

FORDENDROAD

SOUTH^{OF}THE RIVER

BEDFORD BOROUGH COUNCIL

PUBLIC CONSULTATION

Virtual Workshop for Ford End Road

Development Briefs and
Design Codes Supplementary Planning Document

HTA Design LLP, Lime Transport – 5th May 2020



WORKSHOP FORMAT

May 5th 10-11:30am

Introduction

Workshop format:

- Presentation (please mute)
- Breakout rooms
(open discussion around themes)
- Summary and close

Website:

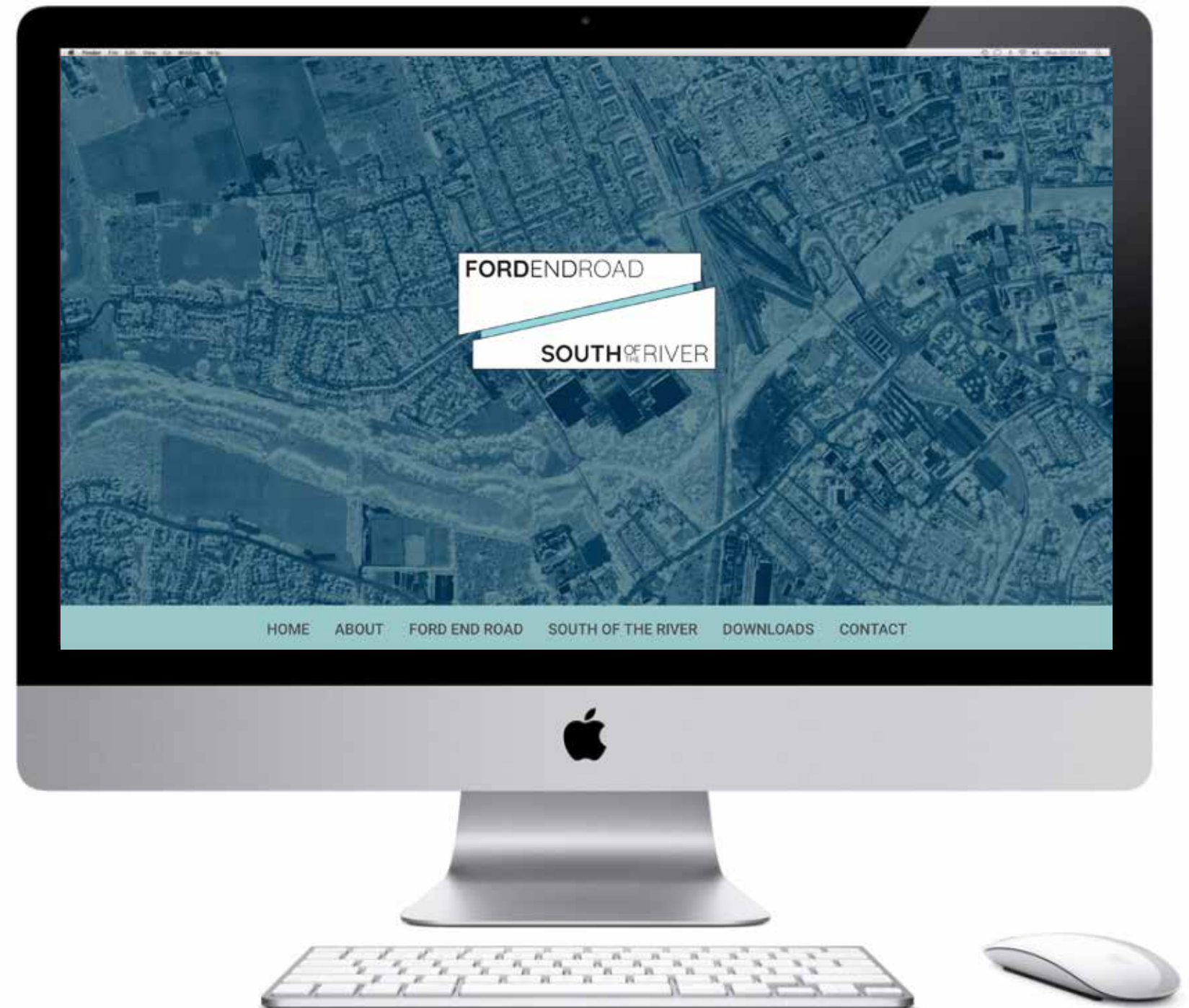
www.bedfordspd.htadesign.co.uk

Questionnaire:

[survey monkey](#)

Email:

