

Heritage Improvement Study

November 2012

FINAL REPORT



Contents

Executive Summary	3
1.0 Introduction	6
2.0 Policy and document background	6
3.0 Key issues and opportunities	20
4.0 Aims and objectives	21
5.0 General Overview	22
6.0 The Character Zones	26
6.1 Old Town	26
6.2 Original Marlowes Zone	44
6.3 Gade Zone	53
6.4 Marlowes Shopping Zone	60
6.5 Hospital Zone	73
6.6 Jellicoe Water Gardens	78
7.0 Future work	80
8.0 Recommendations	82
9.0 Bibliography and references	84

Appendices

- A. Consultation
- B. New Town Heritage Trail
- C. Architectural Details of the New Town
- D. Local List Criteria
- E: Generic Guidance Schedule for Internal Repairs and Reinstatement Works

Acknowledgement:

The consultant team are very grateful for the help and provision of information from **Dacorum Heritage Trust**, in particular Roger Hands and Eric Edwards, and Kate Harwood of the Hertfordshire Gardens Trust.

©All images within the document, unless otherwise stated, are the copyright of Dacorum Borough Council and are not to be reproduced within permission.

Hemel Hempstead Heritage Improvement Study

Executive Summary

1. The Heritage Improvement Study (HIS) has been structured to sit within the seven key Character Zones as defined by the Core Strategy which will be adopted by the Council in spring 2013. The Core Strategy sets out overarching guidance for the town centre. The local objectives for the town centre are to deliver around 1800 homes, a local general hospital, a primary school, a new library and college, new civic and cultural facilities, a supermarket and other shops, a bus interchange and a better footpath network.

2. The Heritage Improvement Study should be read in conjunction with the Hemel Hempstead Town Centre Masterplan. The Masterplan will provide a long-term vision for the future of the town centre, placing the need for regeneration and building upon the framework of the seven key character zones set out in the Core Strategy. On adoption, the Masterplan will provide strategic guidance for new investment and development in the town centre. Work is currently underway on the Masterplan and it is scheduled to be completed by the end of 2012 subject to approval by Full Council.

3. In addition, the Old Town is presently the subject of a conservation area review to include the production of a conservation area appraisal (which will identify potential areas for enhancement) and a series of public realm improvements with a proposed one way traffic scheme designed and promoted by Herts County Council Highways.

4. There has been significant external and internal input into land use and development potential for the town centre area. However, the heritage assets of the town have not been fully addressed to date. In particular, the potential future value of the New Town heritage, a subject which is of particular interest to English Heritage and others such as the Twentieth Century Society.

5. This document seeks to highlight and celebrate the importance of all heritage assets within the Hemel Hempstead Town Centre Masterplan study area by highlighting their significance to the story of Hemel Hempstead and promoting repair, re-use and adaptation which is compatible and complementary to their special interest.

6. The HIS will provide an overview as to the significance of the heritage assets and put these assets in the context of planned regeneration of Hemel Hempstead town centre. It will also put in place a strategy for

linking these assets and highlighting their importance in future decisions relating to the key Character Zones identified in the Core Strategy.

7. **Figure 1** provides an overview of heritage assets defined within the Heritage Improvement Study. It also highlights where specific projects or potential projects have been identified within the work of the HIS. These are expanded upon in the main document.

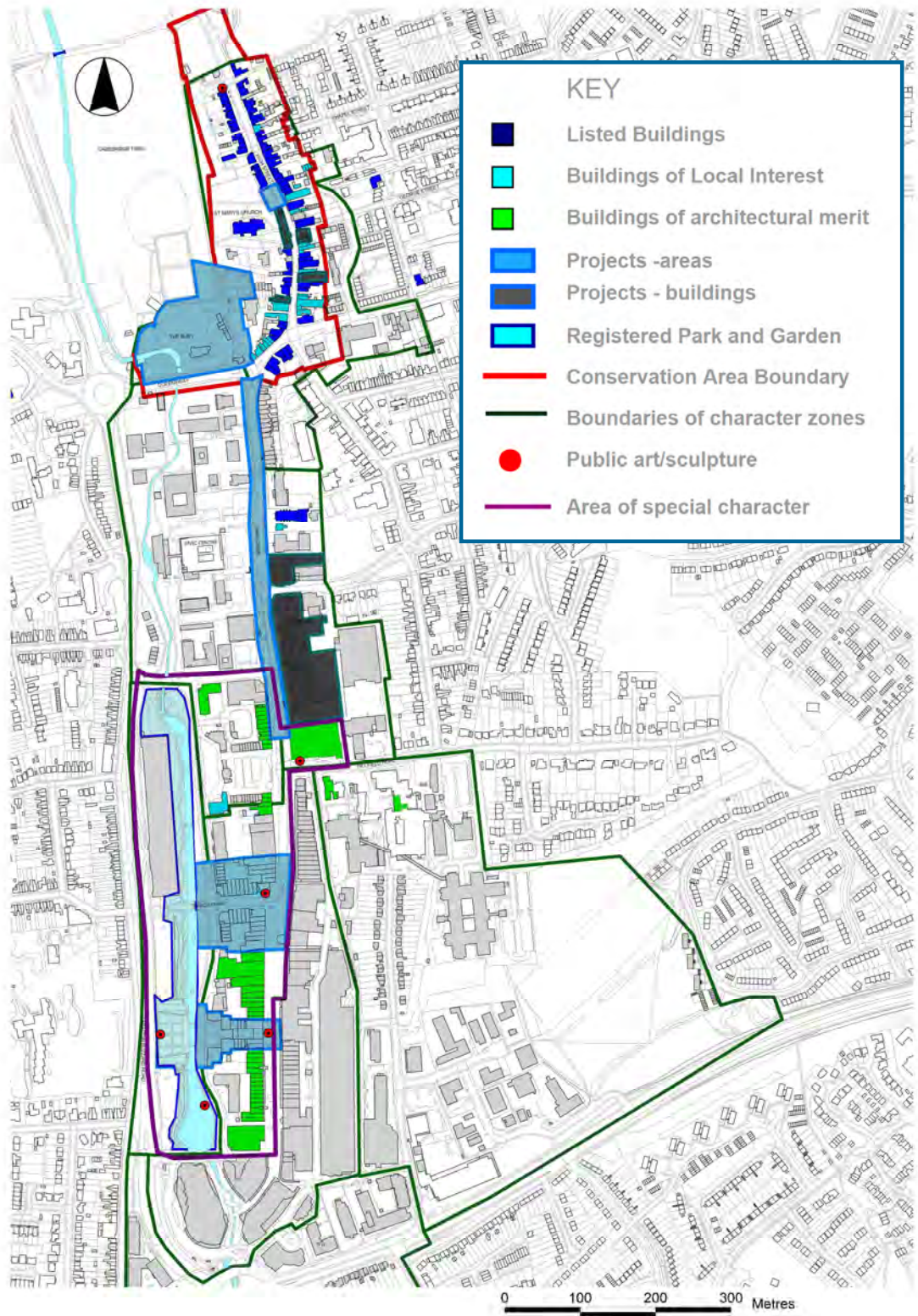


Figure 1: Overview of the Heritage Improvement Study

1.0 Introduction

1.1 Forum Heritage Services (FHS) have been commissioned by Dacorum Borough Council as lead consultants in a consortium comprising FHS, context4D and Places People Spaces to undertake a Heritage Improvement Study (HIS) for the Old and New Town areas of Hemel Hempstead to inform the production of the Hemel Hempstead Town Centre Masterplan.

1.2 The Heritage Improvement Study vision is set out as follows:

‘The Heritage Improvement Study will maximise the potential and economic benefit of heritage within Hemel Hempstead town centre. This supports the creation of an attractive, vibrant and sustainable town through the development and implementation of the Town Centre Masterplan.’

1.3 The HIS is an audit and review of the work to date which has provided the background to the Hemel Hempstead Town Centre Masterplan. It puts the heritage assets at the heart of delivering a sustainable Masterplan supported by initiatives and projects to highlight the rich and diverse heritage assets of the town.

1.4 This document provides a policy and document review and highlights other key stakeholders who have a critical role to play in the implementation of the Heritage Improvement Study. It provides a break down of heritage assets and issues relating to their protection and future management and places these within the framework of the established character zones promoted by the Core Strategy and the Hemel Hempstead Town Centre Masterplan.

1.5 Within each of the character zones there is an historic context, a summary of heritage assets, key issues, present and future uses, projects and further work. The strategy also provides advice on further strategic work and has a series of recommendations.

2.0 Policy and document background

2.1 The following section provides a policy and document background. In addition it highlights other potential sources of information and background support for the HIS.

2.2 Relevant planning legislation, national policy guidance, regional and sub-regional planning policy and the Dacorum's Core Strategy have been reviewed to provide a basis for placing the HIS firmly within its policy

background. This review will enable the HIS and particularly its defined projects to be placed within the wider context of the Borough and region.

National Planning Policy Framework (March 2012)

- 2.3 Paragraph 7 of the NPPF outlines a number of fundamental principles relating to the intended policy direction of the present Government. It states that the framework has:

'an environmental role – contributing to protecting and enhancing our natural, built and historic environment'

- 2.4 In paragraph 17 one of the Core Planning principles relates directly to the HIS. It identifies the need to:

'conserve heritage assets in a manner appropriate to their significance, so that they can be enjoyed for their contribution to the quality of life of this and future generations;'

- 2.5 There is a key section on design which will be crucial to ensuring the long term preservation of the most important aspects of Hemel Hempstead's heritage. This section reinforces the key planning principles promoted by the replaced Planning Policy Statement 1 putting design at the heart of the planning process. Paragraph 56 states:

'The Government attaches great importance to the design of the built environment. Good design is a key aspect of sustainable development, is indivisible from good planning, and should contribute positively to making places better for people.'

- 2.6 The NPPF goes further to place great emphasis on local placemaking. Paragraph 58 is particularly relevant:

'Local and neighbourhood plans should develop robust and comprehensive policies that set out the quality of development that will be expected for the area. Such policies should be based on stated objectives for the future of the area and an understanding and evaluation of its defining characteristics. Planning policies and decisions should aim to ensure that developments:

- *will function well and add to the overall quality of the area, not just for the short term but over the lifetime of the development;*
- *establish a strong sense of place, using streetscapes and buildings to create attractive and comfortable places to live, work and visit;*

-
- *optimise the potential of the site to accommodate development, create and sustain an appropriate mix of uses (including incorporation of green and other public space as part of developments) and support local facilities and transport networks;*
 - *respond to local character and history, and reflect the identity of local surroundings and materials, while not preventing or discouraging appropriate innovation;'*

The final bullet point is particularly relevant in relation to the diverse and in some places undervalued heritage assets particularly in the New Town.

- 2.7 Paragraph 61 develops this with particular reference to the historic environment:

'Although visual appearance and the architecture of individual buildings are very important factors, securing high quality and inclusive design goes beyond aesthetic considerations. Therefore, planning policies and decisions should address the connections between people and places and the integration of new development into the natural, built and historic environment.'

