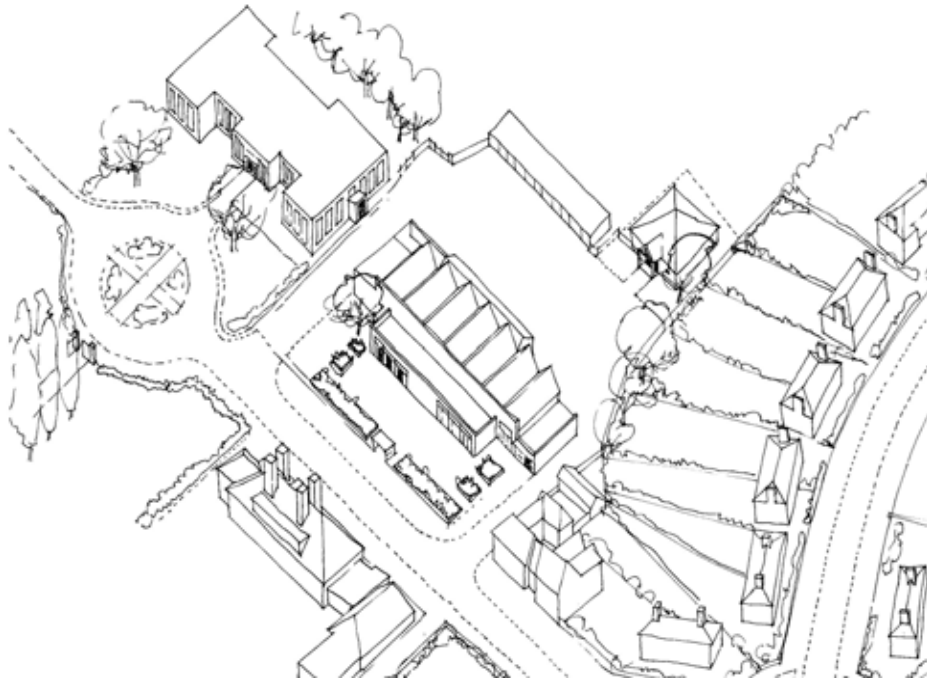


SILVER END SHOPS SITE: A DEVELOPMENT BRIEF



Approved by Braintree District
Council - 14 June 2005

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Architecture Planning Building Conservation Urban Design

Making a Difference

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SUMMARY OF THE PROPOSALS

- The development brief sets out guidelines for a mixed-use redevelopment of this important site at the heart of the Silver End Conservation Area.
- The existing supermarket, shops, library, and car parking would be redeveloped, but the Silver End Surgery would stay in its existing premises, although integrated within the overall scheme.
- Some new dwellings are to be incorporated, especially small units over the retail uses, providing diversity, choice and a “caretaker” role.
- The shops are a vital community facility and their economic viability is to be safeguarded. They warrant a prominent role in the street scene and careful phasing of the scheme to ensure minimal disturbance whilst development takes place.
- Whilst acknowledging the special low-density garden village character of Silver End, the brief builds upon Francis Crittall’s original concept of a village centre with larger buildings, appearing different from and providing a focal point to the rest of the village.
- The brief aims for a strong visual relationship with the playing field, at present impossible due to the intervening garage block, which is to be demolished.
- The need for parking and servicing within the site means that vehicles and pedestrians cannot be

segregated. Delineated pedestrian routes and spaces will deter fast traffic, whilst access to the surgery will be as straightforward as possible. Instead of one large car park smaller spaces appropriate to their function will be safer and visually more attractive.

- The space fronting The Broadway would be remodelled with some car parking, but could be completely given over to pedestrians for a street activity.
- The design, landscaping and all aspects of the development must reflect the original ideals and special character of Silver End and the new buildings must reflect, though not mimic the innovative local architecture of the 1930s. There is a chance to utilise open views especially eastward over the playing fields.
- The urban design approach aims to be sustainable in terms of energy efficiency, scope for using solar energy, the choice of building materials and its structural life cycle. External lighting should be effective, energy efficient and non-polluting.
- Residents and users of the site are to have a layout that makes cycling, pedestrian access, recycling of waste and other sustainable options easy.

1 INTRODUCTION

Braintree District Council has commissioned this development brief as the owner of the site and also the local planning authority. It is intended that it should provide a firm basis for considering any future development proposals relating to the site.

The development brief has been prepared by Michael Munt and Stephen Claydon who are independent consultants specialising in town planning, architecture, urban design and building conservation.

- 1.1 The preparation of the development brief has involved an amount of engagement with the local community, including an exhibition and a period of public consultation. There have been meetings with Silver End Parish council as well as ward members of Braintree District Council.
- 1.2 There have been discussions with businesses and users within the site and consultations with statutory undertakers and other bodies. These are listed in APPENDIX 3.



ABOVE: The site (shaded) lies at the centre of Silver End. The main access road is shown hatched.

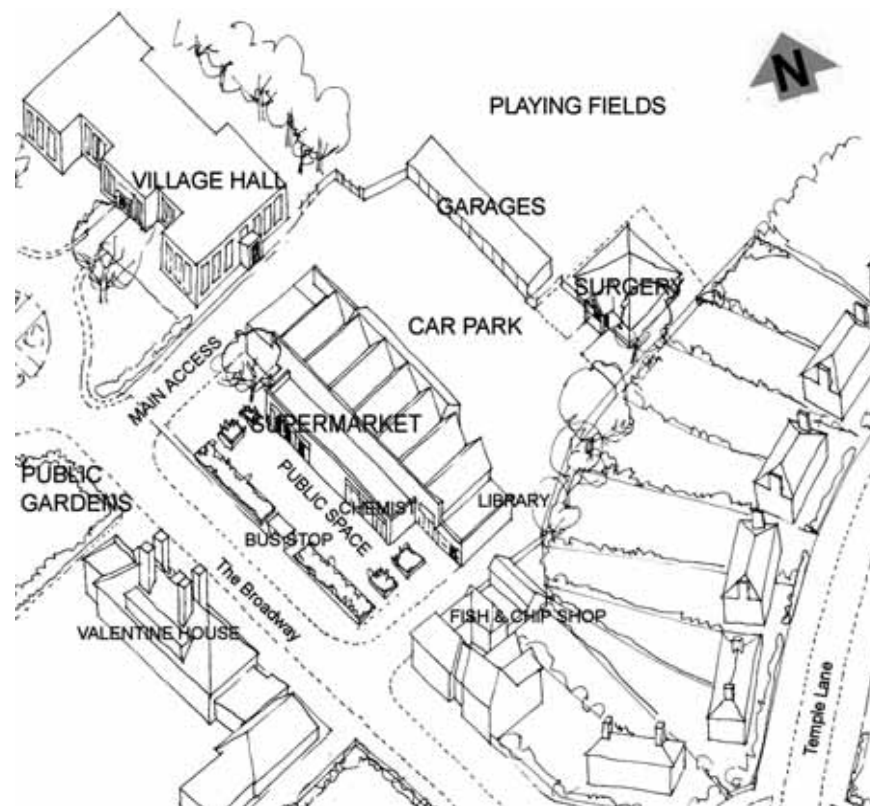
2 THE OBJECTIVES AND METHODOLOGY OF THE BRIEF

The development brief is intended to generate a planning and design framework for a mixed-use development on the site at Silver End Shops.

