



Guidelines For New Development

General recommendations for providing a strong evidence base and policy framework, for enhancing the existing fabric, for dealing with traffic and for addressing global warming have been set out in the preceding sections and will not be repeated here.

The Setting and surroundings of Dunmow

The TDS has drawn attention to many aspects of the setting of the town – that is the edge of the built up area and the wider landscape. These contribute to the character of Dunmow in a very significant way. Whilst there are a few ‘protected’ areas such as site of Nature Conservation Importance on the whole this setting would be considered as simply countryside or agricultural land. It is therefore important to identify those aspects of it which should be retained, protected or enhanced in some way if development were to take place.

The Landscape Character Assessment published by UDC <http://www.uttlesford.gov.uk/main.cfm?Type=PLCSD&MenuId=583> confirms and supports much of the assessment set out above. It recognises the value of the landscape fringe in the north, east south and west of the town in ways that reflect the above analysis.

Recommendations - Protecting The Setting

- Robust evidence based landscape and character assessments should be carried out by developers where significant development is proposed.
- The approaches to the town from the north to Parsonage Down and from the east to Church End should be treated with particular care.

- The views from the Causeway and Beaumont Hill north eastwards out should be protected from development.
- The floodplain and the setting of the Chelmer should be protected and enhanced throughout the town.
- The views of the Church Tower and of the Clock House should be taken into account and protected.
- The rural character of St Edmunds Lane and eastwards should be protected and enhanced.
- The A120 by pass should receive significantly more landscape enhancement.
- A landscape framework is urgently needed for the Chelmsford Road, its junction with the A 120 and the A120 roundabout development should not encroach into the noise footprint of the A120.
- The mature trees and parkland to the north of the A120 should be protected from development.
- Development should not encroach or threaten the Olives Wood and Ash Grove woodlands.
- The open landscape to the west, west of the proposed Woodside Way should be protected.
- The footpath network to the west of the town should be restored and significantly enhanced.

Entrances to the Town

The entrances to a town are very important not only because they create the first impression to visitors. The approaches to Dunmow are generally rural in character and the edge of the town is relatively distinct with no extensive ‘ribbon’ development. The exception perhaps is the Chelmsford Road which is fronted by the two industrial estates on the east and by a growing conglomeration of buildings of widely differing styles and quality including the new police station, on the west.

The East - The Broadway (B1057)

The approach from the east is attractive, over a raised landscape giving extensive views over the town. The protection of the agricultural landscape to the North West is especially important.

The Braintree Road

The approach along the old Braintree Road is attractive and rural in character. The protection of the open landscape to the south, over the Chelmer Valley is especially important.

The South

The approach from Barnston is obviously marred by the by-pass but is otherwise open and rural in character but at the junction with the Chelmsford Road there is significant intrusion from poorly designed development fronting Chelmsford Road but intruding into the general landscape. The rural landscape to the east of the old A120 is poorly maintained and contains the sewerage works and is perhaps at risk from sporadic development. The development of a nature area here, as proposed by the Town Council, is thus much to be welcomed. The petrol filling station is very intrusive and fronts the Hoblongs Industrial Estate and the relatively new Travel Lodge which is poorly designed and contributes little to the enhancement of this area. The new police station is of modern but undistinguished design and sits awkwardly alongside the above collection of buildings. To the east of Chelmsford Road the two industrial estates overlook but are softened by a green verge and hedge. However the buildings are poorly designed and the clutter and completely indiscriminate parking detract seriously from the appearance of the road. Whatever occurs eventually on the land to the west, it is essential that the opportunity is taken to compensate for the poor visual environment and to attempt to create an attractive and coherent approach.

The West

The approach from the Rodings is again defined essentially by the A120 but the cutting and bridging over reduces its visual impact and the edge is well treed and rural in character with unobtrusive houses along the Ongar Road. The approach from Bishops Stortford and the Canfields despite the influence of the A120 and the complex junction is rural in character with extensive views northwards to the Eastons and a tall green edge to the south. The West Wood is a site of special scientific interest and it is vital that the setting is preserved and that the woodland is not encroached in any way.

The North

From the north the approach to Dunmow rises quite steeply and presents an attractive panorama rural in character with sweeping views to the east over the Chelmer. The roundabout to the still awaited western by pass represented a damaging intrusion with urban lighting scheme into what was a purely rural area and every effort will be required once the road does open to attempt to blend the road with the landscape using planting and other means.

Recommendations for the ENTRANCES – Summary

East B1057

- Protection of the agricultural landscapes to north and south of the road
- Protection and enhancement of woodlands and trees in the view
- Enhancement of the St Edmunds Lane junction and approach to Church End

A120

- Protection of agricultural land forming the setting of the Chelmer to east and west south of Braintree Road junction
- Enhancement of verges and boundaries

South

- Further enhancement works to A120 roundabout
- Enhancement of A120/ B184 junction
- Enhancement and strengthening of boundaries to existing development and to the Oak and Chelmsford Road Industrial Estates
- Creation of landscape structure plan to create strong and rural boundary to the land to the west if and when it comes forward to incorporate appropriate pedestrian and cycle ways.