- 2.8 The historic environment is dealt with in a separate section of the NPPF with the definition of significance within *Annex 2: Glossary* of this document being useful in terms of defining significance in terms of heritage assets. The definition is as follows:

Significance (for heritage policy): *The value of a heritage asset to this and future generations because of its heritage interest. That interest may be archaeological, architectural, artistic or historic. Significance derives not only from a heritage asset's physical presence, but also from its setting.'*

- 2.9 In terms of how Dacorum Borough Council should respond to the need to protect the historic environment within their control paragraph 126 states:

'Local planning authorities should set out in their Local Plan a positive strategy for the conservation and enjoyment of the historic environment including heritage assets most at risk through neglect, decay or other threats. In doing so, they should recognise that heritage assets are an irreplaceable resource and conserve them in a manner appropriate to their significance. In developing this strategy, local planning authorities should take into account:

-
- *the desirability of sustaining and enhancing the significance of heritage assets and putting them to viable uses consistent with their conservation;*
 - *the wider social, cultural, economic and environmental benefits that conservation of the historic environment can bring;*
 - *the desirability of new development making a positive contribution to local character and distinctiveness; and*
 - *opportunities to draw on the contribution made by the historic environment to the character of a place.'*

The four bullet points within this policy framework are particularly pertinent to the HIS and form the policy basis for its relevance to the day to day work of Dacorum Borough Council. The HIS should be seen as fully supporting the aims of the NPPF to enable Local Authorities to dictate their own strategy for particular areas and ideas relevant to their district.

English Heritage Guidance

- 2.10 English Heritage is the Government's lead advisory body for the historic environment and has a statutory role in the planning system. In April 2008 it produced a document which set out a framework whereby it would measure and evaluate the work it undertakes and how it responds to external bodies to itself. This document is particularly useful in terms of setting out the national framework within which the HIS can be seen to fit.

Conservation Principles, Policy and Guidance (April 2008)

- 2.11 Para 18 states the overarching principle that:

'The historic environment is central to England's cultural heritage and sense of identity, and hence a resource that should be sustained for the benefit of present and future generations.'

It goes on to explain that people value the historic environment as part of their cultural and natural heritage.

'It (the historic environment) reflects the knowledge, beliefs and traditions of diverse communities. It gives distinctiveness, meaning and quality to the places in which we live, providing a sense of continuity and a source of identity. It is a social and economic asset and a resource for learning and enjoyment.'

- 2.12 Paragraph 66 goes on to stress the importance of defining the community within which the historic environment is valued. This will be particularly challenging in parts of Hemel Hempstead particularly in relation to the 20th century buildings and spaces of architectural or historic interest. It states:

'To provide a sound basis for management, the people and communities who are likely to attach heritage values to a place should be identified, and the range of those values understood and articulated, not just those that may be a focus of contention. This involves engaging with owners, communities and specialists with a sufficient range of knowledge of the place, subject to the need for proportionality.'

- 2.13 The complexity of the measuring of change in the historic environment is defined in paragraph 84. This is particularly relevant given the potential significant change which is about to occur within Hemel Hempstead. This desire to manage change in a positive way is at the core of the HIS.

'Conservation involves people managing change to a significant place in its setting, in ways that sustain, reveal or reinforce its cultural and natural heritage values (Principle 4.2). Conservation is not limited to physical intervention, for it includes such activities as the interpretation and sustainable use of places. It may simply involve maintaining the status quo, intervening only as necessary to counter the effects of growth and decay, but equally may be achieved through major interventions; it can be active as well as reactive. Change to a significant place is inevitable, if only as a result of the passage of time, but can be neutral or beneficial in its effect on heritage values. It is only harmful if (and to the extent that) significance is eroded.'

- 2.14 In concluding, the English Heritage policy framework has the following at paragraph 162:

'Every reasonable effort should be made to eliminate or minimise adverse impacts on significant places. Ultimately, however, it may be necessary to balance the public benefit of the proposed change against the harm to the place. If so, the weight given to heritage values should be proportionate to the significance of the place and the impact of the change upon it.'

This is particularly relevant to the degree of significance that the HIS places on buildings and spaces throughout the town centre whilst

understanding and accommodating the need to adapt and change in order to regenerate and in-turn provide investment for repair and enhancement of the historic environment.

Localism Act 2011

2.15 It is the Government's intention that the Act will decentralise power through:

- New freedoms and flexibilities for local government
- New rights and powers for communities and individuals
- Reform to make the planning system more democratic and more effective
- Reform to ensure that decisions about housing are taken locally

For each of these areas the legislation sets out detailed measures.

2.16 The following sections of the Act are particularly relevant to the HIS.

Empowering cities and other local areas

2.17 The Act enables Ministers to transfer local public functions from central government and remote quangos to local authorities, combined authorities and economic prosperity boards - in order to improve local accountability or promote economic growth. Authorities will be encouraged to come forward with innovative proposals. Included within this is the requirement that local authorities maintain a list of assets of community value which have been nominated by the local community. When listed assets come up for sale or change of ownership, the Act then gives community groups the time to develop a bid and raise the money to bid to buy the asset when it comes on the open market. This will help local communities keep much-loved sites in public use and part of local life. This could be particularly relevant to some heritage assets identified within the HIS.

Neighbourhood planning

2.18 The Government would like local communities to have genuine opportunities to influence the future of the places where they live. The Localism Act introduces a new right for communities to draw up a neighbourhood plan. Neighbourhood planning will allow communities, both residents, employees and businesses, to come together through a local parish council or neighbourhood forum and say where they think new houses, businesses and shops should go – and what they should look like. Plans can be very simple and concise, or go into considerable detail where people want specific changes. Local

communities will be able to use neighbourhood planning to grant full or outline planning permission in areas where they most want to see new homes and businesses, making it easier and quicker for development to go ahead.

Reforming the community infrastructure levy

- 2.19 As well as being able to influence planning decisions, under the Act local people will be able to benefit from new development in their neighbourhood. Local authorities will be able to require developers to pay a levy when they build new houses, businesses or shops. The money raised must go to support new infrastructure - such as roads and schools. This is known as the community infrastructure levy.
- 2.20 The Localism Act will allow some of the money raised (the community infrastructure levy) to be spent on things other than infrastructure. It gives Dacorum Borough Council greater freedom in setting the rate that developers should pay. The Act also gives the Government the power to require that some of the money raised from the levy go directly to the neighbourhoods where development takes place. This is likely to be particularly important to Hemel Hempstead in terms of providing a potential funding stream particularly for public realm works throughout the town centre.
- 2.21 The Localism Act may have significant implications for how some of the potential projects highlighted are 'pump-primed', in other words by providing initial investment this may encourage local neighbourhoods to take up the challenge of producing neighbourhood plans and influencing where money is spent. This could include potentially grants for building repairs or the re-use of underused space.

County Policy background

Hertfordshire 2021: Sustainable Community Strategy

- 2.22 Part of the County Council's Community Strategy addresses the importance of sustaining Hertfordshire's unique character & quality of life. The following sections provide a regional framework for the HIS:

'A key challenge for the future is to safeguard and strengthen those elements of Hertfordshire that we value most in the face of increasing pressure for change. In 2021 Hertfordshire should be a place where people can embrace residential and commercial developments whilst valuing its historic character, rural landscape and sense of place. This will ensure Hertfordshire remains an

attractive place for people (especially families) to live, visit, learn and work, offering the best quality of life in the country.' (p19)

2.23 One of the long term objectives (2008-2021) is to:

'Enhance the quality and distinctiveness of our town centres and their range of local facilities and ensuring our villages remain vibrant'

The importance of maintaining and enhancing the locally distinctive offer of both Old and New Towns in Hemel Hempstead is a key part of the HIS.

Hertfordshire Economic Development Strategy 2009-2021

2.24 This strategy makes particular reference to the historic environment in *Economic Objective 5: Creating Vibrant Towns, Vibrant Communities:*

'Hertfordshire's rich cultural heritage is one of its major attractions, contributing both to its economic health and quality of life for residents and visitors. Local culture and heritage are reflected in markets, festivals and other street events which add vibrancy to the life of our towns. But alongside vibrant towns go vibrant communities – communities which value their distinctiveness and which work together well; communities where everyone feels valued and has the opportunity to participate fully in community life. By offering opportunities for volunteering and through a variety of support activities, the voluntary and community sector has a major role to play in contributing to the creation of vibrant communities.

To maintain the diverse character of Hertfordshire, its towns and other settlements, attractive countryside, leisure, culture and tourism offer and to build strong and vibrant communities, our priorities will be:

Priority 5: *Support the regeneration of Hertfordshire's towns with particular emphasis on Hatfield, Hemel Hempstead, Stevenage and Watford'*

Hertfordshire Strategic Green Infrastructure Plan (March 2011)

2.25 Green infrastructure planning and delivery forms part of Hertfordshire County Council's consideration of sustainable land use and landscape planning. This is expressed in **Green Infrastructure in Hertfordshire: A Framework**. Of particular note is the following:

'The County has a notable historic legacy relevant to green infrastructure, most particularly in the legacy of historic landscapes and ancient landscape elements.' (p4)

- 2.26 The Green Infrastructure Plan is notable for its highlighting and recognition of 20th century planned greenspaces - 'A 20th Century greenspace legacy'. Paragraph 1.14:

'Hertfordshire has a particularly high concentration of planned and designed 20th Century urban greenspace assets, due primarily to the presence of the world's first Garden City at Letchworth, the later Welwyn Garden City, and a number of New Towns. New Towns in Hertfordshire are Hemel Hempstead, Stevenage and Hatfield. All are important to green infrastructure as they included greenspace provision as an integral part of the settlement layout and development configuration. Some, such as Hemel Hempstead, include notable examples of formal landscape design which form part of the urban green infrastructure network (such as the Water Gardens and green wedges, forming part of the original Geoffrey Jellicoe masterplan for the town).'

Borough Policy background

- 2.27 The Council adopted the Dacorum Borough Council Local Plan 1991 – 2011 on 21st April 2004. These policies have been 'saved' up until the Local Planning Framework (LPF) is adopted in its place. It is anticipated that the Core Strategy will be adopted by spring 2013 and other documents will follow.
- 2.28 At present, the policies within the Borough Local Plan form the statutory development plan in accordance with Section 38 of the Planning and Compulsory Purchase Act 2004, although the emerging policies within the Council's LPF and national planning statements are material considerations in determining planning applications.
- 2.29 Dacorum Borough Council's Core Strategy will provide an indication of future strategic planning policies over the period 2006-2031. The Core Strategy presents the broad objectives for the Borough that include enhancing Hemel Hempstead's role as the main centre within the Borough, through promoting a thriving sub regional business and shopping hub and distinctive New Town identity.

