

BPO/1

# Haverhill Master Plan

**West Suffolk County Council  
Haverhill Urban District Council**

**Town Planning Consultants:  
Frederick Gibberd and Partners**

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8 Percy Street, London W1P 0HJ**

*29th September, 1971*

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## INTRODUCTION

This report and the accompanying drawings is a Master Plan for expanding the West Suffolk town of Haverhill from its present planned population of some 18,500 people to a maximum of 30,000 people.

The town is being expanded by the Haverhill Urban District Council in collaboration with the West Suffolk County Council, under an agreement with the Greater London Council. The plan for the expansion was prepared by the West Suffolk Council and under it the town has grown from its original population of about four thousand people to about twelve thousand. The form of the old town and the new additions to it have already established a firm plan structure upon which this new master plan is based.

A Master Plan report should be intelligible to the citizens. It is people that make a town and so it is of paramount importance that the proposal for the town's expansion should be easily understood by laymen. On the other hand, a master plan report should be a technical document which provides the information required by the specialist to assess its feasibility.

There is therefore a dilemma in the presentation of a master plan report. Without a sound technical basis it can be little more than an illustrated guide book, with some pious hopes about the future. If it is highly technical the citizens will be discouraged from looking at it.

In an attempt to resolve this dichotomy between simplicity and specialisation, the Master Plan report is divided into two parts, The Design and The Technical Appendices.

A design is a work of art, that is feeling or intuition must be brought into the making of it. The First Part therefore attempts to explain the aesthetic motives behind the design. But since a design is also a useful object, the functional basis of the design is explained in broad terms.

The Second Part takes the design to pieces under its various functions. It explains the basis for the conclusions reached on such subjects as schools or roads. Since specialists tend to be primarily interested in their own subject, each section is complete in itself.

In addition to the preparation of a Master Plan for expanding the town, we were also asked to prepare a design for the town centre.

The town centre map is not a part of the proposals to be submitted to the Secretary of State for the Environment for his approval. On the other hand, the town centre was once the town and it is now the focus of its life and so it is a fundamental part of the Master Plan structure.

It seems therefore that it would be sensible to discuss the town centre in broad terms in the First Part, and then deal with it in detail in a separate part: Part III.



The preparation of a Master Plan for expanding a dying town is a difficult task. To prepare a plan for expanding it still further whilst expansion is still taking place, is even more difficult.

Coming to the town from the outside, we were dependent on those who had wrestled with its problems over the years. Their help and advice was unstintingly given ; their enthusiasm was a source of encouragement at those times when the problems seemed almost insurmountable.

A very large number of people, experts and laymen alike, have made this Master Plan ; all we had to do is to give their ideas a tangible form and fuse them into a master design which functions properly and has its own recognisable character as a work of art.

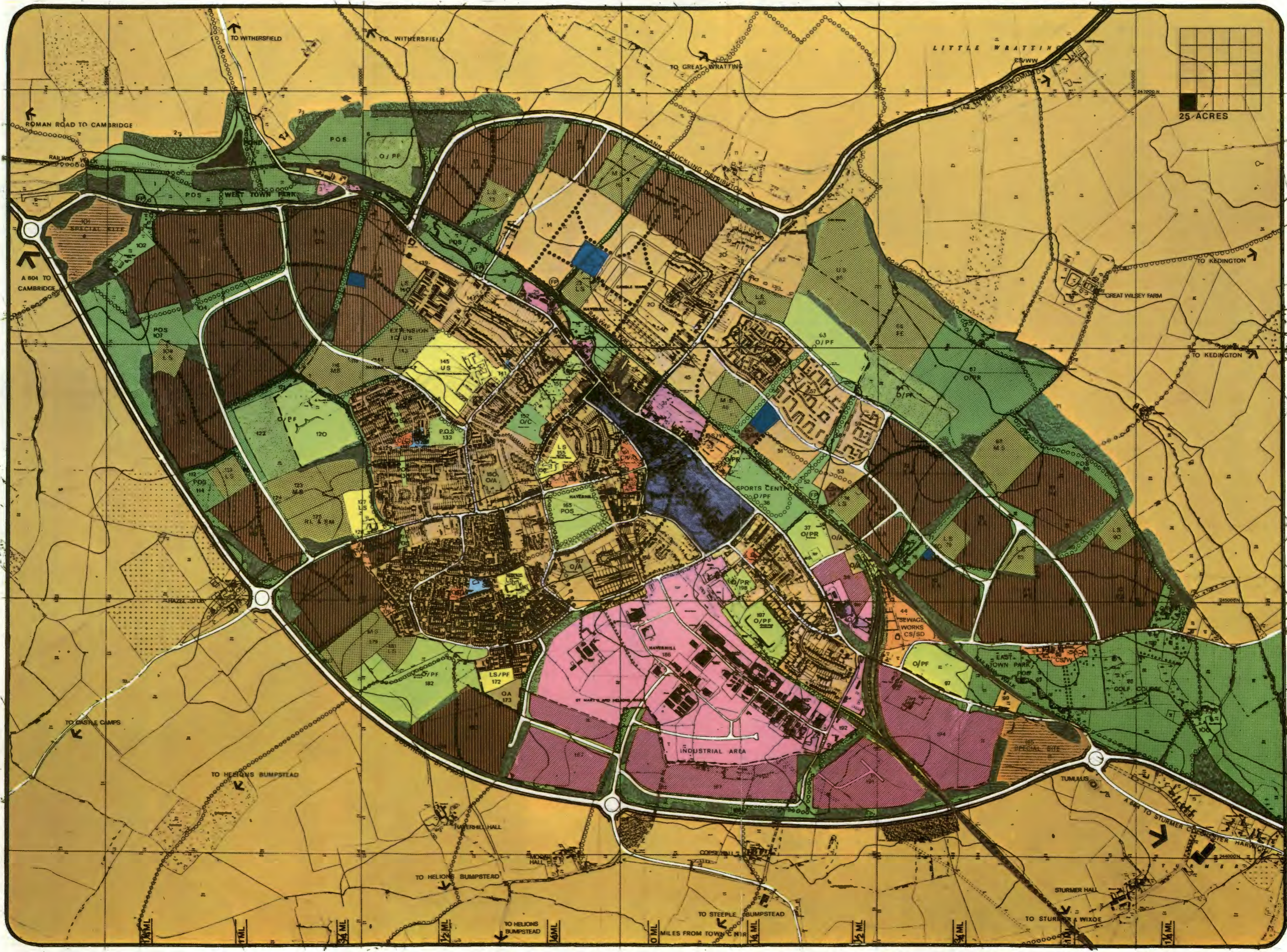
The names are in the appendix, but not all : for a chance remark at a casual encounter can sow a small seed which will grow into a large idea.

Amongst our principal colleagues we must acknowledge that Mr. James Gorst, Planning Officer to West Suffolk County Council and Mr. Frederick Johnson, Engineer and Surveyor to Haverhill Urban District Council have been completely involved in the design : many of the ideas put forward are theirs.

We must also acknowledge the part played by the Greater London Council, and in particular by Mr. Peter Jones, their Town Development Architect-planner. Haverhill's growth has of course continued while the plan was being prepared, and the Greater London Council is contributing much to this both practically, and with planning skill. The plan develops the housing patterns set out by the Greater London Council, and owes several of its ideas to their work.

During the preparation of the design, it was discussed at all its various stages and in all its aspects with the Joint Planning Committee, set up by the County Council and the Urban District Council under the Chairmanship of Sir George Falconer—the plan is their work too.

We do not know whether Mr. W. C. Blake, Clerk to the Haverhill Urban District Council, has any private life, to us he has appeared to live for the town.



**KEY**

**RESIDENTIAL**

- Existing
- Proposed

PE Private Enterprise  
LA Local Authority

**SHOPPING**

- Existing
- New

**SPECIAL SITE**

**INDUSTRIAL**

- Existing
- New
- Existing Service Industry
- New Service Industry

**CIVIC SERVICES**

- Existing
- Proposed
- CS/W Welfare
- CS/FS Fire Station
- CS/SD Sewage Disposal
- CS/WW Water Works

**CIVIC**

- Existing
- Proposed
- C/P Police
- C/Ch Church
- CLG Local Government

**SCHOOLS**

- Existing
- Proposed
- LS Lower
- MS Middle
- US Upper
- RL Roman Catholic Lower
- RM Roman Catholic Middle
- FE Further Education
- PF Playing Field

**RECREATION**

- Existing
- Proposed
- O/A Allotments
- O/C Cemetery
- O/PR Private Recreation
- POS Public Open Space
- O/PF Planting Fields
- Planting

**VEHICULAR**

- CP Car Park
- Bus Station
- Primary Road Network
- Main Distributor Roads
- Local Distributor Roads
- Flood Parks

**PEDESTRIAN**

- Footpaths in built-up areas
- ○ ○ Footpaths in landscaped areas
- UD boundary
- Existing TDA Map Boundary
- County/UD boundary

Based upon the Ordnance Survey map with the sanction of the Controller of H.M. Stationery Office. Crown copyright reserved.

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West Suffolk County Council

F.G. Johnson  
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Engineer and Surveyor  
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**Haverhill MASTER PLAN**

## PART I : THE DESIGN

### SECTION I : BASIS OF THE DESIGN

#### Relationship to Region Fig. 1

Haverhill is a border town, lying where the Suffolk, Essex and Cambridgeshire boundaries meet. To the north, beyond Newmarket, are the Fens. To the south the Essex countryside contains beautiful villages and towns like Finchingfield, Thaxted and Dunmow. Eastwards is the Stour valley and the old Suffolk wool country, where towns like Clare, Long Melford and Lavenham are at least as splendid in their way as their Essex neighbours. To the south-west, beyond Saffron Walden, lies Bishop's Stortford on the edge of the more densely populated areas of the new town of Harlow.

Haverhill itself is on the A604, which runs north-west/south-east between Cambridge and Colchester, and is the route from the east Midlands to the port of Harwich.

The town lies between two main trunk roads, the A11 from London to Norwich (running about 10 miles west of Haverhill), and the A12 from London to the coast of East Anglia (about 28 miles east). To the north (about 12 miles) the A45 trunk road links the Midlands via Cambridge and Bury to the port of Felixstowe, and to the south (about 13 miles) lies the route of the projected trunk road between the M1 at Stevenage, and Harwich.

From Haverhill the A143 runs north-east to Bury, and provides the link with the surrounding villages, and the county town.

With the closure of the Haverhill railway, the nearest line is the London-Cambridge one 11 miles away at Audley End. This makes Haverhill entirely dependent on public or private transport by road.

Haverhill is subject to various spheres of influence. The complex pattern of its dependence on a number of neighbouring towns for the supply of various needs, and its position as a border town, make it impossible to define a simple regional pattern into which it fits.

#### Development of the Town Figs 2, 3, 4 & 5

Since the Master Plan is a structure for guiding the town's growth and since it seeks to develop the town's personality, it is necessary first to consider how its present form has come about and what features have contributed towards its character.

Haverhill is built on the old Roman road running between Colchester and Cambridge at its junction with the road to Bury St. Edmunds on the north. Being an important road junction in the heart of agricultural land, it was an obvious "growth point."

The main road with the Stour Brook parallel to it runs west to east along the floor of a valley. The valley form and the principal line of communication lead to the town being developed along the road in a lineal form. This lineal plan form is a characteristic feature of the town which the new plan seeks to develop.

In mediaeval times Haverhill was an agricultural centre and trading post. It is mentioned in the Domesday survey as a market and in the thirteenth century it

was under corporate management, tolls were collected on the roads, there was a weekly market and annual fairs.

The market has continued until this day and the Master Plan accepts that it is an important feature of the town.

In the fourteenth century Haverhill developed as a wool town, owing to the proximity of the prosperous wool centres of Lavenham and Clare. And then in 1665 a great fire destroyed the greater part of the town. The social consequences of the fire were drastic, seriously retarding the growth of the town, and it was only in the early years of the eighteenth century that prosperity began painfully to return (*Fig. 2*). The fire destroyed most of the old buildings, and in consequence Haverhill now has little more than the street and alley layout of its central area, and the names of some later development, as a reminder of its past.

St. Mary's Church escaped the fire and is still the fulcrum of the town centre. It was the most important building in Haverhill and it still is. The market lies alongside the church and so it follows that any new plan for the expansion of Haverhill should accept St. Mary's as being the crown of the urban composition and that the market should be associated with it as the principal civic space.

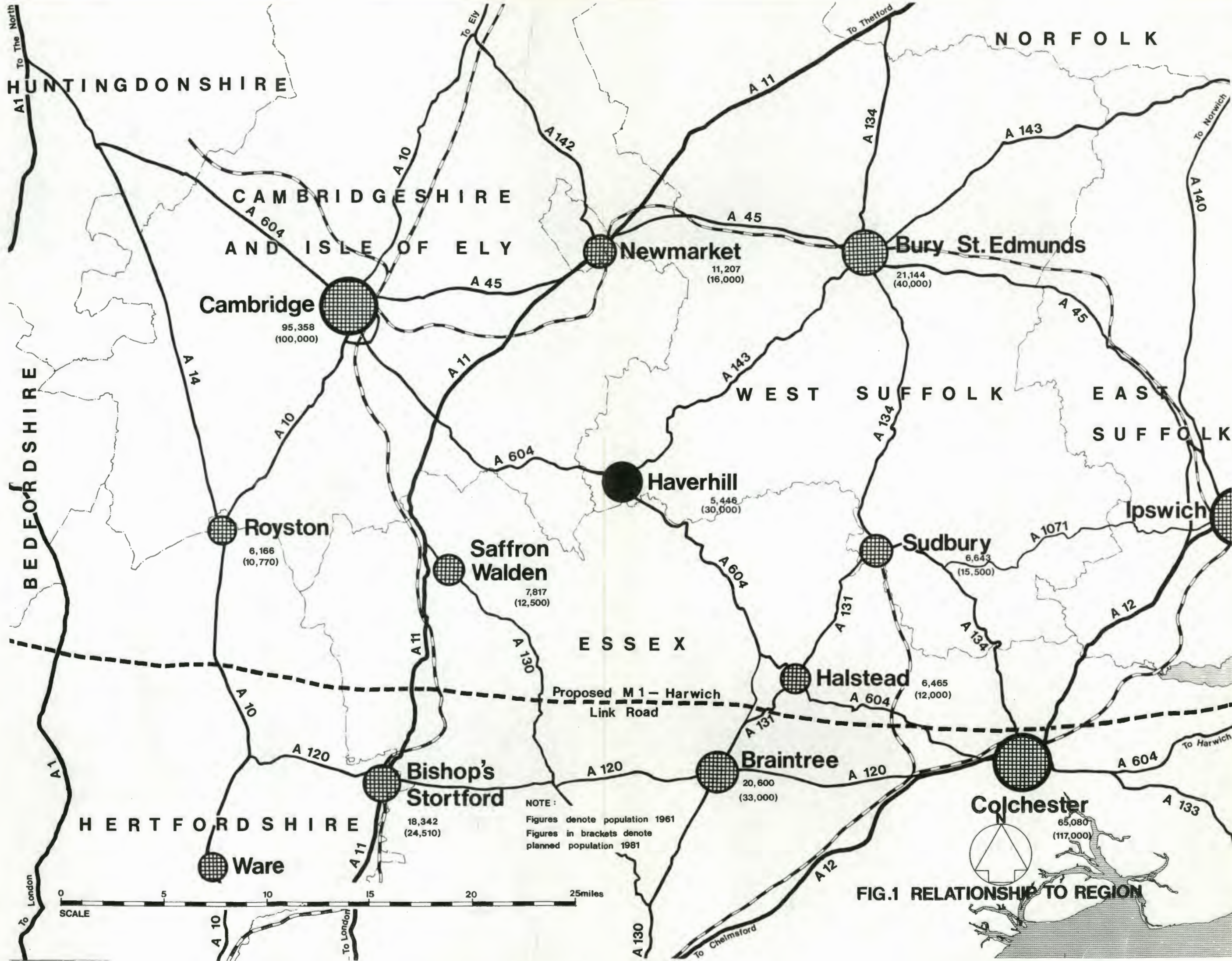
After the fire the town recovered as a market and agricultural centre, and although the former woollen industry had died out, weaving continued and a strong textile industry grew up. With the industrial revolution came further development in the textile industry. Three silk works were built, rope works and a small ironworks (*Fig. 3*).

These have since become defunct except for Gurteen's factory adjacent to St. Mary's Church. The Gurteens came to Haverhill from Clare in the seventeenth century and built the Chantry Mill equipped with power looms; the family and their mill have been prominent in the life of Haverhill ever since. A large factory in the heart of the town centre next to its most important building can be said to be bad town planning. But it is there as a part of Haverhill's diversity of character and whilst it gives rise to some traffic problems, it does no real harm to the environment. The Master Plan accepts that it would be both unrealistic and undesirable to attempt to plan it out of existence.

The building of the Cambridge, Haverhill and Melford railway line in the nineteenth century furthered the expansion of the town, until by the end of the century it had attained a population of some 4,800 people.

Economics and engineering decided the route of the railway along the bottom of the valley, on the north side of the road, where there was little building. Valuable as this new form of transport was to the life of the town, it was to have disastrous consequences on its character. The lie of the land resulted in the line being built on embankments for most of its length in the neighbourhood of the town. When built, both the main Stour Valley line and the subsidiary Colne Valley line, with their two stations, lay well outside the town boundary. But subsequent expansion filled in much of the intervening space, and by the 1930s pressure of growth led to new development up the Wrattling Road on the hillside north of the main station. As the 1897 plan makes clear (*Fig. 4*), the railway embankment now became a barrier, severing the town, and the railway also gave rise to the inevitable nondescript developments around the stations, for cattle pens and storage sheds.

The decline of the National Railway system led to the closure of the line in 1967. The loss of this link with the region and in particular Cambridge, has not been



*A MAP*  
 of the Lands in the Bounds  
 of the Parish of  
**H A V E R H I L L**  
 in the Counties of  
*SUFFOLK and ESSEX*  
 Surveyed in 1737

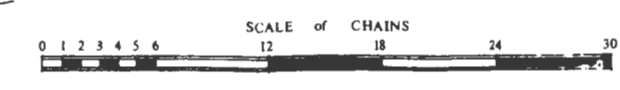
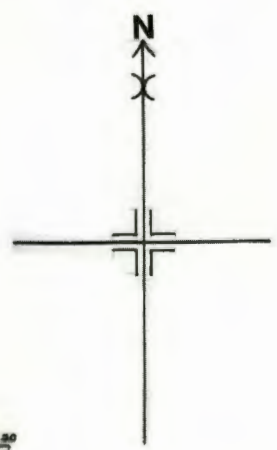
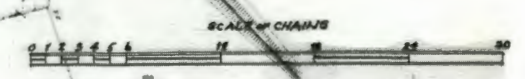


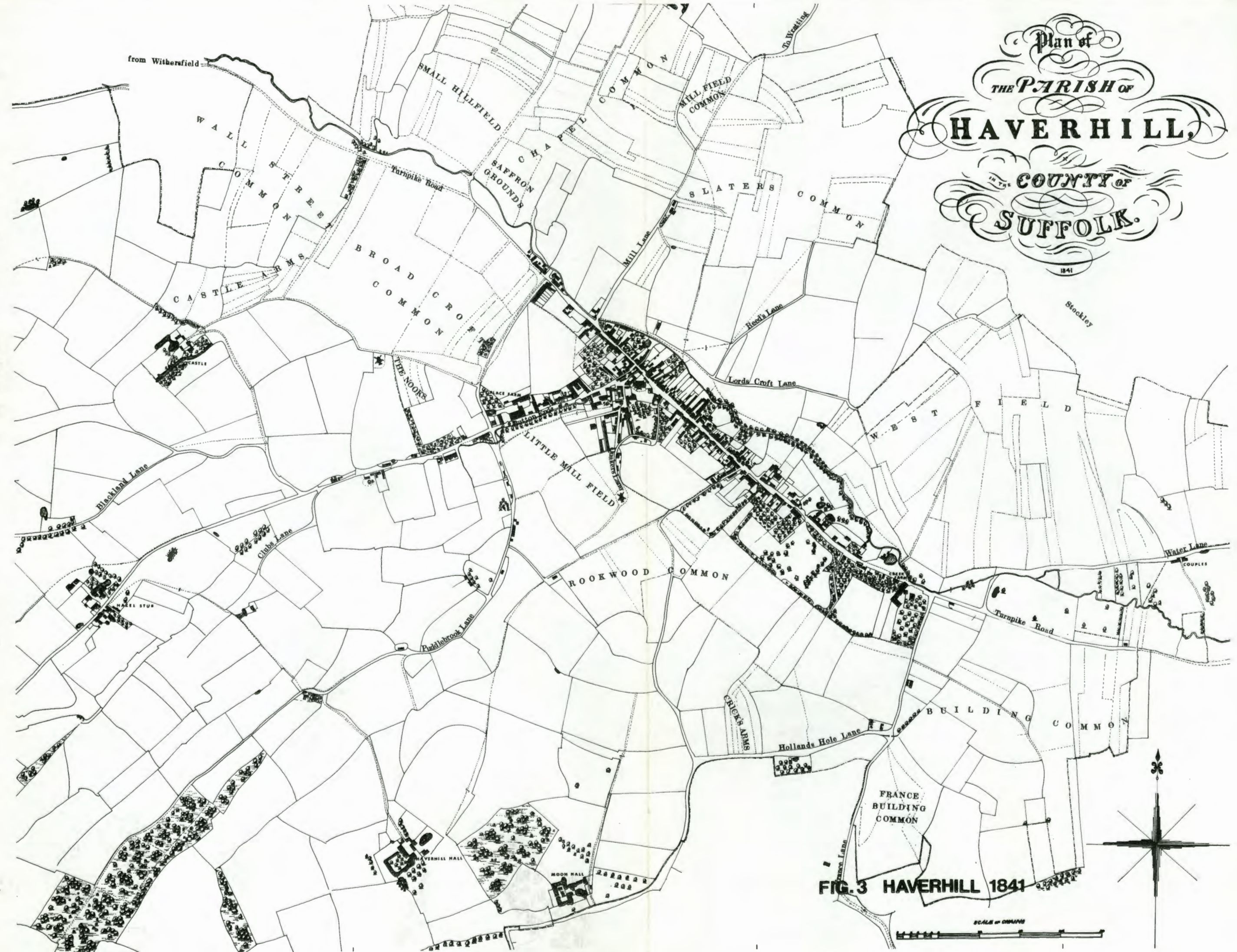
FIG 2 HAVERHILL 1737



FIG.4 HAVERHILL 1897



Plan of  
 THE PARISH of  
**Haverhill,**  
 IN THE COUNTY of  
**Suffolk.**  
 1841



**FIG. 3 HAVERHILL 1841**

SCALE OF CHAINS



compensated for by an improved bus service. This regional and economic problem is outside the scope of a Master Plan Report, but the future of the disused railway is not. In terms of the topography of Haverhill, there is nothing but gain through the closure of the line. As this report will show, there need no longer be a barrier between one side of the town and the other, and the possibility is given of a landscaped pedestrian route from end to end of the town. Furthermore, it provides land for particular uses adjacent to the town centre.

Until the nineteenth century the town remained essentially a linear one, straggling along the valley, with one side branch leading from the centre at St. Mary's Church and Market Hill up to Burton End. All development fronted onto the T-shaped road pattern, with back gardens giving directly onto fields or commons. The industrialisation of Haverhill already mentioned led to additional housing, principally for weavers and textile workers, and after the Public Health Act 1875, the familiar bye-law streets began to appear, mainly between the A604 and the railway. Before and after the first World War local authority and private semi-detached and terrace housing developed behind the town centre on the southern side of the valley; the angles of the T-junction began to fill in, and in addition a small amount of ribbon development took place up the Wrattling Road to the north.

With the decline of Haverhill as an agricultural centre and, with the exception of Gurteen's, the extinction of weaving as its chief source of work, the population of the town steadily dropped until after the second World War it was a mere 4,000 people.

Without opportunities for work, Haverhill was a dying town; there was nothing to attract visitors, and it was too far away from other towns to be just a residential dormitory. Its only hope was new industries, and even then there were not the resources to build houses, schools, shops and the other services the new population would need. The town could not help itself.

It was saved by the passing of the Town Development Act in 1952, which enabled the County Council to prepare a plan in 1955 for expanding the town to 10,000 people and to enter into an agreement with the Greater London Council to build 1,500 houses—subsequently built in Parkway, Clements Lane and Chalkstone. Haverhill began to live again.

In spite of exceptional difficulties and considerable criticism, Haverhill's rejuvenation was well under way by 1961. At that time the population had risen to 5,500 odd. The new industrial estate on the south-east end of the town was beginning to grow, and about a dozen factories of varying sizes and functions were under construction, providing about 400 additional jobs. The first of the G.L.C. housing neighbourhoods, Parkway, with 531 houses, had been completed. Some private housing development near the town centre had also been carried out, and more was planned. The first phase of the new Secondary School had been built on a site adjoining Parkway to the north, and was receiving nearly 500 children. New Council offices were being planned, to provide for the administration of the growing town. (These were built at the end of Queen Street opposite the Cangle School, and were opened in March 1964.) A relief road (the Pightle) had just been built to take through traffic out of the High Street which was beginning to revive through the building of new shops and other development.

It became obvious to the Joint Planning Committee that there would be great advantages to expanding beyond the 10,000 people, which was after all an arbitrary figure, and in consequence a new Master Plan was prepared by the County Council for a town of 18,500 (*Fig. 5*). This Plan was approved by the

County Council on November 19th, 1962, and by the then Minister of Housing and Local Government on April 29th, 1965.