planningpolicy@bedford.gov.uk



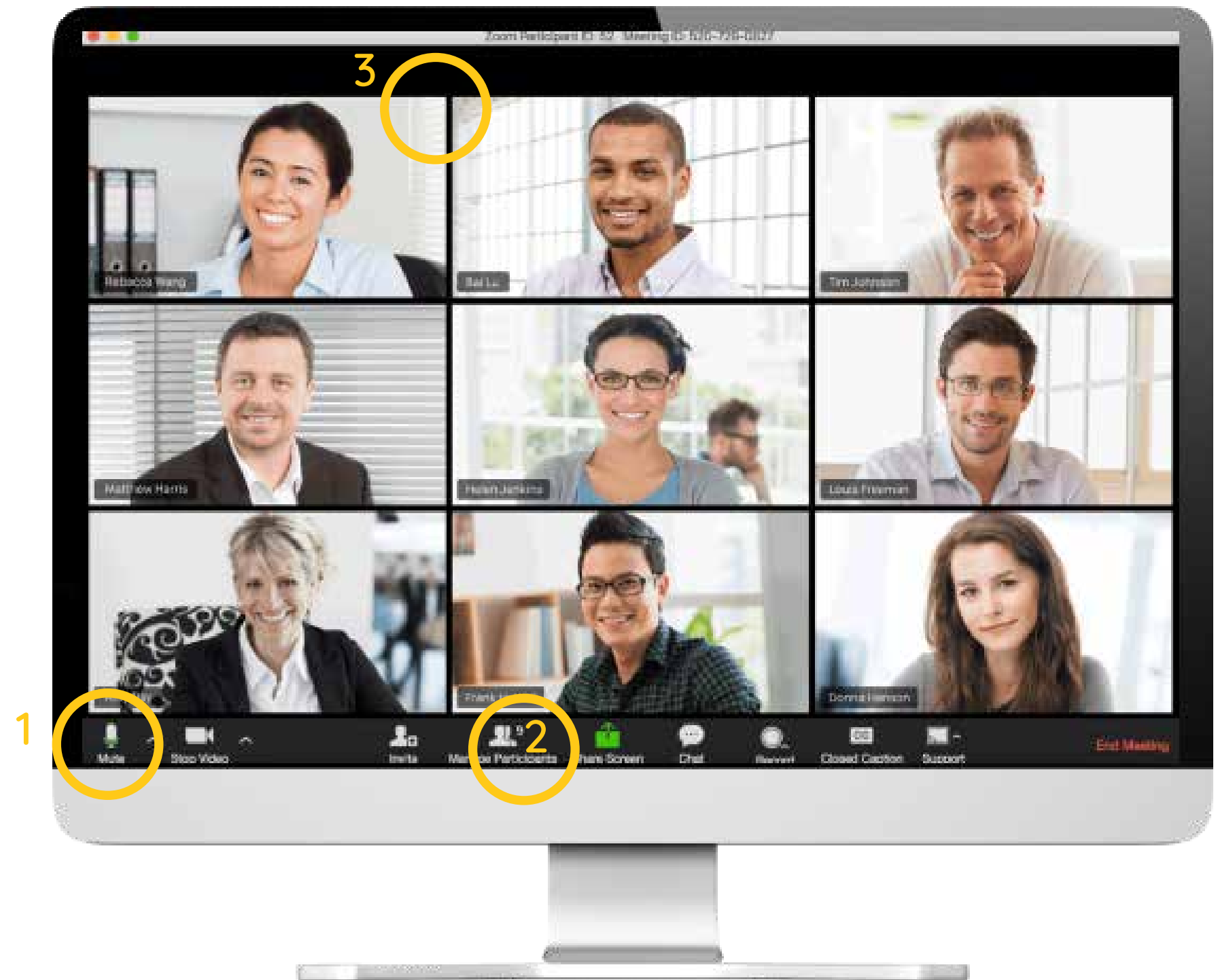
BEDFORD
BOROUGH COUNCIL



ZOOM GUIDANCE



- Presentation (mute)
 - Breakout Groups (unmute to talk)
 - Raise Hand
 - Questions on chat
 - Recording
 - Rename
-
- Please be polite and respectful
 - Let others have their say
 - Please be aware of your language



WHO WE ARE AND WHAT WE DO



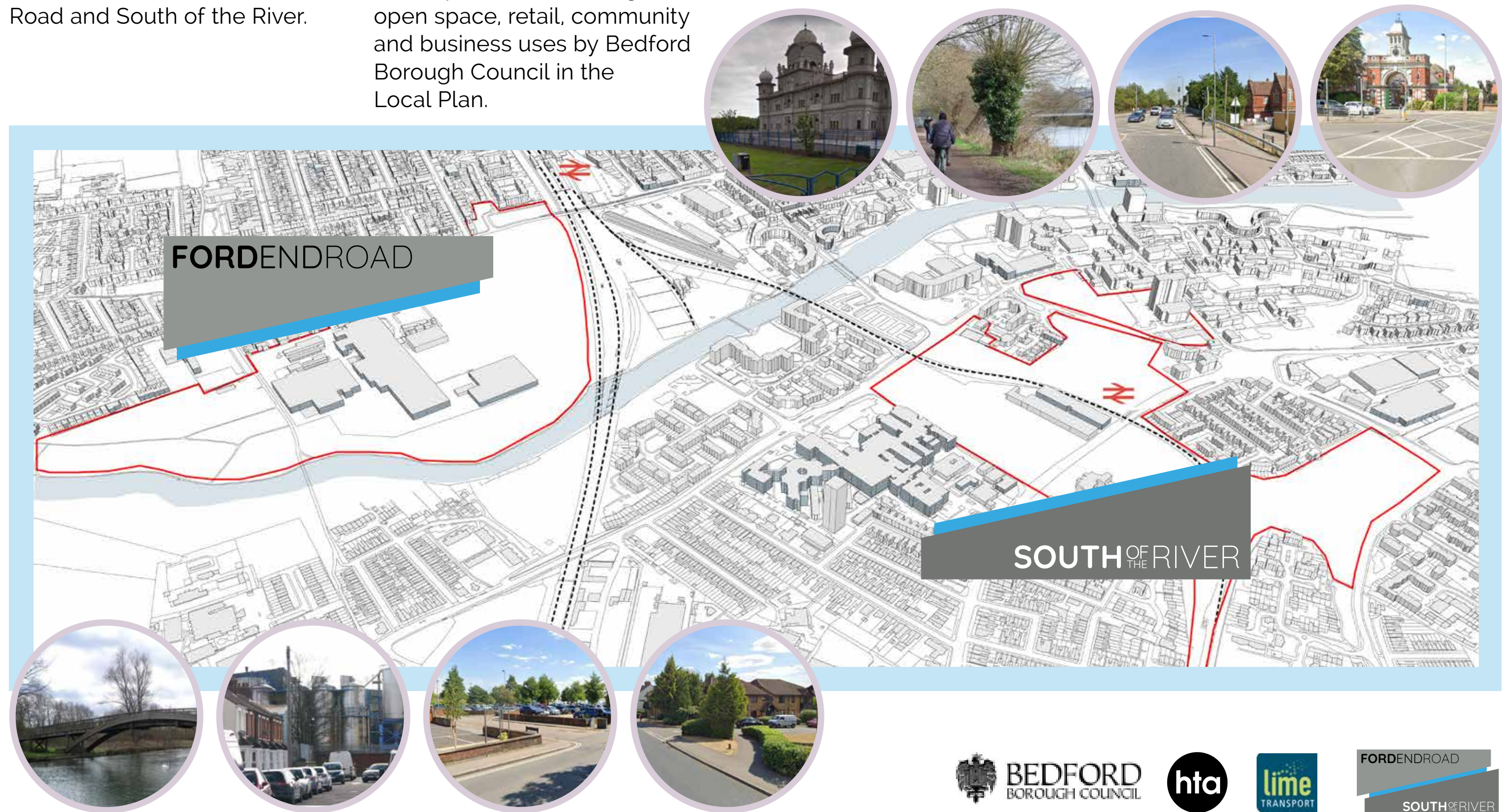
ARCHITECTS	MASTERPLANNERS & URBAN DESIGNERS	LANDSCAPE ARCHITECTS	PLANNERS & RESEARCHERS
			
GRAPHIC DESIGNERS & VISUALISERS	SUSTAINABILITY CONSULTANTS	ENGAGEMENT SPECIALISTS	INTERIOR DESIGNERS
			



THE SITES

We are preparing two Development Briefs and Design Codes SPDs for sites Ford End Road and South of the River.