West

- Protection of woodland and agricultural land bordering A120
- Protection of character to west of A120 from intrusion and sporadic development
- Stortford Road
- Protection to West Wood boundary and integrity
- Removal of uses to storage area adjacent to A120
- Protection of open character of agricultural landscape to north
- Protection of green edge to lands to south

North

- Protection of open sloping landscape
- Avoidance of intrusive development along skyline
- Enhancement of boundaries
- Enhancement of pedestrian and cycle facilities
- Strong and effective landscape plan to minimise effect of western by-pass





Housing and other development in general

- New development should where possible be planned to be small in scale and progress slowly
- Any significant new development should be made subject to a master plan which contains a building code consistent with these guidelines
- All significant new development should incorporate mixed use in the form of commercial activity and social and community facilities
- All new development should make provision for safe commodious and attractive and well landscaped pedestrian routes linked wherever possible into the towns existing network and should make contributions to enhancing the network as a whole
- Gaps in the footpath network should be remedied as soon as possible
- Cycleways should be provided wherever possible as integral to the footpath network
- Footpaths within developments should be overlooked by housing or other fully used buildings
- Good provision should be made for parking and storage of cycles
- Open space should be provided so as to allow for children's play, informal meeting space and more active sport and reservation
- Open space should be overlooked by houses or other building
- Provision should be made for growing of food
- Provision should be made for active play outside formal play areas
- Tree planting should be extensive using native species in naturalised patterns
- Biodiversity should be encouraged by the proper planting and effective management of open space and green areas
- New developments should make contributions to the enhancement of existing natural area and woodlands
- Houses should be planned to enclose well designed and well proportioned spaces and streets with effective boundary

- walls or features using natural materials and native planting
- Vehicular ways should be integrated where possible with footways in a shared surface
- Speeds within all developments should be kept by design means to 30 kph.
- Cars should be parked off the shared surfaces
- Provision should be made for bin storage that is accessible and convenient to all
- Materials used in new buildings should be of a high quality. Where it is proposed to use vernacular styles the materials should be authentically related to existing range of materials in Great Dunmow.
- Buildings should be two storeys in height unless precedent of clear justification can be established and context studies produced to demonstrate no harm to the setting or nearby important buildings

Recommendations - the character areas

The High Street

- Any redevelopment in the centre should make a financial contribution to the enhancement of the public realm
- Any redevelopment proposal should submit a detailed contextual study that comprehensively identifies materials, plots, heights and access for pedestrians.
- Any redevelopment should make provision for safe pedestrian access and cycle access linked to the towns existing network, and for storage and should minimise the exclusive use of routes by vehicles where safety can be ensured.
- Any new buildings should incorporate a wide frontage and narrow plan that is typical of the town centre, be pitched roof and should be two storeys in height or where a maximum of three storeys justified through the context assessment.
- Further redevelopment of rear plots should only take place where the existing boundaries and any re usable existing buildings are maintained.
- Further redevelopment should be mixed use and make provision for commercial or retail space.



The Housing Areas

The housing areas have been described in some detail above. The purpose of those descriptions was to provide a basis for assessing the distinctive character of the particular area. It is accepted that many residential areas in Dunmow as in many other towns cannot be said to have a strong character with notable features. It is also the case that few opportunities exist for significant development in the housing areas, in that there are for instance few opportunity sites whether already occupied or not. The purpose of the TDS in these areas is thus to guide small scale changes so that the established character is not undermined and most important, where the opportunity presents itself, for minor enhancements of the streetscape to be made. Too many of the residential areas as has been demonstrated, are bleak and lack amenity.

- New development should respect the existing building line and eaves height so that obtrusive extensions are avoided.
- The materials of new development should match or be consistent visually with the existing.
- Loss of trees or significant green features should be avoided if possible where not compensatory planting should be required.
- The loss of green frontages should be avoided except in exceptional circumstances to retain the street scene and avoid the loss of drainage areas and excess water run off.
- Boundaries should be constructed of matching materials or if natural of native species.
- Where maintenance is taking place at the public expense consideration should be given to the planting of street trees and to robust and well designed green areas subject to public consultation.
- Where development takes place consideration should be given wherever practical to creating or enhancing continuous networks of paths and or green spaces and no existing footpath links should be lost or compromised by overlooking, overshadowing or narrowing.

The Industrial Estates - Recommendations

Flitch Industrial Estate:

- Enhanced but unobtrusive signing
- Voluntary parking regime
- Enhanced frontages and boundaries
- Enhancement of pedestrian access to Olives Wood area
- Energy and waste scheme to reduce environmental impact

Station Road Industrial Estate:

- Improved but discrete signing
- Enhanced entrance zone and boundaries
- Improvement schemes to buildings and screening for wastes
- Parking controls and management scheme

Chelmsford Road Industrial Estate:

- Improved but enhanced signage
- Enhanced maintenance of verges and improved landscaping
- Parking management scheme
- Improvement of boundaries
- Energy and waste scheme to reduce environmental impact

Oak Industrial Estate:

- Enhancement scheme for entrance
- Improved but discrete signage
- Parking management scheme
- Waste and energy scheme to reduce environmental impact
- Enhanced landscaping

Hoblongs Industrial Estate:

- Total restructuring of internal road system
- Improved signage
- Enhanced boundaries
- Improvements to buildings and boundaries
- Waste and energy scheme
- Wider landscape enhancement scheme to cover A 120 edge, Travelodge and this estate

Open Spaces

Doctors Pond

A management plan to strengthen and enhance the planting and appearance

The Downs

- A management regime to protect and enhance the biodiversity
- Modest Increased facilities for casual visitors
Parsonage Downs
- A management regime to protect and enhance the biodiversity

The Chelmer Valley and recreation area

- A management plan to enhance landscape character and increase biodiversity
- Enhancement and protection works to the Chelmer
- Management regime to enhance biodiversity, increase access and add interest