This Plan was known as the Haverhill Town Map First Review (1965). The 42 acre Sturmer Road site was added for industrial use, by Town Map Amendment No. 8, which was approved by the County Council on July 25th 1966, and by the then Minister of Housing and Local Government on June 23rd 1967. This was the state of the statutory Town Map when we were appointed.

The new Master Plan for 18,500 people, marked a radical change in the shape of Haverhill because of the big increase in size. It set the pattern which our studies have confirmed and extended in the plan for 30,000. The southern industrial area was increased by 77 acres, and a 19 acre site at the northern end of the town was also allocated for industry. The semi-circle of development on the south side of the main road through the town was completed by the planning of the G.L.C. Clements housing area, for about 1,030 houses, and of a 32 acre extension to the G.L.C. Parkway area.

The radical change in this Plan was the zoning of substantial areas of land on the northern hillside beyond the railway line for housing, and its associated schools and open spaces. Two areas were provided on either side of the A143 Bury Road, one for local authority housing and one for private development.

**The Town's  
ultimate  
population of  
30,000**

Planning studies by the County Council for expanding the town to various sizes led to the belief that the maximum population should be 30,000 people.

The advantages of growth are that there can be more industries, and so the town can offer a wider choice of work ; more people need more and better shops and a better town centre ; and they also need more schools and better welfare services. A larger town makes possible better recreation services, like playing fields, a town park and a golf course. In other words, with growth, Haverhill could be a better place to work in, to live in and to play in.

Why stop at 30,000 ? The answer is in the character of Haverhill. Haverhill is a valley town, and if it is allowed to straggle too far along the valley, or expand over the hills, it would become too diffused, lose its shape and cease to be recognisable as Haverhill. When the town reaches its planned population, growth will be held in check by the plan for the region, urban expansion taking place at other centres of growth, like Bury St. Edmunds.

Haverhill can offer the attraction of a small, compact and individual town set in a fine landscape. Those who want the facilities of a large town, like a technical college, or theatre, will motor there, or leave Haverhill altogether.



**Social  
Background  
of the Plan**

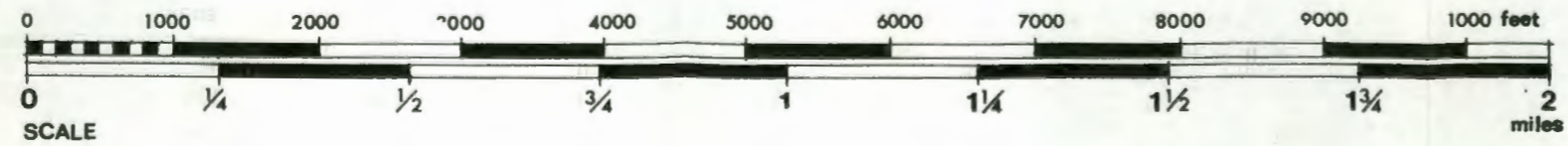
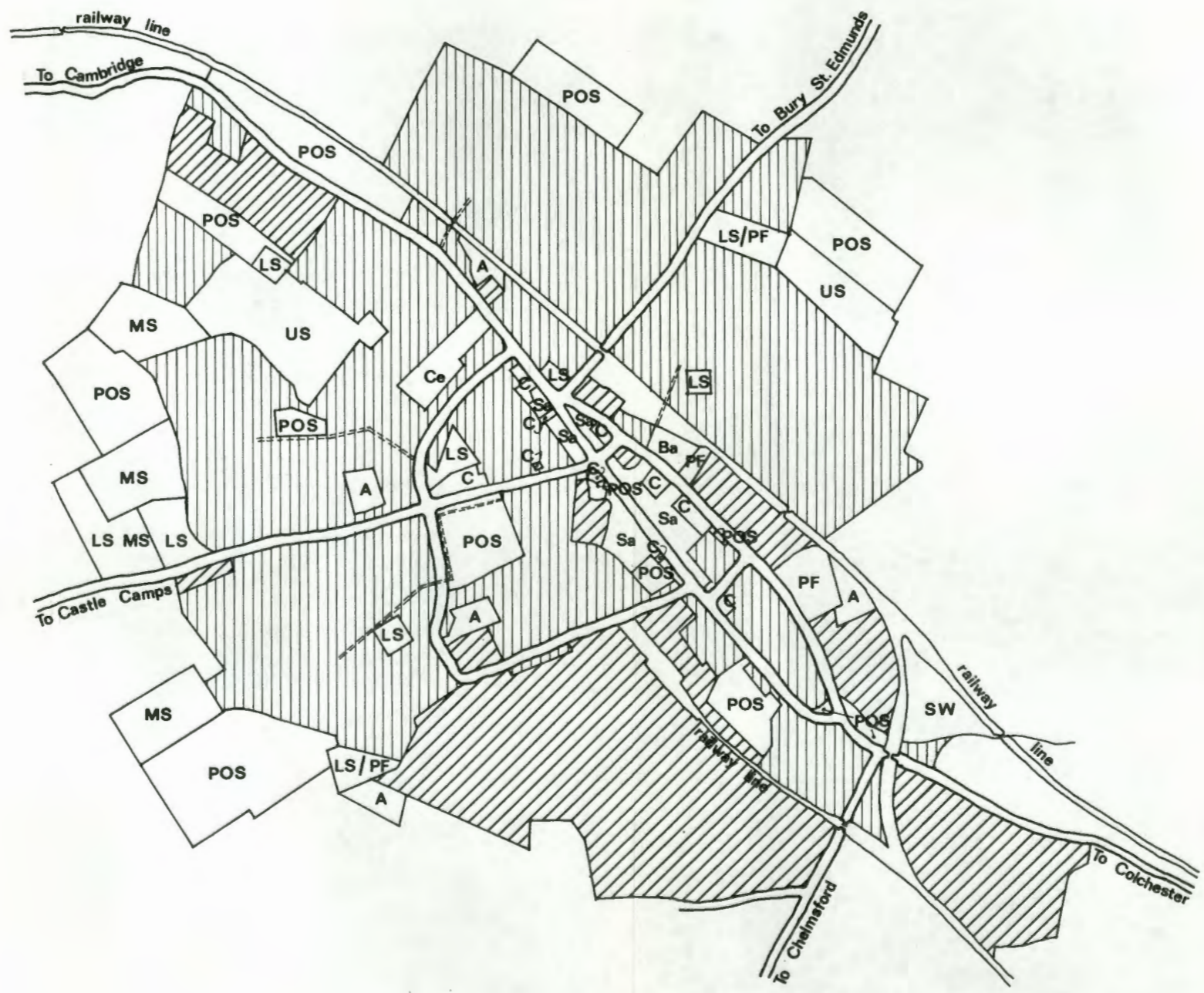
Social needs and preferences and their effect on the design will be discussed in detail in subsequent sections. We are here concerned with broad social factors which have influenced the town as a whole.

Information has been provided by the County Council and the Urban District Council. In particular the County Council's social survey (Report on the Haverhill Sample Social Survey, November 1970) and the work of Haverhill's Social Development Officer have provided significant information.

The expansion that had taken place has provided us with a most useful source of information on the social needs of the town.

Vertical text on the left margin, possibly a page number or reference code.

- KEY**
-  Housing
  -  Industry
  - A** Allotments
  - Ba** Business
  - C** Civic
  - Ce** Cemetery
  - LS** Lower School
  - MS** Middle School
  - PF** Playing Fields
  - POS** Public Open Space
  - Sa** Shopping
  - SW** Sewage Works
  - US** Upper School



**WEST SUFFOLK COUNTY COUNCIL**  
**FIG.5 HAVERHILL TOWN MAP FIRST REVIEW**  
**for 18,500 people (1965)**

The town had been subject to considerable criticism and discussion, some of which has influenced the design. Criticism reached a national level with a *Daily Telegraph* colour supplement article on December 1st 1967, and a *BBC 2* TV broadcast in the 'Man Alive' series on December 11th 1968. We were present at the broadcast, at which it was apparent that the criticisms were by invited speakers and therefore loaded. This broadcast led, a week later, to a follow-up in 'Talk-back', when Haverhill residents were allowed to reply to its critics.

Of more value, was a teach-in, 'Our Town', held at Haverhill on November 23rd 1968, at which the problems of the town's expansion were introduced by specialists and then thrown open to discussion. Work, education, leisure, housing, transport and shopping were discussed, after which we outlined our preliminary ideas for the new Master Plan.

The Draft Master Plan was exhibited at the Town Hall, Haverhill on October 26th 1970, when the design was explained to prominent citizens. About 2,500 people attended over the five day exhibition period. Written criticisms and suggestions were invited, more than 100 were received and were analysed by the Social Development Officer.

The plan was explained to a public meeting held at Place Farm School on October 29th 1970. The attendance was about 240 and the debate lively and enthusiastic. There was of course concern by residents in older houses that might be affected by the plan; some of the criticisms were political rather than constructive; and others were for particular amenities which are outside the scope of the Master Plan. Unfortunately, no vote was taken on approving the broad proposals of the plan. However, there was no doubt that the majority were in favour. When the Chairman asked for a show of hands for a second meeting, about one in three of those present were in favour. The plan was modified in minor details as a result of the exhibition.

#### Limitations of Social Provision

At this meeting and elsewhere a number of criticisms were concerned with very broad issues which no Master Plan for Haverhill can alleviate. For example, with social and educational facilities there were complaints that there was no technical college, no theatre, very limited shopping facilities—no good bookshop or sports shop. The criticisms arose because it was not understood that for the most part these were facilities that no small town can provide. It is to Cambridge or to Bury St. Edmunds that the people of Haverhill must go for specialist shopping or further education, no town of 30,000 can provide these.

#### Social Criticisms

Most of the population's criticisms are concerned with the problems of their day-to-day existence. Those that have direct bearing on the Master Plan will be dealt with under sections that follow.

In broad terms the criticisms cover most aspects of town life. More and larger factories would give a greater variety of work, as well as making the town more prosperous, and therefore better able to afford some of the things the absence of which is criticised. The town centre should be pedestrianised, and improved through the creation of better access both by road and on foot including car parks and a taxi rank; there should be more supermarkets and specialist shops. The housing neighbourhoods must not be of too high a density, leading to lack of privacy, small gardens and inadequate children's play spaces.

More recreational and sports facilities are desired, in particular parks for quiet enjoyment of the landscape.

Many feel that a by-pass is an urgent necessity, to take through traffic out of the town centre. As with many other small towns, the poor bus services are a continuous source of criticism.

### Criticisms of Haverhill's Character

There have also been over-riding criticisms on Haverhill's appearance which, being subjective, are of a general rather than specific nature.

That the town lacks visual attractiveness and character is in our view a valid criticism. We have outlined some of the historic reasons for its lack of visual interest.

The town's expansion is not yet sufficiently advanced to alleviate the impression of dullness. The building of the new G.L.C. housing estates on the hillsides has by contrast underlined the lack of redevelopment in the old centre in the hollow. The new estates are very conspicuous from the main roads in the floor of the valley and their partial development tends to isolate them visually. There is almost the impression of two towns.

This lack of unity and the general lack of a definite character have made it essential that the Master Plan should go much further than providing a satisfactory functional framework for the town's growth; that it must indicate how the new development can be related to the existing and to the landscape, to give pleasure to look at; that the Master Plan must provide a recognisable structure in which its components are welded into an overall unity with a definite character.

### The Population Structure

It is estimated that the population in 1970 was about 12,000; that is, it has increased by about 7,750 since the expansion programme began in 1958. The immigrant population now constitutes 60 per cent. of the total population, aged 15 or over. It is generally assumed that because the new housing is largely by the Greater London Council, the immigrant population are Londoners. The Social Survey has shown that this is far from true. Of the population now aged 15 or over, 58 per cent. have moved from London, 25 per cent. from the neighbouring areas of Suffolk, Essex and Cambridgeshire, and the remaining 17 per cent. from other parts of the British Isles.

No direct information is available on the outward movement of population. However it is estimated that between one-third and a half of the people who moved from London to Haverhill in 1965 have now left the town and that about one-third of those originating from elsewhere have left. In other words, Londoners are more mobile.

The Social Development Officer's enquiries indicate that the majority of Londoners leaving do not go back to the Metropolis but to other parts of the country—decentralisation of the Metropolis is not failing.

As with the new towns, the population age structure is out of balance with the national figures—the immigrant population is largely young married couples and so there is first a problem of the under-fives with progressive problems as the children grow up, until ultimately the population becomes balanced. At Haverhill, the special need is for the under-fives and for the fives to fourteens, and there are few problems with old people.

### Diagrammatic Master Plan Fig. 6

The Master Plan that has been developed from the original design to meet the needs of 30,000 people, is discussed in detail under three broad headings: Landscape, Building Groups and Circulation—we begin with the form of the land, how it can be developed into an overall landscape design; we then discuss

the building groups, how they are related to the landscape and to each other ; and finally the ways of getting about the town between one area and another and into the surrounding region.

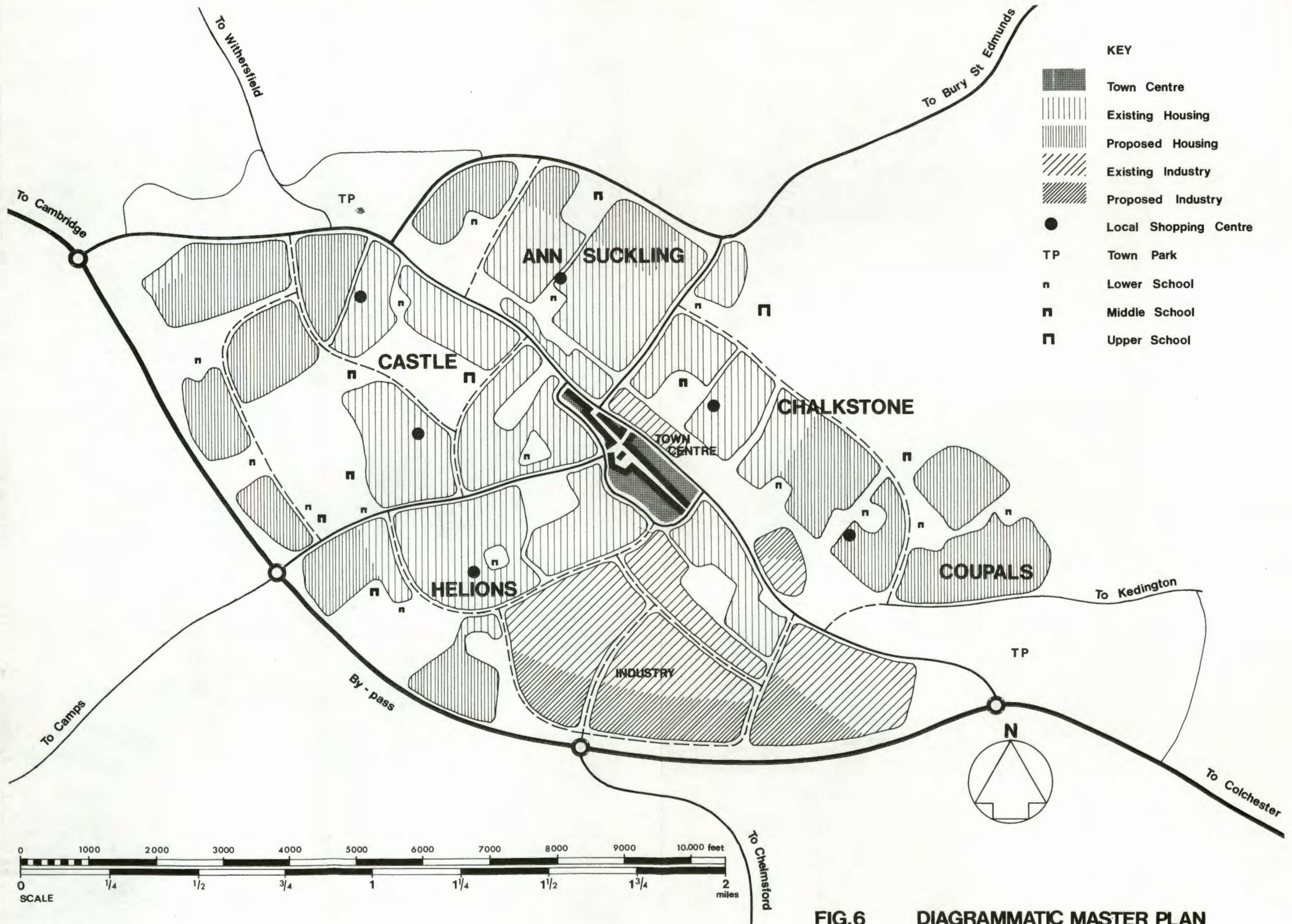
The detailed descriptions will be more comprehensible if we first have a mental picture of the main structure of the design.

The diagrammatic plan (*Fig. 6*) shows the basic arrangement. The existing town centre, expanded and redeveloped, lies beside the main road through the valley. The four existing housing neighbourhoods, two on each side of the town centre, are extended along the valley sides. Local shopping centres provide for the day-to-day needs of the neighbourhoods. The existing industrial area to the south of the town centre is extended to form a larger but still compact working area.

An overall landscape design based on the existing topography both welds the units of the town into a cohesive design and gives definition to the building groups. Informal open spaces, parks and playing fields are an integral part of the landscape design.

A by-pass runs south of the town, to receive the through traffic flows up and down the valley, and to serve the industrial area. The existing main town road in the valley links the town centre with the east and west, and roads at right angles give north and south connections.

That very broadly is the form. Why it takes that form is the subject of the following sections.



- KEY**
-  Town Centre
  -  Existing Housing
  -  Proposed Housing
  -  Existing Industry
  -  Proposed Industry
  -  Local Shopping Centre
  - TP Town Park
  - n Lower School
  - n Middle School
  - n Upper School

**FIG.6** **DIAGRAMMATIC MASTER PLAN**

## PART I

### SECTION II : LANDSCAPE DESIGN

#### Valley Form of the Town Figs 7 & 8

The valley in which the town is sited is roughly on a north-west/south-east axis. At the top end of the town, the northern, it narrows down and turns to take a due westerly direction. At the bottom end, towards Sturmer, it widens out to become almost a river plain. This twist in direction and change in forms adds considerable diversity to the valley views.

The valley bottom is on the 200 ft. contour line and from here it rises to 350 ft. on the north and 375 ft. on the south. The north slopes are furrowed by streams, draining the uplands into the Stour Brook along the valley bottom.

From studies made by the County Planning Officer and ourselves, it appears that the views from within the valley are restricted to a height of about 150 ft. In other words, the 300 ft. contour line can be regarded as a reasonable limit for the town's growth. As the analysis of the land form (*Fig. 8*) shows, this contour can form the horizon of views from within the valley. Development beyond it would become cut off from the valley and the old town. The old railway line, which forms a spine right through the town, could be developed to give a sequence of views up the valley sides shown by open arrows on the diagram. From the valley sides themselves there is a sequence of views in the opposite direction, into the floor of the valley—again shown by arrows on the diagram.

#### Existing Vegetation

The soils are alluvial on the valley floor with glacial and valley gravels and chalky boulder clays in the upper reaches. The primary existing vegetation within the town is confined to the alluvial band and growth is along the river.

Existing planting is exceptionally sparse, the valley sides being almost bare. No doubt farming and some building development has caused the destruction of trees because as soon as one leaves the town trees and hedges assert themselves in the views. Lack of trees and new housing development on the prominent valley sides tend to give the town a bleak appearance.

On the perimeter of the town, well above the 300 ft. contour line, there are some fine trees clumps and copses which are of considerable importance to the surroundings of the town.

The farming in the region is intensive, it is broad in scale and it is fenced. All of which means that the townsmen do not have the freedom of access provided by a more intricate and dense landscape.

#### Wind and Rain

The wind pattern of Haverhill indicates that there is a higher velocity of wind, over a larger period, from the west-north-west (along the valley floor) than from the north-east. This is due to the topography of the surrounding area.

Haverhill has an average of 25 inches rainfall per annum, which is well below the national average, but due to the extensive surrounding catchment area, the water table is high and flooding occurs on the valley floor.



**A Positive  
Landscape  
Design  
Fig. 9**

It is the intention of the Master Plan that Haverhill of the future shall have an overall landscape design, which is the complement of the building design (*Fig. 9*).

This landscape design, being developed from the form of the land and the trees and plants on it, will give the town individuality.

The design not only preserves all that is best of the existing landscape, but proposes massive new tree planting and open spaces to form a positive, overall design. Trees, woods and open spaces define the various parts of the town. Nature is contrasted by building groups.

Wedges of open space on the east and west are connected by a landscaped walk based on the old railway through the valley.

Other areas of open space on the north and on the south bring the landscape into the town, and prevent the buildings from joining up with each other and becoming one dominant mass.

Smaller areas of open space divide up individual building groups, and bring the landscape near to people's homes.

**New  
Landscape  
Planting**

The planting is designed to emphasize the topography and contain the town visually within the valley. The new tree planting is in two distinct directions. Firstly, tree belts occur along the contours in a level pattern to reduce the visual impact of the very large areas of roofing of the new housing estate. Secondly, tree belts run down the valley sides dividing one built-up area from another and giving shelter from the west-north-west winds.

The new tree planting would be of forest trees which in the course of time would be higher and would appear more massive than the areas of two-storey houses which they contain. This would have the effect both of considerably reducing the areas of housing seen from the valley and of drawing the new development and the old form together—visual problems referred to above.

**Tree  
Planting  
Programme**

It may be worth observing that for this fundamental proposal of the Master Plan to be effective, two things are essential: a massive tree planting programme, and patience—trees grow slowly. Implementation of the landscape must run parallel to completion of each stage of development of the town. It is envisaged that a plant nursery is required and could be incorporated within the planted tree belts.

**The Open  
Space  
Pattern**

The open space pattern of the town is based on the functional use of the land. There is a hierarchy of spaces from large areas which serve the town as a whole to small local spaces associated with the housing design. They cover a range of recreations from active organised sports to the passive enjoyment of natural landscape for its own sake.

The plan incorporates the existing open spaces already provided or agreed for the town. The main structure consists, as has been said, of a central landscaped spine, based on the old railway line which is terminated at each end by Town Parks. On this spine is sited the town's football ground, the cricket ground, and the Sports Centre (designed by the County Council) which is associated with the Town Centre. There is thus a natural walk through the town which extends at either end into the open countryside.

On the north, large areas of playing fields are placed on the perimeter in contact with the open countryside so that the town shall be as compact as possible. The

perimeter spaces are connected to the spine by landscaped walks down the hillside.

This pattern has not been attainable on the south because playing fields have already been sited nearer the heart, and because Parkway and Clements housing areas occupy a considerable frontage. However, the plan seeks to link the spaces together and to the spine by landscaped pedestrian ways.

### The Town Parks

The Master Plan proposals for the town parks owe their development to the need for a large area of natural landscape, where people could go for recreation, or just to be in, and enjoy—as we have said, the countryside around Haverhill is too intensively farmed for people to have free access to it.

The existing development of the town along the valley bottom, and to some extent up the hillsides, prevented a park from being provided near to the town centre. But at each end of the valley are areas of countryside of considerable landscape character, which are ideal for forming two town parks—east and west.

Both parks are wedge-shaped. They start narrow (about half a mile from the town centre), and widen out into the countryside. As they afford prospects from the main approach roads, they give a fine introduction to the town. In addition, they enhance the town's setting in the countryside by bringing the landscape relatively close to the town centre.

### The East Town Park

The East Town Park is about 164 acres in extent. It begins about half a mile from the town centre, just east of Hamlet Green and the Sturmer Arches, on the edge of the old town. The Park lies in what is almost a river plain, where the narrow valley broadens out between Haverhill and Sturmer. It is an area of considerable landscape beauty. The level meadows stretch between the gently rising slopes to north and south. The wide valley is well wooded, with splendid avenues leading from Coupals House and Pope's Mill, and a number of fine tree clumps. The first part of the Park is formed by a local playing field called Mot's Field. Eastwards the old parkland round Coupals House provides for informal recreation, and then widens out into the broad valley and the site of the proposed town golf course. An area of about 125 acres has been bought by the Urban District Council, and an 18-hole course is to be laid out, with an existing house on the north side of the proposed course converted to a club-house.

### The West Town Park

The West Town Park is about 119 acres in extent. It starts about half a mile from the town centre as a narrow strip between the main road and the proposed railway walk, and runs up the course of the Stour Brook into the wider valley formed where another stream from the west joins the Brook. It provides a series of relatively small linked open spaces for informal recreation, and forms the spine from which the landscaped walks climb the hillside through the Ann Suckling housing areas.

Where the valley widens out, the Park includes the playing fields for the Ann Suckling neighbourhood lying immediately to the east, as well as larger areas for informal recreation. The western end of the Park is formed by the Essex River Authority's Melbourn Bridge flood park, designed to hold back water in times of very heavy rain to stop flooding in the town lower down the Stour Brook.

Though the land-form of the Park, created by the joining of the streams, is varied and interesting, there are relatively few trees. The Plan therefore proposes substantial tree planting both within and outside the Park, designed to sub-divide the area and link it to the surrounding countryside.

Part II, Section 2 of this Report gives further details of the Landscape Design.