These sites have been identified and assessed as land for development for housing, open space, retail, community and business uses by Bedford Borough Council in the Local Plan.



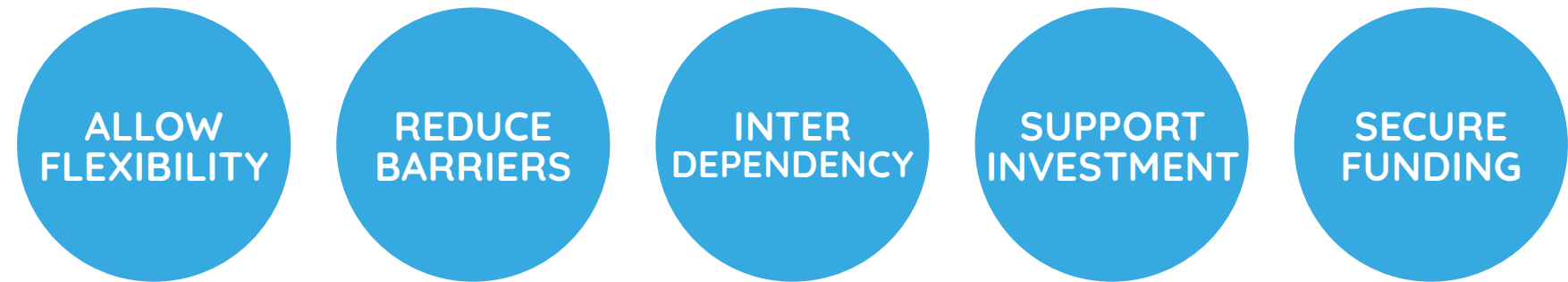
THE SUPPLEMENTARY PLANNING DOCUMENTS (SPDs)

WHAT ARE THE SPDs FOR?

- The SPDs set the three dimensional framework against which all future development within the site will be assessed
- They will form the basis for discussion at pre-app engagement and for assessment of future planning applications for these sites
- The documents encourage development and seek to make the land attractive to developers by providing clear guidance which has been tested and is evidence-based
- Provide built-in flexibility and future-proofing to allow for changing time frames, evolving priorities, market changes and new issues
- To ensure effective delivery by tapping into existing relationships and resources.

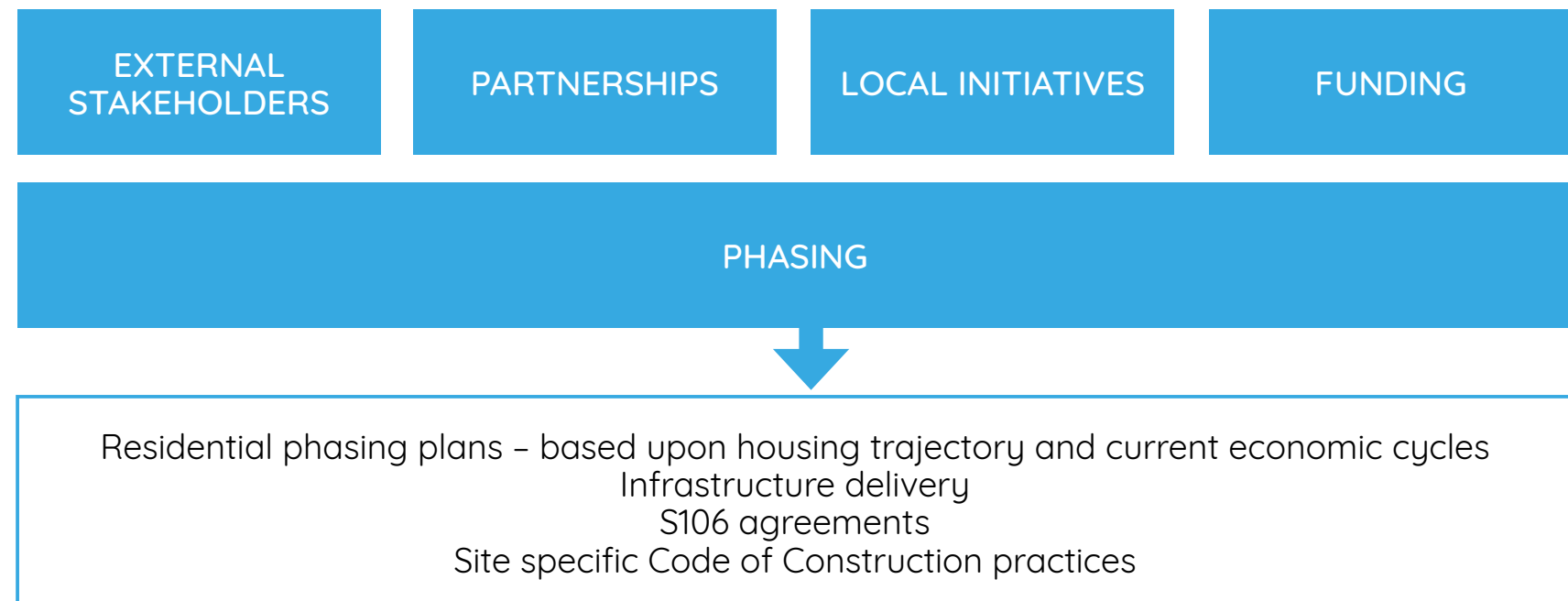
We are preparing two Development Briefs and Design Codes SPDs for Ford End Road and South of the River. These documents will be adopted by the Council in late 2020.

The SPDs are underpinned by the following drivers:



The SPDs will:

Ensure effective delivery by tapping into existing relationships & resources



THE SPDs

HOW ARE WE DEVELOPING THE SPDs

- We have analysed the existing masterplans and existing baseline evidence
- We will continue the work which has been done so far
- We have identified future opportunities which we will discuss with you today
- We are engaging with all parties involved or with a stake in the sites
- We will draft the guidance in the forthcoming months and consult with you again when we have drafts
- We will take account of your comments and show the guidance in a final exhibition before putting forward for adoption

We are engaging with:

LOCAL
RESIDENTS

LOCAL
BUSINESSES

COMMUNITY
GROUPS

FAITH
GROUPS

SCHOOL
GROUPS

EXAMPLE: SHEERWATER MASTERPLAN

Successive engagement events led to a successful masterplan process. We adopted multiple strategies to work with people, to unlock constraints and to drive positive change.