-
- 2.30 When published the Core Strategy will identify the diverse nature of the Borough's designated and undesignated heritage assets and the contribution these make to the economy (in promoting tourism and creating high land values) the environment (through the sustainable re-use of historic buildings) to happiness and wellbeing, to education and skills.
- 2.31 Policy CS27 (Quality of the Historic Environment) states that all development will favour the conservation of historic assets. The integrity, setting and distinctiveness of designated and undesignated heritage assets will be protected, conserved and if appropriate enhanced. Development will positively conserve and enhance the appearance and character of conservation areas. Negative features and problems identified in conservation area appraisals will be ameliorated or removed. Features of known or potential archaeological interest will be surveyed, recorded and wherever possible retained.
- 2.32 The Core Strategy is underpinned by a Sustainable Development Strategy. This sets out the overarching approach towards development within Dacorum and reiterates the broad principles of the NPPF combining these with localized policy recommendations that incorporate and develop existing local plan policies within key themes. These are particularly relevant to the HIS:
- The location of development and change through a settlement hierarchy for Dacorum and main principles for siting development.
 - Enabling access between homes, jobs and facilities - the promotion of sustainable transport measures to facilitate climate change, social inclusion and quality of life.
 - Quality of urban design - policies based on a spatial awareness of the surrounding context and 8 key urban design principles derived from Design Council CABI's 'By Design.'
- 2.33 Other policy documents of particular relevance include the Green Space Strategy. This is a framework for the protection and enhancement of Dacorum's distinctive landscape character, open spaces, biological and geological diversity and historic environment. It includes the following actions: Action 1. As part of the regeneration of Hemel Hempstead town centre, undertake a master planning exercise for Gadebridge Park to secure significant long term improvements to its design, infrastructure and historic features with the aim of bringing the park to Green Flag standard, in line with Policy 3 Action 13 (Seek external recognition) in Section One: Policies and Objectives. Action 2. To restore the Water Gardens to reflect and reinforce their historical significance incorporating an environmental solution to support the objectives of the Water Framework

Directive, which is appropriate to its heritage listing. Action 1 will be informed by the work of the HIS particularly in relation to the importance of The Bury to the future integration of the park to the rest of the town centre. Action 2 is already well advanced (please see section 6.6)

- 2.34 In addition to the extensive policy background, the HIS has had regard to and developed upon the work of a number of key documents which have recently been completed. These have included:

*Hemel Hempstead Old Town Conservation Area Audit
July 2011 (Updated December 2011)*

- 2.35 The audit of the Old Town Conservation Area was undertaken in-house and sought to summarise mostly public realm issues relating to such elements as seating, bins, bollards, noticeboards and signage. The findings of this audit have contributed to sections of HIS relating to the quality of the public realm within the Old Town.

Marlowes Shopping Zone Improvement Strategy (Draft) (2011)

- 2.36 The Council commissioned JMP Consultants to develop an Improvement Strategy for the Marlowes Shopping Zone. The Strategy will be used to implement effective public realm interventions that will significantly enhance the public realm and streetscape, with the objectives of securing greater footfall and expenditure and adding to the diversity of uses within the town centre.

- 2.37 In June 2011, the Marlowes Shopping Zone Improvement Strategy was approved and will kick-start the regeneration of Hemel Hempstead town centre. £3.5 million was put in place for improvements to the town centre. As part of this a £50,000 grant was made available to be spent through a participatory budgeting exercise working with local residents, focusing on treatment improvements to Market Square. It will be important to feed the HIS recommendations into the work presently being undertaken on improvements to the shopping zone.

Hemel Hempstead Urban Assessment

- 2.38 The Assessment considers the major urban design issues confronting the town and will inform decisions relating to potential development, conservation and change. The broad principles embedded within this document formed the basis of the assessment of the character zones, however, the assessment is limited in terms of interpretation and contextualisation of heritage assets. The Hemel Hempstead Old Town

Conservation Area Appraisal sets out design considerations specifically for the conservation area.

Water Gardens Study

- 2.39 The Council commissioned Allies and Morrison Urban Practitioners and The Landscape Partnership to undertake a study of the Grade II registered Water Gardens in Hemel Hempstead town centre. The study provided a considered view on the historic significance of the Gardens to inform the Council's decision on the location for a replacement civic centre. Specifically, the northern end of the Water Gardens North decked car park was considered as a potential location for a new Public Service Quarter. The study explored how a new building in this sensitive location could best be accommodated and how this would impact on the registered Gardens.

Other relevant policy and strategy documents

- 2.40 In March 2012 English Heritage published the National Heritage Protection Plan 2011-15. An activity programme was published at the same time. The following section is relevant to the HIS and in particular the potential for recognition of heritage assets from the mid 20th century.

'Activity 4A2: Later Twentieth Century Heritage

Post-WW2 buildings and landscapes are facing acute redevelopment pressures and their designation and protection is often highly contentious, underscoring the need for an enhanced, authoritative knowledge base as well as an increased public appreciation of their value.'

and in addition to this, the following:

'4A2.204: Understanding New Landscapes'

The original brief for this work – which has not been developed since, due to implications of the restructuring – was to: 'develop a robust method of analysis and assessment of distinctive landscapes of later C20 character and to articulate their value to managers and local communities. Projects will capitalise heavily on previous EH investment over the past decade (HLC, EUS, HAA and others). The first study will be on the landscapes resulting from evolving town centres (commercial and civic centre redevelopments of the past four decades, the cycle of redevelopment, hollowing out of centres; including moves to edges), eg Slough, Hatfield, Blackburn.

Although not directly mentioned, this has particular resonance with the Water Gardens which would appear to be directly relevant to this activity work stream.

Heritage Lottery Fund (HLF) Strategic Framework 2013–2018

2.41 The Strategic Framework outlines the work of the HLF and the aims and objectives, in particular, how it would like to spend its money in the future. It highlights the fact that Britain's heritage is at the heart of today's tourism industry, attracting overseas visitors and bringing investment into local economies. Further it states that heritage projects can re-energise neglected areas, creating distinctive, vibrant places to live and work, and fostering a sense of community.

2.42 The HLF is keen to provide funding at a very local level, in line with the aspirations of the Government as expressed within the Localism Act 2011. The following on page 10 of the framework clarifies this objective:

'We will continue to drive forward our progressive agenda of investing in heritage that people value and broadening the range and depth of people's engagement with heritage. We do not define 'heritage', instead encouraging people to identify their own heritage and explain why it is valued by themselves and others. We want more people and a broader range of people to take an active part in heritage, and we will continue to challenge applicants, particularly larger and more established organisations, to broaden their audiences.'

2.43 The HLF has introduced a new section of grant funding entitled 'Heritage Enterprise'. Achieving sustainable end-uses for historic buildings and industrial sites, particularly where they are at risk, remains fundamental to their survival. The HLF recognise that there is potential for more social enterprise-led projects to come forward for funding to refurbish historic buildings, as well as more commercial projects which can deliver strong heritage and public benefits.

2.44 From 2013 the HLF is intending to make a new strategic intervention to stimulate local economic growth with an enterprise-focused programme offering grants of £100,000 to £5million. This will support the conservation and adaptation of an individual historic building or a coherent group of historic buildings for an end-use which actively contributes to sustainable development in areas experiencing economic disadvantage. This will open significant potential funding streams for buildings and groups of buildings within the town centre.

2.45 Under the strategic framework banner, funding for Townscape Heritage schemes which improve the historic character and fabric of local places

and contribute to making them better for living, working or visiting will continue. These schemes can comprise grants from £100,000 to £2million. This potential funding stream is of particular importance to the HIS.

Dacorum Heritage Trust

- 2.46 It should be noted that whilst the Dacorum Heritage Trust do not have a policy framework or statutory remit they are important stakeholders in the future management of the heritage assets of the Borough. The background to the formation of the Trust extends back to 1979 when the Dacorum Museum Advisory Committee (DMAC) was created to advise Dacorum District Council on heritage matters. It formed the foundations for the Trust's current activities, particularly with education, exhibitions, publications and outreach. The Dacorum Heritage Trust (DHT) was founded in September 1993.
- 2.47 The Museum Store in Berkhamsted is situated in the old fire station buildings, which were specially converted in 1994. This is where all the objects are housed, catalogued and conserved. The Trust has two full-time, professional curators who are supported by two part-time administrative assistants and a large and loyal group of volunteers. DHT achieved Museum Accreditation in 2008 from the MLA (Museums, Libraries and Archives Council).
- 2.48 The Museum Store is the home of the heritage of the Borough of Dacorum and is electronically catalogued for the benefit of present and future generations.
- 2.49 The Mission Statement of the Trust is:
- 'To collect and record the history of the Borough of Dacorum. To interpret and display the collection in order to encourage interest and appreciation of the heritage of Dacorum.'*
- 2.50 Dacorum Heritage Trust and Borough Museum Provision has been a subject involving many years of discussion and travelling exhibitions since 1979 with the support of Dacorum Borough Council. During the last two years both organisations have been engaged in very detailed discussion and it is expected to reach a positive outcome within a very short time. This will lead to an increase in local civic pride and thus contribute towards the regeneration of Dacorum.

3.0 **Key issues and opportunities**

3.1 The policy and document background combined with discussion with Officers and Stakeholders (see Appendix A: Consultation) has identified a series of key issues and themes relating to the historic environment of Hemel Hempstead. These are as follows:

- Gadebridge Park
- The future of the Bury, Queensway
- The potential for a Water Gardens HLF bid
- The implications of the Public Service Quarter
- Connecting Old and New Towns
- Improvements to the Old Town Hall and related performance areas
- Creation of an integrated visitor experience through the provision of heritage trails, interpretation panels or listening posts
- Potential for a Hemel Hempstead Old Town Townscape Heritage Initiative
- Creation of a Museum hub for Dacorum
- Enhancement of and linkages with the river corridor and the proposed River Gade Walk and Cycle Way
- Possible extension of the Old Town Conservation Area to include Victorian and Edwardian housing and Gadebridge Park
- Potential for a festival and event programme (for both old and New Town).
- Low public awareness of the importance of heritage assets particularly in the New Town

The Heritage Improvement Study has reviewed these issues (through Strengths/Weaknesses/Opportunities and Threats – SWOT analysis) and placed them in the context of the character zones defined by the Hemel Hempstead Town Centre Masterplan.