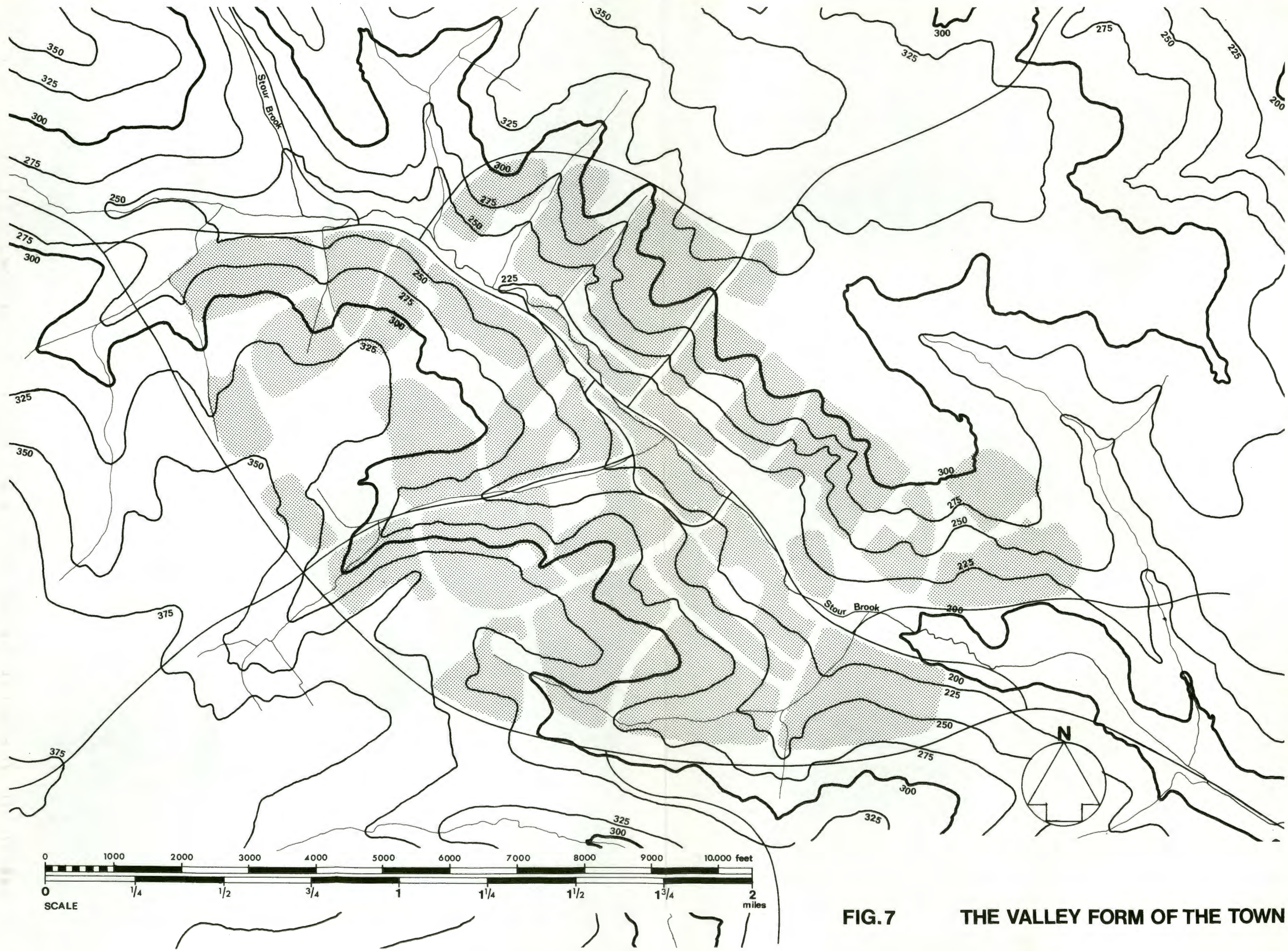
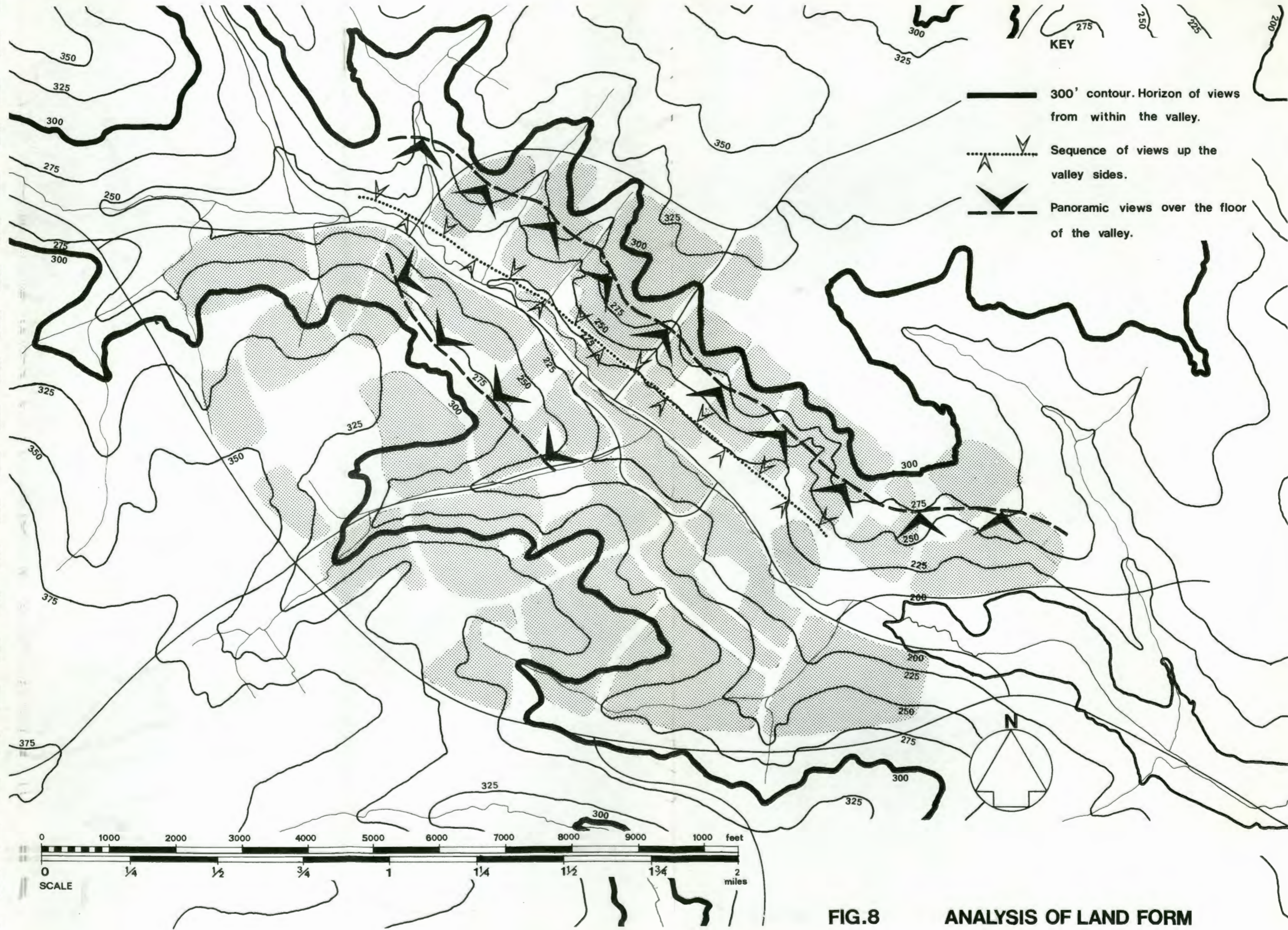


FIG. 7 THE VALLEY FORM OF THE TOWN



KEY




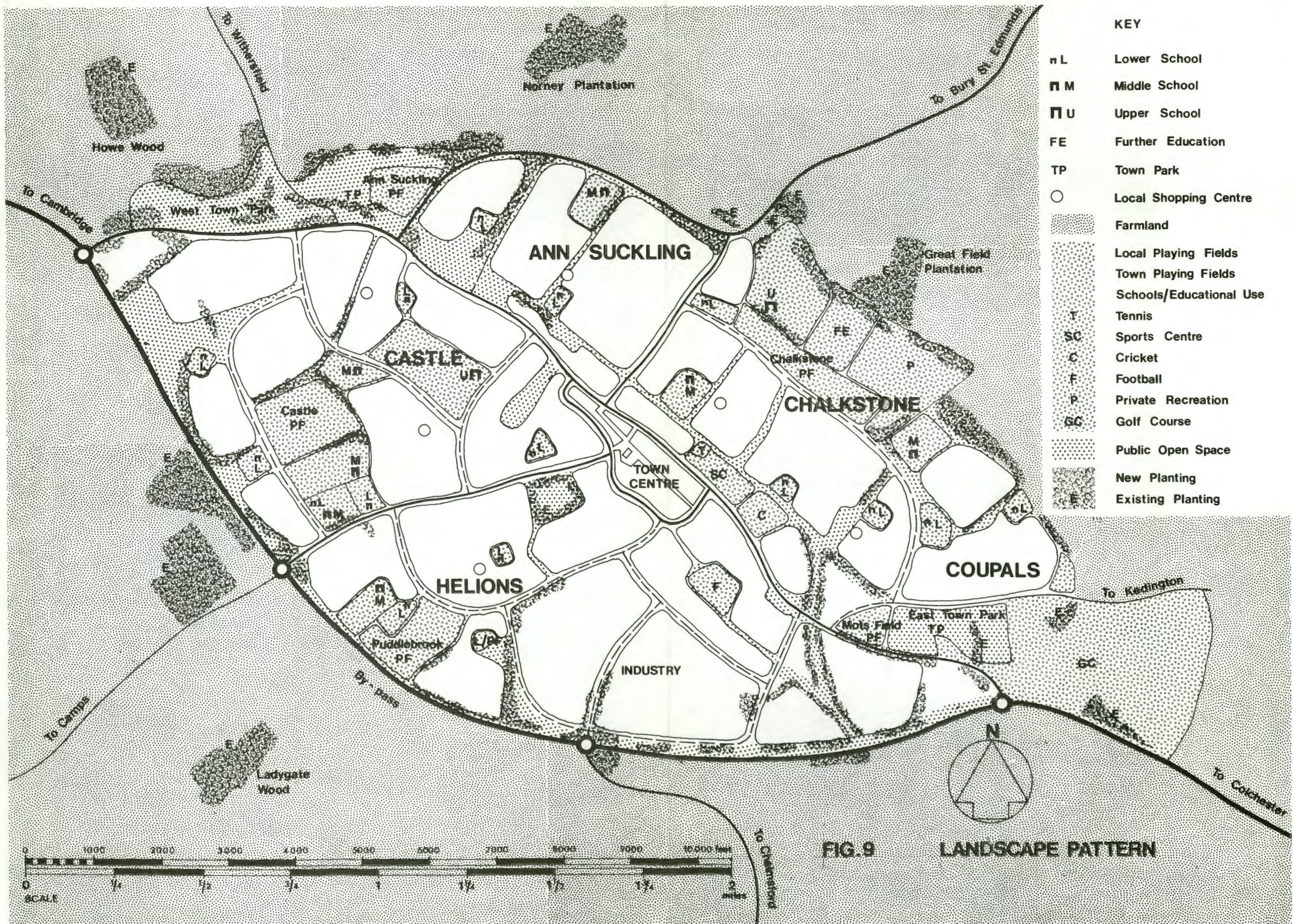
-  300' contour. Horizon of views from within the valley.
-  Sequence of views up the valley sides.
-  Panoramic views over the floor of the valley.



FIG.8 ANALYSIS OF LAND FORM



## PART I

### SECTION III: BUILDING GROUPS

#### 1. HOUSING

#### The Preferred Types of Housing

Due to the English way of domestic life, and an expanded town's facility for providing it, houses are the most numerous building type and housing comprises by far the greatest area of building.

This increase in population will not occur until about 1981 when it is expected that the housing already planned on the County's town map will have been built—a detailed breakdown of the figures is given in the technical appendices, page 33.

Social Surveys show that the great majority of people desire a two-storey house with a private garden. The greater the degree of separation of the dwelling from other dwellings, the more it is liked—albeit most people like schools, shops and play spaces close to their homes.

The town has been developed by two broad categories of residential development: by private enterprise, having the usual low density associated with semi-detached speculative development, and by comparatively high density local authority housing.

The largest concentration of private enterprise housing is the Ann Suckling area on the north-west which has developed its own "middle class" character.

Residents of private enterprise housing tend to keep themselves to themselves and in the absence of criticism it is assumed that the type of development provided at a gross density of 4–8 dwellings (12–25 people) to the acre meets with approval.\*

The G.L.C. housing estates at Parkway and Clements on the south and Chalkstone on the north-east have proved a valuable source of information on the preferred housing design.

Many residents have made their preference known. They are not sympathetic to tight urban development in which the dwellings are drawn together in an urban form. In particular they are critical of overlooking, noise and the close proximity of neighbours' children.

Gardens of at least 1,000 sq. ft. are desired. The Social Survey says that "the larger the garden the greater the proportion who are satisfied," and that 44 per cent. of the people with gardens less than 1,000 sq. ft. thought them too small.

The G.L.C. estates are of distinguished layout and architectural design, but have, none the less, been the subject of criticism which stems from the compact layout at gross densities varying between 54 and 38 people to the acre.

#### Housing Densities

The dwellings are skilfully arranged with a large degree of segregation between pedestrians and traffic. But some of the pedestrian ways tend to be bleak

*\*Gross density is the ratio between population and the area occupied by dwellings and gardens, local roads, local shops, lower schools, local open space, etc. Excluded are industrial areas, middle and upper schools, playing fields, town parks, the town centre and other uses for the town as a whole.*

(particularly when pushing a pram on windy days), and many dwellings are a considerable distance from garages.

Reluctant as we are to sacrifice valuable agricultural land, and to renounce an urban housing form, it is clear that layouts for future estates must be looser and we have therefore adopted a  $12\frac{1}{2}$  dwellings (40 persons) to the acre density for the remaining local authority areas of the Master Plan, and of 10 dwellings (31 persons) to the acre for private enterprise areas.

### The Four Districts Fig. 10

Due primarily to the land form and the existing plan structure the housing is planned to extend the existing development to form four districts separated by the principal roads.

Haverhill is a small and relatively compact town with all its facilities remarkably close to housing. There is no need to devise neighbourhoods of marked individual character. The four districts will have some identity from the topography and through being designed as limited areas, sub-divided by functional roads, but they are not neighbourhoods in the accepted meaning of the term.

As the plan (*Fig. 10*) shows, there are two districts on either side of the central spine: Ann Suckling and Chalkstone on the north-east and Castle and Helions on the south-west. A small fifth area is placed on the south-east (adjacent to Chalkstone) to take advantage of the town park and its exceptionally beautiful landscape, and is called Coupals.

The local authority housing continues the existing pattern of building on the hillsides on either side of the central spine. As has been mentioned above, the development is kept within the valley so that it has a visual relationship to the spine thereby giving the town a recognisable character from its lineal valley form.

On the north side of the town the housing in the Chalkstone and Ann Suckling districts is extended along the contours. The development reflects the valley form of the town and all of it is within a comparatively short distance of the spine.

The south side of the valley is already largely developed by the new G.L.C. estates and the industrial area and so the planning was severely limited and it was not possible to obtain a design which we believe to be characteristic of Haverhill.

The lineal character of the town is extended by new housing areas on the west. Further housing areas are placed on the southern boundary of the town. Some of these are further from the central spine than we believe to be ideal but the Clements estate and the open spaces already agreed have forced them away.

Details of the Master Plan proposals for housing are given in Part II, Section 3 of this Report (*pages 39-42*).

### Neighbourhood Sub-centres Fig. 10

Although there is no need for neighbourhoods as such, the plan seeks to encourage neighbourliness within the broad structure of the districts. Shops, lower schools and play areas all generate social contact and so the districts are planned so that these facilities are loosely grouped together.

The shops, together with facilities like community centres and pubs, are wherever possible placed in the heart of environmental areas and the lower schools are close to them. Children thus walk inwards toward the heart of the area away from the major roads.

As Haverhill will have none of its residential areas remote from the town centre, there is no need for large centres in the four districts. All that is necessary is shopping for day-to-day needs and simple communal facilities, such as a hall, where housing is not within easy walking distance of the town centre.

The main provision is of four centres, each consisting of three or four shops and a small supermarket, a pub and a community building, in the four districts of the town.

Three centres have already been established by the G.L.C. : Chalkstone centre in the Chalkstone district on the north side of the valley ; and Clements centre in the Helions district and Parkway centre in the Castle district on the south.

The fourth main local shopping centre is proposed in the Master Plan on the north-east side of the valley in the Ann Suckling area.

In addition, two smaller centres are planned to supplement the provision in the two largest residential neighbourhoods on either side of the valley in Castle and Chalkstone. In neither case is a community building or pub likely to be needed.

The centre for the Castle district, which serves the Parkway extension, has been approved and is similar to the other G.L.C. centres. The centre for Chalkstone, which serves the extension of that district should provide four shop spaces.

As the plan (*Fig. 10*) shows, the overall pattern of these six centres follows the housing pattern along the valley sides, three either side. They are located in the heart of the housing areas, off the town distributor roads, but on the footpath network.

Almost all the housing is within ten minutes' walk of either the town centre or a sub-centre—the drawing (*Fig. 10*) for the sake of clarity shows a five minute walk.

Part II, Section 3 (*page 42*), gives details of Neighbourhood Sub-Centres.

#### Schools Fig. 11

The County Council's educational policy is described in Part II, Section 4 (*pages 47-48*) of this Report. Its effect on the Master Design is shown on the plan (*Fig. 11*) and is as follows : there are two upper schools which serve the town as a whole and are not therefore a part of the neighbourhood groupings. One school is based on the existing secondary school on Eastern Avenue and the other is sited on the opposite side of the valley on the edge of the Chalkstone area where it can form a part of the landscape design.

Five middle schools have already been approved and two more are required to fulfil the needs of the expanded town. Because of their size they form a significant part of the overall landscape design.

The first of the approved sites forms part of the G.L.C.'s layout for the original Chalkstone area. It is at the heart of the layout next to the Community Centre, and forms an enlargement of one of the landscaped walkways running up the hill.

The second of the approved sites, in the Castle area, is next to the existing secondary school. It was sited there in the plan for the 18,500 town in order to form part of a landscaped wedge dividing the built-up areas, and linking town and country. Unfortunately the expansion of the town has overtaken it, and it no longer fulfils this linking function.



The third and fourth approved sites, at Burton End in the Castle area, also with the Castle playing fields form part of the landscaped area on the perimeter of the 18,500 plan.

The fifth approved site is in the Helions area, next to the Puddlebrook playing fields. Here the Master Plan has been able to retain the previous concept, and the built-up edge of the expanded town is divided by this large area of landscape.

The two new middle school sites are placed on the north-east of the town, to serve the new housing areas there, and to balance the pattern over the town as a whole. They are located on the edge of the town, and are linked to the landscaped central spine by landscaped walkways through the housing areas.

Seven lower schools either exist or have been approved and it is estimated that eight new ones will be required to serve the expanded town. As has already been said, lower schools are located as far within residential areas as possible, and away from major roads.

Since schools can generate neighbourliness, the lower schools are associated with the three new local shopping centres. Others form part of the open space pattern: either as enlargements of the landscaped walkways through housing areas, or as part of the landscaped areas penetrating the edges of the town, or both.

The existing Cangle primary school adjacent to the town centre, is now sub-standard and is replaced by the new lower schools. Its site becomes available for higher density housing or other development suitable for a prominent central site.

A major visual problem with large areas of new housing for the same social need and built within the same economic framework is that it tends to have an overall appearance of sameness. It is at its worst when large areas are developed by a few standard house types on a stereotyped road layout.

We have indicated how contrast and diversity can be obtained through landscape design and further contrast will be provided by the existing buildings and by the new areas of private enterprise housing. But these will not in themselves be enough. We look to architectural design to provide distinct changes in character within each of the four districts. The G.L.C. have already established this idea: the Parkway estate in Castle district, Clements in Helions district and Chalkstone on the opposite side of the valley have, through their layouts and architectural design, an individual character or identity. They are neighbourhoods within a larger neighbourhood.

The plan sub-divides the districts into housing areas which it is hoped will have their own character from the distinction of the architectural design.

The housing areas are defined by the topography and the layout of the principal town roads. They are of reasonable shape so that architects are given as much freedom as possible to exercise their skills.

Due to the topography and to the existing development there is a considerable diversity in the size and shape of the areas, but in many instances small areas can be combined into larger estates.\*

*\*We are ourselves designing an area at Chalkstone which embraces three areas, and will be sufficiently large to provide a contrast to the G.L.C. area.*

Private  
Enterprise  
Housing  
Fig. 10

As has been said, private enterprise housing is designed as relatively small estates distributed throughout the town. Most of it is placed on the northern perimeter of the town against open landscape, as the percentage of car ownership is higher than with subsidised housing, and as an aid to sale.

Due to agreements made before we were appointed, the Ann Suckling area is extended to become larger than we would have intended—its self-contained and speculative housing character tends to give it an air of class distinction.

On the southern slopes no private enterprise housing is placed against the new by-pass road. This is not because it is thought that the proximity of the road is undesirable; on the contrary, the sites afford splendid views over the landscape. It is because the road, providing as it does views of Haverhill to large numbers of people, is of considerable importance as a means of indicating the character of the town. Private enterprise semi-detached housing has a national sameness of character: what is required here is individuality and this, with care in the selection of architects, can be provided by local authority housing.

It is important to the social development of the town that all classes of people with as wide a diversity of talent and of interest as possible should be induced to live in it. Unless there is a diversity of attractive dwellings or sites for individually designed houses, executive, management, professional classes and the like will live in the surrounding villages and towns.

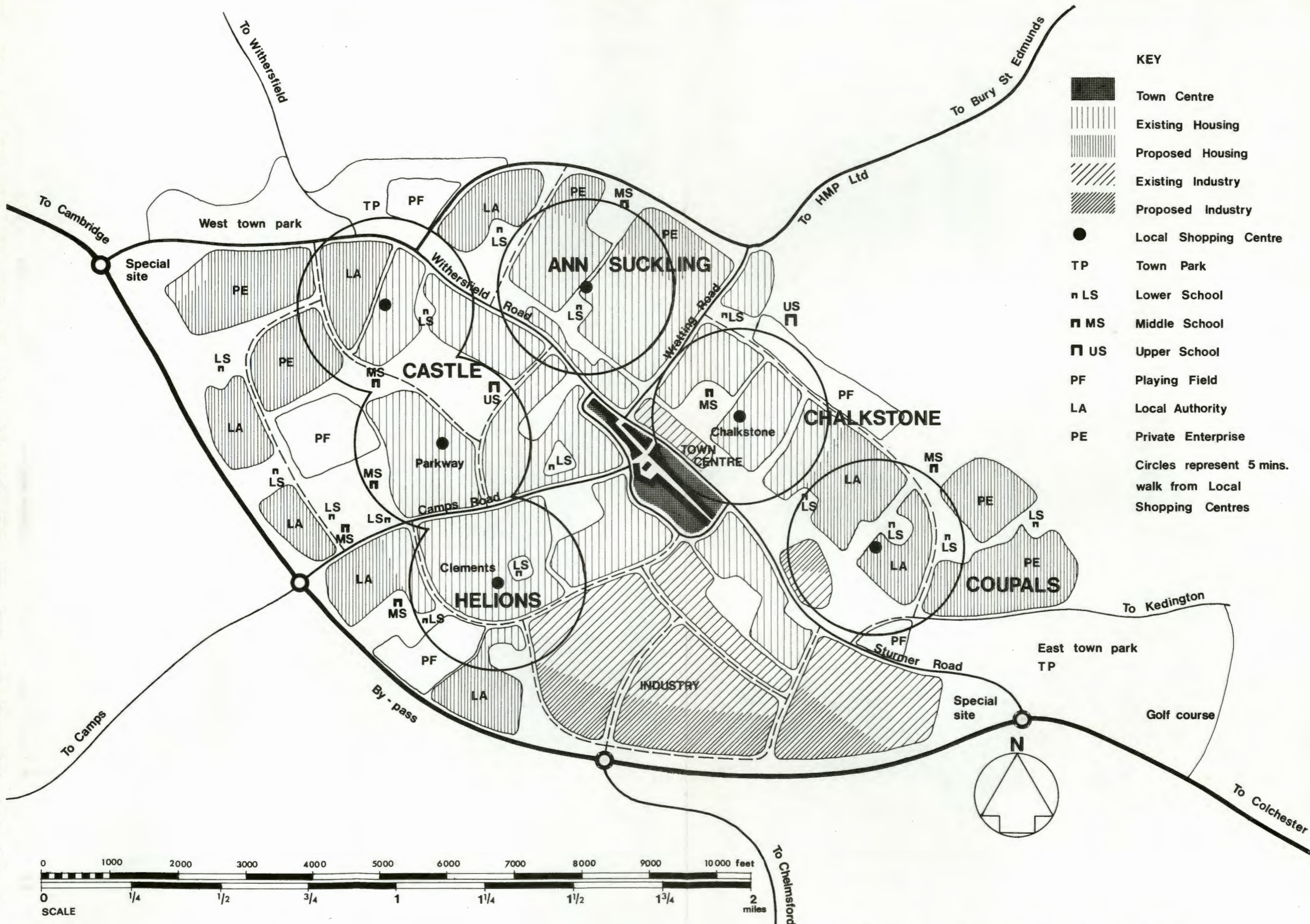
The plan therefore allocates sites of interesting natural character, such as Coupals referred to above, for private development.