- 2.1 The redevelopment is to provide a retail store to replace the existing supermarket and post office. New units will also replace the existing chemist, the library and the other existing retail uses.
- 2.2 Residential flats are to be located above the shops and elsewhere within the site.
- 2.3 The existing doctors' surgery building is to be incorporated within the redevelopment in its present location and form. Access (including that for ambulances) and parking are required during the construction period.
- 2.4 The existing lock-up garages are to be demolished. The present tenants are to be offered alternative garaging elsewhere in Silver End and closer to their homes wherever possible.
- 2.5 The design principles, including density must have regard for the special character of Silver End

Conservation Area, as the development site lies at the centre of this designated area. It must also reflect the role of the site as part of the social and commercial hub of the village.

- 2.6 Access, parking and servicing for all of the uses must include provision for pedestrians and cyclists as well as vehicular traffic. Vehicular access to the rear of the Village Hall (immediately to the north of the site), and the adjoining playing fields is to be safeguarded by the retention of the existing driveway along the northwest edge of the site.
- 2.7 Sustainability must be addressed, especially with regard to methods of construction, possible renewable energy use, environmentally friendly lighting systems and provision for waste recycling.
- 2.8 Provision of services and efficient site drainage must be considered.
- 2.9 The constraints and rights contained within the current leases on the site are to be taken into account.



The development site is not large at just less than half a hectare, but it is located at the heart of a large conservation area. The methodology used in this Development Brief therefore assesses the special significance of the site as a key element in the development of the community of Silver End in the Location, Historic and Social Context in section 3.

It then looks at the visual, and physical characteristics of the site, including its relationship to the surrounding area in section 4, followed by Leases, Layout and other possible Constraints in section 5, before looking at the Planning and Conservation Area Policy Background in sections 6 and 7. The Design Principles that will determine future choices (section 8) are followed by a Design Approach, which is shown in section 9.

3 THE SITE AND ITS LOCATION, HISTORIC AND SOCIAL CONTEXT

The development site is located on the northeast side of The Broadway. Silver End was founded as a model garden village by Frances Crittall, and built around his metal windows factory largely between 1926 and 1932. The village centre, including this part of The Broadway, comprised buildings and spaces that were intended to form the physical and social heart of the community. Here, Crittall tried to provide as many of the facilities that the inhabitants and visitors would need.

- 3.1 The Silver End Hotel, now Valentine House Care Home, was built opposite the development site on the southwest side of The Broadway. To the north of this are the Public Gardens, refurbished in 2004, and containing the Village Tearooms (now a house) overlooking The Broadway Circus.
- 3.2 The Village Hall is reputedly the largest in England. It still accommodates a wide range of social activities including clubs, meetings and a playgroup. To the east is a large playing field used for sports and informal recreation.
- 3.3 Crittall commissioned a group of renowned architects to produce the building designs as well as a master plan which included these important green spaces. The overall Arcadian concept, which included the planting of substantial trees and hedges, with low-density development contained in a green environment, is still very evident today.

ABOVE: The original master plan with the Silver End Department Store edged in red. This one building covered most of the present development site.

- 3.4 The Silver End Department Store originally covered most of the development site. It provided a wide range of household goods as well as food. The sales area had

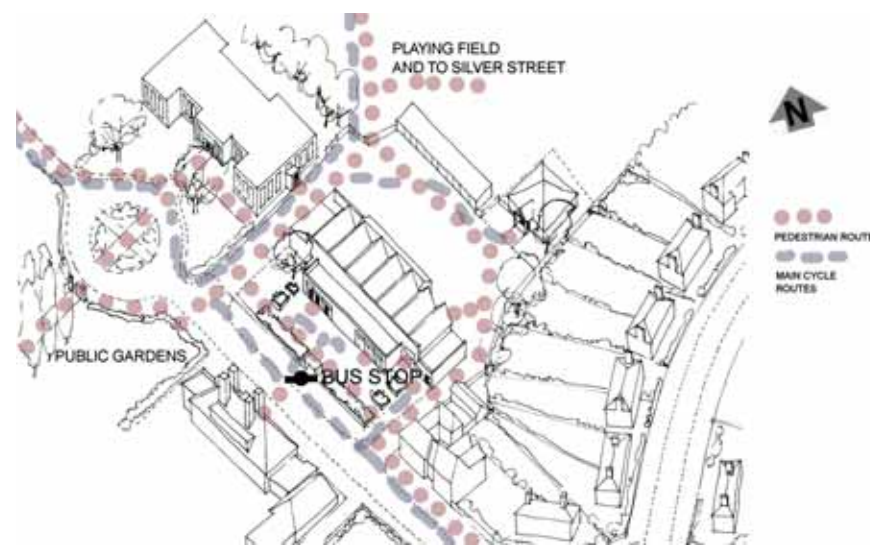
an imposing street frontage, closer to The Broadway than the present supermarket front. It had almost three storeys of glazing recessed behind a brick colonnade. The façade, massing and flat roof echoed the Modernist architectural style found elsewhere in Silver End.

3.5 After a disastrous fire in 1951 most of the store was rebuilt as a single storey supermarket with smaller adjoining shops. All are set well back from the street and do not have the same scale or individuality of their predecessor. Silver End had lost an important architectural statement in its village centre.

3.6 The planned model village was successful in many respects, but the growth in car ownership has meant that residents can now travel to Witham, Braintree or further afield for shopping and leisure. However, whilst many village centres have lost some of their commercial significance, Silver End remains a well used resource with important community facilities.

Despite recent changes the village layout still makes the development site an important location. Footpath and cycle links converge here and the main bus stop is on its frontage. It is part of a cluster of community facilities, with the Village Hall, playing fields, public gardens and Valentine House

nearby. There are offices and a restaurant in nearby Jubilee House (south of the site), whilst the site itself contains the Doctors' Surgery, a small library, shops, and a post office in the Supermarket. The development site and its immediate surroundings are the focus for community and commercial life in Silver End.



ABOVE: The development site and pedestrian/cycle routes.

ABOVE: The development site from the playing fields.