3.2 The following is a summary of the themes pursued within the HIS within the Character Zones as defined by the Town Centre Masterplan:

- Improvement of public realm within the Old Town
- Better and more diverse use of the Old Town Hall
- The potential re-use of the The Bury
- Improving the relationship between The Bury and Gadebridge Park
- Developing the heritage offer for Hemel Hempstead
- Improving connectivity between Old and New Town
- Defining the significance of the New Town heritage

4.0 Aims and Objectives

-
- 4.1 The HIS is intended to provide a strategy for the management of potential change to designated and non-designated heritage assets through the course of the delivery of the Hemel Hempstead Town Centre Masterplan. It is intended to provide the background information for potential future funding opportunities for the enhancement and where appropriate re-use and redevelopment of buildings and areas of particular sensitivity within the town centre area.
- 4.2 The HIS has three key stages:
1. To undertake a review of existing designations, inform potential new designations and provide additional information which will aid the management of designated heritage assets. This includes the production of a conservation area appraisal for the Old Town.
 2. Identify non-designated heritage assets and provide them with an historic context (particularly in relation to the New Town).
 3. Promote the economic regeneration of designated and non-designated heritage assets by identifying, where appropriate, conservation deficit and appropriate new uses for buildings, commensurate with their character and capacity for change.
- 4.3 The HIS will be used to provide the background for built heritage improvements which may be considered through any future applications for external funding, e.g. Heritage Lottery Fund's (HLF) Townscape Heritage Initiative (THI) or Heritage Enterprise schemes. The Heritage Improvement Study will also contribute to further understanding of the listed buildings within the conservation area and the town centre through a series of external and internal inspections of selected buildings within the study area.
- 4.4 In discussions to date the Heritage Lottery Fund has advised that a THI bid would need to be seen within the strategic context of the Council's wider regeneration and development plans for the town centre. This would appear to encourage the consideration of areas for improvement which could stretch beyond that of the Old Town and include other parts of the town centre.
- 4.5 In addition, the HIS should be used to inform and guide future decisions with particular regard to:
- Day to day Development Management decisions
 - Future funding opportunities within areas of high architectural and historic interest

-
- Enhancement opportunities within the conservation area¹
 - Major development and regeneration opportunities (within and/or within the setting of heritage assets)

4.6 The Heritage Improvement Study highlights some key areas of work which will be required in the future to further inform the understanding of the heritage assets of Hemel Hempstead.

5.0 General overview

5.1 The Hemel Hempstead Town Centre Masterplan defines seven Character Zones. Of historic and/or architectural significance are the Old Town, Original Marlowes Zone and the original elements of the New Town within the Marlowes Shopping Zone. The latter should be read with the Jellicoe Water Gardens. In the Hospital Zone the surviving hospital buildings to the south of Hillview Road are considered to be heritage assets of the town. The Plough Zone, identified in the Masterplan, does not contain any heritage assets but may have surviving archaeology relating particularly to the river. In addition to this, Gadebridge Park to the north-west of Hemel Hempstead Town Centre Masterplan defined area, forms an important part of the setting of the Old Town and in particular the Grade II* listed house known as The Bury and the Charter Tower also Grade II* listed and a Scheduled Monument.

5.2 One of the key tasks of the HIS is to promote the integration and understanding of these heritage assets holistically, providing an understanding of the historic significance of the town centre as a whole.

5.3 While some heritage assets are more isolated than others, such as the older hospital buildings and architecturally important buildings in the New Town (Marlowes Shopping Zone), the HIS will identify these heritage assets and place them in their historic context. These buildings, structures, plus works of art and planned groups of buildings, should not be seen as constraints but opportunities for enhancement and reinforcement of local distinctiveness which sits at the heart of the National Planning Policy Framework and its emphasis on sustainable development.

5.4 The HIS has identified a number of buildings within the study area which are of sufficient historic and architectural quality to be included in a list of buildings of local interest (see Appendix D for Local List Criteria). Further to this, the HIS also identifies buildings of architectural merit. The buildings identified as of architectural merit are intended to provide a marker for future assessment of these buildings in the context of potential

¹ Part of a statutory requirement under section 71 of the *Planning (Listed Buildings and Conservation Areas) Act 1990*.

redevelopment. The challenge, in particular, of identifying buildings which are less than 100 years old as being of architectural merit is significant. However, the HIS has identified heritage assets taking into account their architectural quality, townscape quality and intactness. These buildings will require more formal and individual assessment as and when proposals for change are assessed by Dacorum Borough Council. Some of these buildings may be considered of sufficient quality to merit inclusion on a local list.

5.5 The following criteria has been used as a guide to identifying buildings which could be considered as forming part of the non-designated heritage assets of the town centre and are defined in the HIS as ‘buildings of architectural merit’. This is, in part, based on English Heritage guidance on whether buildings are considered to make a positive contribution towards the character and appearance of a conservation area but is equally relevant to non-designated heritage assets outside a conservation area:

- Buildings of definite quality with substantial survival of architectural detailing
- Buildings contributing positively to townscape of the historic and new town areas
- Buildings of architectural merit contributing to the character of the town (old and new) but considerably altered. Marginal quality for Local Listing
- Buildings with qualities of age, style, materials or any other characteristics which reflect those of established groups of buildings of a particular period or architectural style
- Buildings relating in age, materials or in any other historically significant way to adjacent listed buildings, and contributing positively to their setting
- Building which individually, or as part of a group, serve as a reminder of the gradual development of the settlement in which it stands, or of an earlier phase of growth
- Buildings which have significant historic associations with established features such as the road layout, burgage plots, a town park or a landscape feature
- Buildings which have a landmark quality or contribute to the quality of recognisable spaces, including exteriors or open spaces with a complex of public buildings
- Buildings which reflect the traditional functional character of, or former uses within, the area

These criteria can be applied individually or collectively and some buildings or structures will be important for a series of reasons. It is important that these non-designated assets are carefully considered in

future changes to the town centre. These buildings are highlighted on the character zone maps and are identified in the text where relevant to the individual projects identified. These buildings are identified on the maps for each character zone.

- 5.6 The term ‘constructive conservation’ is applied by English Heritage to define the protection and adaptation of historic places through active and positive management. This is particularly the case for an area with such a sensitive and diverse historic environment as Hemel Hempstead. In their publication *Valuing Places* English Heritage offers examples of how this has been achieved in a range of circumstances. A key element of the advice is summarized in the following:

‘The care of our built inheritance has to be carefully balanced with the economic and social imperatives of the present.’

- 5.7 It is envisaged that investment in the built heritage of Hemel Hempstead will have a positive effect on economic factors, which will include, amongst other elements the revitalization of the town centres. Addressing the economic importance of the historic environment of Hemel Hempstead will help develop the local economy, and lead to employment opportunities and contribute to improving the viability and vitality of the town centre.

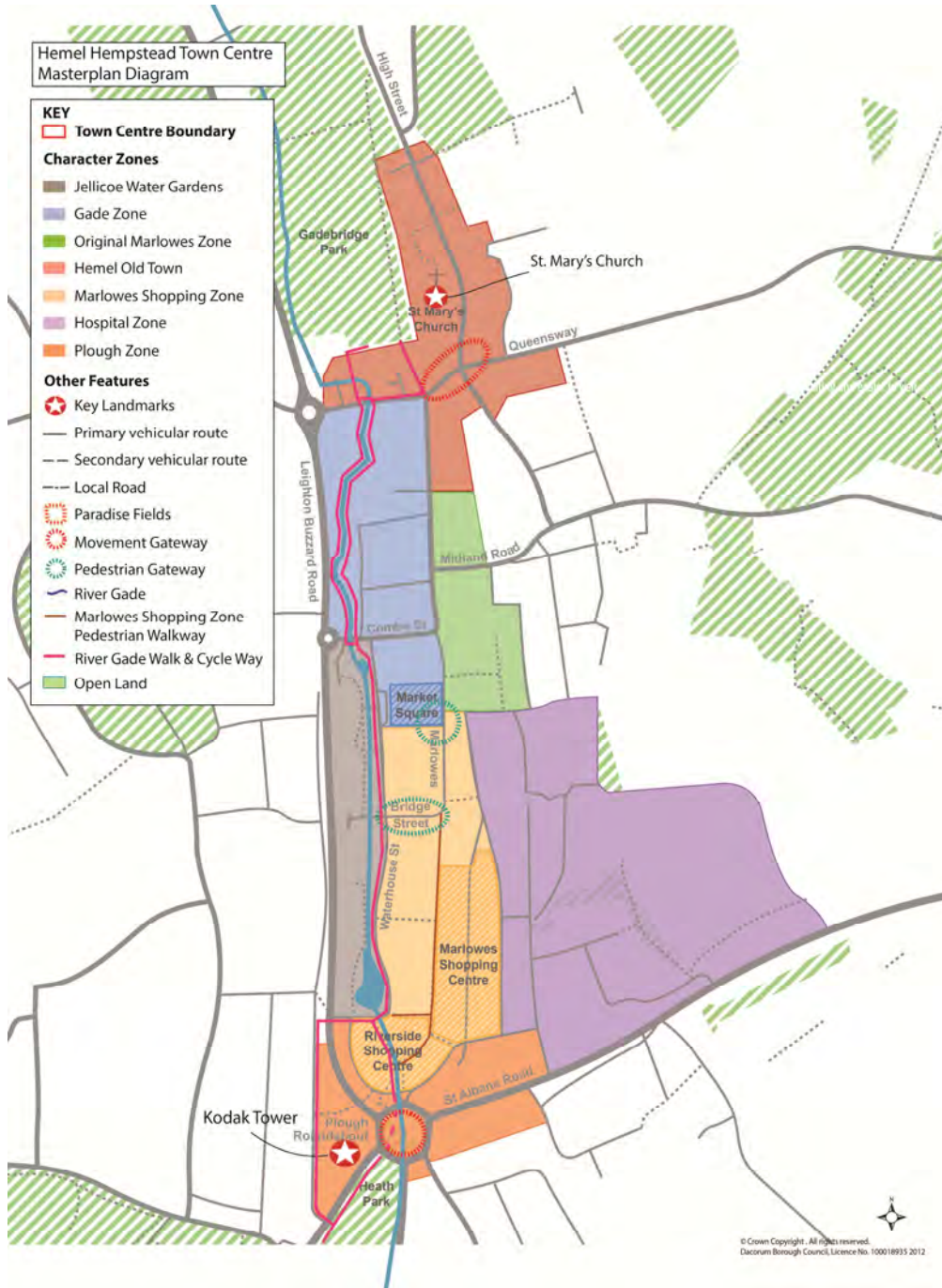


Figure 2: Hemel Hempstead Town Centre Masterplan Diagram showing the Character Zones and other key features.

6.0 The Character Zones

Introduction to the character zones

Whilst the HIS is structured to reflect the Character Zones established by the Core Strategy and supported by subsequent documents, most notably the major land use analysis (Allies and Morrison), the HIS considers there to be considerable cross-over between the zones. For example, views to the spire of the Grade I listed Church of St Mary in the heart of the Old Town Conservation Area; the critical relationship between the east side of Marlowes opposite the Civic Centre which has a high concentration of statutory listed buildings and the Gade Zone to the west; and similarly the strong historic and present relationship between parts of the Marlowes Shopping Zone and the Jellicoe Water Gardens. These important links will be highlighted in the document where appropriate.

6.1 Old Town

Historic Context

- 6.1.1 This part of the study area is of very high historic significance in terms of evidential, aesthetic and communal value. The area is part of the story of historic settlement along the Gade Valley which extends back to at least the Roman period where there is extensive evidence for settlement. The area also appears to be the location of an important Saxon estate centre with a possible minster church associated with a high status manorial complex at The Bury. The medieval period, from which much of the present form of the Old Town is thought to date, sees planned development along the High Street with a number of long, deep plots still retaining their historic boundaries from this period. The early 16th century granting of a borough charter together with the right to hold a weekly market and yearly fair secured the continued development of the town to what is seen today.