The local authority themselves have already provided an eleven acre site on Wrattling Road, sub-divided into one quarter acre plots for individual houses. All the sites have been acquired and a further site in one of the private enterprise housing areas is now under consideration.

Central Area  
Housing

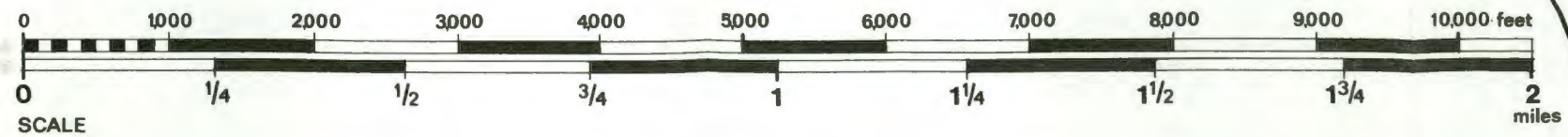
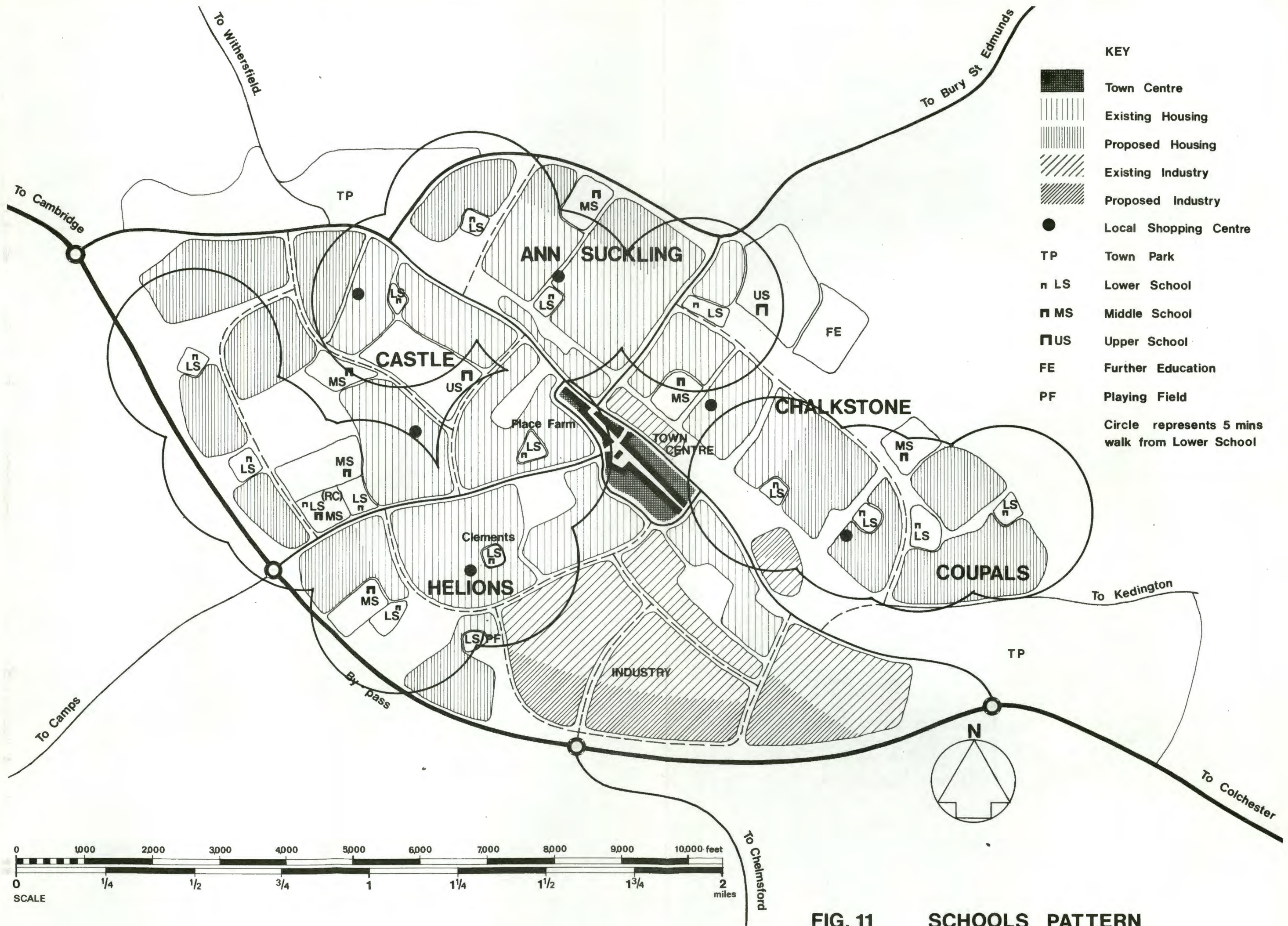
The existing town centre was once the town (*see Figs. 2 and 3*); it was the place where people lived as well as worked. If it is not to become like so many others, a part-time place without life when shops are shut, it must remain a place where at least some people live. The Master Plan has not tried to distinguish different land uses in the town centre. Most uses can be fitted in if necessary, including residential. Small areas of housing have been placed in and closely around the town centre to try to retain this diversity of development, and to cater for the few who like living in a town. The build-up of the population will show whether these housing areas can be expanded.

The town centre housing areas in the Master Plan are the site of the old Cangle primary school at the north-west end of Queen Street, and a small group of old people's houses off Crown Passage. In addition, the area between the Market Square and the Recreation Ground, bounded by Recreation Road and Camps Road, is next to the town centre and consists of older residential development. When the time comes for redevelopment, this area would be suitable for higher density town housing (*see Part III for a more detailed description of the Master Plan proposals*).



- KEY**
-  Town Centre
  -  Existing Housing
  -  Proposed Housing
  -  Existing Industry
  -  Proposed Industry
  -  Local Shopping Centre
  - TP Town Park
  - n LS Lower School
  - n MS Middle School
  - n US Upper School
  - PF Playing Field
  - LA Local Authority
  - PE Private Enterprise
- Circles represent 5 mins. walk from Local Shopping Centres

**FIG.10 BUILDING USE PATTERN**



**FIG. 11 SCHOOLS PATTERN**

## PART I: SECTION III

### 2. INDUSTRY

#### Existing Industrial Development Fig. 10

The original industrial development in Haverhill was within the old town, and its oldest existing factory, Gurteen's, is right in the heart of the town centre. Other industrial development took place under the 1955 plan among the Pightle relief road.

The Master Plan accepts the existing industries within the town, and proposes in some cases minor modifications or extensions to make them fit more easily into the overall design.

The County Council's plan for the 18,500 town envisaged two industrial areas, a large one at the southern end of the town, and a smaller one at the northern end, beside the A604. The southern one was established as part of the original expansion programme with the G.L.C. It lies on the hillside overlooking the southern part of the town.

Adjacent to the industrial estate is a large site (about 40 acres) between the Sturmer Road and the old railway embankment. It was acquired by the District Council as a site for one major industrial development, which has not yet taken place.

The Haverhill Meat Products Limited's food factory near Little Wrattling, two miles north-east of Haverhill, has a marked effect on industrial provision in the town. They plan to expand their factory into what is said to be potentially one of the largest meat-processing plants in Europe. This could ultimately double the number of their employees, all of whom with their families, will live in the town or in neighbouring villages. Although it is technically outside the town boundary, and therefore beyond the scope of this report it can contribute a major part of Haverhill's industrial growth.

#### Nature and Scope of Industry

Haverhill's traditional industries were textiles and clothing, supplemented by rope-making, milling and engineering. It was the decline in these industries that prompted the decision to expand the town, in order to stimulate growth again.

But Haverhill is not well provided with those characteristics which attract industry. Haverhill's location away from any major transport facilities or trunk roads is a serious disadvantage. And, in common with other expanding towns, Haverhill suffers because of the absence of the financial incentives offered to industry by central government to move to development areas.

Factors such as these have made the District Council's task of attracting new industries to Haverhill difficult in the extreme.

With the collaboration of the County Council and the Greater London Council, the industrial estate is now firmly established. A chemical essence company moved to Haverhill in 1957, and have been steadily expanding, their factory now occupying about 60,000 sq. ft. An electronics factory and a brush factory use similar spaces, and one furniture factory occupies about 80,000 sq. ft.

Most of the industrial units tend to be small. The District Council's first develop-

ment on the industrial area was of twenty-four standard factories of about 2,500 sq. ft. each, followed by four slightly larger ones of 4,000 sq. ft. with space for extension. They are now developing another four unit factories of 5,000 sq. ft. each with space for 1,000 sq. ft. extension. One larger advance factory is also planned, of 30,000 sq. ft. with space for extension.

The consequence of this diversity is that inevitably the overall impression of the industrial area tends to be untidy.

The additional area required for a town of 30,000 is about 105 acres and the Master Plan allocates about 118 acres—the details are given in the technical appendices on page 43-44.

This provision takes no account of the Little Wratting factory. The decision to expand the factory was taken after the Master Plan had been drafted, and although it can affect industrial employment in Haverhill itself, it was decided to ignore it:— by retaining the area already allocated for industry, the maximum flexibility can be offered to potential industrialists in the problem of attracting new industries to the town.

Since the new industrial development is on the edge of the town any area of land not taken up can remain as open landscape.

### One Industrial Estate

The advantages of several industrial estates as against one major one are that there can be a better relationship between home and work (one does not have the feeling of living in one town and working in another) ; more opportunities are offered to the housewife for employment (a small estate near her home rather than a long journey to a large estate) ; there can be a more even distribution of traffic over the town ; and there can be greater visual interest.

However desirable that two, or more, estates might be, the character of the topography of Haverhill and the nature of the industrial development suggests that the existing estate should be expanded to become one major one. The type of industry which developed in the town tends to be small in scale and untidy in character. The valley is already built up and so industry must be placed on high ground where it is very visible from the surrounding countryside.

The estate on the south already exists and it seemed to us more desirable to expand it into one major estate, rather than establish a second estate at the other end of the town with the consequent disturbance to the rural landscape of the area.

Furthermore there is the opportunity to improve the appearance of the existing estate, both in the interests of the town and its surroundings. Due to the difficulties of establishing new industries, the existing development is ragged and untidy, particularly in silhouette ; by expanding it on the south it is possible to screen the existing development from the surrounding countryside and the by-pass road by a belt of new development specially designed for the topography.

One estate is not, of course, as convenient as two for the townsmen but Haverhill is small and the journeys to work are, compared with say, a new town, relatively short—the majority of the town's housing is within one mile distance and all is less than 1½ miles.

The estate being in immediate contact with the by-pass road ensures that industrial traffic will not penetrate the town.

**Industrial  
Estate Layout  
Fig. 10**

The principles of industrial estate layout are simple. Factories tend to be rectangular boxes in which the work process is carried out in an orderly sequence, with specific points at which raw materials enter and products leave the process. Therefore, ideally a factory site would be flat, and would be within a rectangular geometrical layout. The Haverhill industrial area is neither flat nor rectangular. But within the existing limits, the Master Plan seeks to adapt and extend the existing pattern along these lines.

Spine roads penetrate the industrial area with factories lining them on both sides. But on the edges of the industrial area, it is important not to present untidy factory backs to people approaching or passing the town. So the road layout ensures that factories front onto the by-pass and the surrounding countryside across a service road. In addition, sites for larger factories have been located on the edge of the area, in order to make the most of the architectural quality of the larger units—it is important that the architects for these perimeter sites should be chosen and briefed with this as an explicit part of their task.

Landscaping is used to reconcile the industrial area with its countryside setting. Block tree planting has been located along the southern edge of the industrial area both to screen and, on occasion to reveal a view: thus providing a scene of contrasting views from the by-pass. In addition the design includes new tree belts between the industrial area and its surrounding town to establish a natural silhouette from the distant views, and to act as a screen to the industrial scene.

**Service  
Industry**

Service industry, that is industry which serves the town itself, generally by repair and maintenance, such as garages, laundries, builders, etc., is already established in the town. The existing sites are in the heart of the town. When they were established, they were on the perimeter of the town but growth has already overtaken them. The Master Plan retains them in their existing positions because they are compatible with the overall design.

The expanded town will require additional space for service industry, to meet the total need. This is provided by the re-allocation of the site of the old main railway station for service industry. The site is on the main town road network; it is near but not in the town centre, and the new use will be similar in character to the previous one. Associated with the area will be the Engineer and Surveyor's depot, on the site of the old railway goods sheds.

*(See Part II, Section 3, pages 43-44)*

**Special Town  
Entrance Sites**

Haverhill being a lineal town tends to straggle along the main road with the consequence that one is not certain where the town begins. The marking of the two main entrances to the town is of great importance. This can be reinforced and the town's identity underlined by the provision of major architectural compositions. For this reason a large building site is placed adjacent to each roundabout from which the town is entered—24 acres on the west, 18 acres on the east. The visitor coming to the town, or passing by it, can thus be confronted by a large scale architectural design which both symbolises Haverhill's urban form and contrasts with the rural approaches.

Apart from their topographical importance the sites give the town an opportunity to attract industry or commercial development seeking to establish an important image for their enterprise and fine working conditions for their employees.

One cannot forecast the type of development that will be attracted, but it is significant that sites at Harlow New Town, provided for this purpose, have been

developed as a major office development by B.P. and a large research centre by Standard Telephone and Cable; in both cases there have been important social and visual gains.



## PART I

### SECTION IV: CIRCULATION

#### 1. ROADS

##### The Existing Road System

The original spine road (A604) running through the valley and the roads that developed from it have imposed a character on the town which it would be both undesirable and unrealistic to change in the interest of theoretical circulation systems.

The town's road pattern is dominated by the spine road which both takes through traffic between east and west and provides access to the town centre and the industrial area.

The only other road of any importance is the A143 to Bury St. Edmunds, on the north, which joins the spine at right angles in the heart of the town; its importance to Haverhill has been heightened by the large factory of Haverhill Meat Products being sited on it. Other roads at right angles to the spine are minor roads leading to the surrounding hamlets and villages although that leading to Chelmsford on the south is classified (B1057).

The main circulation in the town is on the spine road, with its new relief road to the town centre, the Pightle. There are connections between the side roads which give some degree of circumferential movement but only to a limited extent.

##### Circulation Objectives

Haverhill is a small town and so the primary objective has been to devise a very simple road pattern which would cause as little disturbance as possible to the topography and general character. In particular, the design makes full use of the original spine road running through the valley which, as we have said, is a characteristic feature of the town.

The people of Haverhill have no doubts about what the primary traffic needs for the town are: to keep through-traffic out of the town altogether, and to exclude vehicles from the core of the town centre. They are, of course, right and the solution to these two problems has been a primary objective of the design.

Otherwise, the proposed circulation pattern for the town is broadly based on the now generally accepted principle of channelling vehicles around residential areas which can then be primarily pedestrian and equipped with their own pedestrian circulation system.

Most of the existing roads were not designed for motor traffic but were simply a means of providing building frontage (as in the early housing estates). However, wherever possible, use is made of them because Haverhill, unlike a large town, has very limited financial resources.

The solution that has been devised is subservient to the character of Haverhill; it is the existing topography, the new landscape design and the design for the building groups, not the roads, that give the town its structure and character.

##### The By-pass Road Fig. 12

Dealing first with the major problem of the by-pass road, before we were appointed three alternative routes had been proposed: the existing spine road along the valley which by-passes the central area; a line skirting the north of the town; and one skirting the south. The central route was rejected because through traffic would enter the town.

The two remaining alternatives, the north and south routes, were the subject of considerable controversy. This was finally resolved by a conference of the Development, Finance, Highways and Planning Committees of the County Council on 12th May 1970, which approved the southern route.

Our studies of the two routes are described in greater detail in the technical appendices (*pages 53-55*). The Master Plan embodies our conclusions that the southern route is the better of the two from the point of view of the region and the town as a whole. The main advantage it provides is of immediate access between the industrial area and the main roads in the region, and it enables the splendid Suffolk landscape on the north to be swept right up to the town.

In particular a southern perimeter road is essential to keep industrial traffic out of the town and so it seemed both sensible economically and desirable architecturally to use it as a by-pass—thereby avoiding a second route on the north.

Traffic from Bury St. Edmunds and the meat factory going towards London and the Midlands, is diverted from the core of the town by a new road skirting the Ann Suckling district.

The Main  
Town Roads  
Fig. 12

The old valley road has the central shopping area sited on it. Since it is the desire that the centre core should be pedestrian, traffic is diverted to either side of it.

One half of this diversion already exists in the Pightle relief road on the north-east side of the town centre. The other half is provided by a new road on the south-west which runs roughly parallel to the central core.

These two town centre diversion roads will provide access to car parks for visitors and service yards for goods, all directly linked to the pedestrianised central area.

At right angles to the valley road two main town roads connect the town centre to the valley sides, dividing the town into its four main districts:—the Wrattling Road which runs up the hill between the Ann Suckling and Chalkstone areas, and on the opposite side, Camps Road which divides the Castle and Helions areas.

Local  
Distributor  
Roads  
Fig. 12

Traffic about the town is carried by roads running between the main town roads and connecting the different built-up areas. As they do not provide building frontage, they give an uninterrupted traffic flow.

A prime need for local traffic is distributor roads along the valley sides parallel to the central spine. Such roads would connect the four districts together and, with the roads up the valley side, give links to the town centre and industry.

Due to the advanced state of development this ideal arrangement was unattainable.

The Chalkstone area most nearly approaches the ideal; a spine road runs laterally through the area and is paralleled by a second distributor on the perimeter. In the adjacent Ann Suckling area the existing development precludes a spine road and so the perimeter road (connecting the A143 to A604) is used as a distributor.

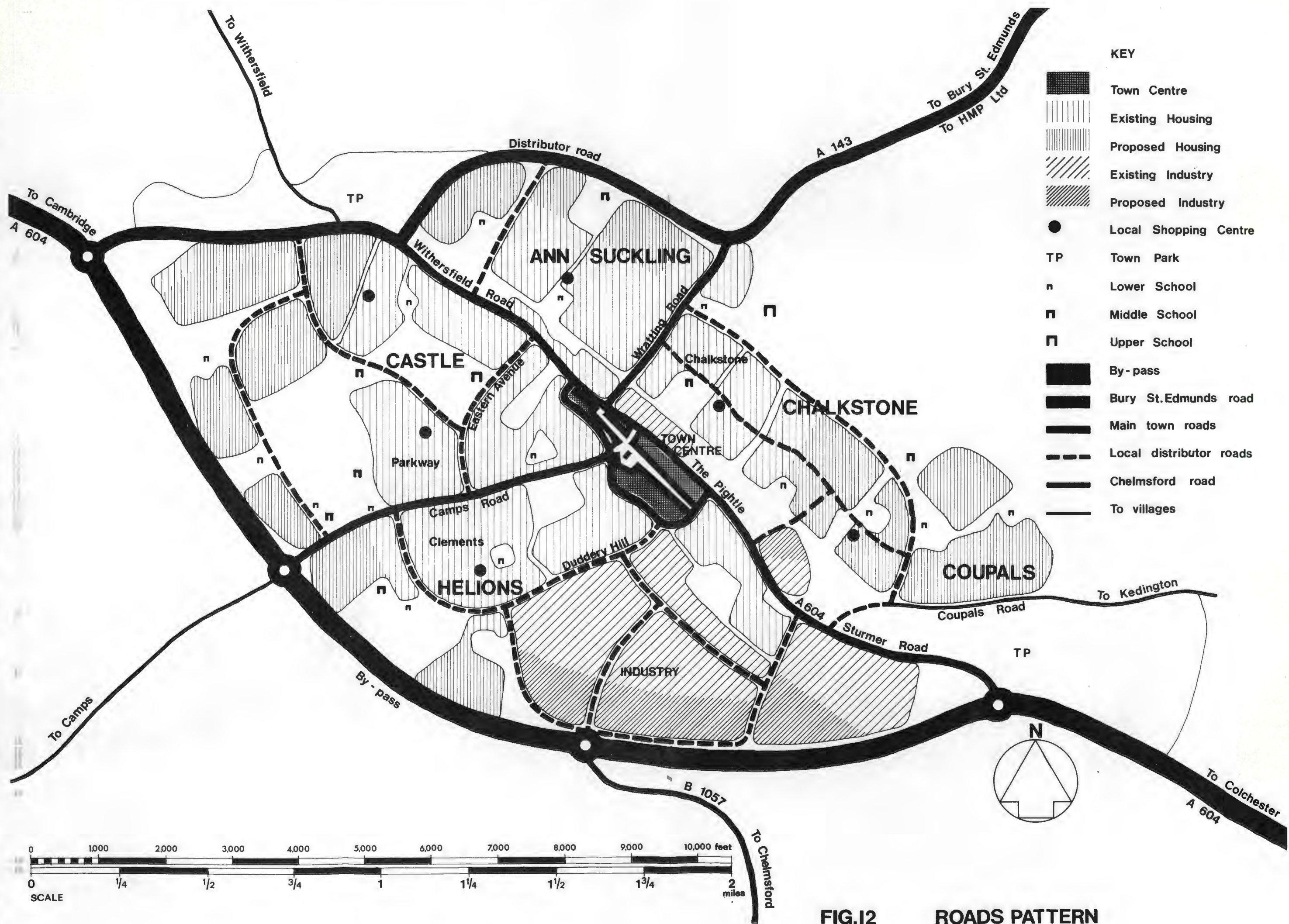
The Helions district already has a distributor, if somewhat circuitous, through the G.L.C.'s Clements area.

The Castle district has a new distributor parallel to the spine road with a second distributor serving the outer areas—the inner distributor uses an existing cul-de-sac where it joins Eastern Avenue and it has other defects, but due to the form of the topography, there appears to be no reasonable alternative.

The links between the present industrial area and the town were established when the town was much smaller, and before the present expansion was envisaged. They are to Duddery Hill and the town centre ring road, and to the A604 by the Sturmer Arches. Additional distributors lead from the proposed by-pass interchange into the centre of the industrial area, with subsidiary branches on the periphery.

**Local  
Access Roads**

Inside the residential areas, the pedestrian has priority, and roads giving access to property are made subservient to the building layout. The detailed design would be the task of architects for each area, in conjunction with the County and District Councils, following this general principle.



- KEY**
- Town Centre
  - Existing Housing
  - Proposed Housing
  - Existing Industry
  - Proposed Industry
  - Local Shopping Centre
  - TP Town Park
  - n Lower School
  - m Middle School
  - M Upper School
  - By-pass
  - Bury St. Edmunds road
  - Main town roads
  - Local distributor roads
  - Chelmsford road
  - To villages

**FIG.12 ROADS PATTERN**

## PART I: SECTION IV

### 2. FOOTPATHS

#### The Footpath Pattern Fig. 13

The Master Plan provides an independent pattern of footpaths, which is the complement of the road pattern. The primary elements in this pattern are the pedestrianised town centre, the landscaped walk on the old railway line beside the centre, and the footpaths running from the spine up the valley sides to the open countryside.

In the oldest parts of the town, where the original layout is retained, there are existing direct footpath routes which can be retained. But in later development, where conventional roads are provided with footpaths, segregation between vehicle and pedestrian is impossible.

#### The Railway Walk Fig. 13

The closing of the railway lines gives an opportunity to create a traffic-free landscaped walk through the centre of the town, running continuously in from the countryside at one end, out to the countryside at the other. As the diagram (*Fig. 13*) shows, this walkway is the spine on which the footpath pattern is built up.

In places it would be a narrow landscaped walk between built-up areas, for instance either side of the Wrattling Road. At others it would open out into wider spaces, as at the Sports Centre, or towards the west end of the town where the walk merges gradually into the west town park.

The old Colne Valley railway line forms a branch of the landscaped walk at the south-eastern end of the town. The site of the old station on Duddery Hill has already been absorbed into the existing industrial area. The embankment that led from it, forms a spur off the walkway, linking the town football ground at Hamlet Croft with the main walkway south of Sturmer Arches.

#### Landscaped and Built-up Paths

The Master Plan envisages two types of footpath: landscaped, which are those associated with the landscape design, and built-up, which are those that are embedded in building development.

The landscaped footpaths are designed to run through landscaped areas, to give pleasant walks in fine weather. They may run along the edges of playing fields and schools, or through the local green spaces within housing areas.

