

4.2 Design Concepts

4.2.1 The overriding aim in design is to make the best use of local assets and resources to produce development that provides value in the long term. The design concept for the site is based on the assessment of the site and surroundings and helped to inform the preparation of the final site layout.

DESIGN CONCEPT 1: GREEN INFRASTRUCTURE

The approach will be to create a network of multi-functional green spaces that harness ecological benefits to add greater value.

- Consider the provision of a future linear park that establishes a setting for the development area.
- Ensure that important landscape characteristics are protected and managed in a positive way.
- Plan green infrastructure to be integrated, flexible and highly accessible from the development. This includes landscaped open spaces, space for recreation, footpaths and cycleways.



Fig 12: Green infrastructure extract from masterplan

DESIGN CONCEPT 2: MOVEMENT

The approach is to ensure the proposals allow for a connection to the Kier homes site whilst promoting sustainable means of transport for the movement of people at a local level.

- Create, maintain and enhance suitable linkages (including cycling and walking) within the development and surrounding areas.
- Create favourable routes for pedestrians and cyclists, creating a well-connected layout for all.



Fig 13: Movement extract from masterplan

DESIGN CONCEPT 3: PLACE

The approach will be to create a characterful environment, drawing appropriate reference from Saffron Walden.

- Ensure that the new development responds to the site and contextual opportunities, embedding it in with local surroundings whilst defining new spaces.

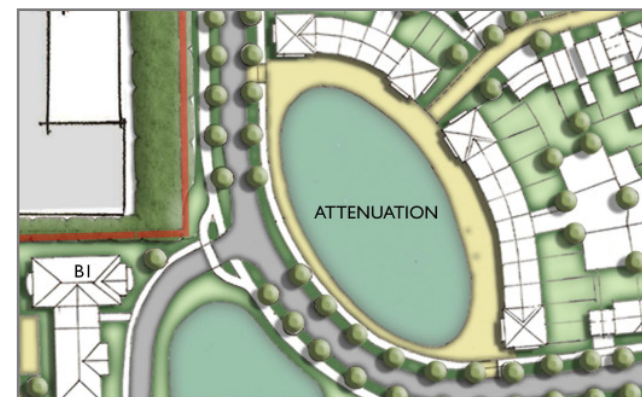


Fig 14: Place extract from masterplan



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INVOLVEMENT

- 5.1 Engagement Strategy
- 5.2 Community Engagement
- 5.3 Community Feedback
- 5.4 Design Issues and revisions

INVOLVEMENT

A number of engagement exercises have been undertaken at the earliest possible stages to help inform the design proposals. This includes engagement with local authority officers and participation from the local community.

“Early engagement has significant potential to improve the efficiency and effectiveness of the planning application system for all parties. Good quality pre-application discussion enables better co ordination between public and private resources and improved outcomes for the community” (NPPF)

5.1 Engagement Strategy

5.1.1 In order to generate attendance by members of the local community at the time most convenient to them, the applicant carried out an afternoon to early evening consultation.

5.1.2 The exhibition was advertised locally prior to the event:

- By a public notice in the Saffron Walden Reporter.
- An invitation letter was then sent out 730 residential properties within the immediate vicinity of the site.
- Public notices were posted at the Town Hall and the Tesco on Radwinter Road.
- The exhibition was advertised on the We Are Residents (WAR) website.

A letter outlining the details of the exhibition and containing a site layout plan was also sent to a member of the planning committee, members of the town council and the Saffron Walden Ward Councillors and members of the Town Council and WAR.



Photo 43: Public consultation in progress

5.2 Community Engagement

5.2.1 Intended to stimulate discussion with the local community, a series of exhibition displays were displayed about the application site and the application proposals. Thumbnails of the exhibition boards are displayed below.

The exhibition was overseen by the following:

Manor Oak Homes
 McBains Cooper
 JPP
 First Environmental
 Framptons



Photo 44: Public consultation in progress

5.3 Community Feedback

5.3.1 This is a brief summary of the issues raised at the consultation. A full summary is provided by Framptons in the SCI report:

- Features such as green space and affordable housing are attractive.
- Green and sensitive development on the whole, compared to others.
- Concern that the development is on the wrong side of town for connections to the M11.
- Lack of schooling provision.
- Lack of jobs in the area.
- Concern about increasing pollution in the area.

5.4 Other Consultation

5.4.1 Wide consultation has been undertaken on a series of meetings with local authority officers of both Uttlesford District Council and Essex County Council. This covered a wide range of areas including Highways, Landscape and Housing.

Discussions have also been undertaken with the 'We Are Residents' organisation, and local politicians.



Photo 46: Public consultation in progress

5.5 Design Issues and Revisions

5.5.1 As a response to the public consultation an alternative masterplan option has been developed to include land for a primary school. This is detailed in section 6.18.

5.5.2. Discussions referred to in section 5.4 also impacted on the design development process as the project has evolved.



Photo 47: Opinions of the public being recorded



Fig 15: Boards from the public consultation