Even under lockdown we will consult with you online, and we have added surveys to the project website

WHAT ARE DEVELOPMENT BRIEFS AND DESIGN CODES?

DEVELOPMENT BRIEFS

- Specifies the amount of buildings, how high they are and how many homes
- Sets rules to create the Character of Place
- Transport Strategy and Transport Solutions

DESIGN CODES

- Streets and Open Spaces
- Courtyards and Amenity
- Architectural Design

EXAMPLE OF DESIGN CODES PAGE

9.0 Character Areas

9.5 The Neighbourhood

Character Aspirations

The majority of the new Sheerwater neighbourhood consists of calm and leafy residential streets that provide a safe and attractive environment to live, and where both pedestrians and cyclists have priority over vehicles.

The use of the tertiary/mews road typology enables streets to be moulded to respond to existing features such as mature trees and aids the creation of focal points or incidental landscaped spaces, all contributing to character and identity.

A variety of different plot configurations are encouraged, including small terraces, semi-detached houses and some detached houses, in order to create richness and interest within the streetscape.

The Neighbourhood location plan

Aerial sketch of illustrative masterplan highlighting The Neighbourhood character areas

88

9.0 Character Areas

9.5 The Neighbourhood

Development Zones

9.5.1 This character area is only applicable to residential development zones within the masterplan.
As the name suggests, The Neighbourhood character area is structured around the smaller street typologies that form the framework for development.

This character area is also the default character area where the masterplan interfaces with the existing residential context. The only exception to this is the proposed retail hub adjacent to the existing ASDA superstore, which is encompassed within the Neighbourhood Spine character area.

Illustrative elevation of a house type with rooms in the roof to reduce appearance of height

The Neighbourhood concept diagram

Urban Block Types

9.5.2 This character area only applies to low density urban blocks.
Each urban block structure must still perform as a single perimeter block regardless of the character area designation.

9.5.3 Urban blocks should be residential in scale and respond to the urban grain found within the surrounding context.
The permitted use of tertiary streets allows a flexible approach to be adopted enabling the large residential development zones identified within the Land Use Parameter Plan to be split into a series of smaller and more manageable urban blocks capable of accommodating both formal and informal arrangements of development.

9.5.4 Along primary and secondary routes, the edge of the urban block must be strong and positively relate to the street and adjacent buildings and spaces. Along tertiary streets, less formal arrangements of public and private spaces are encouraged to create a sense of place and variety in public spaces.
This will ensure that a clear route hierarchy is created throughout The Neighbourhood character areas, aiding legibility and wayfinding.

Building Heights

9.5.5 The height of buildings within The Neighbourhood character area should be informed by the prevailing scale of traditional streets and housing within the Borough-characteristically two and three storeys in height.
This is to ensure that the masterplan integrates well into the wider surrounding context. Where the masterplan interfaces with existing residential neighbourhoods outside of the application boundary, special attention must be paid to ensure the relationship between new and existing development is comfortable and appropriate.

9.5.6 To minimise the impact of building heights, habitable accommodation contained within roof spaces is encouraged where feasible.
This will enable family accommodation to be incorporated within a two storey building massing.

Parking

9.5.7 On-street parking must be integrated with the streetscape.
Parking bays must be segregated by planting to soften the visual impact of the amount of cars within the streetscape.

9.5.8 On-street parking that is allocated to individual properties must be located within close proximity of the dwelling.
This is to provide convenience for residents and to ensure that the parking areas are adequately overlooked, helping to create safe and secure environments throughout the residential areas.

Extract from testing page from Sheerwater Masterplan Design Guide

THEMES WE WILL DEVELOP IN THE SPDs

- Character of Place
- Transport Strategy and Transport Solutions
- Massing, Density and Townscape
- Landscape Design and Public Realm
- Parking
- Housing Mix



FORD END ROAD

The Ford End Road site extends to 24.15ha (60acres) and is located in the Queens Park area of Bedford to the west of the town centre and the Bedford Station. The adopted Bedford Local Plan has identified the land at Ford End Road for circa 600 dwellings together with a primary school.

The illustrative masterplan for Ford End Road identified a number of potential development opportunities:

- new homes
- 680sqm shops
- 1 new community building
- 1 new urban green space
- 1 new primary school (TBC)