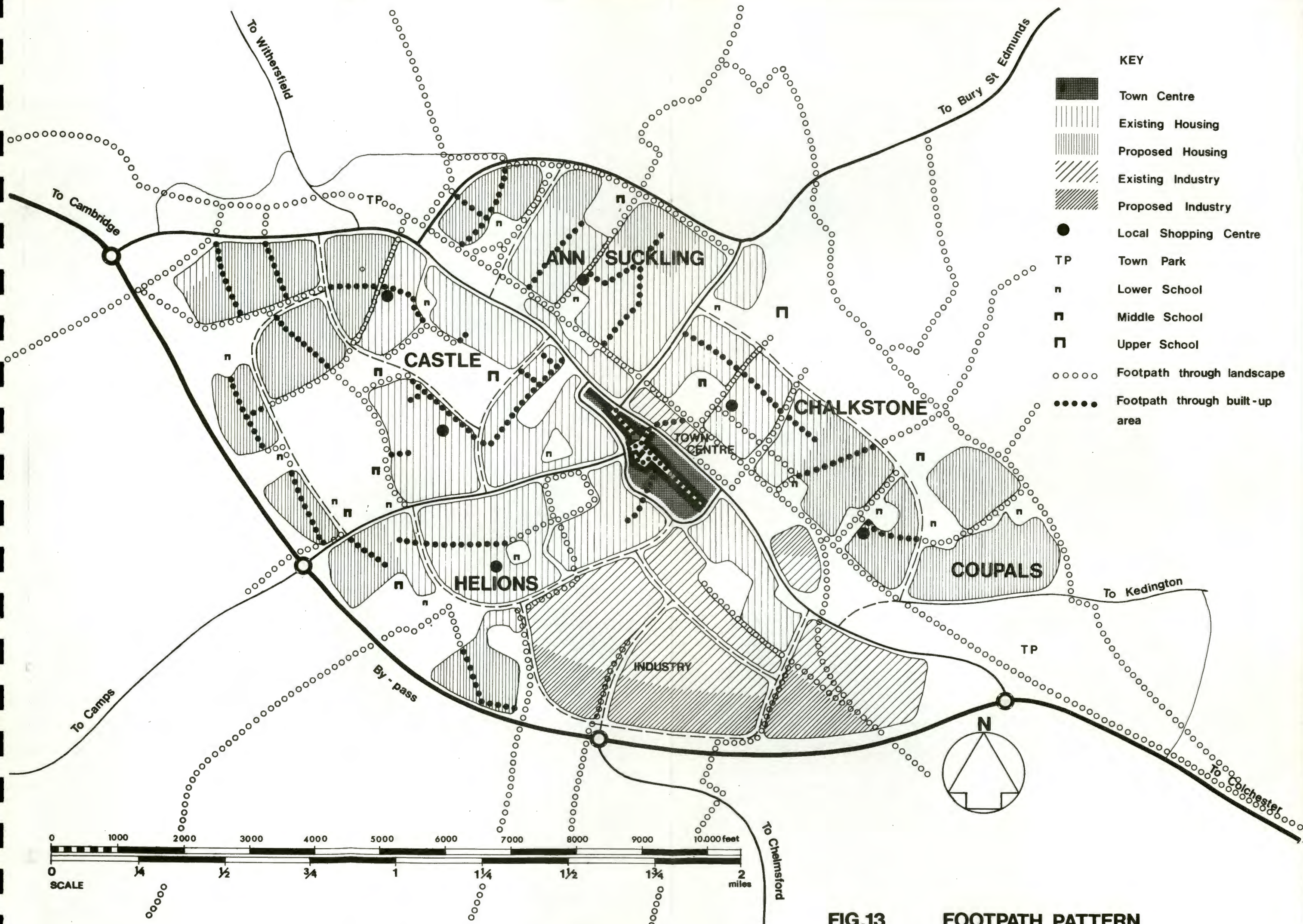
Landscaped walks being exposed can be very unpleasant indeed on a wet and windy day and so they are complemented by paths which run through built up areas where the buildings afford some degree of screening. Both types already exist in the town; the landscaped in the new G.L.C. housing estates and the built-up in the old town centre.

The two types complement each other, sometimes interlocking to provide a choice of alternatives, and sometimes alternating along a single route, depending on local circumstances.

#### Country Paths

At the outskirts of the town, the footpath system is extended to join with the existing lanes and tracks connecting Haverhill to the surrounding countryside. The Master Plan proposes sub-ways or bridges on the by-pass and all distributor

roads. The diagram (*Fig. 13*) shows how the town network could be integrated with a number of existing country paths, to give the people of the town free access through the countryside—even though such access has to be defined and limited because of the intensity of farming in the region.



- KEY**
-  Town Centre
  -  Existing Housing
  -  Proposed Housing
  -  Existing Industry
  -  Proposed Industry
  -  Local Shopping Centre
  - TP Town Park
  - n Lower School
  - n Middle School
  - n Upper School
  - o o o o Footpath through landscape
  - o o o o Footpath through built-up area

**FIG.13 FOOTPATH PATTERN**

## PART I

### SECTION V: THE TOWN CENTRE

The Focus  
Fig. 10

The town centre was once the town, it is now the focus of the town's life and the focus of its physical structure. Whilst the design is not part of the Master Plan proposals to be submitted for approval, it is a fundamental part of the Master Plan and must therefore be briefly described.

The Master Plan seeks to make the town centre the social and the physical focus of the town—the place enjoyed by the townsman and visitor alike both for the services it offers and its attraction as a place to be in.

By the concentration of as many different activities as is possible in the centre, it can become the focus of the town's social life. Along the pedestrian spine which forms its core are sited most of the churches, the town hall, the municipal offices, and the cinema; within its boundaries are the library, youth centre, and the majority of the public houses.

The town centre is the shopping centre where all kinds of shops are concentrated from the small traders, who were there before the town expanded, to new multiple stores; and it will still provide the site for the open market which has existed for centuries.

Industry is designed to be a part of the town centre. Offices in existing buildings are reinforced by new office development.

The town is no longer primarily a place of living although it is the intention that new residential development will encourage this traditional function.

The town's sporting activities are associated with the new Sports Centre being built by the County Council which is placed on its peripheral road and nearby are the town's football and cricket grounds.

Traffic is focussed on the town centre. It lies along the principal spine road, the lateral roads converge on it and it is the site of the bus station.

The town centre is the visual focus, both in the quality and in the density of its buildings, culminating in St. Mary's Church as the crown.

A basic part of the Master Plan conception for redeveloping the town centre to serve the expanded town, is the conversion of the central area solely to pedestrian use. The Plan makes possible the exclusion of all vehicular traffic from the half-mile lineal spine composed of Queen Street, St. Mary's Square, Market Hill and the High Street.

The means whereby the town centre can become traffic-free is the completion of the spine relief roads already described under the section on Circulation. Between the roads and the pedestrian core, the Plan proposes belts of car parking and service roads for the buildings facing the precincts.

With the removal of traffic and the demand for more central area buildings it is possible to give the townsmen once again the pleasure of a series of interconnected



civic spaces, diverse in character and yet welded into one harmonious whole. Such spaces would be based on the lineal character of Haverhill with the old market square transformed into the principal civic space as the focus. Their success will in the long run depend on the detailed development of the town centre plan which is the subject of the last section of this report (*pages 65-79*).

## PART II: THE TECHNICAL APPENDICES

### SECTION I: POPULATION

Since the current statutory Town Map First Review (1965) was prepared, further studies have led the County Council to estimate that by 1981 the population within the Town Map area will only have reached about 16,500, instead of its planned total of 18,500. This is due to changes in the estimates of future household sizes.

Therefore, our Master Plan is designed to provide for about another 13,500 people outside the current Town Map area making a total of 30,000 (see Part I, Section III: Building Groups—Housing).

County Council population forecasts for the make-up of this additional 13,500 population are approximately as follows:—

Immigration (town development housing)	..	..	..	5,725
Natural change (other Local Authority housing)	..	..	..	3,125
Total Town Development and other Local Authority population				<u>8,850</u>
Total Town Development and other Local Authority Population				8,850
Total Private Enterprise Population	..	..	..	<u>4,650</u>
Total population outside 18,500 Town Map area	..	..	..	13,500
Total population within 18,500 Town Map area	..	..	..	<u>16,500</u>
Planned population of expanded town	..	..	..	<u>30,000</u>

*Note:* all acreages in this Report are based on the Schedule of Areas which forms Section 6 of Part II. All acreages include half-widths of adjoining roads.

## PART II

### SECTION 2: LANDSCAPE

**Landscape Strategy** Part I of this Report describes the landscape of the Master Plan, with its functional hierarchy of spaces, ranging from large areas which serve the town as a whole, to small local spaces associated with the housing design, and covering different types of recreation from active organised sports to the passive enjoyment of natural landscape for its own sake.

**Scale of Provision** The scale of provision of open space in the Master Plan is generous. There are two main reasons for this. The first is that the Master Plan is based directly on the form of the land, as Part I of this Report explained (Section II: Landscape Design), and where topography has pointed to a particular land use, it has been considered, even if theoretical criteria do not always support it. The second is that the Master Plan is in some respects an ideal, to be aimed at but not necessarily to be achieved in every particular. For example, it shows a number of areas of tree planting around the edge of the town and outside its boundary. These would be of great value to the town's appearance and character. But they are not essential to its expansion. Some of this tree planting may be done by the County and District Councils. Some may be carried out by willing land-owners. Some may not be done at all. But it would be wrong for the Master Plan not to point the way.

**Parks and Playing Fields** The two main components of the landscape design are "parks and playing fields." The Master Plan allocates land to these uses in accordance with the requirements of the County and District Councils and commonly accepted standards.

**Parks** The landscape spine on which the design structure is based is the landscaped walk on the line of the old railway, terminating in town parks at each end. The areas allocated are as follows:—

West town park (area no. 6—part) .. .. .	32·92 acres
East town park (area no. 97—part) .. .. .	21·75 acres
	<hr/>
Landscaped walk (areas nos. 10, 23, 42, 193) .. .. .	54·67 acres
	52·04 acres
	<hr/>
Total .. .. .	<u>106·71 acres</u>

**Playing Fields** The Master Plan includes both spaces serving the town as a whole, and those serving individual neighbourhoods. Details are given in Section 4, Community Services—3. Recreation, pages 49-50.

The area in the Plan allocated to playing fields of both kinds is 162·80 acres. As well as their recreational function, these spaces play a major part in the landscape pattern of the town. They are located on the edge of the town, bringing the landscape within the built-up area and preventing the buildings from becoming one built-up mass. (*See Part I, Section II, Landscape, page 12*).

**Master Plan Provision – Parks and Playing Fields Fig. 9**

The Master Plan makes the following provision for parks and playing fields throughout the town :—

Parks	..	..	..	..	..	106·71 acres
Playing fields	..	..	..	..	..	162·80 acres
Total	..	..	..	..	..	<u>269·51 acres</u>

This amounts to a rate of 9 acres per 1,000 population, and bearing in mind the particular constraints of topography, existing development and the size of the town, is comparable to the old "rule-of-thumb" rate of 7 acres per 1,000 population.

**Other Open Space**

The Master Plan also includes 258·67 acres of open space for recreational and other community uses such as the Melbourn Bridge Flood Park. They are described in Section 4, Community Services—3. Recreation, page 50.

**Boundary Landscaping**

The Master Plan includes a number of areas of landscaping mainly tree planting, on the edges of the town, designed to improve its appearance and character. These are in four places. Areas nos. 2, 7, 8 and 9, totalling 13·29 acres, are designed to form the transition between the west town park and the surrounding countryside. Areas nos. 70, 71 and 93 (17·28 acres) form a partial screen between the new Coupals housing area and the adjoining farmland. Area no. 96 (7·25 acres) is associated with the landscaping of the proposed gold-course. Areas nos. 188, 189 and 190 (21·54 acres) are designed to soften the effect of the southern by-pass and the extension of the industrial area on their surroundings, and to give some variety of character along the by-pass itself. These areas total 59·36 acres.

As has been said, these areas would be of great value to the town's appearance and character. But they are obviously not essential to its expansion. The Master Plan attempts to lay down guide lines for boundary planting. The guide lines may be followed up in a number of ways, when these parts of the plan come to be implemented. For example, it would be possible to achieve a similar result to that shown on the Master Plan by planting within the west town park boundary.

**Hamlet Green**

The Master Plan incorporates the 2·44 acre landscaped open space forming Hamlet Green at the eastern entrance to the town (areas nos. 41, 202). This makes a small but important contribution to the town's character.

**Landscaping along the By-pass**

One of the aims of the landscape plan has been to divide up the built-up edge of the town with wedges of open space. In three of the four neighbourhoods, Ann Suckling, Chalkstone, Coupals, and Helions, it has proved possible to achieve this through the location of school sites and recreational open space. In the Castle area however, the open space pattern set before the decision to expand to 30,000 had been taken, does not contribute to this sub-division of built-up areas.

Therefore the Master Plan includes two areas of open space (areas nos. 107 and 114) totalling 39·31 acres, which fulfill the triple function of providing informal recreational space for those living in that part of the town; and forming a buffer between the by-pass and the housing areas; and making a link between that part of the town, and the surrounding countryside.

**Summary of Provision**

The Master Plan provision for landscaping for open space, recreation and other uses, is summarised as follows:—

Town Parks	..	..	..	..	..	..	..	106·71 acres
Neighbourhood and town playing fields	..	..	..	..	..	..	..	162·80 acres
								<hr/>
Other community open space	..	..	..	..	..	..	..	269·51 acres
Boundary landscaping	..	..	..	..	..	..	..	258·51 acres
Hamlet Green	..	..	..	..	..	..	..	59·36 acres
Landscaping along the by-pass	..	..	..	..	..	..	..	2·44 acres
								<hr/>
Total	..	..	..	..	..	..	..	39·31 acres
								<hr/> <hr/>
								629·29 acres

## PART II

### SECTION 3: BUILDING GROUPS

#### 1. HOUSING

**Additional Population** The additional population to be housed outside the 18,500 Town Map area is given in Section I : Population (*page 33*) as follows :—

Total town development and other Local Authority additional population .. .. .	8,850
Total private enterprise additional population .. .. .	4,650
<b>Total additional population .. .. .</b>	<b>13,500</b>

**Occupancy Rates** The County Council has forecast dwelling occupancy rates as follows :—

Town development housing (immigration)	3·4 persons per dwelling
Other local authority housing (natural change)	2·9 persons per dwelling
Private enterprise housing (all types) ..	3·1 persons per dwelling

**Additional Dwellings** These figures have led the County Council to estimate the additional requirements for different types of dwelling in the expanded town, as follow :—

Town Development housing .. .. .	5,725 @ 3·4 = 1,700 dwellings
Other Local Authority housing .. .. .	3,125 @ 2·9 = 1,100 dwellings
<b>Total Town Development and other Local Authority dwellings .. .. .</b>	<b>2,800 dwellings</b>
Private Enterprise housing .. .. .	4,650 @ 3·1 = 1,500 dwellings
<b>Total dwellings outside 18,500 Town Map area .. .. .</b>	<b>4,300 dwellings</b>

**Residential Densities** The County and District Councils have laid down that town development and other local authority housing shall be designed to a net density not greater than 12–13 dwellings per acre.

For private enterprise housing, the Master Plan has been based on a net density of about 8 dwellings per acre. This is the same as the net density on the existing Churchill estate at the top of the Wrattling Road, north of Chalkstone.

**Additional Housing Land** Therefore, the Master Plan should provide the following areas of land for housing, in addition to those already so used in the 18,500 Town Map :

Town development and other local authority housing	2,800 dwellings @ 13 d.p.a. = 216 acres minimum.
Private enterprise housing	1,500 dwellings @ 8 d.p.a. = 188 acres
<b>Total housing land required</b>	<b>404 acres</b>

**Master Plan Provision Fig. 10** The net acreages allocated to housing in the Master Plan are as follows :—

Town development and other local authority .. .. .	215 acres
Private enterprise .. .. .	190 acres
<b>Total net .. .. .</b>	<b>405 acres</b>

(Net = house plots and half-widths of access roads)

These acreages meet the requirements for the expansion of the town at the net densities already given.

**"Glades"**

In addition, local open space (e.g. the Chalkstone "glades") has been allocated to housing in the Master Plan as follows:—

Town development and other local authority	..	..	49 acres
Private enterprise	..	..	28 acres
Total local open space	..	..	<u>67 acres</u>

**Local Authority Housing**

Area No.	Housing Acreage	Local Open Space Acreage	Total Acreage
<b>Ann Suckling</b>			
11	28·20		
12		5·89	34·09
<b>Chalkstone</b>			
72	26·05		
77 (part)		2·20	28·25
73	10·38		
75		1·92	
76 (part)		2·52	14·82
78	13·93		
77 (part)		2·20	16·13
82	15·66		
83		3·53	
76 (part)		2·52	21·71
<b>Castle</b>			
110	24·90		
109		1·36	
111		0·82	
112		4·42	31·50
116	19·60		
117		7·19	26·79
135	24·25		
136		5·39	29·64
<b>Helions</b>			
177	24·65		
178		5·01	29·66
183	26·90		
184		4·73	31·63
<b>Totals</b>	<b>214·52</b>	<b>49·70</b>	<b>264·22</b>

Private  
Enterprise  
Housing

Area No.	Housing Acreage	Local Open Space Acreage	Total Acreage
Ann Suckling			
15	10·30		10·30
19	20·25		
18		6·08	26·33
30	1·51		1·51
Coupals			
84	26·48		26·48
87	25·00		
88		6·41	
89 (part)		2·28	33·69
92	28·70		
89 (part)		2·28	30·98
Castle			
103	44·75		
104 (part)		3·54	48·29
105	32·85		
106		4·22	
104 (part)		3·54	40·61
<hr/>			
Totals	189·84	28·35	218·19

Actual  
Residential  
Densities

The allocations of land to housing in the Master Plan result in the following residential densities:

Town development and other local authority housing:—

2,800 dwellings on 215 acres = 13 dwellings per acre net.

Allowing for local open space ("glades") as part of the housing allocation:—

2,800 dwellings on 264 acres = 10·5 dwellings per acre.

Private enterprise housing:—

1,500 dwellings on 190 acres = 8 dwellings per acre net.

Allowing for local open space ("glades") as part of the housing allocation:—

1,500 dwellings on 218 acres = 7 dwellings per acre.

Gross  
Residential  
Density

Gross density is the ratio between population and the area occupied by dwellings and gardens, local roads, local shops, lower schools, local open space, etc. Excluded are industrial areas, middle and upper schools, playing fields, town parks, the town centre and other uses for the town as a whole.

The gross residential area in the Master Plan is as follows:—

Town development and other local authority housing:—

Adjusted net area .. .. . 264·22 acres

Local schools, etc. (areas nos. 13, 49,  
50, 60, 74, 79, 81, 108, 113, 114, 181) .. .. . 31·11 acres

Total .. .. . 295·33 acres gross



Private enterprise housing :—	
Adjusted net area .. .. .	218·19 acres
Local schools, etc. (areas nos. 21, 22, 85,90) .. .. .	11·80 acres
Total .. .. .	<u>229·99 acres gross</u>
Total gross residential area :—	
Town development and other local authority housing .. .. .	295·33 acres gross
Private enterprise housing .. .. .	229·99 acres gross
Total .. .. .	<u>525·32 acres gross</u>

The gross residential density in the Master Plan is therefore as follows:—  
 13,500 people in 525·32 acres gross = 26 persons per acre gross.

Previous County Council studies of the expansion of Haverhill have been based on a gross residential density of 30 persons per acre. The Master Plan gross residential density is reduced on account of subsequent County Council decisions limiting net densities.

Sub Shopping  
Centres  
Fig. 10

The sub shopping centres already referred to in Part I of this Report (*pages 16-17*) consist of three existing local shopping and community centres, a proposed fourth centre, and two proposed smaller centres.

Each of the three existing centres (Parkway, Clements and Chalkstone) have four, five or six shop spaces, two of which are combined into a comprehensive supermarket; one is a fishmonger's; and the rest combine the functions of newsagent, confectioner, hairdresser, baby-clothes shop, sub-post office and chemist in various permutations. In addition each centre includes a pub, and a community building (consisting of hall, youth room, meeting room, kitchen and lavatories).

The proposed fourth centre (Ann Suckling) would comprise a pub, community centre and four shop spaces (supermarket, fishmonger and newsagent/confectioner).

The two proposed smaller centres are in the Parkway extension area, where a pub and four shop spaces (supermarket, fishmonger and newsagent/confectioner) are to be provided, and in the Chalkstone extension area, where four shop spaces only would be provided as above.

An accurate forecast of all shopping needs and where they should be provided, is impossible—in unplanned towns "corner shops" spring up where there is a demand. At Haverhill there are two such shops in an early post-war development in the Castle area, and one in the north-east corner of the G.L.C. Chalkstone housing area. These "corner shops" are an integral part of a housing layout rather than a town plan. Existing "corner shops" are not shown on the Master Plan and any future ones would be a matter of detail for developers.

## PART II: SECTION 3:

### 2. INDUSTRY

#### County Council Standards

County Council studies have led them to adopt the following standards for industrial planning:—

- Number of workers =  $\frac{1}{3}$  of population
- Workers in shops, offices and service industries = 30% of workers
- Workers in industry = 70% of workers
- Area required for industry: 1 acre per 30 workers.

#### County Council Requirements

Adopting the County Council's standards, the area required for industry outside the 18,500 Town Map boundary is as follows:—

- Number of extra workers =  $\frac{1}{3}$  of extra population  
=  $\frac{1}{3}$  of 13,500  
= 4,500
- Number of workers in shops, offices and service industries = 30% of workers  
= 30% of 4,500  
= 1,350
- Number of workers in industry = 70% of workers  
= 70% of 4,500  
= 3,150
- Area required for industry = 1 acre per 30 workers  
=  $3,150 \div 30$   
= 105 acres required for industry in addition to 18,500 Town Map provision.

#### Master Plan Provision Fig. 10

The Master Plan includes the extension of the existing industrial area southwards. The extension areas nos. 187 and 191 total about 118 acres of industrial land outside the 18,500 Town Map boundary.

#### The Town as a Whole

Using the County Council's standards described above, the expanded 30,000 town will need about 233 acres of industrial land. The Master Plan incorporates existing industrial areas and provides a total industrial acreage as follows:—

Existing 18,500 town: .. .. .	195 acres
(areas nos. 26, 39, 40, 106, 194, 201)	
Extension (areas nos. 187,191) .. .. .	118 acres
<b>Total .. .. .</b>	<b>313 acres</b>

As was said in Part I of this Report (*page 22*) the expansion of Haverhill Meat Products Limited's food factory at Little Wratting has not been allowed to affect the Master Plan allocation of land for industry, because the decision to expand was taken after the Plan had been drafted, and because it was felt desirable to allow maximum flexibility to the District Council in seeking to attract new industries to the town.

#### Service Industry

The Master Plan incorporates the existing pattern of service industry, and as Part I of this Report (*page 23*) explains, proposes in addition the allocation of the area around the old main station for service industry, as follows:—

Area no.	3	Builders' yard (existing)	..	..	1.01 acres
	5	Garage (existing)	..	..	1.21 acres
	25	Garage, etc. (existing)	..	..	2.20 acres
	28	Gas works, etc. (existing)	..	..	0.70 acres
	31	Old station area (proposed)	..	..	6.88 acres
		Total	..	..	<u>12.00 acres</u>

Service industry already located within industrial areas has not been separately noted.

The Master Plan for the Town Centre includes proposals for service industry within the central area. These comprise the new Bus Station north-east of the High Street, a replacement site for a petrol-filling station now in the High Street, and an existing area along Crown Passage. For details, see Part III of this Report.

## PART II

### SECTION 4: COMMUNITY SERVICES

#### 1. GENERAL

##### Social Development Plan

The social background of the Master Plan has been described in Part I, Section I, pages 6–8.

During the preparation of the Master Plan, the County Council produced a study entitled "Haverhill—Community and Educational Facilities—Physical provision and land requirements for 30,000 population" dated April 1969 and known as the Social Development Plan.

The major provisions of the Social Development Plan have been incorporated in the Master Plan.

Other provisions concern matters of details which have relatively small implications for the Master Plan, and which are chiefly the concern of the County and District Councils in the detailed implementation of the plan. These are as follows: the second health centre ( $1\frac{1}{4}$  acres), day nurseries, a third old people's home ( $1\frac{1}{2}$  acres), an adult training centre ( $1\frac{3}{4}$  acres), a hostel for mentally handicapped adults (1 acre), a day centre ( $\frac{1}{2}$  acre), a second ambulance station ( $\frac{1}{2}$  acre), provision for special education (educationally sub-normal and maladjusted), and a second cemetery (6 acres).

## PART II: SECTION 4

### 2. EDUCATION

#### Schools Fig. 11

The school pattern in Haverhill is part of the regional pattern for education set by the County Council.

At present children up to the age of 11 go to school in the town. Over 11, most children still go to school in the town, but some have to travel to Sudbury.

It is the aim of the County Council to provide all levels of secondary education within the expanded town.

The County Council has already changed its educational policy from the primary-secondary selective system, to the comprehensive system. This change is now being effected, the previous selection procedure has been abandoned and the town is intended to have all the elements of a comprehensive system by 1973.

The County Council has laid down its requirements and proposals for schools in the expanded town, and the Master Plan is based directly on these requirements.

#### Lower Schools

Between the ages of 5 and 8, children go to First or Lower Schools. These are small, and are sited throughout the town so that most homes are within five minutes' walk of one, and all are well within ten minutes' walk.

Where applicable, local schools have been located with local shopping centres. This helps to generate social contact, and so encourages neighbourliness. It is also convenient, since daily journeys to school and shops can be combined.

The County Council's requirements call for a total of 15 lower schools. Seven are already existing or have sites approved. The Master Plan proposes sites for the balance of eight, six of which are on the north-east side of the town, to counter-balance the existing bias to the south-west.

The original town school, the Cangle, will no longer be required for educational use when the County Council's proposals have been completed. The Master Plan therefore proposes that the Cangle site should be rezoned for residential use in association with the town centre (see Part III, page 75).

#### Middle Schools

Between the ages of 9 and 12, children go to Middle Schools. The schools are larger than lower schools, and further apart. Because of their size they form a significant part of the landscape pattern.

The County Council's requirements call for a total of seven middle schools. Five are already existing, or have sites approved. The Master Plan proposes sites for the other two, both on the north-east side of the town, again to counter-balance the existing bias to the south-west.