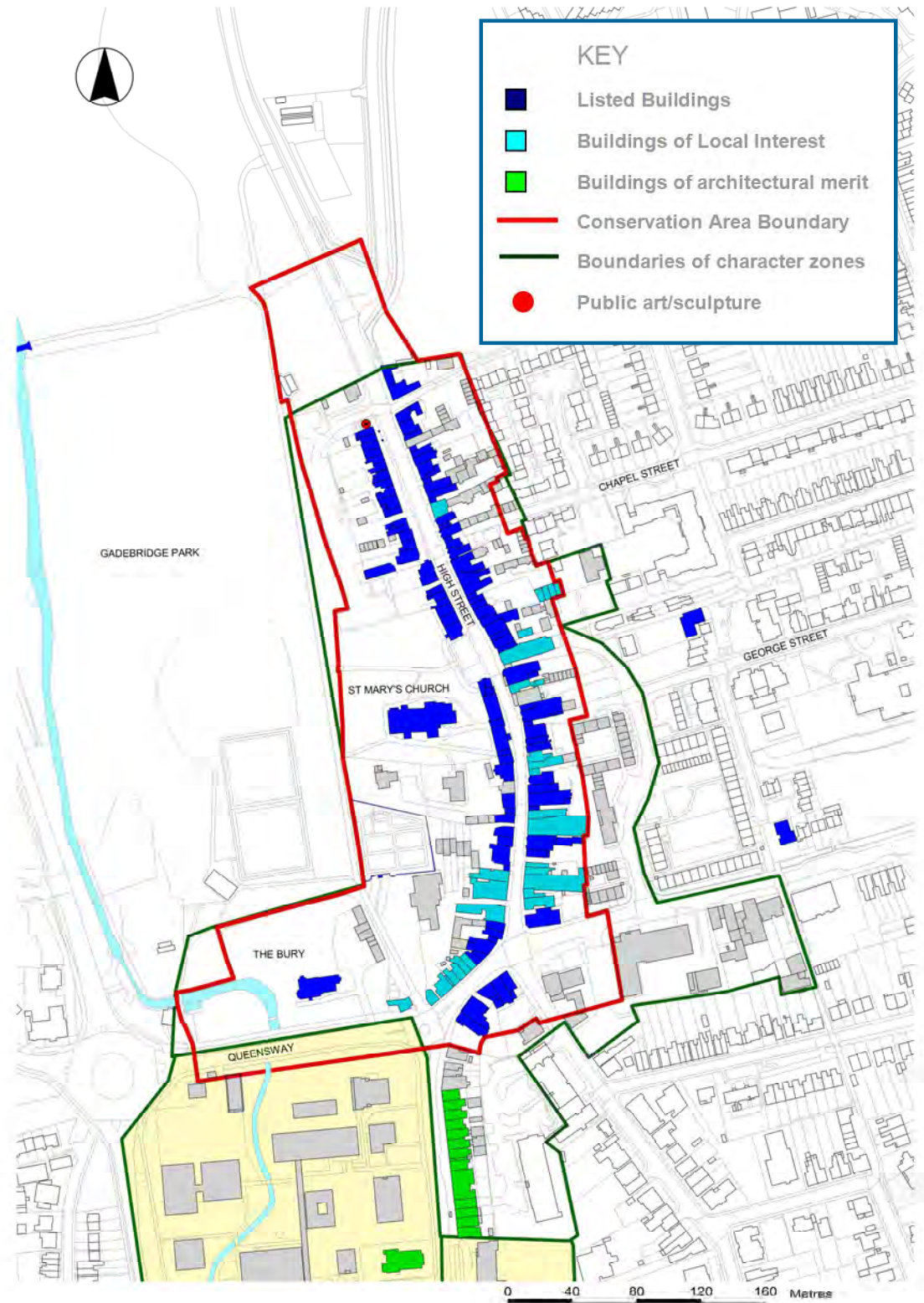


Figure 3: Heritage Assets Old Town Zone

Summary of Heritage Assets

6.1.2 The Old Town character zone comprises the surviving medieval core of the town and sections to the south which form part of the setting of the Old Town and includes important historic routeways into and through the town.

6.1.3 Nikolaus Pevsner, in his series *The Buildings of England* describes Hemel Hempstead as:

*'...one of the most agreeable streets in Hertfordshire. It rises in a gentle curve, skirting the hillside and opens about halfway to reveal the churchyard and church with its spire. It starts at the bottom of the hill with Lloyds Bank, a bold beginning but not typical of what is to come...Side alleys running up the hill to the east are characteristic of Hemel Hempstead High Street. To follow them means to realise how near the countryside still is to the town. But the most characteristic element of the street is the early 18th century house fronts with distinctive, steeply segment-headed windows...To the north the town comes to an abrupt end at the north end of the High Street with Gadebridge Park sheltering along the valley on the west side and the new town neighbourhoods only just visible beyond.'*²

6.1.4 The Conservation Area within the character zone covers an area of 7.26 ha. It is set to one side of the wide valley of the River Gade which gives the conservation area much of its topographical character. There is a remarkable intactness to the scale and grain of the High Street and Queensway and there is very little modern development within the Conservation Area to disrupt this attractive and generally historic townscape quality.

6.1.5 Important historic buildings survive within the Old Town Conservation Area and this is reflected in the high number of buildings on the Statutory List. Most are grade II, which includes the prominent Old Town Hall, by architect George Low. This was completed in 1852 and further extended to provide a corn exchange in 1857 and 1861. There were further alterations carried out in 1868. This is one of the most prominent and important buildings both historically and architecturally within the Old Town. Complementing this building and others are a number of inns, some with medieval origins which are Grade II*. This often reflects the presence of early fabric such as timber framing within these buildings. A high number of timber framed buildings were refronted in the 18th century giving a unified formal appearance to what are, in some cases, late

² The Buildings of England *Hertfordshire* 1977 Pevsner N. 2nd ed (Revised by Bridget Cherry) p178

medieval buildings. The sometimes wide variation of the treatment of facades, and occasionally juxtaposing architectural styles and materials adds to the historic townscape quality of the Old Town Conservation Area.

- 6.1.6 This character zone has a strong relationship with its valley setting. This is visually expressed by the level change to the High Street at the northern end, and the views down into the town from the east to the spire of the Church of St Mary. The spire can be seen for some distance particularly from the valley floor to the south (from the New Town). In addition, the topography to the west is highly significant as there are good views towards the spire from hill tops and between buildings. Recognition of the importance of these level changes contributes to the understanding and appreciation of heritage assets to this part of the town centre. The spire locates the Old Town within its wider valley setting and sets it apart from the New Town.
- 6.1.7 To the east and south-east of the Old Town centre there are a series of roads leading from the High Street and usually linked via a lane or footpath. Some of these roads have a good survival of individual or small groups of Victorian and/or Edwardian houses. Some still retain historic features such as sash windows, panel doors and historic boundary treatments. However, there is insufficient consistent quality to warrant extension of the conservation area but rather some of these houses and groups of houses should be placed on a list of buildings of local interest. These roads nonetheless often form part of the setting to the conservation area in views both into and out of the conservation area. This is particularly the case for George Street, Herbert Street, Chapel Street, Alexandra Road and Christchurch Road (the latter has some good groups of terraced houses but no views to or from the conservation area).
- 6.1.8 The following are key characteristics of the heritage assets of the Old Town character zone:
- The urban High Street ends abruptly with a clearly defined edge between town and country. This historical feature has been maintained by the existence of Gadebridge Park
 - Mix of building styles and dates and materials typical of an historic High Street, requiring different servicing as it developed
 - Evidence of early timber framed buildings (possibly dating back to the 14th or 15th century) many hidden behind later brick frontages
 - Fine examples of 18th century townhouses (some with later shopfronts)
 - Victorian civic design which is also reflected on private houses of this period

-
- A rich diversity of materials - red, purple and brown bricks, timber, render and stucco, flint and terracotta. Timber framing seen mostly to the side and rear of buildings. Handmade red clay tiles and natural slate to roofs
 - Presence of many fine brick or brick and flint walls which add to the enclosure of sections of the conservation area, particularly in the Gadebridge Park environs
 - The numerous inns had access to the rear for stabling and courtyards via covered cart entrances or through alleyways. These often remain and are an important feature of the historic townscape quality of the High Street
 - Lanes and alleyways provide important historic links between the High Street and its environs, particularly with the development of the Victorian suburbs to the east, overlaid by pockets of later 20th century development
 - The rear elevations of many buildings are important due to their prominence from the public realm and in views both near and distant

Key Issues

6.1.9 There are four key areas of potential enhancement and regeneration to the Old Town Character Zone which have been highlighted in consultation, previous work and as part of the Old Town Conservation Area Review (see separate document; Hemel Hempstead Old Town Conservation Area Appraisal). These areas are as follows:

Condition, repair and use of buildings

6.1.10 Some key buildings of high townscape quality are empty and/or in poor repair. Some, for example Nos.21 and 21A have been empty for a considerable period of time and require major repair, upgrading and a suitable and sustainable re-use. Shopfronts and signage are two key areas of concern with poorly maintained and/or inappropriately designed or altered shopfronts and excessive or poorly designed signage.

6.1.11 Other architecturally and historically important sites, such as the Old Town Hall, The Bury, the Walled Garden and Charter Tower are under-utilized and don't take advantage of their locations. This is particularly the case with regards to The Bury.

Public realm

6.1.12 There are a number of factors which generally contribute to a disparate and in some cases poor quality public realm. The key concerns can be summarised as follows:

-
- Dated surface treatments of modern paviers to some of the lanes and alleys
 - Excessive highways signage in places
 - The use of double yellow lines in alleys and narrow lanes
 - Some poorly maintained and vacant buildings – particularly shopfronts
 - Large and excessive commercial signage to some properties
 - Presence of large industrial bins to the sides and rear of commercial properties
 - Defined parking bays to St Marys Close
 - The rear (churchyard facing) elevation of the Old Town Hall
 - Poor condition of pavement surfaces
 - Large areas of tarmac for car parking
 - Poorly defined entrance to Gadebridge Park from Queensway
 - Poorly maintained and under-used public space at the entrance to the car park to the west of the High Street
 - Cast iron retaining rail and posts require repainting
 - Pre-cast concrete paving slabs to sections of the lower part of the High Street
 - Missing pointing to retaining walls of lower street section
 - Redundant street furniture and signage and the overall poor design coordination of street furniture
 - Condition of walls and piers surrounding St Marys Close
 - The use of a series of different types of bollard from concrete through to traditional cast iron
 - Excessive signage relating to parking throughout
 - The number and diversity of design of bins
 - The loss of traditional street name plates

Heritage appreciation/understanding

6.1.13 There is a general lack of heritage based attractions in the Old Town. The signage/navigation in relation to the historic environment and the surviving elements of special interest are not celebrated or highlighted.

Pedestrian movement

6.1.14 There is a need to improve the pedestrian linkage between the town centre, Gadebridge Park and Marlowes and the New Town.