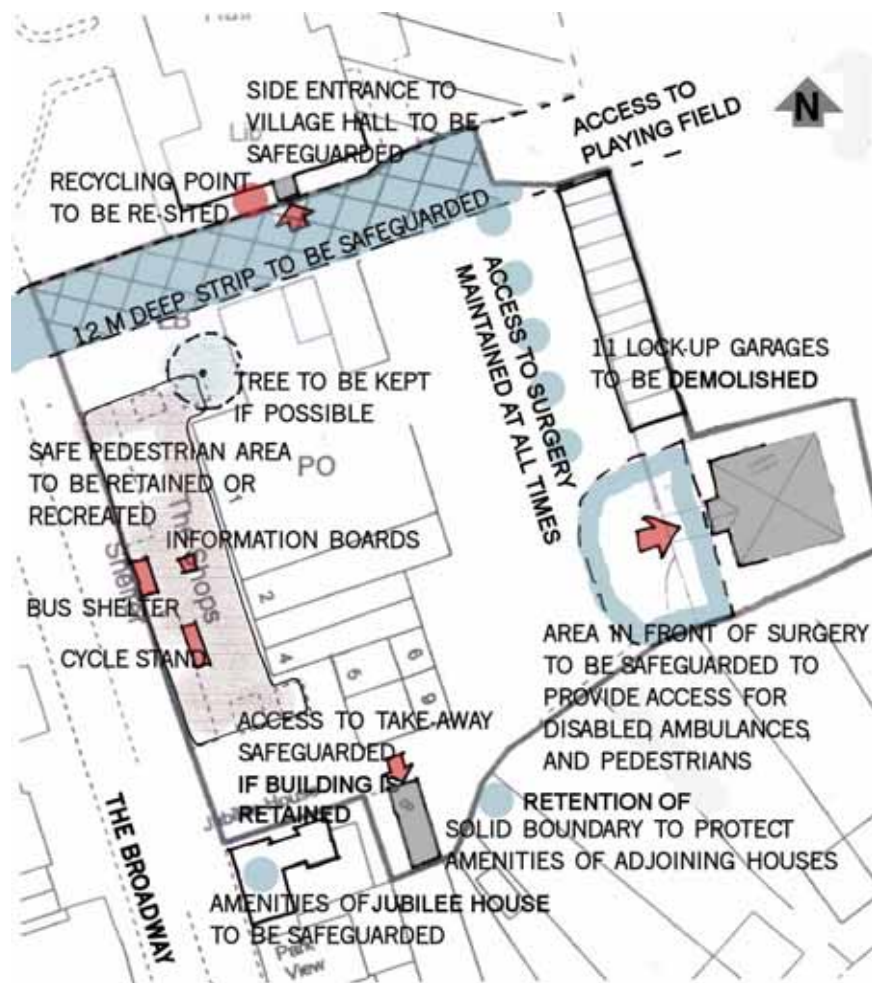
4 THE SITE AT PRESENT- PHYSICAL CHARACTERISTICS

The development site has an area of slightly less than 0.5 hectares. It is aligned northwest-southeast and it has a roughly square plan form with a small “pan-handle” shaped projection into the playing field at the site’s southeast corner. Almost half of it is covered with buildings and the rest, apart from some soft landscaping adjoining The Broadway is hard surfaced. It is almost flat, with few trees.

- 4.1 The main, basically single storey block fronts The Broadway and contains (from the north end) the supermarket/post office, four lock-up shops, and Silver End Public Library. This block was until recently larger in area with store buildings and the former bakery for the original department store located to the rear on part of the present car park.
- 4.2 The condition of the main block leaves much to be desired. Whilst the front of the block is of good quality stock brickwork, many of the materials used on the rear elevations, the roofs, and for internal linings are reaching the end of their life. It is believed that asbestos is present within the structures and any developer would need to take account of this factor in planning the demolition work.

- 4.3 On the southern site boundary, adjoining the rear gardens of the two storey houses in Temple Lane is a detached single storey fish and chip take-away. Like the main block this structure dates mainly from the 1920s.
- 4.4 On the northeast (playing field) boundary is a block of 11 flat roofed lock-up garages. The adjoining Silver End Doctors’ Surgery was built in the southeast “pan handle” in 1997. The square pyramid roofed building makes no concession to the earlier architectural styles of Silver End.
- 4.5 Most of the rest of the site is covered with paved parking areas or roadways. The tarmac and concrete is in good order, but is not of the visual quality usually associated with a conservation area location.
- 4.6 Trees are found on the south and eastern margins of the site. There is also a semi-mature specimen of the *Sorbus* family in front of the supermarket, close to the northern access way. It should be retained within the new layout if possible.
- 4.7 A twelve metre deep strip of paving with raised planted beds runs between The Broadway and the present line of the shop-fronts. Within this space are the bus shelter, a cycle stand and notice boards all of which are to be replaced in the new layout.

- 4.8 There is a very slight fall across the site from about 5.89m above OS datum in the northeast corner to about 4.41m in the southwest corner over a distance of ninety metres. Surface water drainage of the site does not appear to present a problem in principle, although in the past there was occasional flooding of the large rear parking area resulting from run-off from the playing fields. Braintree District Council carried out works in 2001 with adjustments to surface levels, drainage and ducting. These appear to have solved most of the problems although water run-off into the supermarket service compound does still occasionally occur.
- 4.9 All mains services are available, including access to public foul water sewers in The Broadway. Developers are responsible for checking with the service providers that the facilities are adequate and suitable. Notice should be given to the service providers subsequent to grant of planning permission in view of the potential risk to any apparatus that they may have in the area. Caution is also required with regard to privately owned gas mains or other networks that may be present in the area.
- 4.10 The main car park between the shops and the garage block provides 30 car spaces. Two disabled user spaces adjoin the surgery and with 12 spaces on The Broadway frontage the total number of defined spaces within the development site is 42. This parking is free to users and at present serves not only the facilities within the development site, but also the playing field, the Village Hall, and adjoining premises such as Jubilee House.
- 4.11 The northern access way is the principal vehicular route into the site. From it large articulated lorries service the Co-operative supermarket at least once a day. It also serves the rear car park, other shops, and the Surgery as well as the playing fields and Village Hall. On its north side, against the Village Hall is a recycling point with glass and paper bank containers.
- 4.12 A second vehicular access enters the site from The Broadway at its southwest corner. It serves the fish and chip take-away, library and Jubilee House. A line of bollards stops users of this route from reaching the main car park.
- 4.13 The site is lit after dark and the Parish Council has installed a CCTV surveillance system. However, even with this provision, unruly behaviour is still reported in the area, especially around the Surgery building.



ABOVE: Important physical factors affecting the development site.

5 EXISTING AND FUTURE REQUIREMENTS, LAYOUT CONSIDERATIONS AND OTHER CONSTRAINTS

Any new development must take full account of the conditions attached to the present leases granted on each property within the site, as well as the long-term requirements of the individual user. The aim is to enable the redevelopment of most of the site in a manner that permits satisfactory relocation, whether permanent or temporary with the reconstruction of premises for all of the affected uses. The brief envisages that the supermarket is to be reconstructed with new residential accommodation above. However, the store must be able to function throughout the redevelopment period. Relocation, if only by a small distance is therefore inevitable for the supermarket, and the development as a whole will be a phased one.

5.1 The largest use on the site is the supermarket operated by Colchester and East Essex Co-operative Society. The retail floor space is 530 square metres with additional storage/refrigeration plant of 115 sq. m. Adjoining the car park is a small service compound of 80 sq. m. Lorries at present reverse up to its gates from The Broadway. It is open to the sky, and whilst there have been no complaints with regard to noise

from this facility it is not desirable to reinstate a similar unenclosed feature within a new mixed-use development.

5.2 Discussions with the Co-op indicate that no expansion of floor space or facilities is envisaged in the near future, but that changing circumstances may require an eventual increase in the size of the store. A total floor space of 750 square metres has therefore been allocated in this development brief. A minimum height of 3.5 metres from the floor of the shop to the ceiling is required. The store must have a frontage that is very apparent in the street scene to attract all potential trade.

5.3 Four lock-up shops adjoin the supermarket to the south. The largest is the pharmacy occupied by Moss Pharmacy. It has a total floor area of 160 square metres and as well as the chemists shop function, stationery and other sundries are sold. Servicing is from the rear, via the large parking area. It is a well-used facility. Its proximity to the Surgery and Valentine House, and the fact that the nearest similar facilities are in Braintree or Witham makes its continuous operation an important requirement of any redevelopment proposal.

5.4 No expansion of floor space or facilities is envisaged for the pharmacy and a 160 sq. m. unit with rear servicing should be allocated.

Accommodation in a temporary structure within the site will be required for this use during redevelopment, but it is preferable that a scheme can be phased to allow immediate transfer to permanent new premises.