#### Upper Schools

From the age of 13 upwards, pupils go to one of the two Upper Schools which the County Council plan to serve the expanded town. These are major components in the landscape pattern.

The existing Secondary School on the west of the town will become Haverhill's first upper school. The Master Plan proposes a site for the other upper school on the north-east side of the town.

### School Sizes

The County Council, with the Department of Education and Science, has stipulated that First Schools shall be for 250 places each, on sites of 3 acres each (this includes a small allowance for a future Nursery School on each site). Middle Schools shall be for 600 places each, on sites of 10 acres each. Upper Schools vary from 1,500–1,800 places, with sites of 27–32 acres each.

### Master Plan Provision Fig. 11

The Master Plan makes the following provision for educational needs in the expanded town:—

Name	Area No.	No. of Places	Area in Acres	Notes
<b>First Schools</b>				
Place Farm	155	360	—	Existing
Clements	169, 172	320	—	Existing
Burton End	127	480	—	Existing
Cangle	(30)	(800)	—	To be replaced
Burton End R.C.	125	250–320	9·00	With R.C.
			total	Middle School Site approved
Parkway Extension	140	250	3·00	Site approved
Ann Suckling 1	22	250	3·00	
Ann Suckling 2	13	250	3·00	
Chalkstone	60	250	5·32	Existing Site
Chalkstone Ext. 1	74	250	3·00	
Chalkstone Ext. 2	79	250	3·00	
Coupals 1	85	250	4·00	Incl. Junior Training Centre
Coupals 2	90	250	3·00	
Puddlebrook	181	250	3·00	Approved site
Castle Ext. 1	108	250	3·00	
Castle Ext. 2	113	250	3·00	
<b>Middle Schools</b>				
Chalkstone	46	600	7·35	Existing Site
Parkway	118	600	10·00	Site approved
Castle	123	600	10·00	Site approved
Puddlebrook	179	600	10·00	Site approved
Burton End R.C.	125	320	9·00	With R.C.
			total	Lower School Site approved
Ann Suckling	16	600	10·00	
Chalkstone Ext.	68	600	10·00	
<b>Upper Schools</b>				
First Upper School	143, 145	1,500–1,800	27·71	Existing Secondary School extended
Second Upper School	65	1,500	32·00	In Chalkstone area
<b>Further Education</b>				
Reserve Site	66	—	20·00	In Chalkstone area

## PART II: SECTION 4

### 3. RECREATION

**Playing Fields** The Master Plan includes two kinds of games space, that serving the town as a whole, and that serving each residential neighbourhood. Existing playing fields and games spaces form the basis of the Master Plan pattern, which is extended to cover the expanded town.

**Councils' Requirements** The County and District Councils have laid down the following requirements for playing field provision in the expanded town based on "Planning for Sport" (Central Council of Physical Recreation, 1968) :—

Neighbourhood Playing Fields :—

	Organised Sport	General Recreation	Total
Ann Suckling	10·12	5·06	15·18 acres
Chalkstone	24·12	12·06	36·18 acres
Helions	14·97	7·48	22·45 acres
Castle	24·57	12·28	36·85 acres
			<hr/>
Spaces serving Town as a whole	.. .. .	.. .. .	110·66 acres
			41·34 acres
			<hr/>
Total playing field provision	.. .. .	.. .. .	152·00 acres

**District Open Space** Each of the four main districts in the town has an area of open space for both organised games and informal recreation.

Each playing field is linked with an area of open space, landscaped but not organised in any special way, to fulfil the function of a small neighbourhood park.

**Neighbourhood Playing Fields** The Master Plan provides five neighbourhood playing fields. Those in the Chalkstone, Coupals, Helions and Castle areas are based on existing playing fields extended where necessary. The Ann Suckling playing field is a new proposal. The general recreation area in the Ann Suckling neighbourhood is provided as part of the west town park (area no. 6) which adjoins it.

	Organised Sport	General Recreation	Total
Ann Suckling (area no. 6—part)	10·50	4·68	15·18 acres
Chalkstone (areas nos. 63, 64)	24·12	7·74	31·86 acres
Coupals (Mot's Field inc. ext.) (area no. 97—part)			13·45 acres
Helions (Puddlebrook) (area no. 182)	14·97	19·23	34·20 acres
Castle (areas nos. 120, 121, 122)	24·57	14·13	38·70 acres
			<hr/>
Total .. .. .	.. .. .	.. .. .	133·39 acres

<b>Town Games Spaces</b>	The Master Plan incorporates the following existing games spaces serving the town as a whole:—							
	Cricket ground (area no. 37)	..	..	..	..	..	..	6·44 acres
	Tennis club (area no. 34)	..	..	..	..	..	..	1·06 acres
	Football ground (area no. 197)	..	..	..	..	..	..	10·56 acres
	Sports centre (area no. 36)	..	..	..	..	..	..	11·35 acres
	Total	..	..	..	..	..	..	29·41 acres

<b>Playing Fields – Neighbourhood and Town</b>	The total playing field provision in the Master Plan is as follows:—							
	Neighbourhood playing fields	..	..	..	..	..	..	133·39 acres
	Town games spaces	..	..	..	..	..	..	29·41 acres
	Total	..	..	..	..	..	..	162·80 acres

**Local Open Space** The Master Plan also develops an idea incorporated in previous County and Greater London Council plans, for landscaped walks running through areas of housing, to form part of the footpath pattern to link together the main elements of the landscape pattern, and to bring landscaped natural areas near to homes.

**Other Open Space** In addition to the parks and playing fields already described, there are a number of other open spaces serving the town as a whole.

**Melbourn Bridge Flood Park** The Essex River Authority's Melbourn Bridge flood park (area no. 1), is shown as part of the West Town Park. It is 50·00 acres in extent. If it is not possible to incorporate it in the town park at once, it would be possible to return it to agricultural use until it is needed.

**Golf Course** The east town park runs into the proposed Gold Course and clubhouse (areas nos. 94, 95), which consist of 128·37 acres.

**Recreation Ground** The old Recreation Ground on Camps Road, once the town playing field on its outskirts, is now becoming closely associated with the town centre because of the growth which has already taken place. (See Part I Section II Landscape Design, pages 11-13). It comprises 12·15 acres, and is envisaged as a garden landscaped for quiet enjoyment.

**Private Recreation** The Master Plan allocates an area on the outskirts of the town to private recreation. This would allow a sports club or company to acquire its own playing fields if the occasion arises. The site (no. 67) of 44·84 acres, is on the north-east side of the town, above the 300 feet contour, in the area where building is not to take place. It could remain in agricultural use until needed.

The Master Plan also incorporates an existing private recreation area (no. 198) of 2·62 acres south of Hamlet Road.

**Allotments** Four existing allotment gardens are retained in the Master Plan. They are behind the Cricket Ground, south of the Recreation Ground, next to the Clements Lower School playing field, and on the St. Botolph's site at Burton End (areas nos. 38, 150, 167, 173). They total 11·27 acres in area.

The Social Survey indicated the possibility of a greater demand for allotments, and if this proves to be the case, the Master Plan would allow for the creation of small areas for allotment gardens within individual housing areas. This would be a matter of detail for the developers.



## PART II: SECTION 4

### 4. OTHER SERVICES

- Health and Welfare** The pattern of health and welfare facilities in the expanded town is a simple one. The expanded town will not be large enough to support a hospital of its own, and people will have to continue to rely as they do now, on hospitals in Bury St. Edmunds, Newmarket and Cambridge. The County Council, after consultation with the Executive Council, have agreed on the provision of one Health Centre, with accommodation for eight family doctors, and local authority services. The site is near the Town Centre, in Camps Road.
- The provision of children's welfare facilities, such as day nurseries, nursery schools, special schools, and play areas, will be considered by the local authorities as the town grows. The Master Plan can accept such uses within its overall framework, and the location of each unit will be a matter of detail for the authorities.
- Youth Service** The County Council plans for the statutory youth service provision in the expanded town include the existing youth centre at Burton Cottage, which is well located near the Town Centre, and the new Sports Centre on the other side of the Town Centre.
- Cemetery** The Master Plan retains the existing town cemetery (area no. 151) south of the Withersfield Road, and proposes that the adjoining allotments (area no. 152) be used to extend it when the need arises. The total area available would be 9.42 acres.
- Public Services – Water** It is estimated that the likely demand of the 30,000 town in 1981 would approach two million gallons of water per day. The County Council studies for the Haverhill area have led them to conclude that when all local sources of supply are fully developed, their yield is unlikely to exceed an average of one million gallons per day. The meeting of this demand is a matter for the Water Resources Board and the West Suffolk Water Board.
- Sewerage** The existing sewerage and sewage works will not be big enough to serve the expanded town, and the local authorities have already approved a site for a new sewage works outside the eastern boundary of the town.
- Gas** The existing town gas works on the Withersfield Road no longer makes gas. Gas is now imported by pipeline.
- Electricity** The electricity supply to the town by overhead line has been extended to keep pace with development, and no difficulty is foreseen in providing a supply to meet the demand.

## PART II

### SECTION 5: CIRCULATION

#### Master Plan Fig. 12

The hierarchy of roads within the Master Plan has been described in Part I, Section IV, pages 25-27 of this Report. It has been put forward as a planning solution to the problem of vehicular circulation to, from and within the expanded town. Throughout our studies we have had the help and advice of the County Surveyor, Mr. E. L. Williams, and the Master Plan road pattern has been approved by the County and District Councils. But it is not submitted as a traffic engineering solution to this problem. The technical details (such as interchange design or carriageway width, etc.) remain to be worked out by those responsible. This aspect of the problem is outside the scope of this Report.

#### The By-Pass

The Master Plan solution to the problem of the location of the by-pass has been described in Part I, Section IV, pages 25-26. The background to our conclusion in favour of the southern route is given in the following Study-paper, written before the County Council had decided on the by-pass location, and forming the basis of our recommendations to the Council on the matter :

- "Introduction      The problem facing the county is how best to link the town of Haverhill to the main roads of the region (the primary road network). It is agreed that this link will include a by-pass to keep through traffic out of the town centre. The linear form of the town along the valley allows two alternative routes, one to the north and east, and the other to the south and west. Which alternative makes a better link between the settlement and the primary road network ?
- "Summary of Conclusion      The northern route has two advantages from the "highways" point of view. But from the planning point of view the southern route is better. The many planning advantages of the southern route outweigh the two highways advantages of the northern route, when looked at in the general context of an expanding town and its primary road network.
- "The northern route      The two advantages of this route are (i) that it cleanly links the principal roads, the A604 and the A143, and (ii) that it achieves maximum segregation of through traffic from locally based or bound traffic.
- "The southern route      (i) Primary road network.  
The main advantage of this route is that it provides a better link between the town and the primary road network. The industrial area on the south of the town has direct access to and from the by-pass without going through the town. Through traffic on the A143 is small enough in proportion to be satisfactorily dealt with by the town distributor road network. This, and the very limited town distributor function fulfilled by the southern by-pass, are theoretical disadvantages of the southern route, but they do not outweigh the southern route's main advantage of a good link between the town and the primary road network.

(ii) Regional traffic.

Regional traffic considerations do not support one route or the other. The regional pattern foreshadowed in the Green Paper, "Roads for the Future", with its two east-west strategy routes, the A45 from Ipswich via Bury St. Edmunds to the Midlands, and the new Harwich-M1 link via Colchester and Bishop's Stortford, seems likely to reduce the rate of growth of traffic on the A604 and the relatively low design loads used in the design of the northern by-pass bear this out. On regional grounds therefore it would seem reasonable in Haverhill's case to allow greater importance to the link with the town than to the pure through traffic considerations.

(iii) Future expansion of the town.

The physical form of the valley in which the town lies sets definite limits to the extent to which growth can take place without completely changing the character of the town. The (draft) Master Plan shows how the target 30,000 population can be fitted into the topography satisfactorily. The southern route provides a boundary to further expansion at the right place. Northward expansion is already limited by county policy, and in any case the location of the northern route is too far out.

(iv) Disruption of landscape.

The northern route lies across a broad landscape of high quality with long views, and would inevitably cause major and regrettable disruption in an area where county policy as well as the character of the landscape point to conservation. The southern route crosses landscape that is valuable, but because of its less broad character, a major road will not cause the same degree of disruption as the northern route.

(v) Industrial location.

The southern route serves the town's industrial area well, while providing acceptably for the proportion of through traffic to and from the north. The northern route is not satisfactorily related to the town's industrial area, and involves the undesirable disruption of the east Town Park by industrial traffic. Traffic to and from Haverhill Meat Products Limited's factory at Little Wratting seems to be served acceptably by both schemes.

(vi) Capacity and phasing.

It is assumed that a by-pass will be built around 1974. If the northern route is chosen, the expected traffic load will exceed its design capacity by 1981. A by-pass on the southern route (including two dual-carriageway legs) is likely to have spare capacity in 1981. In addition, to increase the capacity of the northern route would involve dualling nearly five miles of single carriageway, while on the southern route, only an additional two and three-quarter miles of dualling would be needed. Therefore, over-all the southern route is more economic.

(vii) Cost assessment.

The comparative costs of both routes are about the same, about £1 million. The 2½ per cent. difference between the estimates in favour of the northern route is within the margin of accuracy of

the estimates and is therefore not significant. However, the estimates are for roads of differing capacity. £1 million buys a northern by-pass with a design capacity of 9,000 rural p.c.u.\*/day, or a southern by-pass with two of its three legs having a design capacity of 33,000 rural p.c.u./day. If the estimates are adjusted to bring both schemes up to a similar capacity, by dualling as described in (vi) above, the southern route would cost about 20 per cent. less than the northern.

“Conclusion

On general planning grounds the southern route is much better for the town and its hinterland, than the northern one is, while it also serves all through traffic satisfactorily. The two traffic advantages of the northern route are not enough in this case and context to outweigh the many planning and other advantages of the southern route. The southern route is therefore the better choice.”

*\*P.c.u. = passenger car unit.*

## PART II

### SECTION 6: SCHEDULE OF AREAS

All acreages in this Report are based on the following Schedule.

For the method of measurement, abbreviations, etc., see the notes following the Schedule (pages 63-64).

\* denotes whether area is within 18,500 Town Map or 30,000 Master Plan.

Area No.	Use	Acres	Description	18·5	30	Map No.
1	POS	50·00	West Town Park (flood park)		*	121
2	POS	6·55	Boundary landscaping		*	121
3	Ind (S)	1·01	Existing service industry		*	121
4	Re	1·47	Existing housing		*	121
5	Ind (S)	1·21	Existing service industry		*	121/4
6	POS	48·10	West Town Park (inc. playing field)		*	121/4
7	POS	1·88	Boundary landscaping		*	121
8	POS	0·36	Boundary landscaping		*	121
9	POS	4·50	Boundary landscaping		*	124
10	POS	20·70	West Town Park	*		124
11	Re	28·20	Proposed Local Authority housing		*	124
12	Re	5·89	Landscaping with housing area 11		*	124
13	LS	3·00	Proposed Lower School		*	124
14	Re	34·25	Completion of existing PE housing	*		124
15	Re	10·30	Proposed PE housing		*	124
16	MS	10·00	Proposed Ann Suckling Middle School		*	124
17	MS	0·60	Landscaping between school and road		*	124
18	Re	6·08	Landscaping between housing and road		*	124
19	Re	20·25	Proposed PE housing		*	124
20	Re	63·92	Existing housing	*		124/5
21	Sa	1·80	Proposed local shopping centre	*		124
22	LS	3·00	Proposed Lower School	*		124
23	POS	8·64	Proposed Railway Walk	*		124/5
24	Re	0·19	Existing housing	*		124
25	Ind (S)	2·20	Existing service industry	*		124
26	Ind	0·42	Existing industry	*		124
27	Re	1·32	Existing housing	*		124
28	Ind (S)	0·70	Existing service industry	*		124/5
		<hr/> 336·54	<i>Total brought down</i>			

Area No.	Use	Acres	Description	18·5	30	Map No.
		336·54	<i>Total carried forward</i>			
29	Re	6·91	Existing housing	*		124/5
30	Re	1·51	Proposed housing	*		125
31	Ind (S)	6·88	Proposed service industry	*		125
32	Re	1·63	Existing housing	*		125
33	Civic	3·92	Existing depots	*		125
34	O/PR	1·06	Existing Tennis Club	*		125
35	Civic	0·68	Existing Fire Station	*		125
36	O/PF	11·35	Existing Town Sports Centre	*		125
37	O/PR	6·44	Existing Cricket Club	*		125
38	O/A	2·99	Existing and proposed allotments	*		125
39	Ind	6·54	Proposed industry	*		125/6
40	Ind	6·12	Existing industry	*		125/6
41	POS	1·94	Part of Hamlet Green	*		126
42	POS	11·65	Proposed Railway Walk	*	125/6/8/9	
43	Re	1·88	Existing housing	*		126
44	Civic	8·44	Existing sewage works	*		125/6
45	Re	8·50	Existing Chalkstone housing	*		125
46	MS	7·35	First Chalkstone Middle School	*		125
47	MS	0·34	Landscaping between school and road	*		125
48	Re	1·88	Landscaping with existing housing	*		125
49	Sa	1·88	Chalkstone local shopping centre	*		125
50	Civic	1·41	Chalkstone local social centre	*		125
51	Re	11·35	Existing Chalkstone housing	*		125
52	Re	3·49	Landscaping with existing housing	*		125
53	Re	4·35	Existing Chalkstone housing	*		125
54	Civic	0·50		*		125
55	Re	18·31	Existing Chalkstone housing	*		124/5
56	Re	2·18	Landscaping with existing housing	*		125
57	Re	16·40	Existing Chalkstone housing	*		125
58	Re	2·49	Landscaping with existing housing	*		125
59	Re	8·22	Existing Chalkstone housing	*		125/8
60	LS	5·35	Proposed first Chalkstone Lower School	*		124
		510·48	<i>Total brought down</i>			

Area No.	Use	Acres	Description	18·5	30	Map No.
		510·48	<i>Total carried forward</i>			
61	LS	0·78	Landscaping between school and road	*		124
62	Re	11·85	Existing Churchill housing	*		124
63	O/PF	15·44	Existing Chalkstone playing field	*		124/5
64	O/PF	16·42	Proposed extension to playing field		*	125/8
65	US	32·00	Proposed Chalkstone Upper School		*	124/5/7
66	FE	20·00	Proposed site for Further Education use		*	124/5/7/8
67	O/PR	44·84	Proposed private recreation area		*	127/8
68	MS	10·00	Proposed Coupals Middle School		*	128
69	MS	1·09	Landscaping between school and road		*	128
70	POS	2·14	Landscaping adjacent to school		*	128
71	POS	10·45	Boundary landscaping		*	128
72	Re	26·05	Proposed LA housing		*	125/8
73	Re	10·38	Proposed LA housing		*	125/8
74	LS	3·00	Proposed Lower School		*	125
75	Re	1·92	Landscaping with proposed housing		*	125/8
76	Re	5·04	Landscaping with proposed housing		*	128
77	Re	4·39	Landscaping with proposed housing		*	128
78	Re	13·93	Proposed LA housing		*	128
79	LS	3·00	Proposed Lower School		*	128
80	LS	0·23	Landscaping between school and road		*	128
81	Sa	0·65	Proposed local shopping centre		*	128
82	Re	15·66	Proposed LA housing		*	128/9
83	Re	3·53	Landscaping with proposed housing		*	128/9
84	Re	26·40	Proposed PE housing		*	128/9
85	LS	4·00	Proposed LS and Junior Training Centre		*	128
86	LS	0·53	Landscaping between school and road		*	128
87	Re	25·00	Proposed PE housing		*	128
88	Re	6·41	Landscaping with proposed housing		*	128
89	Re	4·55	Landscaping with proposed housing		*	128
90	LS	3·00	Proposed Lower School		*	128
		<hr/> 833·16	<i>Total brought down</i>			

Area No.	Use	Acres	Description	18·5	30	Map No.
		833·16	<i>Total carried forward</i>			
91	LS	0·85	Landscaping adjacent to school		*	128
92	Re	28·70	Proposed PE housing		*	128/9
93	POS	4·69	Boundary landscaping		*	128/9
94	POS	3·37	Gold Club house		*	128/9
95	POS	125·00	Golf Course		*	129
96	POS	7·25	Boundary landscaping		*	129
97	POS	35·20	East Town Park		*	129
98	Civic	4·00	Essex C.C. Old People's Home		*	129
99	Re	1·63	Existing housing		*	129
100	Re	3·58	Existing housing		*	129
101	Special	24·30	Proposed special site		*	121
102	Re	4·52	Existing housing		*	121
103	Re	44·75	Proposed PE housing		*	121
104	Re	7·08	Landscaping with proposed housing		*	121
105	Re	32·85	Proposed PE housing		*	121/2
106	Re	5·29	Landscaping with proposed housing		*	121/2
107	POS	35·49	Proposed public recreation area		*	121/2
108	LS	3·00	Proposed Lower School		*	121/2
109	Re	1·36	Landscaping with proposed housing		*	122
110	Re	24·90	Proposed LA housing		*	122
111	Re	0·82	Landscaping with proposed housing		*	122
112	Re	4·42	Landscaping with proposed housing		*	122
113	LS	3·00	Proposed Lower School		*	122
114	POS	3·82	Proposed public recreation area		*	122
115	LS	1·22	Landscaping between school and road		*	122
116	Re	19·60	Proposed LA housing		*	122
117	Re	7·19	Landscaping with proposed housing		*	122
118	MS	10·00	Parkway Middle School	*		121/2/5
119	MS	0·59	Landscaping between school and road	*		121/2/5
120	0/PF	20·40	Existing Castle Playing Field	*		122/5
121	POS	2·42	Landscaping adjacent to playing field		*	122
122	0/PF	15·88	Proposed extension to playing field		*	122
123	MS	10·00	Castle Middle School		*	122/5
124	MS	0·42	Landscaping between school and road		*	122
		<hr/> 1330·75	<i>Total brought down</i>			



Area No.	Use	Acres	Description	18·5	30	Map No.
		1330·75	<i>Total carried forward</i>			
125	RM & RL	9·08	RC Middle and Lower Schools		*	122
126	RM & RL	1·08	Landscaping between school and road		*	122
127	LS	5·03	Burton End Lower School	*		122/5
128	LS	0·26	Landscaping between school and road	*		122/5
129	Re	45·33	Existing Parkway housing	*		122/5
130	Re	0·68	Landscaping with existing housing	*		125
131	Civic	0·74	Existing RC church	*		125
132	Sa	0·68	Existing Parkway local shopping centre	*		125
133	POS	3·13	Existing public recreation area	*		125
134	Re	0·56	Landscaping with existing housing	*		125
135	Re	24·25	Proposed LA housing		*	121
136	Re	5·39	Landscaping with proposed housing		*	121/4
137	Sa	0·85	Proposed local shopping centre	*		121
138	Re	27·51	Proposed LA housing	*		121/2/4/5
139	Re	4·82	Existing housing	*		124
140	LS	3·00	Parkway Lower School	*		124
141	Re	30·07	Existing housing	*		124/5
142	Sa	0·29	Existing local shopping centre	*		125
143	US	10·00	Proposed extension to First Upper School	*		122/4/5
144	US	0·30	Landscaping between school and road	*		122/5
145	US	17·71	Existing First Upper School	*		124/5
146	US	0·40	Landscaping between school and road	*		125
147	US	0·28	Landscaping between school and road	*		125
148	Re	3·04	Existing housing	*		125
149	Re	31·30	Existing housing	*		124/5
150	O/A	2·40	Existing allotments	*		125
151	O/C	5·72	Existing cemetery	*		125
152	O/C	3·70	Proposed extension to existing cemetery	*		125
153	Re	4·98	Existing housing	*		125
154	Re	13·30	Existing housing	*		125
155	LS	3·65	Place Farm Lower School	*		125
156	LS	0·16	Landscaping between school and road	*		125
		<hr/> 1590·44	<i>Total brought down</i>			

Area No.	Use	Acres	Description	18·5	30	Map No.
		1590·44	<i>Total carried forward</i>			
157	Re	0·33	Existing housing	*		125
158	Civic	2·54	Existing Welfare and Police uses	*		125
159	Sa	0·08	Existing public house	*		125
160	Civic	0·14	Existing local hall	*		125
161	Civic	3·26	Existing Youth Centre etc.	*		125
162	Re	0·22	Existing housing	*		125
163	Civic	1·15	Existing telephone exchange	*		125
164	Re	7·06	Existing housing	*		125
165	POS	12·15	Existing Recreation Ground	*		125
166	Re	31·69	Existing housing	*		125/6
167	O/A	2·13	Existing allotments	*		125
168	Re	79·20	Existing Clements housing etc.	*		125/6
169	LS	2·72	Clements Lower School	*		125
170	Sa	1·37	Existing Clements local shopping centre	*		125
171	Civic	0·76	Existing Clements local social centre	*		125
172	LS/PF	2·51	Clements Lower School playing field	*		126
173	O/A	3·75	Existing allotments	*		126
174	POS	0·57	Existing local recreation area	*		125
175	Re	3·90	Proposed housing	*		125
176	Civic	2·69	Existing water works	*		122/5/6
177	Re	25·13	Proposed LA housing		*	122/3/5/6
178	Re	5·01	Landscaping with proposed housing		*	122/3
179	MS	10·00	Proposed Puddlebrook Middle School		*	123/6
180	MS	1·20	Landscaping between school and road		*	123
181	LS	3·00	Proposed Puddlebrook Lower School		*	126
182	O/PF	34·20	Existing Puddlebrook playing field		*	123/6
183	Re	26·90	Proposed LA housing		*	126
184	Re	4·73	Landscaping with proposed housing		*	126
185	Re	1·78	Existing housing	*		125/6
186	Ind	137·75	Existing industry	*		125/6
187	Ind	81·35	Proposed industry		*	125/6
188	POS	11·10	Landscaping between industry and by-pass		*	126
189	POS	3·98	Boundary landscaping		*	126
190	POS	6·46	Boundary landscaping		*	129
191	Ind	36·92	Proposed industry		*	126/9
		<u>2138·17</u>	<i>Total brought down</i>			

Area No.	Use	Acres	Description	18·5	30	Map No.
		2138·17	<i>Total carried forward</i>			
192	Re	2·81	Existing housing	*		126
193	POS	11·05	Proposed Railway Walk	*		126/9
194	Ind	41·83	Proposed industry	*		126/9
195	Special	17·80	Special site		*	129
196	Re	21·47	Existing housing	*		125/6
197	O/PF	10·56	Existing Football Club	*		125/6
198	O/PR	2·62	Existing private recreation area	*		125
199	Re	3·70	Existing housing	*		125/6
200	Re	17·77	Existing housing	*		125/6
201	Ind	1·91	Existing industry	*		125/6
202	POS	0·50	Part of Hamlet Green	*		126
203	TC	36·85	Town Centre	*		125
		<u>2,307·04</u>	<i>Total</i>			

*Notes:*

i) Methods of measurement :

The acreages in this Schedule have been measured from dyeline prints of drawings nos. 121-129, Master Plan, 1:2500 scale, using a Haff 317 Planimeter.

ii) Abbreviations :

Civic	Civic and civic services uses (statutory authorities, statutory undertakers, local authority services, health, religious, social and welfare uses).
FE	Further education site
Ind	Industry
Ind (S)	Service industry
LA	Local authority (housing)
LS	First or Lower School
LS/PF	Lower School playing field
MS	Middle School
O/A	Allotment gardens
O/C	Cemetery
O/PF	Public playing fields
O/PR	Private playing fields and recreation areas
PE	Private enterprise (housing)
POS	Public open space for recreation use, organised and informal, including areas on the edge of the town where planting is proposed for landscaping reasons
Re	Residential
RL	Roman Catholic first or lower school
RM	Roman Catholic middle school
Sa	Shopping
Special	Special site in prominent location requiring special consideration as to use and design
TC	Town Centre (individual uses not defined on Master Plan)
US	Upper School.