6.1.15 Presently signage is poor and not co-ordinated and has not been considered holistically or in relation to the heritage offer. This is particularly in relation to Gadebridge Park which is an excellent green amenity space and has a rich historic background which is presently

under-utilised and not recognised or celebrated except for a number of neglected and vandalised interpretation boards.

Present and future uses

- 6.1.16 The main businesses include professional services, quality specialist shops and a strong evening economy with a variety of pubs, restaurants and cafes and an arts centre based in the Old Town Hall. These uses perform a primarily niche retail focus with a complementary range of social and evening uses adding to those seen in the New Town retail areas.³
- 6.1.17 There is a high degree of development pressure to both the edges of and within the Old Town itself. This generally takes the form of alteration and extension rather than new build as there is very little space left within the Character Zone which could be redeveloped although small scale sites may arise. Generally, the development and change to buildings has sought to retain the special character and fine grain of the existing built form, particularly the formation and reinforcement of courtyard developments accessed from lanes and alleys from the High Street.
- 6.1.18 The specialist shop uses should be encouraged over that of bars and restaurants. There is, however, a notable lack of daytime café uses.
- 6.1.19 Nos. 21/21a High Street appear to have remained in their current derelict vacant state for a considerable period of time having been removed from the rating list in 2003. This has meant in effect that the local authority has been unable to generate any business rates from the accommodation, even though the Landlord, for whatever reason, has deemed it inappropriate to refurbish the accommodation and put it into a good state of repair. The presence of underused or empty shopfronts in the High Street reflects difficult trading conditions and needs innovative solutions to encourage retailers back into premises along the High Street.
- 6.1.20 Some buildings may benefit from alternative uses such as the modern office block at Nos.45-47 High Street. This building presently detracts from the high quality townscape of the conservation area and is presently (November 2012) unoccupied. A change of use and some alterations to the external appearance, the painting of the brickwork for example could greatly enhance this building.
- 6.1.21 The Old Town Hall is a very large former amenity building where the upper parts are now used as a theatre and restaurant and where the

³ *Major Land Use Strategy* Allies and Morrison Feb 2012

lower parts, excluding the covered Market Place are used for toilets or ancillary accommodation.

- 6.1.22 The Old Town Hall is currently used for leisure purposes but there is further scope for either retail or other uses by converting underused ground floor space (the undercroft). The undercroft is at present a redundant space which has a detrimental effect on the High Street by disrupting the flow of active uses and frontages along the west side of the High Street. From a commercial position it effectively divides the High Street into two sections – north and south of the Old Town Hall. From a commercial point of view this can be very detrimental to the High Street as a whole.
- 6.1.23 This space with frontage to the High Street should be developed to form a small kiosk to allow small businesses to develop and bring more life back to this part of the High Street.
- 6.1.24 There should be an emphasis on developing the cultural elements of the Old Town particularly those relating to heritage assets, such as the Old Town Hall and The Bury. Presently the Old Town Hall is the only cultural space in the town and it is well-used but has the potential to be a significant hub for cultural activities. DBC is pursuing options for improving the access and function of the cellar space of this building to extend its range of uses. In addition alternative uses are being considered for the former public toilets and undercroft or ‘cloister’ area beneath the theatre. This could provide an entertainment space or a possible cafe facility. The intention is for the Old Town Hall to be a key place to visit at the heart of the Old Town Conservation Area which will generate activity and uses around this important landmark building.
- 6.1.25 St Marys Close is a very important public open space within the Character Zone and has historically been used by the town as a public space for celebration and civic pride (**Figure 4**)

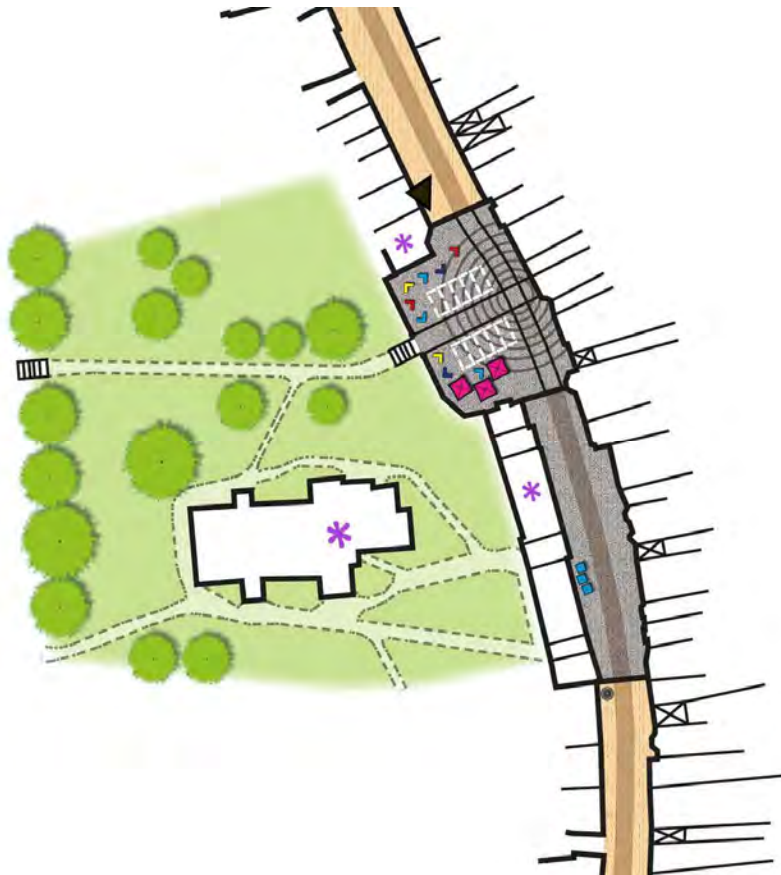
Projects

- 6.1.26 There a number of projects proposed for the enhancement of this character zone. They are as follows:
- 6.1.27 Improvements to the surface treatment of St Marys Close, to include:
- Part removal of cars from St Marys Close
 - Provision of an entertainment/events space
 - Removal and replacement where appropriate of street furniture



Figure 4: St Marys Close - historically a place for the community

- 6.1.28 Prior to the development of the New Town, this was an important gathering space for the historic market town and the significance and importance of this space as an open area should not be lost.
- 6.1.29 Presently there are proposals to reconfigure the traffic flow through the Old Town to create a one way system. This will include the remodelling of parking to the roadside and to St Marys Close. The proposals should seek to minimize the use of St Marys Close for parking and introduce a shared surface running across the road. This would have the benefit of slowing traffic as well as prioritizing pedestrian movements. It would also mean that the space could be used for public events and a street market. These proposed uses would have a significant positive effect on the use of the space and attract visitors to the Old Town with spin-off trade for local businesses.
- 6.1.30 The introduction of a civic/community space at the heart of the Old Town Conservation Area will encourage the staging of festivals and events which could use this area as their focus. The spin off from these events will be of significant benefit to the local economy. A number of small to medium size towns for example hold very successful food festivals and the Old Town already has a quality food offer which can capitalize and complement this kind of event. The St Marys Close space was originally designed as a civic space and this pride of place should be rekindled for the Old Town.



KEY





-  Architectural landmark building
-  Art
-  Taxi rank and bus stop
-  Events space and gateway

Figure 5: Sketch proposals for surface treatment for St Marys Close to give a more pedestrian friendly adaptable space (drawing courtesy of Feria Urbanism)

© Crown Copyright. All rights reserved.
Dacorum Borough Council Licence No. 100318935 2012



6.1.31 Alterations to the ground floor of the Old Town Hall

- This will potentially include a more positive connection with the proposed entertainment space on St Marys Close to the north
- The possible enclosure of the ground floor cloistered area for uses such as a café, information facility, promoting the Town Hall and the Old Town

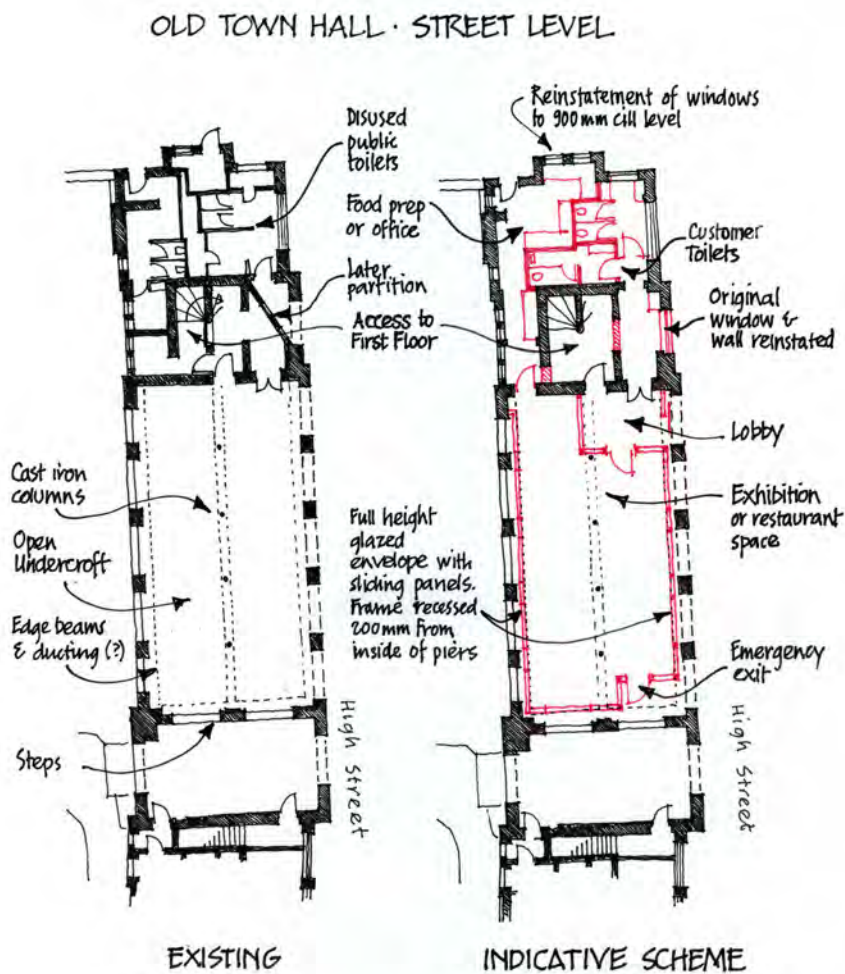


Figure 6: Concept diagram showing the potential for use of undercroft ground floor area to the Old Town Hall. The scheme would involve some changes to the internal layout of toilets at ground floor level and the reinstatement of an original window to the High Street.