5.5 There is a shop unit of 80 square metres between the pharmacy and the supermarket at present in a lease transfer state, having last been used as a take-away food shop. To the south of the pharmacy are two small units, each comprising 35 sq. m. A computer specialist has recently occupied the first; the second is a ladies hairdressing salon.

5.6 Three shop units with comparable floor areas are to be provided in the new scheme. Although there is no commitment in the current leases on these units to provide temporary accommodation within the site during redevelopment, this is a goal that should be aimed for if the viability and variety of the uses are to be safeguarded to enable their future inclusion in the new development. Planning permissions must be sought for all temporary structures required during the redevelopment period.

5.7 A further two small units (with a total floor space of 70 square metres) were combined in 1999 to house the Essex County Council Branch Library. No enlargement of the facility is envisaged and the nature of the

operation is likely to change with a service reliant on connections to the Internet and other resources, which might include a visiting library van (this would require a parking space).

5.8 70 sq. m. of floor space for the library would still be required. The facility could possibly be temporarily housed in the Village Hall whilst redevelopment takes place.

5.9 The fish and chip take-away comprises 40 square metres of floor space, as well as an external storage area and a separate parking space. This is a well-used facility, although no expansion in floor space is envisaged.

5.10 As the relocated fish and chip take-away will be within the new group of shops and flats, then the installation of an efficient extraction facility will be vital.

5.11 The Silver End Doctors' Surgery is an extremely valuable asset for the village. It must be integrated within any new layout as a key feature, rather than a "back-land" element. It has three parking spaces within its own curtilage and five more in the northwest part of the site allocated through a lease agreement. These should be repositioned as close as possible to the building. Two spaces for disabled drivers in front of the surgery (although not allocated) should be

safeguarded, along with adequate access for an ambulance.

5.12 There are no plans to extend the surgery facilities or the building. The Surgery must continue to function smoothly whilst development takes place.

5.13 Braintree District Council lets out the eleven lock-up garages on the northeast boundary on short-term agreements to off-site tenants from various parts of Silver End. At present half of the garages are vacant, or about to become empty. There is no scope for their inclusion within the redeveloped scheme and they are to be demolished and not replaced. (Please refer to paragraph 5.15).

5.14 The twelve metre wide access way on the northwest margin of the site adjoining the south wall of the Village Hall must not be built on and together with the southern access must be safeguarded at all times during redevelopment. Access to all continuing uses must be safeguarded whilst the development is being carried out. Other car parking and servicing facilities may only be temporarily discontinued.

5.15 The 42 existing parking spaces (including three designed for disabled users) are to be re-instated within the new development unless the case for a reduction in numbers can be fully justified. Off street parking within the development site will, on

redevelopment, be kept to a minimum and will be for the site users only.

- 5.16 “Adshel” owns the existing bus shelter and its renewal has been programmed for late 2005. Any relocation or redevelopment of this facility would require the involvement of the “Adshel” company. There is a long-term proposal to adjust the kerb heights at the bus stop, and this must be taken into account at the design stage for the redevelopment of the site. Essex County Council should be consulted on this matter. Arrangements for any temporary relocation of the Bus Stop must be agreed with bus operator.
- 5.17 The drainage of adjoining land is not prejudiced by the development of the site. Adjustments to site levels and water run-off routes implemented in 2001 must be re-appraised in the light of any changes to layout or building footprints that are incumbent on a new, probably more intense form of development that would be carried out on the Development Site.

6 THE DEVELOPMENT SITE IN RELATION TO PLANNING POLICIES

The Essex and Southend-on-Sea Replacement Structure Plan under Policy BE2 encourages mixed-use developments in urban villages such as Silver End. The Development Site lies at the centre of the area contained within the Silver End village envelope as defined in the approved Braintree district local Plan. The second draft of the Local Plan Review maintains this designation and under policy RLP 2 confines new development outside towns to sites within village envelopes.

- 6.3 Policy RLP 3 lays down criteria for new residential development, including issues such as amenity, design and environmental and highway criteria. Any residential element must therefore:
- Be of a scale, design and intensity that is in harmony with surrounding development, respects neighbour amenities and avoids inappropriate back-land development.
 - Contribute toward local housing need.
 - Protect the character and historic interest of the locality.
 - Protect the street scene, setting of attractive buildings, tree cover, and not be detrimental to the existing character of the settlement.
- 6.4 Policy RLP 8 encourages “where appropriate a mix of different house types and tenures and other uses

compatible with residential amenities of existing and proposed dwellings” and policy RLP 9 reflects the government’s Planning Policy Guidance Note 3 in seeking to secure a mix of dwelling size and type as well as affordability in order to meet the local needs of different households. The Local Plan refers to the 2002 Housing Needs Study carried out for Braintree District Council which identified a shortfall of 547 units of affordable housing per annum.

6.5 Policy RLP 6 requires that in housing developments of 15 dwellings or more 30% shall be of the affordable type. It is possible that the Development Site would be able to accommodate about twenty or more flats above redeveloped existing facilities and affordable dwellings are likely therefore to become an important element. Subject to the requirements of the conservation area policies (see section 7), a mix that includes flats, maisonettes and possibly houses is feasible. The flats might well be built under the aegis of a housing association, and discussions with one such body identified units of about 56 square metres floor space as being appropriate.

6.6 Policy RLP 11 also reflects PPG 3 which indicates that densities of less than 30 dwellings per hectare will be resisted subject to compliance with other factors, including:

- Site location and accessibility to public transport, shops and services.
- Site characteristics and the layout and density of the area.
- Provision of car parking and open space within the site.
- Adequacy of access and the adjacent road system.
- Landscaping requirements (and the possible provision of wildlife corridors, although these are not required here).

6.7 In the Braintree Local Plan as adopted in 1995 the development site was designated an Environmental Improvement Area. Resurfacing works with planting beds in the area fronting The Broadway were implemented shortly afterwards followed by the resurfacing of the main car park (referred to in paragraph 4.8). The designation has been omitted in the Local Plan Review.

The Braintree District Council guidance document for Silver End Conservation Area (approved in 1999 as supplementary planning policy) is relevant to the development site and is discussed in Section 7 of this brief. The other local planning policies already referred to point to a high-density scheme as being appropriate on this previously developed piece of land. Local shops, other services such as the primary school and bus stops for Braintree and Witham are located within, immediately adjoining or within easy walking distance of the development site. The road system is adequate and

immediately accessible. A generous amount of open space adjoins the site and allows for a relaxation of the usual standards for new housing. The capacity for car parking within the site however requires careful study.

7 THE DEVELOPMENT SITE IN RELATION TO CONSERVATION AREA POLICIES

Following the 1951 fire it can be said that no buildings within the development site are worthy of listing and we do not anticipate any objections to the granting of conservation area consent for the demolition of these structures.

- 7.1 The Silver End Conservation Area was designated in 1983 to recognise the village's important place in the history of modern architecture. (Please refer to the historic context in section 3). The area covered is roughly that of the planned village.
- 7.2 Crittall's windows and doors were used in the two types of houses that predominated here. These were the hipped roof "garden city" vernacular type and the striking flat roofed Modern Movement dwellings of which Silver End has the largest collection found in one settlement in the U.K. Some are listed as being of special architectural or historic interest, although none of these abut the development site.
- 7.3 The development site has a pivotal townscape role, located where the two building styles meet (both are visible from the development site). Valentine House (the former hotel) relates to the hipped roof styles found in Temple Lane whilst the Village Hall is flat roofed like the Silver Street houses to the north. Overall the wide roadways with grass verges, paths, trees and hedges in front of generous front gardens provide

visual cohesiveness. Larger buildings terminate views along paths and streets.