SITE IN CONTEXT



ILLUSTRATIVE MASTERPLAN

OPPORTUNITIES

FORD END ROAD

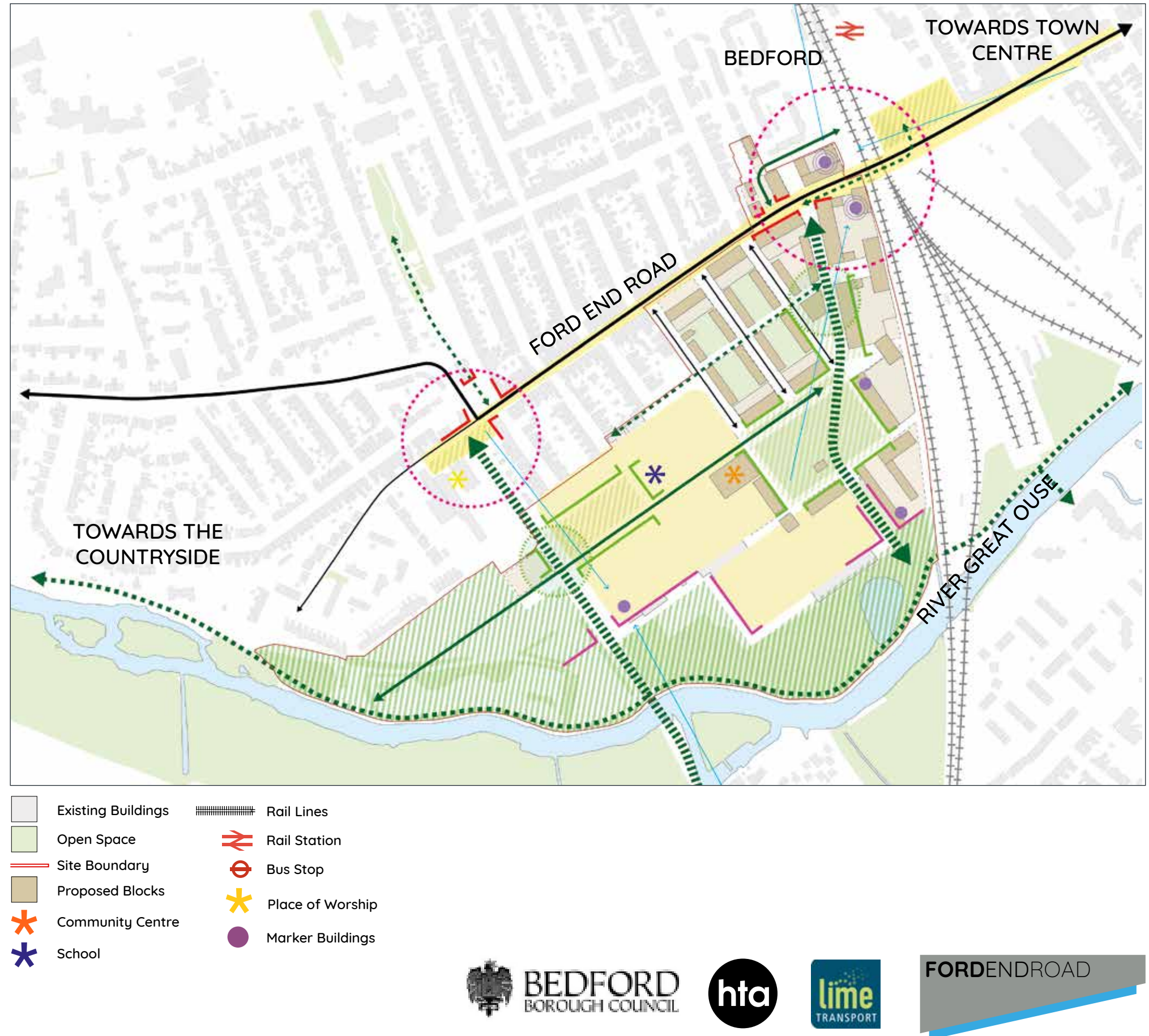
- Opportunity to improve permeability between Bedford Station and the riverfront with the creation of sequence of spaces
- With Bedford Station proposed to be a key transformative hub within the East-West Rail, there is the potential of increased density towards the station and Ford End Road and an opportunity to provide a western access to Bedford station.
- The site location offers the opportunity to increase the retail/commercial activity along Ford End Road west of the rail lines with the creation of strategic nodes
- Emphasis on street frontages and improvement of public realm, with designated activities for all the open spaces
- Masterplan to help create spaces for leisure and commercial activities to promote greater use of riverside



OPPORTUNITIES

BREWERY SITE

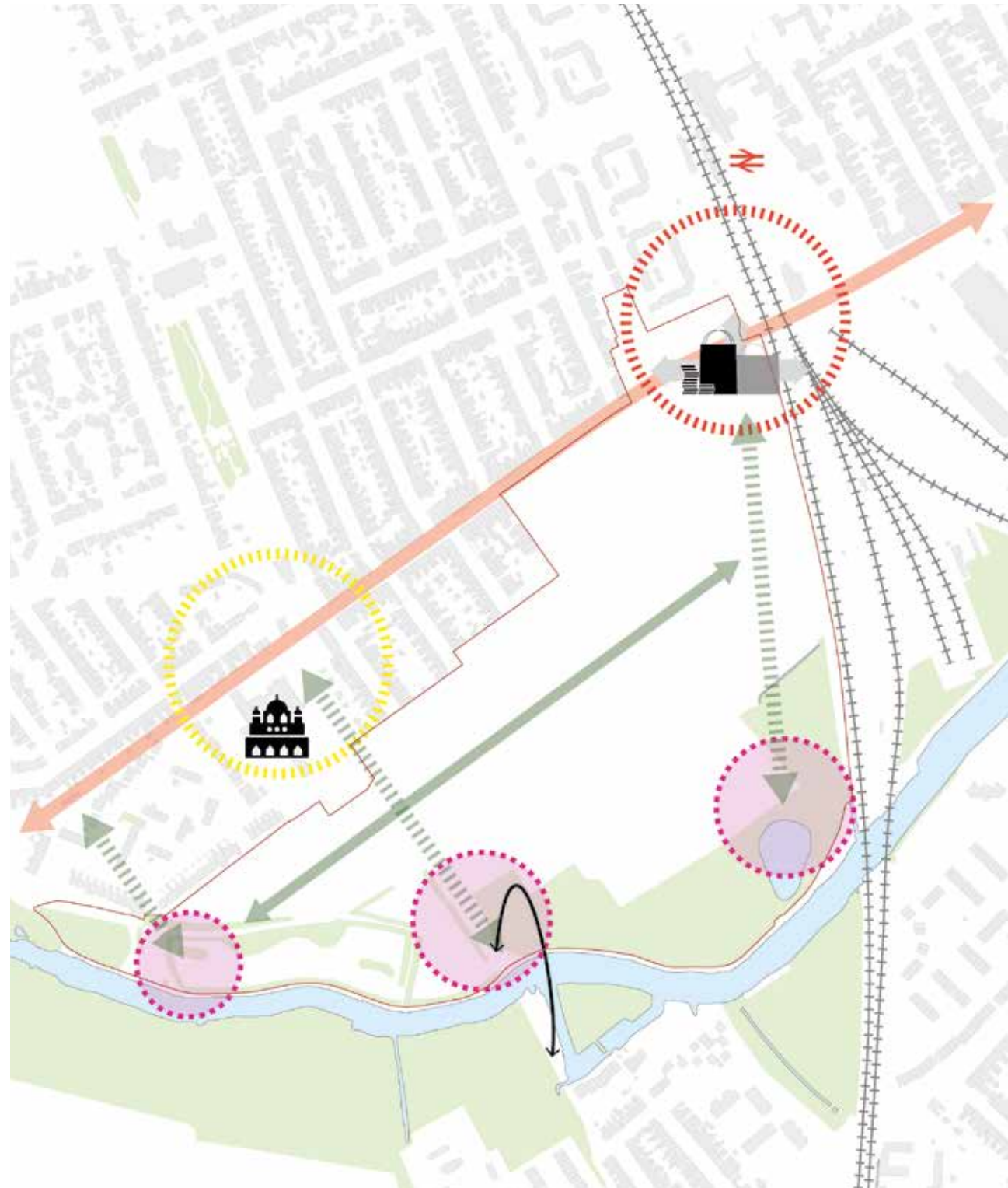
- Opportunity to include the Brewery site emphasizes on north-south permeability with residential streets perpendicular to the river; and east-west permeability with pedestrian paths.
- Relocation of the school within the development rather than at the periphery, to have visibility within the neighbourhood.
- Revitalising the river zone with proposed inlets, longer frontages and series of spaces with assigned activities along the riverfront.
- Emphasis on a stronger sense of hierarchy within the public realm.
- At the present time the Eagle Brewery occupies part of the site and the Plan does not rely on any housing contribution from the site in the period before 2030. The brief will demonstrate how the early phases of development can coexist alongside the Brewery whilst setting out how a comprehensive vision can be achieved across the site in the longer term.