6.1.32 Improvements to The Bury and its setting

- Alternative uses or combinations of uses for The Bury, with the potential for a museum facility in part or all of the building with an associated (but possibly separate) museum store and café use which could take advantage of the park edge position
- Potential alterations and extensions to the building to create a more positive relationship with Gadebridge Park
- Alterations to the building to better present The Bury to the park and to Queensway
- Consider the removal of poor quality buildings
- Improvements to the landscape setting of The Bury which could include better integration between the building and Gadebridge Park



Figure 7: The Bury, Queensway

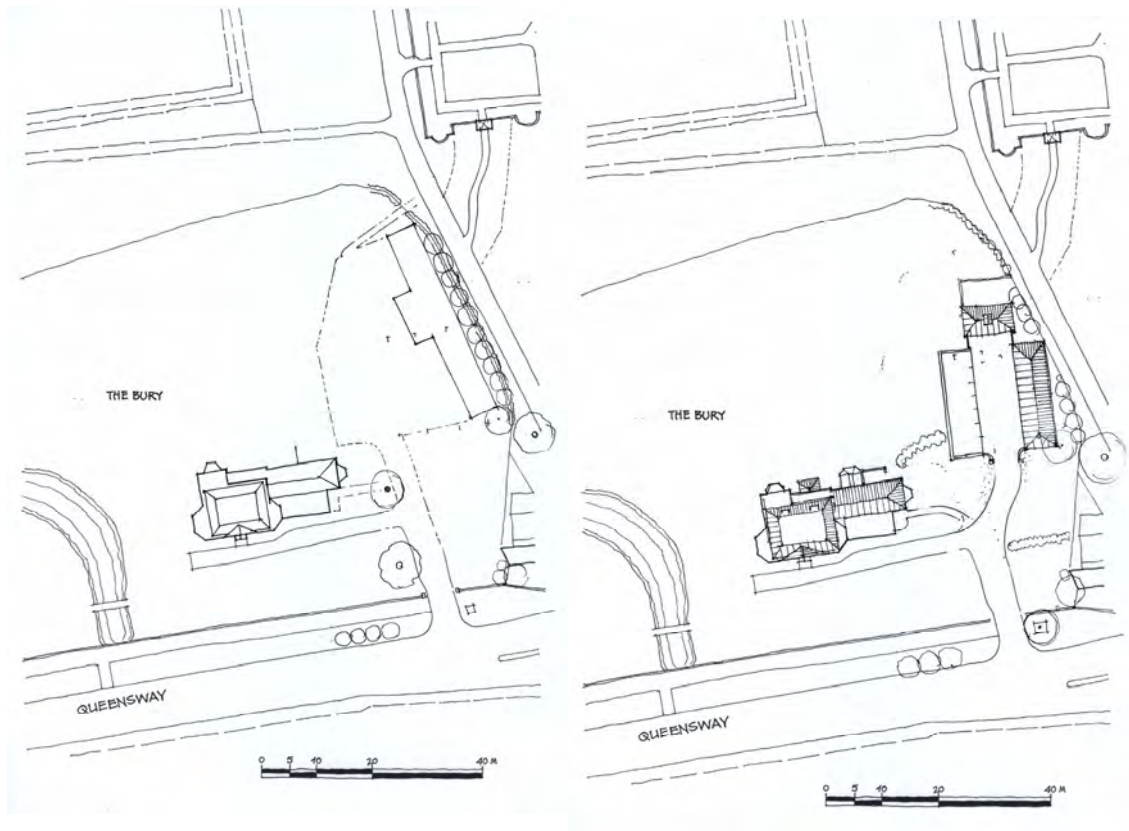


Figure 8: Before and indicative after plan of The Bury showing simple improvements to the building and the potential for further development within the grounds (including as shown here an indicative location for a museum store replacing the sheds to the eastern edge of the site). These buildings could also in-part accommodate parking at ground floor and if necessary a park store or depot.



Figure 9: Before and after - rear elevation to The Bury showing possible indicative changes which in the short to medium term could improve the appearance and usability of the building subject to more longer term ambitions.



Figure 10: Print of 1797 'Mr Gingers Villa' showing the house now known as The Bury in a waterside setting (Dacorum Heritage Trust)

6.1.33 Repair, refurbishment and possible change of use of a number of properties in the High Street to include:

- (i) No.21 and 21A
- (ii) No.28
- (iii) Nos. 33-39

- This would include repair and/or replacement of existing shopfronts (where appropriate)
- Repair of external facades
- Possible re-use, focusing on retail/café/bar at ground floor and residential uses above
- Possible partnership with housing associations to provide affordable units in the town centre



Figure 11: (i) No.21 and 21A (top left), (ii) No.28 (right) and (iii) Nos. 33-39 (bottom left) - important buildings within the conservation area which could be subject to future regeneration projects

6.1.34 Nos. 21/21a High Street is a good example of where fashions and tastes in the retail sector have changed and where the premises are possibly too large for a standard retailer. It is recommended that the premises be divided into two retail units and the frontage refurbished and opened up and offered at discounted rents to encourage new businesses to start up to bring more life to the High Street. The configuration of the upper floors is unclear but there appears to be no impediment to the potential refurbishment for office or residential use so that the vacant space is put to good use.

6.1.35 Retail accommodation at No. 35 High Street, the former Coral premises, which are in a very poor state of repair needs to be de-branded and refurbished to encourage new tenants to the locality to stimulate further growth.

6.1.36 The PR-PR premises at 33 High Street is less than beneficial to the High Street, due to the way that the double retail frontage is obscured and where it is assumed the accommodation is used most probably for office or professional services which would typically be better suited to first floor accommodation.

Shopfronts and the public realm

6.1.37 Developing upon the Conservation Area Audit undertaken in 2011, the Council should seek to review all parking and directional signage within the character zone with a view to rationalizing signage and reducing the number within this sensitive townscape.

6.1.38 Enforcement action plus the incentive of grants or the potential for design award recognition should be considered for inappropriately designed signage for shops. Good quality, well designed signage could be rewarded for its positive contribution towards townscape quality.

Further Action

6.1.39 The following should be considered in developing the Town Centre Masterplan in relation to heritage assets in the Old Town Zone:

- Promote the Old Town as a cultural quarter
- Progress the development of an Heritage Lottery Fund bid but with emphasis on linking the Old Town to the buildings south in the Original Marlowes Zone
- Support the development of The Bury as a museum with associated uses such as a café which could take advantage of the park location
- Develop a Heritage Trail potentially using smart phone technology to enable the user to tap into historic photographs and mapping at key points within the character area which would give an idea of the historic context of the Old Town
- Pursue options for the redevelopment or remodelling of Nos. 45-47 High Street – this could range from painting of the brickwork which would soften its appearance and remodelling of windows and the shopfront to proposals for complete replacement
- Pursue options of repair and refurbishment of buildings identified through means other than possible THI funding. This may include

the serving of enforcement or repairs notices (such as Section 215 Notices) to bring about improvements

- Develop shopfront and signage design guidance for the Old Town Zone with particular emphasis of achieving high quality design which could be rewarded either through potential grants or through awards for design excellence and local recognition for such. This could further develop the sense of pride for the Old Town and its historic assets.



Figure 12: 45-47 High Street - Simple improvements to this building such as the painting of the brickwork would improve its appearance of this building.

6.2 Original Marlowes Zone

Historic Context

- 6.2.1 To the east side of Marlowes, there is an important survival of a group of former residential villas dating from the early part of the 19th century which display a number of features from this architectural period, most notably decorative ironwork, fine narrow framed sash windows and rendered stucco walls.
- 6.2.2 The houses, including some earlier buildings which were remodelled in the 19th century (notably No.53 Old Marlowes House), formed part of the typical expansion of medieval towns in the early 19th century period with high quality suburbs at far lower densities (often houses would be set in large gardens) for an increasingly wealthy townspeople who did not want to live in what was considered to be the high density less desirable historic town centre.
- 6.2.3 Non-conformist churches firmly established their presence in this part of the town with the erection the Carey Baptist Church (Grade II listed) in 1861 (moving from a site to the rear of the Rose and Crown where a chapel and burial ground were recorded in 1731). The Marlowes Methodist Church joined this in 1890 with a brick built Gothic church and Sunday school.