7.4 The existing layout that has evolved fails to follow the original concepts including the formal character, and strong landscaping of the garden village and this detracts from its present appearance. Having said this, it would be wrong to revert to low density, low rise building forms. The village centre was intended in the master plan to be special and to reflect its importance as the focal point of Silver End.

7.5 The guidance document for Silver End Conservation Area (1999) requires “the control of new development to ensure that it accords with the special architectural and visual qualities of the area”. There is also the requirement as in all conservation areas that new development must “preserve or enhance the character of the area”.

The village centre originally had longer, taller building forms with greater massing and more intensive uses. Until 1951 three quarters of the development site was built over. The Broadway frontage rose to almost three storeys in height. The original low density found in most of the conservation area should of course be protected, but here at the heart of the village a higher density is needed both to restore the original aims of the master-plan as well as reflecting today’s planning principles for redeveloping “brown field” sites. However in returning to a larger building footprint developers must still attain the objectives of good design and a spatial arrangement that complements the rest of the conservation areas. These design principles are set down in section 8.

8 GENERAL DESIGN PRINCIPLES

In addition to the design constraints and requirements already identified a number of enhancement opportunities are presented in developing this site.

8.1 AN OPPORTUNITY TO MAKE THE DEVELOPMENT RELATE TO ITS SURROUNDINGS

- The form and massing must contribute to external views, including those across the playing field. The silhouette should enhance the skyline, and emphasise that here is the centre of the community, but there must be no devaluing of the quality of this important open space and no overlooking of residential neighbours.
- The street scene of The Broadway, and the setting of the Village Hall should be enhanced. This central space must be inviting in its own right with an overall design concept that incorporates an arrival/departure point for bus passengers, high quality street furniture, signs and planting.
- The new elevations facing across The Broadway to Valentine House will become a dominant element, and this must be reflected in the high quality of the design.

8.2 A WELL DESIGNED FORM AND LAYOUT

- This should utilise open views out of the site especially across the playing fields, and northward to the Public Gardens.
- It must create a mix of public, semi-public and private spaces of a human scale and free from apparent threat of crime. They should be visible from adjoining spaces, or enclosing buildings, with vulnerable spaces such as the Surgery precincts being observed by residents' windows. The linear spaces should reflect the formal axes with terminating features that characterise the village.
- The concept of dual use, where car parking can give way to occasional street activities (as happens in older settlements) must be an integral feature of the main space.
- The scheme must visually incorporate the Surgery and any other retained buildings so that they no longer appear as extraneous elements. Their access is to be clearly defined.
- Public and private enclosures must be well defined. Walls for non-domestic buildings, and walls, railings or hedges for dwellings should be used rather than fences and rise to the one or two metre height found elsewhere in Silver End.

- Landscaping should improve the status of retained buildings and soften the margins of the development site, especially adjoining the playing fields and the rear gardens of Temple Lane. A comprehensive landscaping scheme is expected with substantially sized nursery stock trees used within hard surfaced areas to lessen the impact of the paving, to provide a visual foil to the buildings, and to reflect the existing large trees in the vicinity.
- The inclusion of an element of public art within the public space fronting The Broadway will be required, unless it can be shown that the finance for this feature is being used to achieve a higher standard of paving/street furniture that is commensurate with the special character of Silver End Conservation Area.

8.3 THE PROVISION OF WELL DEFINED ACCESS AND CONVENIENT MOVEMENT WITHIN THE SITE IN ORDER TO MAXIMISE THE USE OF PARKING AREAS, AND TAKING INTO ACCOUNT THE MIXED USE CHARACTER OF THE DEVELOPMENT.

- To achieve convenient vehicular access in terms of safety, economy of use of land and visual impact on the spaces and buildings. Access to the playing field for the public, for service vehicles and maintenance equipment must be safeguarded.

- Pedestrian and cycle routes should be legible and safe. Paving should indicate areas that are for pedestrians only. Speed tables and other restraints are to be incorporated in roadways where necessary to slow vehicles, but care should be taken to ensure that they do not inconvenience pedestrians and cyclists.
- To provide off-street parking spaces (demarcated by brick setts) to the District Council's adopted standards and commensurate with the central location, and reasonable bus service. Parking specifically for uses such as the surgery should adjoin that use. (Lockable bollards may be justified to safeguard them at certain times).
- To avoid garaging, parking, vehicular servicing (including refuse collection) or cycle storage impinging upon residential amenity.
- To avoid ramps, as well as low walls, which might be hazardous for the elderly and to discourage skate boarding.

8.4 DESIGN PRINCIPLES: MASSING, PROPORTIONS, AND DETAIL TO PRODUCE THE FOLLOWING ARCHITECTURAL EXPRESSION:

- Retail and community facilities that are attractive to potential users and are a unified architectural statement should be prominently sited so as to have a strong presence in the village centre keeping it economically active.
- Buildings on a strong linear axis or grid related to The Broadway building line with a massing of two storeys in height facing The Broadway and the Village Hall.
- Symmetrical façade design, with an identifiable axis of symmetry for the principle buildings.
- A horizontal emphasis to building silhouettes, although vertical counterpoints, such as stair towers are acceptable. Pitched roofs should generally be avoided.
- Entrances that are accentuated by canopies and well-detailed surrounds.
- For the residential element the ratio of openings for doors and windows to solid wall should follow the Silver End tradition where brick construction dictated a maximum percentage of about 50% windows. Corner windows and modern oriels (such as the "V" form) are acceptable.
- The Crittall windows proportional system described in the Braintree District Council's Conservation Area

Article 4 Direction should be followed, using painted/colour coated metal frames.

- Walls are to be brick faced or rendered with a predominantly off white finish.
- Doors, signs, gates, garage doors are to be integrated details of the design, with shop signs subservient to the overall architectural concept. The details and location of meter boxes are to be considered at the design stage as an integral part of the building elevations.
- Domestic refuse storage is to be discretely sited.
- Projecting storm porches, roof canopies, chimneys, balconies are to be finished generally as the walls. Any flues required for commercial uses must be kept away from the principal elevations of buildings or incorporated within the structure so as to extract or discharge at roof level.
- TV aerials are to be communal and, like satellite dishes, carefully sited (dishes should be finished to match walls).
- The functions of ground surfaces are to be demarcated by different materials, not by white lines. Hard landscaping is to be of a high specification.

8.5 DESIGN AND DEVELOPMENT MUST BE OF A SUSTAINABLE NATURE

- All aspects of sustainability must be addressed in the detailed design and development process.
- This will especially relate to the topics of movement to, from and within the site, the orientation of buildings and their ability to maximise the potential gains from sun and daylight, and the scope for the incorporation of energy saving construction methods and building management techniques. The buildings and spaces must comply with the relevant planning policies that are cited in Appendix 1 to this brief.
- The development should enable residents, users and visitors to move toward sustainable life styles especially with regard to direct access to buildings for bicycles and convenient facilities for their storage within or adjoining each residential unit.
- Provision is to be made at the design stage for adequate waste storage facilities for all uses on the site, including commercial and residential units. There must be adequate access for collection for separate storage of recyclable materials. Adequate provision for the collection of litter is to be made. Commercial deliveries and waste collection should be between 0700 and 1900 hours.