- iii) **Boundary landscaping:**  
This describes areas outside the proposed boundary of the expanded town, where landscaping (mainly tree-planting) is desirable for visual reasons, and for reasons connected with the screening of main roads.
- iv) **Roads and verges:**  
The areas of half-widths of roads and verges adjoining schools have been noted separately. In all other cases, the areas noted include the half-widths of all adjoining roads.
- v) **'Glades'**  
These are landscaped areas within housing. They have been noted separately, but classified as 'Residential' in the Use column.
- vi) **Boundaries of numbered areas:**  
These boundaries are shown on our drawings nos. MP 131-139.

## **PART III: THE TOWN CENTRE**

### **SECTION I: INTRODUCTION**

#### **The Purpose of the Design**

The purpose of the design is to make the centre of Haverhill a more efficient, safe and, above all, attractive place. The new buildings and services essential to a modern centre are introduced without destroying Haverhill's individuality and the pedestrian is restored to the inner heart by placing traffic on the perimeter. In other words, the existing structure of the centre, and all that gives character to it, is preserved and a new design developed from it to meet the demands of modern life.

The sections which follow describe the new circulation and shopping pattern, and the various buildings and activities comprised in the design, which seeks to make the town centre a lively place and focus of the town's activities.

The design also attempts to make the centre the most varied and picturesque environment in the town. A place where the buildings are the finest and the spaces the most splendid. This aspect of urban design is described in the final section.

## PART III

### SECTION II: CIRCULATION PATTERN

#### The New Circulation Pattern Fig. 14

The pleasures of a town centre, like shopping, are best enjoyed on foot, free from the danger, obstruction, noise and fumes of vehicular traffic. On the other hand, convenient access for private cars, service vehicles and public transport is essential. Like most town centres, traffic now disrupts the centre of Haverhill making it no longer a pleasant place to be in. In the Central Area design this conflict between pedestrians and vehicles is resolved by the creation of a main distributor road system around the inner core and feeding from this into belts of car parks and service roads to the backs of the shops. All traffic can then be taken out of the existing shopping streets and they can become pedestrian precincts.

A start on this theoretical plan has already been made in the construction of the Pightle. Although this road, on the north of the centre, was built as a by-pass for the central area, it is exceptionally well-placed to form a part of the new town centre road system. Since the town centre is a lineal one, it follows that car parking should be distributed in long belts, parallel to the shopping precinct. On the north these are placed between the distribution road and the shopping street with frequent short cuts between them. The road system also provides service access to the rear of the shops.

When it comes to duplicating this car parking and service access on the south of the High Street, there are difficulties because Gurteen's large factory abuts the central core.

The plan has to accept that the new road must skirt the factory on the approximate line of the existing road and lane.

To the south of Gurteen's a new road is placed on the line of Helions Walk, parallel to High Street. To the west of Gurteen's a new road skirts the top of the market square and continues, parallel to Queen Street, to join Crowland Road. Car parking and servicing is placed between the road and the precinct.

At the east end there is space on the existing allotment gardens and tennis courts to form proper parking. On the west the space is limited by the desire to preserve the gardens of the youth centre and by an existing housing scheme, which still has a relatively long life, and so the car parking has had to be inserted within the existing pattern.

#### Car Parking Fig. 14

It is estimated that, by the 1980s, 1,600 car parking spaces will be needed in the town centre. The design provides for 1,053 parking spaces at ground level in fourteen car parks. The planning system for the town centre means that these car parks are all within reasonable distance (220 yards or one minute's walk) of the shopping precincts. As the demand grows it can be met by building two or three storey parking structures. Two car park sites which could be developed in this way are those situated north of the High Street and north of the Pightle. These could, together, provide up to 580 additional spaces. There is, therefore, capacity in the plan for 1,633 parking spaces.

Individual car parks are sited in association with civic buildings and reserve car parking spaces for St. Mary's Church would be planned in conjunction with the proposed office block nearby.

**Public  
Transport  
Fig. 14**

The closure of the railway line makes the remaining public transport even more important. The public transport bus routes converge on the town centre. The existing bus station is no longer suitable, and a new site has already been agreed between the Pightle and the High Street. The bus station will provide an interchange between bus services to and from the surrounding region and the town bus services. The site terminates the parking belt and is connected to the High Street by a new precinct on which is sited a major multiple store. There is thus immediate access for buses from the main spine road and direct access for the public from the station to the principal shopping street.

Taxis provide a complementary public transport service and in the detailed planning of the car parks beside the bus station taxi stands would be provided to replace those at present in the High Street.

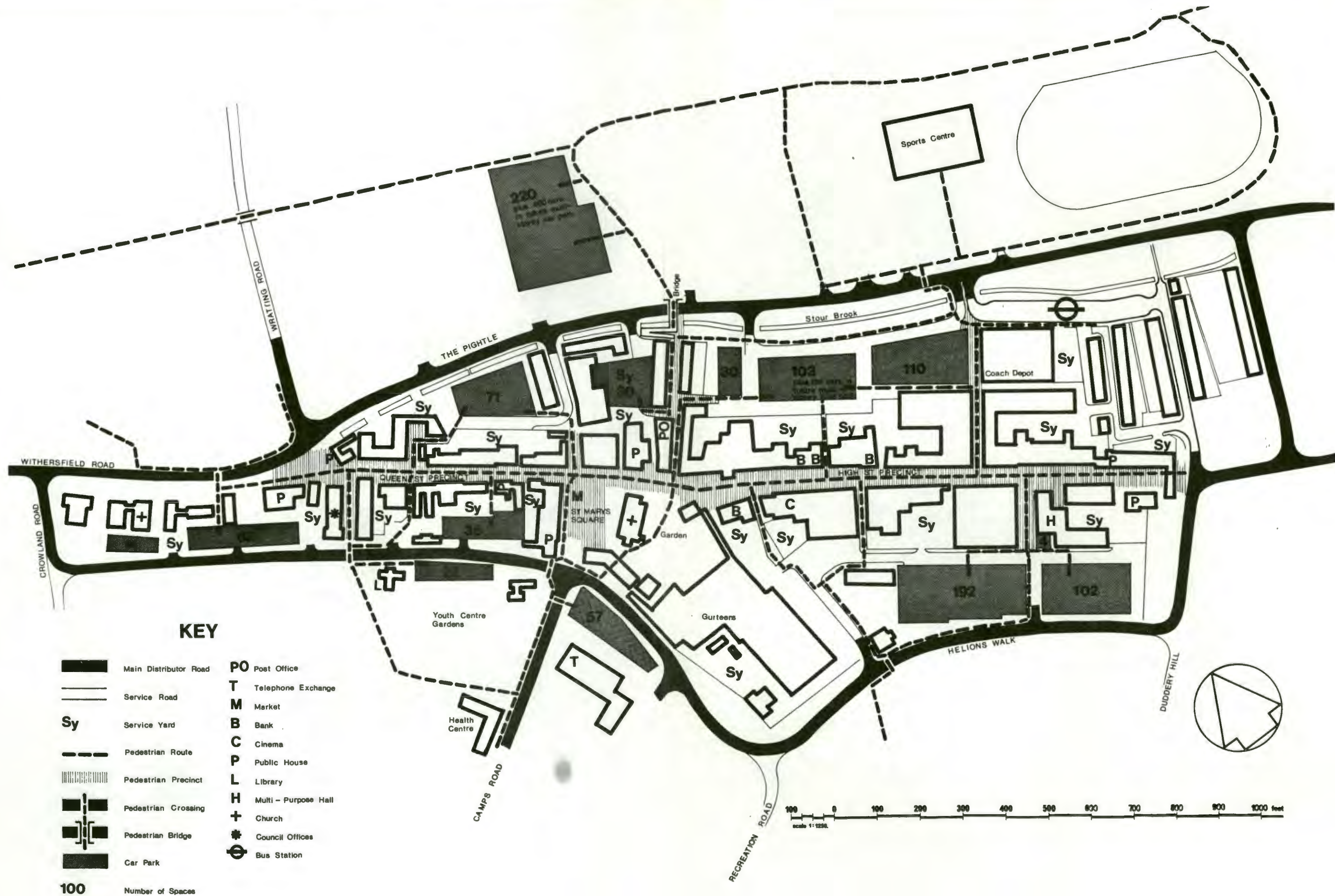


FIG 14 TOWN CENTRE CIRCULATION PATTERN



## PART III

### SECTION III: THE SHOPPING CENTRE

#### The Existing Pattern

The main shopping streets still reflect the pattern established by the first trading community, consisting of shops on both sides of a valley road, with a market place situated along this shopping spine. The two main shopping streets which form this spine are Queen Street and High Street and the shopping development now extends along their combined length for some 600 yards. A small pedestrian precinct, Queen's Square, has been built off Queen Street at its northern end, but as this is not linked with any other cross spine development, or associated with a car park, it does not alter the basically linear shopping pattern.

High Street contains the larger shops but the majority of shops are medium or small in size, many of them being converted houses.

There is reasonable continuity of shopping interest along both sides of Queen Street, but High Street suffers from breaks in continuity due to the presence of three banks in close proximity on one side, a filling station opposite them, and several premises towards the south eastern end which remain as dwellings.

#### Floorspace Requirements

In the expanded town additional shopping floorspace will be required and the estimated need, based on West Suffolk County Planning Department calculations, is for some 208,000 sq. ft. gross floorspace in the Central Area to serve the town of 30,000 and a hinterland shopping population of 11,000.

The area of shopping floorspace in Haverhill's Central Area is at present approximately 120,000 sq. ft.

The additional gross floorspace required by 1981 is therefore :

208,000
120,000
<hr style="width: 50%; margin: 0 auto;"/>
88,000 sq. ft.
<hr style="width: 50%; margin: 0 auto;"/>

Shopping trends show a marked increase in the number of supermarket and self-service outlets. To accommodate these much larger units without destroying the existing shopping streets means opening up new areas behind High Street, and two such areas are proposed in the design, both being close to major car parks, and the northern one including a new shopping precinct leading to the bus and coach station.

The additional shopping floorspace provided in the plan is as follows :

At ground floor level :

In new precinct north of High Street	.. ..	42,224
In shopping unit south of High Street	.. ..	22,500
In block east of Town Hall	.. ..	6,000
In block at eastern entrance to High Street precinct		5,474
In kiosk shops in Crown Passage	.. ..	3,300
		<hr style="width: 50%; margin: 0 auto;"/>
		79,700
<i>Less area of existing shops replaced by above</i>	.. ..	11,303
		<hr style="width: 50%; margin: 0 auto;"/>
		68,397 sq. ft.
		<hr style="width: 50%; margin: 0 auto;"/>

Additional space available at first floor level :			
In new precinct north of High Street	..	..	39,500
In shopping unit south of High Street	..	..	7,000
			<hr/>
			46,500 sq. ft.
			<hr/>
Total additional gross floorspace	..	..	114,897 sq. ft.
			<hr/>

As some of the new shopping development and its ancillary accommodation could take a two-storey form, it can be seen that there is flexibility in the provisions to meet the estimated need of 88,000 sq. ft. additional shopping floorspace, and a greater need of up to 114,897 sq. ft. could be met should this materialise.

Redevelopment is proposed at various points throughout the Central Area in order to encourage a steady process of overall improvement, each phase of which can be tailored to the retail requirements of the time and kept in step with the demands of the expanding town and its hinterland.

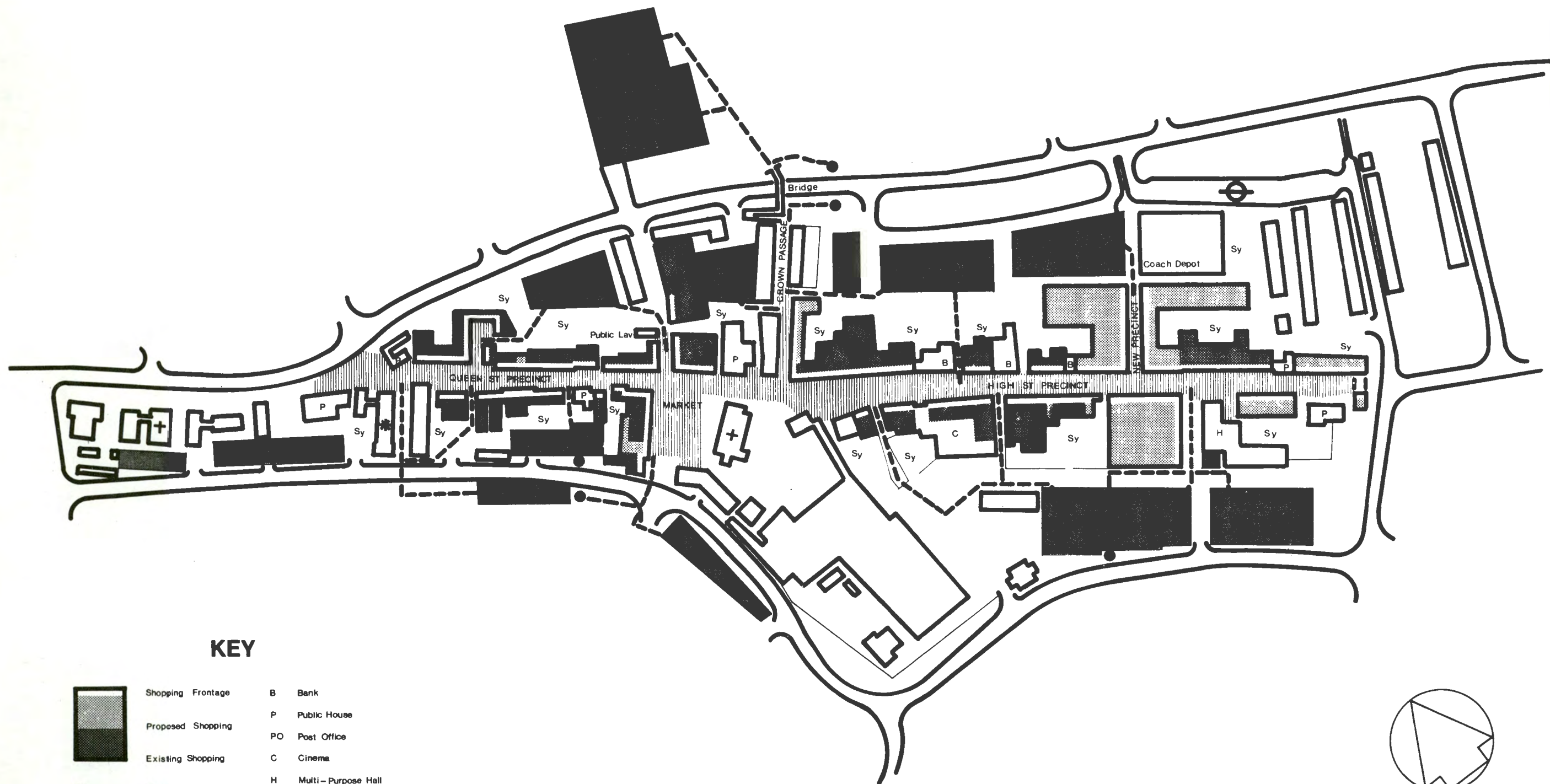
Shopping  
Pattern  
Fig. 15

The shopping pattern in the 1980s, therefore, includes a shopping area which is the domain of the pedestrian, convenient access to the shops from all car parks and bus stops, and shop servicing to the rear of the shops. In order to generate the greatest shopping activity, shopping frontages are continuous, the old High and Queen Street forming the spine, with in-fill shops built as the need arises.






A defect in most development along a road is that it peters out into a straggle of buildings. It is proposed that the new Haverhill precincts should be abruptly terminated at each end, so that there is no doubt where the centre starts, and interest is sustained for the full length of the shopping parade. At the west end the Council offices will terminate the shopping frontage and, with the buildings opposite, form an "entrance gate" to the precinct. At the east end it is proposed that a new building should bridge the precinct and form an entrance next to Duddery Road.

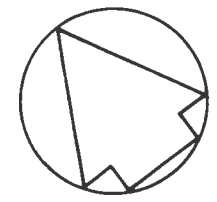
Shopping is therefore concentrated in well defined areas, which are along major pedestrian routes in the Central Area, inter-connecting the major shopping attractions such as the large stores and the market with the main setting down points for pedestrians ; the car parks, the bus stops and the bus station.

The pattern of pedestrian circulation within the shopping centre is also linked to the pattern of pedestrian routes to the centre from the surrounding town.



**KEY**

- |   |  |    |                    |
|---|--|----|--------------------|
|  | Shopping Frontage                                      | B  | Bank               |
|  | Proposed Shopping                                      | P  | Public House       |
|  | Existing Shopping                                      | PO | Post Office        |
| Sy  | Service Yard   | C  | Cinema             |
|  | Car Park   | H  | Multi-Purpose Hall |
|  | Shopping Areas with pedestrian access                  | +  | Church             |
|  | Pedestrian routes from Car-Parks to Shopping precincts | ⊛  | Council Offices    |
| ●   | Proposed Bus Stops                                     | ⊕  | Bus Station        |



**FIG 15 TOWN CENTRE SHOPPING PATTERN**

### PART III

#### SECTION IV: LAND USES

In this section each major land-use activity in the Central Area, apart from the shopping and car parking proposals already described, is considered and Fig. 16 illustrates the overall pattern.

#### Offices

In the expanded town of 30,000 a working population of 18,600 is anticipated and, of these, 3,700 engaged in office work. Of these some 2,000 may be working in offices in the Central Area. This number of employees indicates a total floorspace requirement of 2,000 @ 85 sq. ft. = 170,000 sq. ft.

The amount of existing office space in the Central Area is difficult to assess. The only definite information is that there are sixteen firms in the Central Area at present, and that the floorspace of the existing Local Government Offices is 9,073 sq. ft. The existing office floorspace in the Central Area is probably in the region of 40,000 sq. ft. In theory, therefore, additional office floorspace of 130,000 sq. ft. will be required in the 30,000 town.

The actual demand, however, is hard to forecast. Local offices providing professional services can be expected to increase more or less proportionately with the growth in population, and industrial expansion may give rise to some demand for office accommodation in the Central Area although, in the main, these offices will be on the industrial estates. The most significant factor is the possibility of attracting new office development to the town as a result of general trends towards decentralisation. This depends to a great extent on suitable and attractive sites being made available which will interest developers.

Additional office floorspace is included in the Central Area plans as follows :

Four purpose-built office blocks are proposed on sites close to the shopping core, served by the distribution roads and adjacent to car parks. One site is on the south side of St. Mary's Square, two others at the northern end of Swan Lane, and the fourth near Quakers Lane. Three-storey office block development on these sites could provide up to 62,000 sq. ft. gross of office space. Of the four sites, that in St. Mary's Square would probably be the first available and an appropriately designed building in this position could make an important contribution to the town scene as it would provide the missing south side of the square (*see Fig. 17*).

In an extension to the present Council Offices. A linked extension to the west and an independent building to the east could together provide a further 15,600 sq. ft. of office space. Should the demand for additional space for Local Government Offices not materialise, the independent block to the east could be developed for other office use.

In two storeys of office accommodation above the new shops in the High Street Precinct east of the old Town Hall. This would provide some 12,000 sq. ft. of office space.

The additional office floorspace in the central area resulting from the above totals 89,950 sq. ft.

This is considerably less than the theoretical need of 130,000 sq. ft. but probably more related to actual demand. It is also probable that the upper floors of existing shop premises will be increasingly used for small offices serving local needs.

## Service Industry

No new industries are proposed in the plan other than service industry. The existing Gurteen factory, Chantry Mill, has played an important part in the life of the town since the seventeenth century. No attempt is made to plan it out of existence. If in future a need should arise to develop part of the site for other uses, there are a number which would be suitable, such as small shops or offices, subject of course to the high standard of design and quality of materials which the prominent location of the site would require.

The meaning of the expression 'service industry' has been limited to those industries concerned with the provision of goods for the town's consumption and with repair and maintenance; activities such as hotel keeping, public transport and public entertainment are excluded, but work like milk bottling and car repairing are included. This class is obviously appropriately associated with the design of the Central Area.

A new area for service industry is proposed north of the Pightle and bounded by Wratting Road on the west and the Haverhill Urban District Council and Ministry depots to the east.

This area would also include one of the major car parks. It is at present occupied by the former railway station, allotments, and a small amount of existing industry.

Service industry in this location would have immediate access to the main distributor road network.

The levels are such that a bridge over the Pightle, leading into a precinct formed by Swan Lane, could be constructed to provide a safe and convenient link to the inner core of the Central Area.

The overall development as it occurs could appropriately guide service industries serving the town as a whole into the northern portion of the area, while service industries more intimately related to the activities of the Central Area could more conveniently be located in the southern portion. The combined areas of these two sites for service industry total 5.5 acres.

## Hotels and Licensed Premises

The Central Area has at present two hotels, providing some 25 beds. A further hotel at Hamlet Green on the outskirts of the town has 9 beds.

This suggests that a new hotel would be required in the expanded town and this could either take the form of a motel situated on the periphery of the town or a hotel in a central location. As it is not possible to predict which of these alternatives will materialise it would be unrealistic to designate a site in the Central Area for a hotel.

There are five public houses within the Central Area at present, all but one located along High Street and Queen Street. One of these, in High Street, is likely to be demolished during the comprehensive development of new shopping. The future demand for public houses in the Central Area can be met by the extension and modernisation of some of the existing premises, or, if new premises are required, by their inclusion in the new shopping development.

## Cultural Facilities

The former Town Hall, built in 1883, now functions as the town's multi-purpose hall, and its uses include Dancing, Drama, Bingo, Boxing, Social Club Activities, Private Parties and Receptions. The main hall, which has a characterful Victorian



- KEY**
- SHOPPING
  - Existing
  - Proposed
  - Sy Service Yard
  - PH Public House
  - BUSINESS
  - Bank
  - INDUSTRIAL**
  - Existing
  - New Service Industry
  - Sa/P Petrol Filling Station
  - CIVIC AND SOCIAL
  - C/Ch Church
  - C/LG Local Government
  - C/P Police
  - CS/W Welfare
  - CS/FS Fire Station
  - P.O Post Office
  - TH Town Hall
  - L Library
  - RESIDENTIAL**
  - RECREATION
  - Existing
  - Proposed
  - O/A Allotments
  - O/C Cemetery
  - O/PR Private Recreation
  - O/PF Playing Field
  - POS Public Open Space
  - Landscaped Areas
  - SC Sports Centre
  - VEHICULAR**
  - CP Car Park
  - Bus Station

**FIG.16 TOWN CENTRE LAND USE PATTERN**

interior, was originally designed to house the local choral society performances of Handel oratorios and can now seat 410 for concerts or meetings and up to 500 at dances. The catering and cloakroom facilities in the building are, however, quite inadequate.

In the Central Area proposals an extension site is provided on the eastern side of the building and this would allow for a new entrance to be built facing the new roads and car parks on the south and a new kitchen and cloakrooms to be provided. This extension, together with improvements to the existing building, would enable the old Town Hall to become an effective centre for cultural and social activities in the expanded town. Its location on the same precinct as the cinema and close to the bus station and main car parks is ideal for this purpose.