URBAN DESIGN OBJECTIVES FORD END ROAD

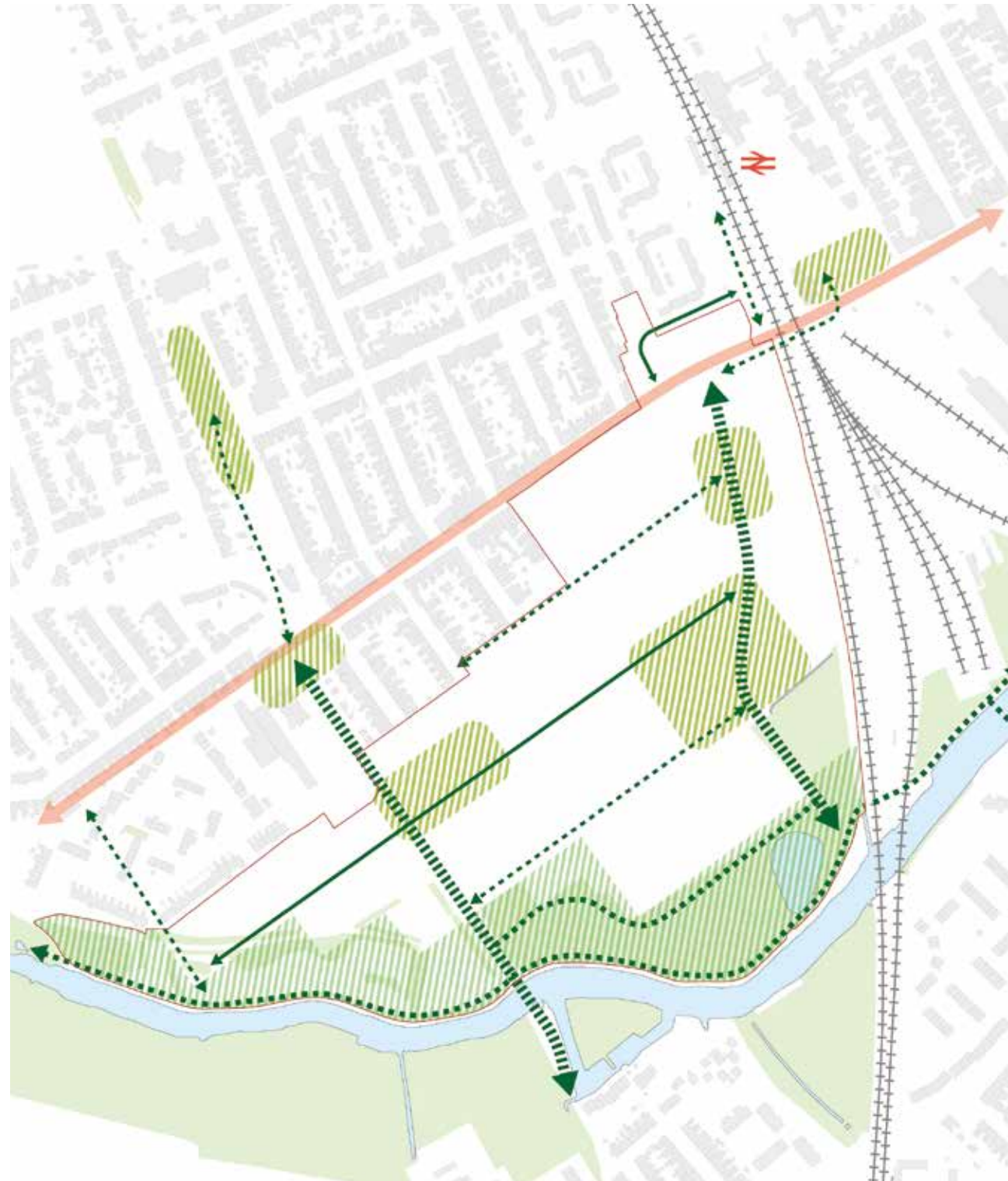
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Strengthening
complementary
non-residential uses nodes