- An arrangement of building forms that exploits the quality of aspect in terms of sun and day-light, takes advantage of passive solar gain and makes it possible to utilise available sustainable energy sources such as voltaic cells or solar panels, which should be incorporated where possible.
- The attainment of these objectives must be capable of being measured using one of the recognised methods of assessment such as the Building Research Establishment Environmental Assessment Method (BREAM), and the outcome must be to an acceptable level to be defined by the District Council.
- Construction processes must take account of the current best practice levels of elimination or recycling of building materials solid waste.
- New materials for buildings and hard landscaping should meet high standards in terms of compatible levels of embodied energy, sustainable sourcing, flexibility in terms of potential for adaptation, inexpensive maintenance and eventual re-use.
- Where the juxtaposition of different elements within this mixed-use scheme has a potential for causing pollution by way of noise, fumes or unwanted glare from lighting this must be eliminated at the design

stage. Such measures will include ducting to remove odours from any food take-away units (which should be integrated as specified under section 8.4) and possible sound attenuation measures to ensure that noise from air conditioning, ventilation, refrigeration, heating units and other machinery is not audible in residential units.

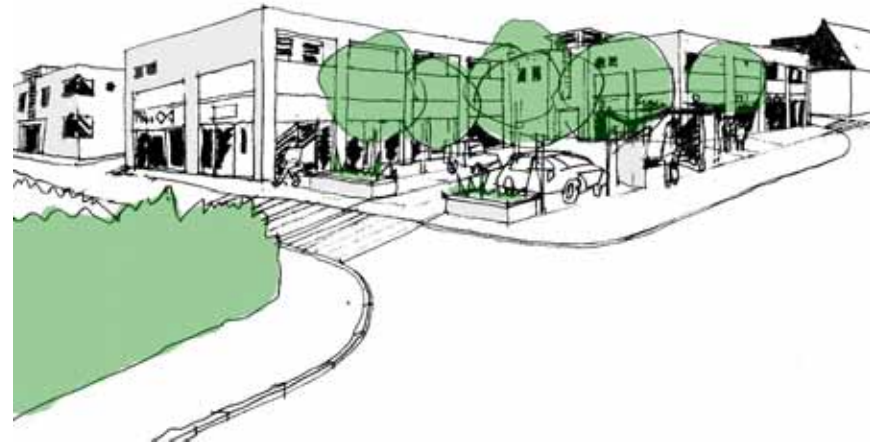
- Exterior lighting of a high quality shall be provided only where and when it is required. It should be specifically designed for its task so as not to cause light pollution, or wastage of energy. Lighting on freestanding columns should include full horizontal cut off luminaires. Non-essential lighting should be capable of being switched off during a prescribed “curfew” period. There should be no up lighting of buildings.

9 DESIGN AND LAYOUT CONCEPTS: A COMPOSITE SCHEME

9.1 Three options for the possible layout and form of new development on the site were shown in the draft development brief. The design and layout concepts illustrated in this section are derived largely from a composite of two of the options. There is scope for variation within these layouts; for example in the illustrated ground floor layout the chemists shop is shown located within the main southeast block next to the supermarket. This location makes it feasible to build a new shop for this user before their existing shop is demolished, and therefore, as with the supermarket there is no need for temporary relocation during redevelopment.

9.2 The separate service yard, at the southeast of the site is intended primarily for the supermarket with vehicles reversing into the gated area from the Broadway. It has emerged as a strong preference by the existing store operators. There is also an opportunity for it to serve the chemist (if part of the same building), and this guarantees a secure rear entry to both stores. There are two main public spaces- the first one fronting The Broadway has an element of “opportunity” parking for shoppers that is easily accessible from the Broadway. The bus shelter, which needs to be a specific design for this site with a cycle park and notice board incorporated would, together with additional seating within the paved

area make this a busy space that in summer would be shaded by the trees.



ABOVE: The public space adjoining The Broadway viewed from the area in front of the Village Hall. The three storey flats are a visual focus adjoining the pedestrian route to the surgery courtyard.

9.3 The second main public space is in front of the Surgery and is linked to the front public space by a pedestrian way that adjoins the library. The mobile library that might in future be required to augment the facility could park in this space if the paving were laid to a vehicle-carrying standard. This pedestrian way would be overlooked by the flats at first floor level, and also has an “open ended” character through which the surgery can be glimpsed from the front public space.

9.4 Flats would also overlook this second public space, thus introducing a “care-taker” element. Some of these would be above the store, and some would be grouped around the smaller northernmost space. The rear of the supermarket would form one side of this space. It is important in this scenario that this elevation is thoughtfully detailed, preferably with windows or other human scale elements.

9.5 The northern semi-private space is largely screened from public view by buildings and walls. It is a quieter, southwest facing courtyard area associated with the flats, which have elevations looking over the playing fields as well as into this intimate space. The courtyard is likely to be taken up by parking for the flats, but a relaxation in parking provision could allow it to be used solely an amenity space, either communally or with patios for the ground floor units.



ABOVE: The main vehicular access into the development follows the existing access way to the playing fields. Raised tables at junctions and main pedestrian crossing points calm traffic.

9.6 About twenty-one two-person flats can be provided following this layout and form. Most would be located above the shops, supermarket and library. It is anticipated that those facing the public space and The Broadway would be set back from the front wall plane, so as to incorporate internal balcony spaces, or conventional balconies onto which the principal rooms would open.

9.7 Part of the supermarket, closest to the houses in Temple Lane, and the service yard is single storey, but this does provide a possible location for a large area of voltaic cells or solar panels at roof level.

9.8 Vehicular traffic to the Surgery and to the flats at the rear of the development site is by way of a turning from the existing access way leading to the playing fields. This access route must be surfaced in a way that deters fast traffic and allows pedestrians to cross from the Village Hall to the shops and Surgery in relative safety. Speed tables near the junctions help to achieve this. The access way itself will still terminate with the view of the open field, but the massing on the south side must be designed to complement the bulk of the Village Hall.

9.9 Traffic speeds within the site are reduced by a bend in the road and another raised table before entering the space in front of the Surgery, which contains parking and a turning area.

9.10 The elevations from the playing field should give a varied roofline and act as a visual link between the Village Hall and the existing Surgery.



ABOVE: The pedestrian way leading from The Broadway to the space in front of the surgery.



LEFT: Composite scheme - possible ground floor layout.



ABOVE: Composite scheme – possible first floor layout.

APPENDIX ONE: ASPECTS OF SUSTAINABILITY

The Braintree District Local Plan Review identifies the environmental impacts of built developments as being a main area of public concern. These impacts together with all the aspects of sustainability must be addressed in the detailed design and development process as it affects the Silver End Shops site. The site is well located to satisfy criteria included in the governments PPG 3, and these have been taken into account in formulating the general design principles listed in Section 8 of the development brief.

Essex is dependent on importing a large proportion of its water needs from elsewhere. Local Plan Policy RLP 67 requires measures that reduce the demand for water in all new developments (such as Silver End Shops site), including low volume systems and grey water recycling.

Construction processes must meet the current best practice levels of elimination or recycling of building materials and solid waste and information to cover this topic and other matters such as the long term considerations of eventual demolition or removal are to be submitted as part of the planning application as required by Policy RLP 70.

