13 A Village Design Statement (VDS) for Broomfield was adopted as Supplementary Planning Guidance by Chelmsford City Council in 2011. However, with the preparation of the Neighbourhood Plan Design Guidelines, referred to below, it is now superseded.
- 8.14 Development proposals will, as appropriate to the nature of the proposal, need to have regard to the relevant content of the design guidance referred to above.

AECOM Design Guidelines

- 8.15 Notwithstanding the above, the design of new development will need to have regard to the Broomfield Design Guide prepared specifically for the Neighbourhood Plan. As part of the Government Technical Support package for neighbourhood plans, AECOM was commissioned to produce a Design Guide for the Parish. The aim was to 'provide general design guidance that will influence the form of development in the Neighbourhood Plan Area by advising on how it can reflect local character.' It also contains a checklist of general questions (reproduced in Appendix 2) for applicants to ask and consider when preparing a development proposal, to ensure proposals are consistent with the Design Guide.

- 8.16 The Design Guide and Checklist are very comprehensive and all new development should have regard to it. It requires that proposals should:
- a. Harmonise and enhance existing settlement in terms of physical form pattern or movement and land use
 - b. Relate well to local topography and landscape features, including prominent ridge lines
 - c. Reinforce or enhance the established urban character of streets, squares and other spaces
 - d. Reflect, respect and reinforce local architecture and historic distinctiveness
 - e. Retain and incorporate important existing features into the development
 - f. Respect surrounding buildings in terms of scale, height, form and massing
 - g. Adopt appropriate materials and details
 - h. Integrate with existing paths, streets, circulation networks and patterns of activity
 - i. Provide adequate open space for the development in terms of both quantity and quality
 - j. Incorporate necessary services and drainage infrastructure without causing unacceptable harm to retained features
 - k. Ensure all components eg buildings, landscapes, access routes, parking and open space are well related to each other, to provide a safe and attractive environment
 - l. Make sufficient provision for sustainable waste management (including facilities for kerbside collection, waste separation and minimisation where appropriate) without adverse impact on the street scene, the local landscape or the amenities of neighbours.

POLICY BFD11 - DEVELOPMENT DESIGN CONSIDERATIONS

In addition to the requirements of the adopted Chelmsford Local Plan, development proposals should demonstrate how the proposal reflects the character and setting of Broomfield and the locality within which the site is located.

As appropriate to their scale, nature, and location, development proposals should demonstrate how they have regard to the Essex Design Guide and the Broomfield Neighbourhood Plan Design Guidelines (April 2020) and the requirements of the Development Design Checklist in Appendix 2 of this Plan.

In particular, applications should demonstrate how they comply with the following principles:

- i. Size and heights of the buildings should be sympathetic with the surroundings and the wider landscape;
- ii. Traditional materials should be used for exterior walls and roofs, e.g., Essex or London stock brick, plain or pargetted rendering, flint, decorative brick coursing;
- iii. Boundary treatments, including fencing, should be complementary to neighbouring buildings and boundary features;
- iv. Where public green spaces are provided within a development, they should be designed for a specific purpose (e.g. play areas); and
- v. Cycling should be encouraged by introducing cycle routes (cycle paths) and providing bicycle parking and storage where appropriate.

8.17 Some property changes (such as new garden walls, hedging, minor changes to exterior walls of buildings and other forms of permitted development) can have a significant effect on the street scene but don't need planning permission. Such plans are unlikely to encounter the Guidelines and Checklist, as they wouldn't need a formal planning application.

8.18 So, it may be helpful to promote design advice and guidance in a very positive and user-friendly way to cover all types and levels of development and change. This should aim to inspire and motivate, not just to regulate so that everyone making changes to their property can see how good design can make a positive contribution to the built environment. This could be done through a revision and update to the Village Design Statement (VDS). The VDS is based on 11 character areas, so is well-placed to offer very specific guidance for the relevant road or block.

Community Action CA9 – Village Design Guidance

The Parish Council will consider updating the Village Design Statement to form short, user-friendly guidance about extensions and upgrades (including permitted development), bringing it into line with the new AECOM Design Guide.

Sustainable Construction

8.19 Neighbourhood plans are limited as to what requirements for energy saving they can place on new residential development. Notwithstanding those restrictions, proposals that include measures to reduce energy consumption and waste will be welcomed.



POLICY BFD12 – SUSTAINABLE CONSTRUCTION PRACTICES

Development proposals that incorporate energy conservation and sustainable construction, including the following measures as appropriate to the proposal, will be supported where such measures are designed to be integral to the building design and minimise any detrimental impact on the building or its surroundings:

- a. maximising the benefits of solar gain through site layouts and orientation of buildings;
- b. incorporating best practice in energy conservation and efficiency;
- c. installing renewable heating technology;
- d. incorporating sustainable building design and construction measures which minimise waste reduction, re-use and recycle minerals, and use sustainable materials, including in relation to their procurement and energy and water efficiency measures such as ground/air source heat pumps, solar panels and greywater recycling/rainwater and stormwater harvesting; and
- e. where it possible to do so, adapt and reuse structures already on the development site.