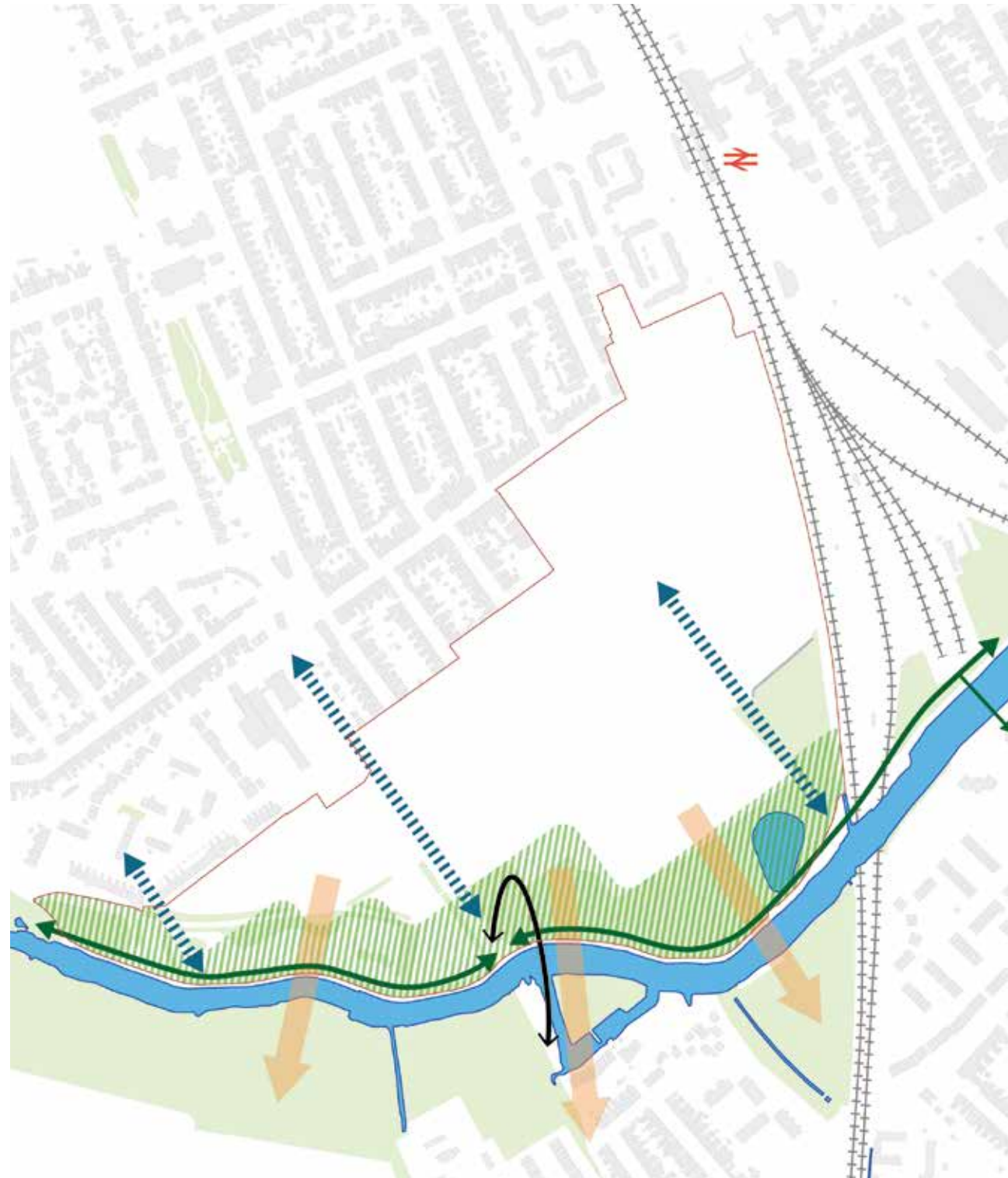
URBAN DESIGN OBJECTIVES FORD END ROAD

- 2 Creating a network of open spaces and green streets



URBAN DESIGN OBJECTIVES FORD END ROAD

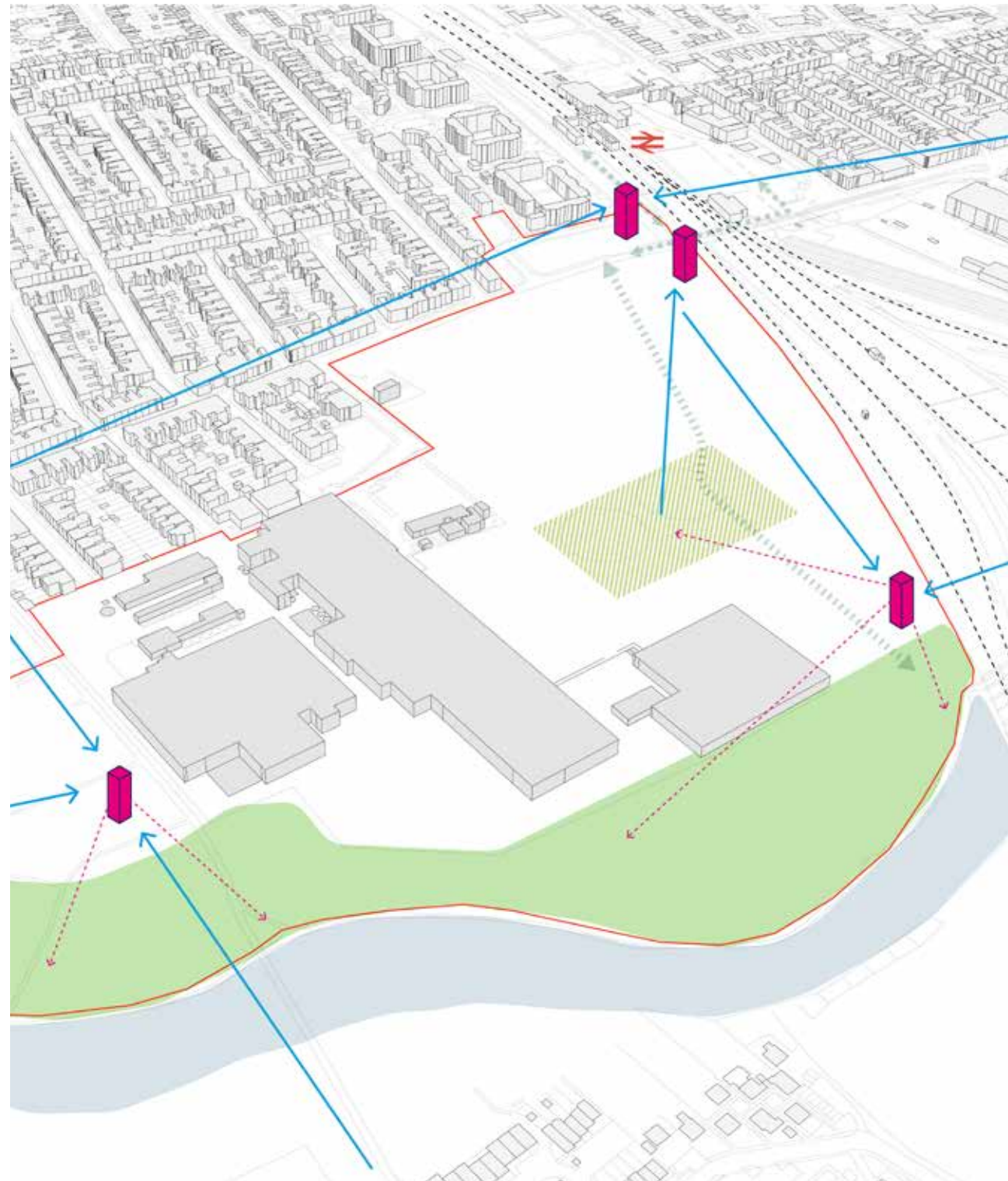
3 Revitalising the river zone



URBAN DESIGN OBJECTIVES FORD END ROAD

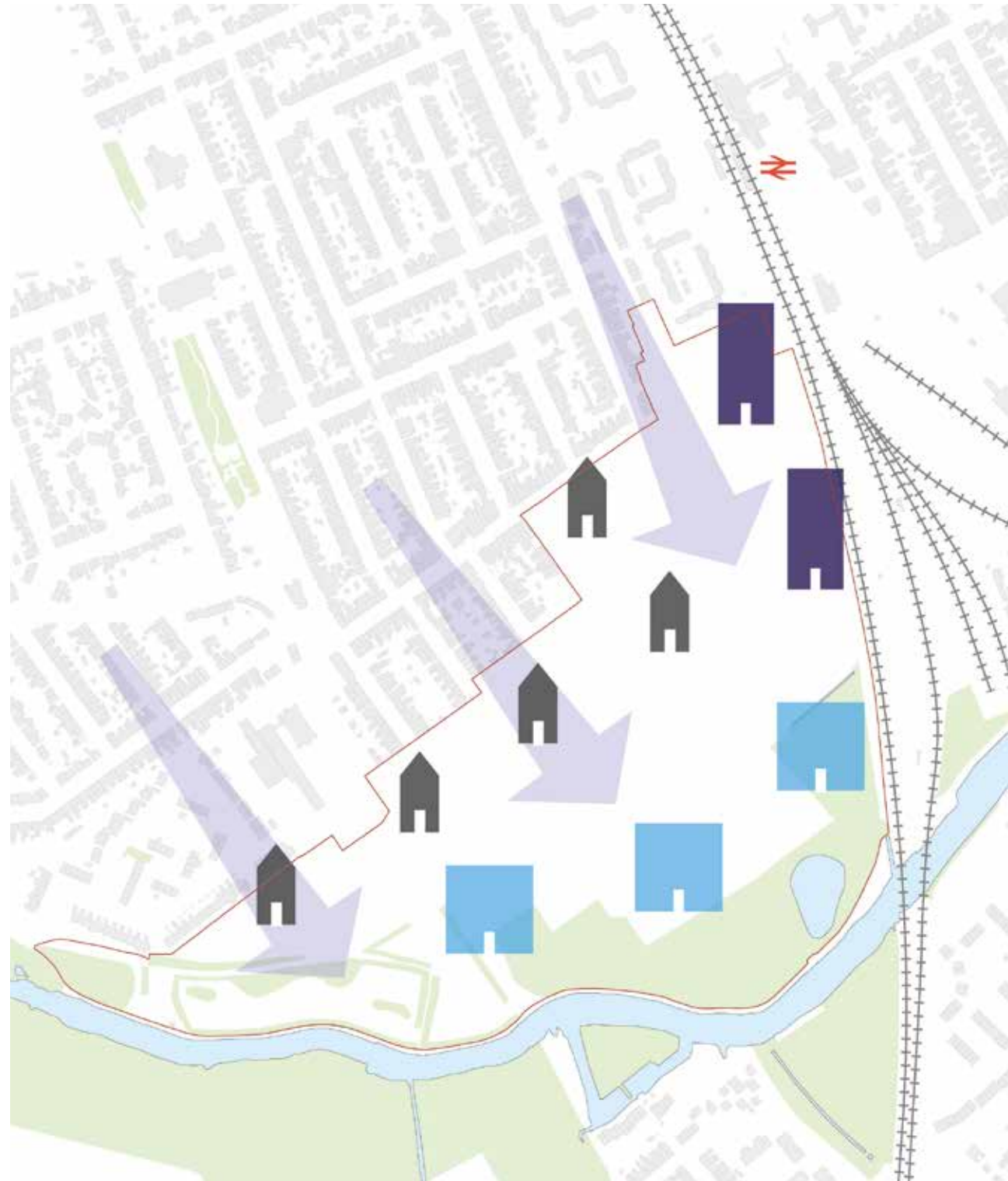
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Enhancing the townscape



URBAN DESIGN OBJECTIVES FORD END ROAD

- 5 Delivering opportunities for housing variety offer in the town centre



BREAKOUT GROUP 1

FACILITIES AND HOUSING



Gurudwara

Brewery

What are the main things that are good about this area?
What are the things about the area which you really value?
What needs to be improved?



What do you want the area around Ford End Road to be like in the future?
What do you think could unlock this potential?



What did you like about the masterplan for Ford End Road?
What could be done differently?



The coming of EWR to Bedford will make the town more accessible and provide new travel options for Bedford residents and has the potential to attract new people to live and work in the Borough.

How do you think the proposals for the new stations could be planned into these developments? This could include things such as new station access and better provision for pedestrians and cyclists.



How could plans for the new development area benefit the local community?
What kind of open spaces and community facilities
would you like to see provided there?



Does this area need any more shops? If it does, what type?
Where would be good locations within the development area for shops?



What type of new businesses would be suitable?



How can the development of the site help people stay active and healthy in this area?



Many more homes are planned for the area –
What types of homes would you like to see? This could include houses, flats, specialist accommodation (e.g. for the elderly) and different sized homes.



How can we build for the needs of older people?



How can we build for the needs of young people?



How could we address issues related to climate change through the development?

Should the new development in Ford End Road/South of the River set an example for challenging climate change?