With regard to waste generated after the development is occupied, the local plan requires that it incorporates adequate space for internal and external separation, storage

and collection, to facilitate recycling. The present minimum target of 60% of recycling or composting of waste by 2007 is applicable to the development site.

Braintree Council encourages the integration of renewable energy generation into new developments in Policy RLP 72. Policy RLP 73 requires that they demonstrate the optimum use of energy conservation and incorporate energy conservation and efficiency measures, including where appropriate passive solar gain and other systems and also the use of energy-efficient appliances, in order to contribute to the reduction in their total energy consumption.

On the development site it is possible to ensure that every residential unit has at least one elevation facing either southwest or southeast, and is therefore able to take advantage of passive solar gain as a method of reducing the amount of energy used to heat and, in the daytime light the interior as well as contribute toward water heating requirements.

This orientation is also helpful in seeking locations for the installation of solar panels and photo voltaic cells. The use of flat or shallow pitched roofs, in the Modern Movement ethos of Silver End need not be a barrier as the use of parapets on prominent elevations could be used successfully to mitigate the visual impact of rooftop panels. The area of roof that covers the single-storey part of the supermarket may be well suited for an area of solar power collectors. The design of this roof should be visually as well as technically innovative.

Glare from external lighting gives cause for complaint, especially where there is a residential element within a development. There are special concerns relating to the development site, where there is a need to provide good lighting levels that are appropriate to a busy village centre location, and are sufficient to deter possible crime or anti-social behaviour.

Braintree Council encourages details of external lighting to be included within detailed design stages of applications, and where it requires planning permission sets out criteria in Policy RLP 64 which must be satisfied if permission is to be granted. The criteria covers the need for lighting to be an integral element of the development, of a low energy type, to use an alignment minimising spillage and glow, and to be of the minimum effective intensity which is not a threat to privacy or amenity or a danger to pedestrians and road users.

It must respect local natural ecosystems.

New materials for buildings and hard landscaping should meet high standards in terms of compatible levels of embodied energy, sustainable sourcing, and flexibility in terms of potential for adaptation, inexpensive maintenance and eventual re-use. As an example self-coloured lime renders will considerably reduce the need for long term maintenance of building elevations.

The attainment of all these objectives can be measured using one of the recognised methods of assessment such as the

Building Research Establishment Environmental Assessment Method (BREEM), and the outcome must be to an acceptable level to be defined by the District Council.

APPENDIX TWO: CAR PARKING OPTIONS ON THE DEVELOPMENT SITE

Existing car parking arrangements

The total number of parking spaces is 42. The 11 garage spaces brings this to 53.

The surgery is allocated 5 of these spaces.

Former Essex County Highways standards **adopted by Braintree DC are as follows (assuming the number of flats/houses shown is as the development brief option)**

Houses - 3 bedroom 2 spaces per dwelling (no houses-no spaces)

Flats - 2 bedroom 1.5 spaces per dwelling (21 flats- 32 spaces)

Surgery - 1 space per practitioner plus 1 space for every 2 members of staff present at peak times plus 2 visitors spaces per consulting room (assume 4 practitioners, 4 members of staff, 4 consulting rooms; total spaces 14 including 6 dedicated)

Supermarket - 1 space per shop plus 1 space for each 20 m2 floor space (at 530m2 retail requires 28 spaces)

Small shops - 1 space per shop plus 1 space for each 25m2 floor space (5 shops at 75m2 requires 20 spaces)

Library - 2 spaces plus 1 space per 30m2 public area (public area of about 60m2 requires 4 spaces)

Fish-and-chip take-away Assume as shops (60m2 requiring 4 spaces)

TOTAL based on existing layout requires 98 spaces if all shops are in use simultaneously, however assume that flats, surgery and fish-and-chip take-away demand parking (for 40) at one time and supermarket, shops and library require parking (for 52) at another time; also take into account on-street parking including 20 spaces at the Village Hall.

Current standards

No parking required by central government, district and highways authorities to determine reasonable provision

Suggested standards alternative A

(Assumption is that Option 2 is selected AND that the Supermarket has generous car parking because most shoppers will require cars to carry shopping; however, other shops and take-away have no on-site parking as most shoppers are assumed local, and shop staff also local, or use on-street parking)

This is based on the flats, shops and community facilities noted above; it assumes there are 30 spaces for visitors available as on-street parking and at the driveway within the site beside the Village Hall.

Houses - 3 bedroom 2 spaces per dwelling (no houses no spaces)

Low cost flats - 2 bedroom 1 spaces per dwelling (21 flats- 21 spaces)

Surgery - 1 space per practitioner plus 1 space for every 2 members of staff present at peak times plus 2 visitors spaces per consulting room (assume 4 practitioners, 4 members of staff, 4 consulting rooms;

total spaces 14 including 6 dedicated)

Supermarket - 1 space per shop plus 1 space for each 50m2 floor space (at 530m2 retail requires 11 spaces)

Small shops - Use on-street parking

Library - Use on-street parking

Fish-and-chip take-away Use on-street parking

SUGGESTED TOTAL A 45 SPACES

Suggested standards alternative B

(Assumption is that Option 2 is selected AND that the Supermarket and other shops have minimal car parking as most shopper will be local and not require cars to carry shopping, staff to use on-street parking). Surgery non-dedicated spaces to be for visitors to flats.

This is based on the flats, shops and community facilities noted above; it assumes there are 30 spaces for visitors available as on-street parking and at the driveway within the site beside the Village Hall.

Houses - 3 bedroom 2 spaces per dwelling (no houses no spaces)

Low cost flats - 2 bedroom	1 spaces per dwelling (21 flats 21spaces)
Surgery -	1 space per practitioner plus 1 space for every 2 members of staff present at peak times plus 2 visitors spaces per consulting room (assume 4 practitioners, 4 members of staff, 4 consulting rooms; total spaces 14 including 6 dedicated)
Supermarket -	(1 space per shop for staff only)
Small shops -	Use on-street parking
Library -	Use on-street parking
Fish-and-chip take-away	Use on-street parking
SUGGESTED TOTAL B	34 SPACES

If the number of shops, or flats varies in developers' proposals follow the guidelines for alternative B above. Allocated spaces would be owned by the resident - to create defensible private spaces. The surgery would be encouraged to purchase 6 dedicated spaces and to share the remaining spaces with others. Non-allocated spaces would be for all users. Extra wide spaces for the disabled would be required

for non-allocated spaces at the ratio of 1:10. For example alternative B there are 22 allocated/dedicated spaces, 11 non-allocated of which one should be 1 for disabled. Note the design requirement that car parking spaces are not delineated which allows for flexible parking arrangements and for more access for the disabled.

APPENDIX THREE: CONSULTEES AND COMMUNITY INVOLVEMENT

The following is a list of bodies with which formal consultations were carried out during the public consultation period of the draft development plan.

- Transco
- Environment Agency
- Anglian Water
- Essex County Council Historic Buildings and Conservation Advisors
- 24 Seven Utilities
- Essex County Council Archaeology
- English Nature
- Essex County Council Public Rights of Way
- Essex County Council Highways
- Essex Wildlife Trust
- Essex County Council Strategic Planning
- Council Members for the Witham Area Committee
- Braintree District Council Landscape Services
- Braintree District Council Environmental Services
- Braintree District Council Housing Services
- Braintree District Council Planning Policy Team
- Braintree District Council Area Office at Witham

Local residents within the vicinity

In addition the following were consulted prior to this during the preparation of the draft development brief:

Braintree District Council – Housing Department

Braintree District Council – Engineers

Colchester and East Essex Co-operative Society

Environment Agency

Essex County Council – Libraries

Flagship Housing Group Ltd.

