

ILLUSTRATIVE MASTER PLAN

ELSENHAM GREEN

Land north of Old Mead Lane will form Elsenham Green, a verdant residential suburb based on a strong landscape structure. A neighbourhood centre comprising shops, a primary school and new sports pitches will provide a focal point to this part of the development set around a village green.



LOCAL JOBS

New employment uses are proposed predominantly focussed around the railway station to promote access by train and bus as well as car. The number of jobs created will provide employment opportunities for at least half the economically active population of the development. A range of employment uses is envisaged from light industrial to office and research and development facilities. The range of activities is subject of ongoing study in the form of a Local Economic Development Strategy to ensure that jobs are delivered alongside new homes.



STATION SQUARE

The railway station will form the basis of a transport interchange set within a new station square. It is proposed that the level crossing will be downgraded to improve safety and deal with pedestrian and cycle traffic only, with vehicular traffic diverted through the proposed development. New high quality bus stops will be created and the interchange will form an important hub within our cycle network with extensive covered cycle parking being provided along with cycle repair facilities. A taxi rank and drop-off point will also be provided, along with new station car parking facilities.



MARKET STREET

The spine of the new market town centre will be Market Street linking Station Square to the Town Park. Lined by a mix of retail, office and residential uses, Market Street will provide a lively and attractive car-free route containing the key services within the town in buildings up to five storeys in height. Market Street terminates at its eastern end in the Market Place, a landmark civic space surrounded by restaurants and cafes and a community hub operated by Elsenham Co-operative Ltd. The Market Place will provide a convivial setting for farmers markets, fetes and festivals and other community events.



ELSENHAM GREEN RING



A Green Ring is proposed to create an accessible, multi-functional landscape surrounding both the existing settlement of Elsenham and the proposed development. The Green Ring will provide separation from Hanham protecting its distinct and separate character, and will comprise 45% of the overall development. The Green Ring will create a range of different land uses promoting formal and informal recreation, nature conservation and habitat enhancement, local food production, and renewable energy technologies. The Green Ring will also accommodate sustainable urban drainage systems to control and hold water on site and ensure that no additional storm water enters water courses around the site as a result of the development.



WALKABLE NEIGHBOURHOODS



New residential neighbourhoods will be created within easy reach of shops, schools and services. Across the development under the eco-towns plan 5,000 new homes would be provided comprising a range of house types and tenures to meet a full range of housing needs. At this stage it is envisaged that around 80% of homes will be houses, with around 20% in the form of flats. All new homes will promote the highest standards of design and will achieve at least Code for Sustainable Homes Level 4 (CSH4), a recognised standard for the sustainable performance of new homes. At least 30% and up to 40% of housing will be provided in the form of affordable housing including shared ownership.



TOWN PARK



At the eastern end of the Market Place a showpiece town park is proposed at the highest point of the site. This high quality green space will be the focal point for views along Market Street and will provide a range of activities and settings, from active recreation such as tennis courts, to quiet landscaped gardens, from a new energy centre providing a source of renewable energy to parkland with views across the development. The town park will also serve as a setting for an 'Elsenham Discovery Centre' that will provide a community and educational resource that will tell the story of the town, its development and its vision.



LIFELONG LEARNING



Comprehensive new school provision is proposed to serve the needs of the new market town. This includes the provision of a secondary school which will also include a community sports hub making sports facilities available to the wider population outside school hours. Three primary schools are proposed, which will also include pre-school provision co-located on the same sites. To promote safe routes to school and encourage walking and cycling, a key element of the proposed cycle network is a green link running north-south through the town park to provide car-free access to and between all of the schools.