The Old Independent Church in Hamlet Road is just outside the Inner Core of the Central Area but is able to accommodate concerts and has a fine organ. The Upper School in Eastern Avenue will have excellent facilities for drama. For these reasons it is not likely that the expanded town would need a second multi-purpose hall and no site has been allocated for this.

The present library has a total floorspace of 2,800 sq. ft. in a single storey, semi-permanent building. Expansion could be provided by rebuilding on the present site which is conveniently placed and integrated with the network of pedestrian routes.

#### Commercial Entertainment

Specialised buildings for commercial entertainment in the Central Area at present are limited to one cinema of 418 seats. The old Town Hall and Bigmore Hall in Swan Lane are used for bingo sessions.

The decline in cinema going has led to the major circuits assessing a catchment area of some 40,000 people required to sustain a cinema of some 1,000 seats—the most economical size to operate at present. On this basis the expanded town could be expected to support a cinema of some 800 to 1,000 seats requiring some 15,000 sq. ft. on ground floor or on first floor above shops.

The present cinema site is well located being near the heart of the town centre, at a confluence of pedestrian routes, and situated on one of the proposed precincts where lighted shop window displays are an added evening interest. Proposed car parks are nearby. It is therefore, appropriate, when the time comes for the cinema to be redeveloped, for this to be done on the present site in conjunction with an improvement of adjacent shopping premises.

Other commercial entertainment, including dances, would be accommodated in the old Town Hall with improved bar, catering and other facilities. The requirements for clubs, restaurants and discotheques can be assessed as the town development proceeds and could be included in new Central Area developments or in conversions of existing property.

#### Sports Facilities

Apart from several bowling greens and tennis courts which occur within the Central Area, the main existing Sports facility is the outdoor bathing pool. The main pool was constructed in 1930 and a junior pool added in 1961. Despite improvements, the pools do not meet present standards and are therefore programmed to be replaced by an indoor swimming pool to be built as a future stage of the Sports Hall now under construction.

The first stage of the Sports Centre will provide facilities for badminton, tennis, basketball, cricket practice, mountaineering training, boxing, judo, movement to

music, gymnastics, fencing, etc. Two squash courts and a rifle range are also included. The eventual plan for the whole Sports Centre site includes a seven lane running track, spring, straight, long jump and high jump areas and areas for shot-putting, hammer, discus and javelin and cricket practice. A redgra hard surface pitch within the running track will provide all weather facilities for games.

The sports Centre will satisfy the requirements for the major sports centre in the town and the surrounding hinterland and no further provision is proposed in the Central Area.

#### **Youth Centre**

In 1964 the West Suffolk County Council purchased a house standing in some two acres of grounds in the centre of the town, adapted it for use as a youth centre and appointed a full-time youth organiser. The building itself is a meeting place for young people where they can take part in recreational activities. There are various Craft Rooms including a Sewing Room. The outdoor games pitches are floodlit and table tennis can be played indoors. There is a Coffee Bar which is a social meeting place where arrangements are made for the wider range of outdoor activities which include mountaineering, camping, canoeing and sailing. The average attendance is 80 per night for the five nights a week the Centre is available. This youth centre is well situated and is retained in the expansion proposals. Due to the high landscape value of the existing garden any new building or rebuilding to meet expanding needs should be limited to the site of the present building and any smaller site between the garden and Upper Downs Slade which might become available. The Queen's Building nearby, however, could possibly be converted to provide additional activity rooms.

#### **Ex-Service Men's Club**

The existing Ex-Servicemen's Club which includes a private bowling green, is retained on its site at the corner of Quakers Lane and Helions Walk, where it is convenient to town centre car parks and well placed on the network of pedestrian routes.

Expansion space which the Club requires to cope with increasing membership is allowed for in the central area plans.

#### **Churches**

As we have said, St. Mary's, the parish church of Haverhill, is the town's oldest and most distinguished building. It is the crown of the urban composition and the new Market Square will enhance its setting.

The existing Roman Catholic Church is now in the G.L.C. Parkway area, but a proposal has been put forward to take over an existing building in the proposed civic enclave, to function as a central town church.

The Congregational Church on Withersfield Road also lies within the proposed civic enclave and an extension of these premises is now in hand.

The Baptist Church holds regular services in their premises at Upper Downs Slade close to the library and Youth Centre development.

The population increase in Haverhill brings the opportunity for increased congregations in these churches, which have room to accommodate them.

#### **Public Services**

A site for a new Health Centre is proposed in Camps Road where it is reasonably convenient to the Town Centre but in a quieter position than within the inner core.

The Police Station has room for expansion on its present site. The 30,000 town will not require Magistrates' Courts.



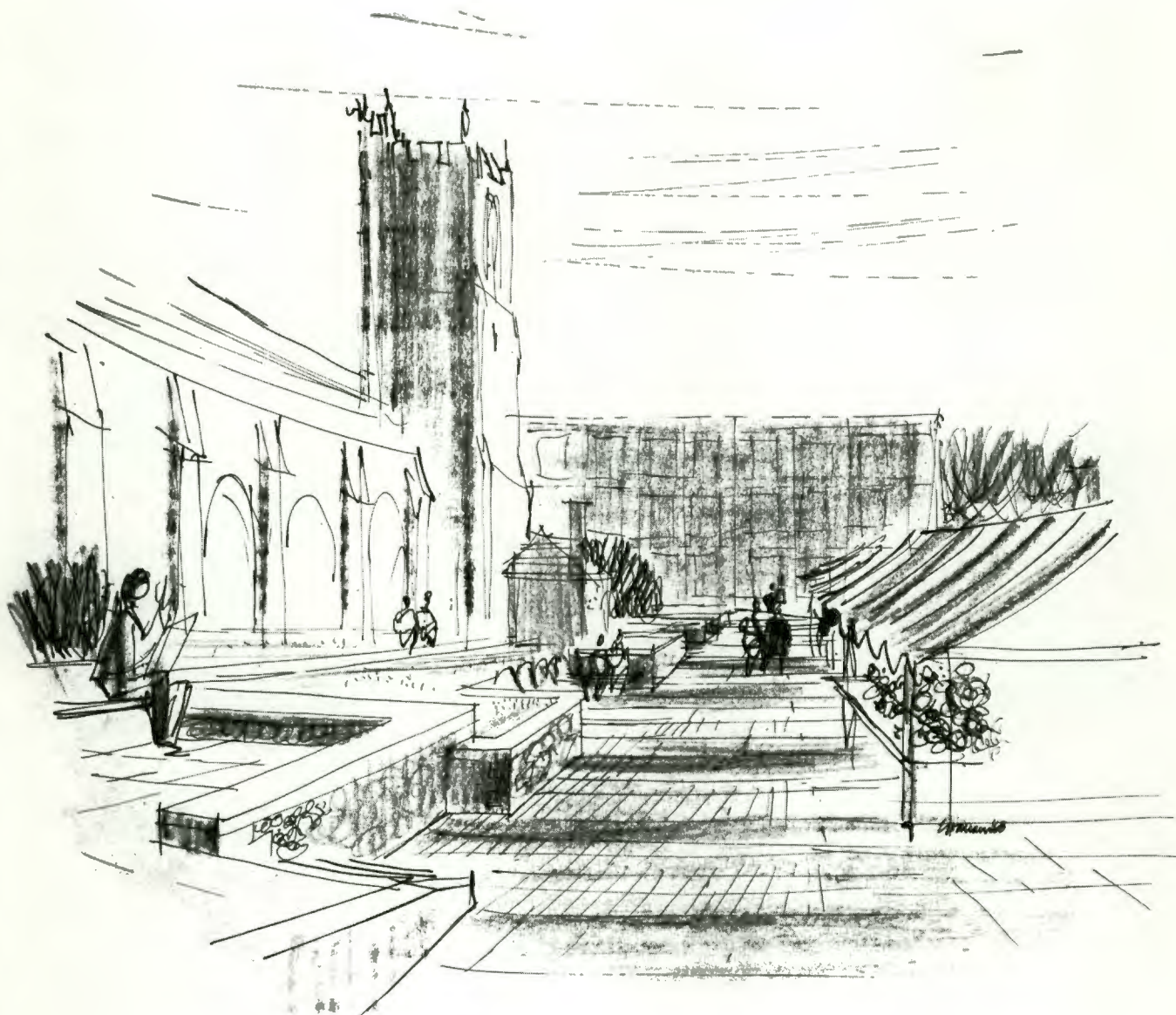


FIG 17 ST. MARY'S SQUARE

The G.P.O. head office is provided in the Central Area plan with additional space which will meet the G.P.O. requirements in the expanded town.

**Public  
Lavatories**

The central area plan includes three new public lavatories; the new block on the Recreation Ground, which is almost complete, a new block to replace those at present in Swan Lane, and in addition public lavatories to be built as part of the new bus station development.

**Housing**

The town centre was once the place of living. The design includes sites for some 114 new dwellings in flats, maisonettes and old people's dwellings for those who prefer an urban environment. They will help to keep the town alive at night. The 4.6 acres between Chantry Mills and the Recreation Ground could eventually be redeveloped with housing to a somewhat higher density and more appropriate character to a town centre site.

**Open Space**

The existing gardens of St. Mary's Church, the Youth Centre and the Recreation Ground become integral parts of an overall landscape pattern linked by pedestrian walkways which are themselves continuations of landscaped pedestrian routes from the surrounding town.

A landscaped area is created along Stour Brook which is diverted into a new channel to provide maximum depth behind High Street for the new development. This riverside landscaping forms a useful rest area close to bus station and car parks and helps to screen the car parks from the main distributor road.

The retention of the fine elm trees on the Sports Centre site combined with new tree planting forms a major landscaped area close to the inner core and linked with it by the pedestrian routes.

The former railway line becomes a landscaped pedestrian route and its planting acts as a foreground foil to views of Chalkstone Housing.

New tree planting along the main distribution road around the inner core screens the car parks which are themselves planted with trees at intervals between the lines of cars.



FIG 18 MARKET HILL

## PART III

### SECTION V: URBAN DESIGN

Existing  
Context  
Figs 2, 3 & 4

The destruction caused by the fire of 1665, from which few buildings survived, has removed much of the character which one might expect to meet in comparable Suffolk towns. Without these survivals from an earlier age, the brick buildings produced by the development of the textile industry during the industrial revolution, Chantry Mills and the housing for workers, figure more prominently in the overall visual impression of the town than they otherwise would.

St. Mary's Church survived the fire and remains the finest building in Haverhill. The juxtaposition of Church and market at the centre of Haverhill is also an arrangement surviving from past centuries.

The basic pattern established by the first trading community, consisting of shops and other buildings ranged on both sides of a valley road, has also survived to the present day and the present shopping centre is essentially a long narrow street, flanked by a diversity of buildings most of which are small in scale. The entrances to this shopping street are not marked, significantly, at either end. The shopping just peters out. Certain buildings of character occur along this spine, such as the Old Town Hall and the recently built Council Offices, but several new shopping blocks which have been built in High Street are characterless and contribute nothing to the Haverhill scene.

The New  
Townscape  
Figs 19 & 20

The essential character of all fine town centres is that they are a series of spaces, or outdoor rooms, which give pleasure to be in—like the rooms of a house.

The removal of traffic from the heart of Haverhill makes it possible to turn it into a series of spaces that will be enjoyable. It will restore something of the pace and scale to the centre which existed in the years before the arrival of the motor vehicle (*Fig. 18*). Instead of just buildings fronting roads, there can be a series of interlinked spaces leading from one to another, of varied and complex nature.

The quality of these spaces will, in the long run, depend on their detail design and the quality of the architecture. In order to illustrate the possibilities of the design, the sequence of spaces which could give unique character to Haverhill's centre in the 1980s is now described. The pattern still remains essentially a linear one, since this is the natural shape of the valley town, but this linear spine is given definition and variety in an unfolding series of spaces moving from west to east as follows (*Fig. 19*):

#### 1. The West Entry

This place marks the beginning of the pedestrian shopping parades. The road is diverted to allow a generous paved area to be created, while the Woolpack and a projecting wing of the Council Offices mark the entrance to the precinct.

#### 2. Queen Street Precinct: West

This is the first and widest section of the Queen Street precinct formed by the set-back created when Queen's Square was built. Two subsidiary spaces open off it: Queen's Square itself (2a) and a way-through opposite which leads to a small paved forecourt (2b) in front of Queen's Building.

3. Queen Street Precinct: East (*Fig. 20*)

The narrowest part of the precinct. Attractive buildings with conformity of scale but variety of character create an intimate shopping precinct, with the view eastwards closed by the projecting bay of the new building on Market Hill.

4. St. Mary's Square (*Fig. 20*)

After the constriction of the narrow Queen Street precinct comes the release of the space around St. Mary's Church. The church is seen suddenly, broadside on, and there is a sharp increase in scale and tempo. The lively facades of the Co-op building on the north contribute. The space becomes a true town square with the closure and paving over of Camps Road and a new building to form its southern side. Details of paving, retaining walls and seating are designed to form a worthy setting for Haverhill's finest building.

5. St. Mary's Garden

Its concealment makes this a place of relative solitude and calm—a valuable resting point almost midway along the shopping spine. The garden is raised above the shopping pavements and this change in level emphasizes its different character.

6. Market Hill (*Fig. 20*)

The projecting gable-ended bay of the new development, together with the *Echo* offices and the chancel end of the church, define a new space before the High Street precinct is entered. The tower of St. Mary's presides over this space—one of the three linked spaces which form the heart of the town.

6a. Crown Passage

This interesting way-through, its narrowness kept but enlivened with small shops and Old Persons' dwellings, leads into Market Hill and connects with the pedestrian bridge over the Pightle.

7. High Street Precinct: West (*Fig. 20*)

Broader in scale than the Queen Street Precinct. The projecting bay in Market Hill helps to enclose the western end and a New Precinct (7a) provides an incident on the north side.

8. Town Hall Forecourt

An opening up around the front of the Town Hall relieves the excessive length of the High Street precinct, and the space enables the verticality of the Victorian-Gothic building to have more effect.

9. High Street Precinct: East

The long precinct needs to be enclosed and terminated at its eastern end and the final space in the series does this by including a new building which bridges over the precinct, terminating it and at the same time forming an entrance gateway.

Detailed  
Development  
Figs 20, 21, 22

The examples illustrate some of the possibilities in the redesign of the town centre and are summed up in a model (*Figs. 21, 22*) showing the three dimensional form this might take. These suggestions do not go as far as detailed building design but, in the long run, it is on the detailed building design and siting of each building or group of buildings that the quality of Haverhill's town centre will depend. It will be the aggregate of a series of design studies made within the context of the plan as a whole.

To take two simple examples, during the preparation of the Master Plan the proposal for 23 to 25 of the High Street was redesigned under our direction to

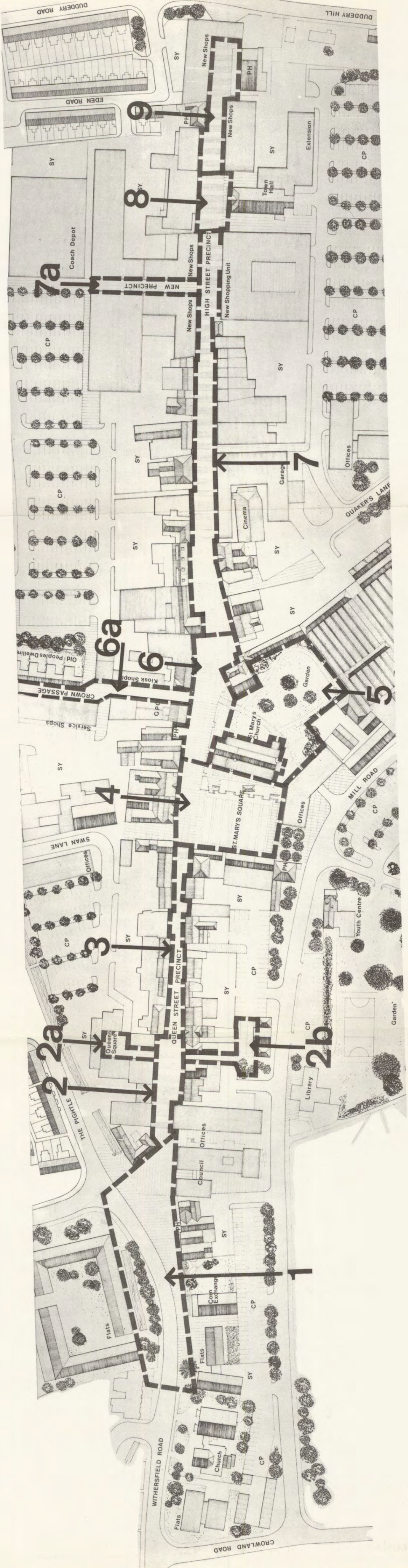


FIG 19 TOWN CENTRE URBAN SPACE SEQUENCE

bridge over the pavement and narrow the view down the street into St. Mary's Square, and to give definition to the central square and Market Hill (*Fig. 20*). Details were also prepared for the new wall and paving as the first stage of the improvements in St. Mary's Square (*Fig. 20*).

Only with firm guidance from the Authority controlling development, the co-operation of individual developers, and the goodwill of the townsmen can the town centre become a fitting and distinguished focus for the life of the town.



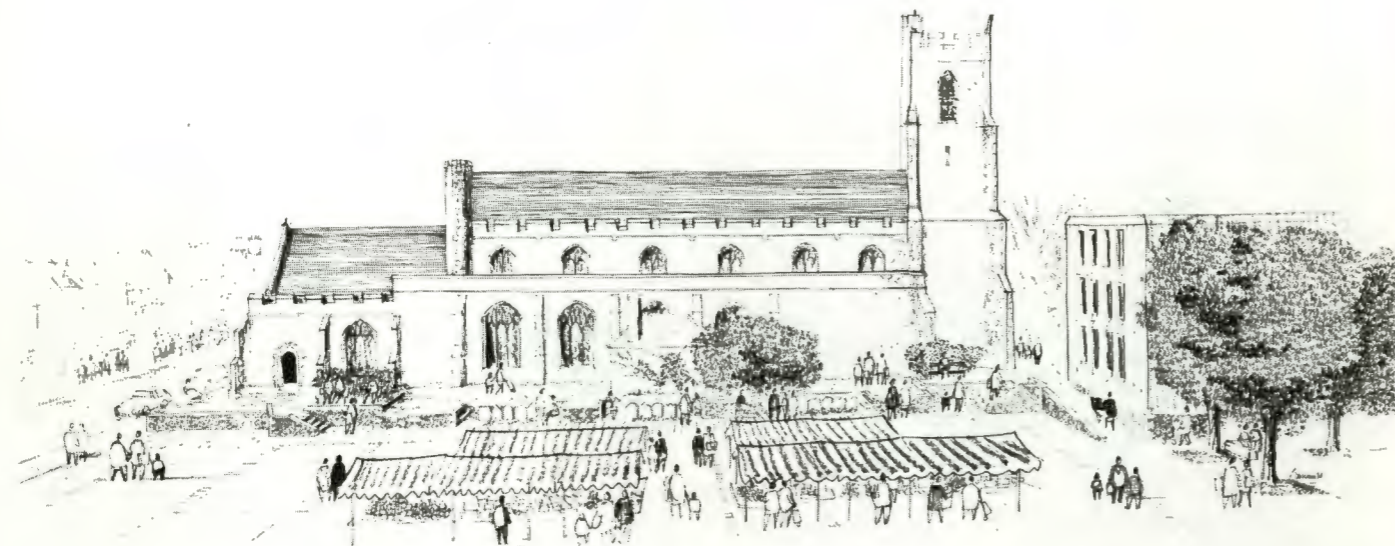
**Queen Street precinct**

Attractive buildings with conformity of scale but variety of character create an intimate shopping precinct once the highway is paved over.



**Market Hill**

The projecting gable-ended bay of the new development, together with the *Echo* offices and St. Mary's chancel, define a new space between St. Mary's Square and the High Street precinct.



**St. Mary's Square**

The space becomes a fine town square and effective market place with the paving over of Camps Road and a new building to form its southern side. New retaining walls and seating are designed to form part of a worthy setting for Haverhill's finest building.



**High Street precinct**

Broader in scale than the Queen Street precinct. The projecting bay of the new building on Market Hill helps to enclose the western end.

**FIG 20 THE PRECINCTS AND ST. MARY'S SQUARE**





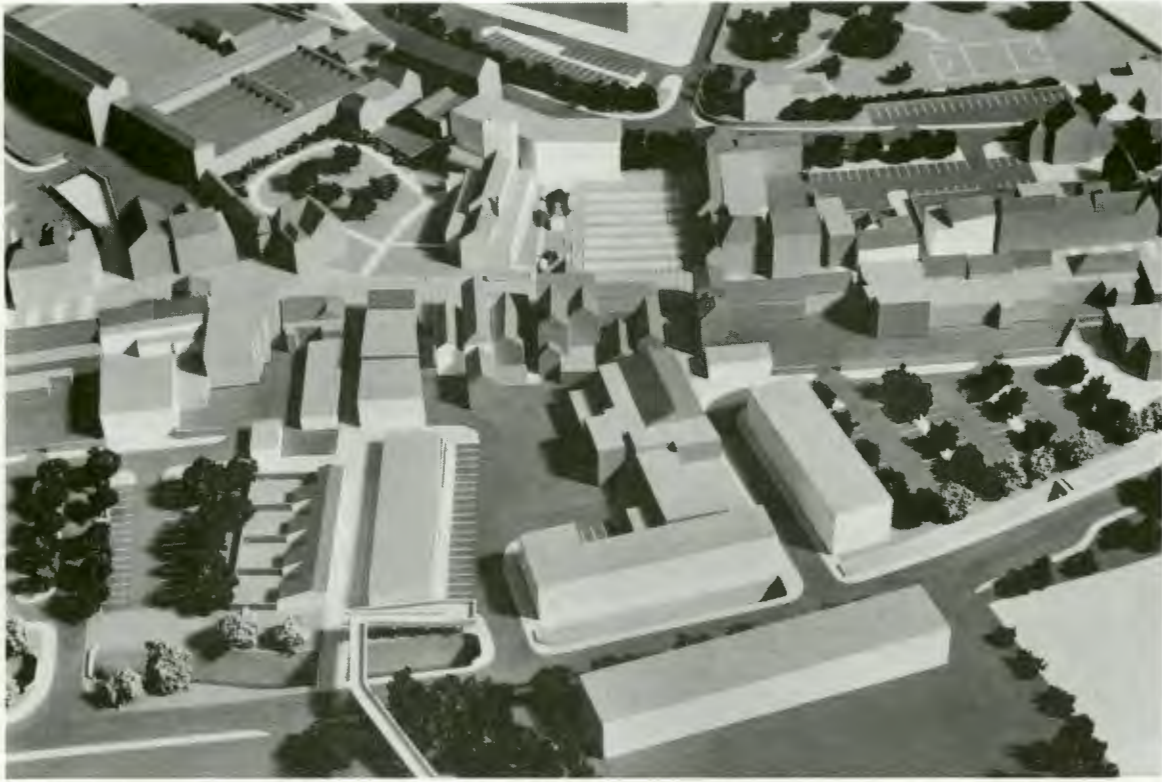
**The town centre looking south-east down Queen Street precinct**

In the foreground a paved area between the Council Offices and the Woolpack, leads into Queen Street which is paved over, narrow, small in scale and full of interest. St. Mary's Square and Garden open out about half-way along the centre, with Market Hill and the High Street beyond. The Pightle relief to the north (left) and a new road to the south (right) take traffic out of the town centre, and lead to large car parks and service areas for shops.



**The town centre looking north-west down High Street precinct**

In the foreground the High Street precinct is bridged over by a new building forming an entrance gateway. From the High Street shopping precinct on the north (right) leads down to the bus station. The Stour Brook is shown on its new line, running through a landscaped area screening one of the major car parks from the Pightle.



#### The heart of the town centre

The heart of the town centre surrounds St. Mary's Church. It is formed by St. Mary's Square and the Garden in the old churchyard. It is extended into new central space which is created on Market Hill, and defined by the chancel end of the church, the *Echo* offices and the projecting gable-ended bay of the new development. This pedestrian heart leads to the High Street on the left, and Queen Street on the right, both paved over. In the foreground Crown Passage and Swan Lane are two of the side links bringing people on foot into the centre.



#### The town centre—aerial plan view

St. Mary's Church, Square and Garden, with Market Hill, form the heart of the town centre. Queen Street leads off to the left and the High Street to the right. The whole centre is paved over, and all shops and other buildings are served from the rear. An inner relief road encircles the town centre, leading to large car parks, and to the service yards of shops, etc. It skirts Gurteen's factory on the south. Near the Town Hall a new pedestrian shopping precinct joins the High Street with the new Bus Station to the north. The main footpath from Chalkstone is carried across the Pightle relief road on a bridge, and enters the town centre by Crown Passage. Other footpaths lead into the centre at various points.

## ACKNOWLEDGEMENTS

Our debt to the work, help and advice of others in the preparation of the Master Plan has been referred to in the Foreword to this Report.

Among the very large number of people, both experts and laymen, who have made this Master Plan, we wish to name the following :

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*Rector of Haverhill*

The Rev. Canon E. A. Graves.

Photograph of Market Hill 1860 by courtesy of Miss Grace Gurteen and the *Haverhill Echo*.

Our thanks go to those named, and to all those others whose names we do not know. But the responsibility for the conclusions of the Master Plan and of this Report, remains ours alone.

8 Percy Street  
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29th September 1971

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