St. Lawrence Medical Practice (Silver End Surgery)

Silver End Parish Council (Full Council)

FURTHER COMMUNITY INVOLVEMENT

The Draft Development Brief was expanded to form a small exhibition, which was on public display in Silver End over a five-week period. Invitations were issued to those living closest to the development brief site, with publicity to announce the exhibition to those living or working elsewhere in Silver End.

The exhibition was manned on a number of occasions, to enable visitors to ask questions. Questionnaires/ response forms were available. These were analysed and presented to the Witham area council members on 14th June 2005, at the end of the exhibition period, together with any suggested amendments that were felt should be made to the Draft Brief in order to make it more responsive to comments and suggestions from the local community. These amendments relating to storey heights and resultant changes to car parking were adopted within the final document.

APPENDIX FOUR: WITHAM AREA COMMITTEE MEETING 14th June 2005

Report

Report To/ Decision Making Body:- Witham Area Committee	Date of Meeting:- 14.06.05	Agenda Item:- 7
Title of Report:- Silver End Shops – Development Brief		
Wards Affected:- Bradwell, Silver End and Rivenhall	Background Papers:- Review of the Council's Industrial and Commercial Property Review Committee dated 29 th January 2003 and Report to Witham Area Committee dated 20 th January 2004 and Report to Witham Area Committee dated 1 st February 2005	
Financial Implications:- £ Proposals are linked to the redevelopment of the site which is in the Council's ownership	Policy Implications:- As set out in Report to Witham Area Committee dated 1 st February 2005 and Draft	
Sustainability Implications:- As set out in Draft Brief	Equalities Implications:- None	

1. PURPOSE OF REPORT

To consider the result of public consultation and amendments to the Development Brief prior to its approval.

2. CONSULTATION

The draft Brief was put out to public consultation for a period of five weeks commencing 7th March 2005. An extensive neighbour notification was carried out, site notices were displayed and the proposals were advertised in the local newspaper. In addition an exhibition was put on display in a vacant shop window adjacent to the library in Silver End. The exhibition was manned on Friday 1st April between 2pm and 6pm and on Saturday 2nd April between 9am and 1pm. Copies of the brief were also made available for inspection and purchase at the Council's offices at Causeway House Braintree and the Witham Area Office.

A schedule of the responses received from both individuals and consultees can be found at Appendix 1. The schedule details a summary of the respondents comments, a brief response where appropriate and whether any further action is recommended.

3. CONCLUSIONS

From the final column of the schedule it will be seen that there is generally support in principle for the proposals. The main area of contention appears to relate to the amount of parking that the Brief proposes. In addition there is also some concern expressed that a three storey development would be overbearing and out of character.

Currently the site provides 42 car parking spaces with an additional 11 garage spaces. Members will be aware that current planning policy and the Council's car parking standards relate to maximum parking provision. The composite scheme identified in the brief shows a total of 42 spaces. Whilst this can be considered to comply with standards and it should be acknowledged that some of the spaces will be shared amongst the different uses on the site a greater provision may be more beneficial to the area. In view of the above comments it is suggested that the composite scheme could be amended by the third storey being omitted. This would mean that there would be a reduction of five flats on the site which would make it possible to allocate five further parking spaces to other uses.

The Draft Brief sets out three different options for the development of the site. Whilst some respondents did specify a preference for a particular option, there was no strong consensus. The composite scheme referred to in the Brief was largely based on option 2 which, subject to amendments referred to above, would appear to be the best fit for the site. For the finally approved Brief to provide strong guidance as to the future redevelopment of the site, it is important that it is sufficiently prescriptive about the design and layout of development that the Council expects. It is therefore suggested that options 1 and 3 and omitted and the Brief only refers to the option 2 scheme.

It is also suggested that the text of the Brief should be amended to include the additions set out in the 'action' column of the schedule of responses.

4. RECOMMENDATION(S) FOR DECISION

It is recommended that, subject to the amendments set out in the conclusions above, the Area Committee approve the Development Brief as a supplementary planning document.

Date report prepared:- 31 May 2005

Author(s):- Adam Davies

Designation:- Area Development Control Manager

Ext. No:- 2517

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Minutes

Witham Area Committee, 14th June 2005

Present:

Councillors	Present	Councillors	Present
J E Abbott	Yes	P A Heath	No
P R Barlow	Apologies	P J Hughes	Yes
K E Bigden (Vice-Chairman)	Yes	M C M Lager	Yes
K D Boylan	Apologies	Ms J S M Martin	No
Dr R L Evans (Chairman)	Yes	R G S Mitchell	Apologies
D M Finch	Yes	Mrs J B Reekie	Yes

T J W Foster	Yes	Mrs K E Tearle	Yes
Mrs M E Galione	Yes	R A G Tincknell	No
J E B Gyford	Apologies	P J R Turner	Yes

10 DECLARATIONS OF INTEREST

The following Declarations of Interest were made:-

- Councillor M C M Lager declared a personal interest as a member of Witham Town Council in Planning Application Nos. 05/00634/ADV – 2 Maldon Road, Witham, 05/00726/COU – Suite 8, 126 Newland Street, Witham and 05/0970/T56 – Spa Road, Witham.
 - Councillor Mrs M E Galione declared a personal interest as a Governor of Powers Hall Infants School and Chair of the Governors of Powers Hall Junior School in Planning Application No. 05/00970/T56 – Spa Road, Witham.
 - Councillor J E Abbott declared personal interests:
 - a) as a Member of Witham & Countryside Society in Planning Application No. 05/00970/T56 – Spa Road, Witham.
 - b) as he had sent in a submission to the consultation and attended meetings regarding the issue in Agenda Item 7 – Silver End Shops – Development Brief.
 - Councillor P J R Turner declared a personal interest as a member of Black Notley Parish Council in Planning Application Nos. 05/00404/FUL – 275 London Road, Black Notley and 05/00430/FUL – 1356 Witham Road, Black Notley
 - Councillor K E Bigden declared a personal interest as a member of Hatfield Peverel Parish Council in Planning Application Nos. 05/00030/FUL – Brook Cottage, Brook Bungalow, Ulting Road, Hatfield Peverel, 05/00502/OUT – Land Adjacent 1 Bennett Way, Hatfield Peverel and 05/00503/OUT – Land Adjacent 8 Bennett Way, Hatfield Peverel.
- In accordance with the Code of Conduct, all Councillors remained at the meeting, unless stated otherwise, and took part in the discussion for all the above items and the vote thereon.

SILVER END SHOPS - DEVELOPMENT BRIEF

INFORMATION: The Committee considered a report on the results of the public consultation and amendments to the draft Development Brief for the shops in Silver End. The consultants who prepared the Development Brief, Stephen Claydon and Michael Munt, were welcomed to the meeting and took Members through the scheme. The Committee was advised that composite scheme 2 was closest

to Option 2 and should be adopted with the proviso that one storey of the development be omitted in order to lessen the density of the development and allow some flexibility in parking.

DECISION: That, subject to the amendments set out in the report, the Development Brief be approved as a material consideration to guide future development of the site.