This could mean looking at things such as sustainable building fabric and construction, renewable energy such as solar panels, and car usage.

BREAKOUT GROUP 2

STREETS AND OPEN SPACES



Gurudwara

Brewery

What are the main things that are good about this area?
What are the things about the area which you really value?
What needs to be improved, and has to change?



What do you want the area around Ford End Road to be like in the future?
What do you think could unlock this potential?



What did you like about the masterplan for Ford End Road?
What could be done differently?



How would you describe the area in terms of the types of streets, footpaths and cycleways and the environment around them?



What would need improving to the streets in this area?

This could include things such as air quality, somewhere to sit or rest, or to be designed to encourage more people to walk and cycle.



What do you think makes a good open space?

Where are there examples of good open spaces which you enjoy going to in the town and Borough?

What do you like about them?

This could include trees and plants, things to do such as play or sports equipment, or how natural it feels.

A photograph of a grassy area next to a river. A dirt path leads from the foreground towards the background, flanked by trees and greenery. A red fire hydrant is visible on the left side of the path. The river is on the far left, and a fence is visible in the background.

The masterplan and Local Plan set out that the open space to the north of the River Great Ouse to be enhanced.

How do you think this should be done?

Are there any specific facilities which are missing in the green space, or is there perhaps a need for other, smaller green spaces spread across the site?

- a. What would you like to see for children's play areas?
- b. What type of play provision do you like the most?
- c. Should there be more opportunities for people to sit down?



How do you think car use could be reduced in this area?
How could the design of the streets help to encourage this?

FACILITIES AND HOUSING

Session 1A

Session 1B

STREETS AND OPEN SPACES

Session 2A

Session 2B

Website:

www.bedfordspd.htadesign.co.uk

Questionnaire:

[survey monkey](#)

Email:

planningpolicy@bedford.gov.uk





THANK YOU