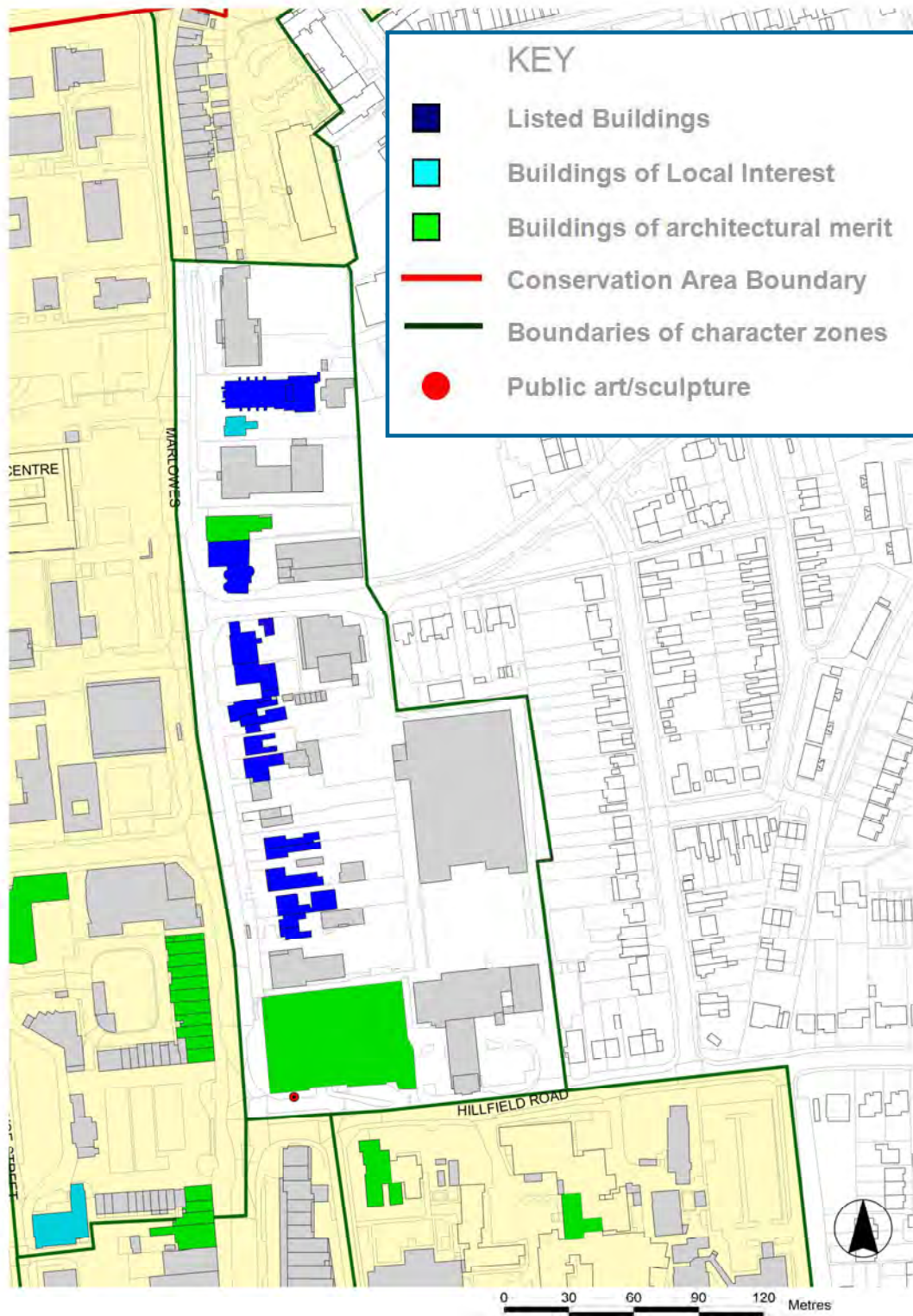


Figure 13: Heritage Assets Original Marlowes Zone

Summary of Heritage Assets

- 6.2.4 The Original Marlowes Zone has an important survival of both plan form, in terms of the linear development of Hemel Hempstead along the valley floor, and physical survival of nationally important heritage assets in the form of 18 Grade II listed buildings, including the Baptist Church. No.53, Old Marlowes House, is Grade II* listed and dates from circa 1650 with a major remodelling in the 18th century.
- 6.2.5 Most unlisted buildings within this character zone are also of historic and architectural significance and contribute to the high quality of the group.
- 6.2.6 The survival of such a high quality group of houses which reflect an important period of expansion for the town with their associated features of special interest including outbuildings, boundary walls and decorative ironwork, make this area very sensitive to change with the potential to use heritage as a principal driver for regeneration.
- 6.2.7 This area also includes a multi-storey car park of circa 1960 placing it within the original New Town development phase. Of particular local note is the survival of a mosaic mural designed by the then famous designer and illustrator Sir Rowland Emmett (**Figure 15**). Emmett designed a popular railway ride at the Battersea Park funfair as part of the festival of Britain which ran for 5 months in 1951.
- 6.2.8 Whilst this area does not necessarily warrant conservation area status given the significant changes which have occurred not least to the boundaries and gardens of these buildings and to the wider setting, it is nonetheless a cohesive and important section of townscape which links Old Town to New. This is complemented and supported by the high number of statutory listed buildings which offer a degree of protection over and above that of conservation area status.



Figure 14: Marlowes comprises a series of attractive Regency villas, some of which have been the subject of inappropriate and poorly designed alterations



Figure 15: Sir Rowland Emmett's mosaic mural to the Hillview Road elevation of the car park to the corner of Hillview Road and Marlowes

Key Issues

- 6.2.9 This group of important historic houses has undergone a series of changes (including changes of use) and alterations over the last 100 years most of which have eroded the special character and significance of these buildings. Despite this, many of the buildings are statutory listed at Grade II and II*. This offers some protection for the future but does not require the removal of regrettable additions and alterations most of which would have been present at the time the buildings were added to the statutory list. The setting of this group of historic houses is highly sensitive to change and redevelopment plans within the adjacent Gade Zone need to respect their scale, form and character.
- 6.2.10 The quality of the public realm is poor in this part of the town centre with much emphasis placed on the movement of vehicle based traffic at the expense of the pedestrian and the setting of important historic buildings. The original concept of a tree lined boulevard which formed part of the masterplan for the New Town has been lost.
- 6.2.11 This area lacks a strong identity despite the survival of a significant number of historic buildings. A principal reason for this is the treatment of the pedestrian and the dominance of car based traffic. There are weak pedestrian links with very limited crossing points or access to sites to the east such as the ASDA store which is somewhat isolated on the hillside.
- 6.2.12 The poor public and private landscaping, general lack of definition to boundaries to the houses to the east side of Marlowes, inconsistent paving materials, street furniture and underused/vacant shopfronts give this area a sense of degradation and lack of investment.

Present and future uses

- 6.2.13 The section of Marlowes which falls within the Original Marlowes Zone comprises what was historically a secondary part of the town centre dominated by estate agents, surveyors and solicitors who had agglomerated to benefit from the presence of each other. In the current economic climate it is evident that a large number of the estate agents have chosen to relocate from this part of the town, most probably to more prominent retail positions and hence the historic relationship between the professions seems to be considerably dwindling.
- 6.2.14 The buildings themselves comprise former Georgian semi detached or detached residential dwellings that were subsequently converted to commercial use, due to the proximity with Hemel Hempstead town centre but which now do not offer modern office accommodation conducive with current trading practices.

- 6.2.15 This is evidenced by the comments from chartered surveyors Aitchisons who occupy premises at 63 and 65 Marlowes and who are keen to relocate as they require more modern, open plan office accommodation.
- 6.2.16 They are also very conscious that due to the position of the premises being set back from the dual carriageway in Marlowes, they actually benefit from little prominence and that the benefit of the ground floor retail accommodation is now limited due to dwindling footfalls.
- 6.2.17 This is further evidenced in respect of the redevelopment behind 75/77 Marlowes, 79 Marlowes, 81 Marlowes and 83/85 Marlowes where the rear gardens have been converted to provide more modern office accommodation. In some cases as in that of 83 & 85 Marlowes the original Georgian residential accommodation is falling into disrepair as occupiers are not so keen to secure this quality of accommodation when more modern premises are more readily available and more user friendly.
- 6.2.18 Technology has also influenced the need for agglomeration as properties are not as commonly marketed in shop windows with the emergence of websites like Right Move and Prime Location etc and use of email. As a result property professionals do not need to be within such close proximity as long as they have appropriately fast broadband connections and well designed websites.
- 6.2.19 Whilst the majority of buildings that are currently in commercial use are in a reasonable state of repair there is likely to be a trend of reverting this accommodation to individual residential dwellings as the commercial occupiers retreat to the peripheral office estates which have modern open plan buildings with good quality broadband connections and good parking provision. As such incentives are needed to encourage occupiers to maintain the existing Georgian accommodation and even to revert the planning use to residential to preserve Marlowes for the future.
- 6.2.20 This area is a transitional space between the Old Town historic core and New Town shopping areas (Marlowes Shopping Zone). Presently, there are a series of offices and service based industries; estate agents and solicitors with some retail uses and also a modern residential flat block to the northern end of the zone. To the east of Marlowes and set up on the hill side is a large ASDA food store but this has very limited integration with buildings to the roadside of Original Marlowes.
- 6.2.21 This area is inextricably connected with the Gade Zone to the west of the Marlowes, an area which is likely to see major change in the next 10-15 years. This will have a significant impact on the character of the Original

Marlowes Zone and the setting of its many listed buildings. It is vital that development is coordinated to safeguard the boulevard qualities of Marlowes which will in turn preserve and enhance the setting of the heritage assets which line much of the east side of the thoroughfare.

- 6.2.22 This area is presently identified as an area providing service uses and primarily office accommodation with some residential. It is also an area served by two churches. The promotion of this area as a high quality small scale office and services quarter may be compatible with the character and capacity of the buildings. Office or reinstatement of residential use (or a combination of the two) would be the most compatible with these (originally) residential buildings and be the least harmful to their special character.
- 6.2.23 Office uses, predominantly estate agent and solicitors offices are presently leaving the area as open plan office space is more desirable and better parking provisions are required. This possibly indicates that the future use of Marlowes is changing and it may well revert back to residential use due to the size and layout of the buildings and their inability to meet the demands of the current occupiers.
- 6.2.24 In terms of the Heritage Improvement Study, this would be welcomed subject to conversion back to residential taking the form of single family dwellings or large flats so as to minimize the degree of sub-division of these properties which can be very detrimental to their historic and architectural significance. This will also provide the best use mix which would be compatible with the emerging proposals for the Gade Zone.
- 6.2.25 The scale, form and uses fronting the west side of Marlowes will be essential in terms of preserving and preferably enhancing the setting of the important group of listed buildings to the east side of the road. New well designed housing at an appropriate scale would greatly improve the setting and provide the boulevard character which is highlighted in the Gade Zone projects.
- 6.2.26 A notable architecturally significant building within the zone is the car park to the corner of Marlowes and Hillfield Road. Whilst the car park from a functional perspective is problematic, its mixed use, architectural detailing and mural by Rowland Emmett give the building some clear architectural quality. The mixed use nature of the this building type with shops to the ground floor and parking behind and above was before its time and an aspirational design solution which is still advocated today for dense urban sites. Remodelling of the car park is possible which could comprise the retention, with upgrading, of the façade and the mural and rebuilding

behind. New or redeveloped/remodelled facilities would require a strong design and improved function.

Projects

6.2.27 With the likelihood of significant change to the west side of Marlowes around the Civic Centre and College (The Gade Zone), it will be important to maintain and enhance the significance of this historic group of houses. The Heritage Improvement Study will promote the refurbishment and improvement of buildings within this character zone. These buildings can be repaired, improved and reinstated to their former architectural quality by the promotion of the following (see also **Appendix E**):

- Reinstatement of original windows and doors
- Removal of later additions; bays, shopfronts, unsightly extensions
- Removal of inappropriate finishes to brickwork where appropriate
- Removal of inappropriate signage and lighting
- Reinstatement of traditional boundary treatments
- Removal of unsightly landscaping
- Softening and general improvement to landscaping
- Careful design and promotion of new signage and lighting to compliment the existing buildings

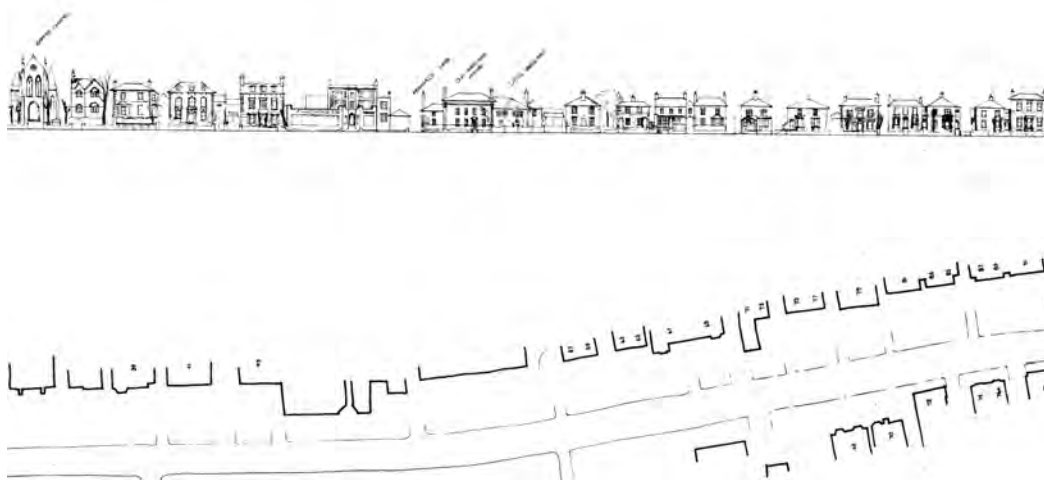


Figure 16: There is photographic and drawn evidence of what pre-war Marlowes looked like. This is an extract from a highly detailed drawn record from the early 20th century. Records such as this can be used to reinstate lost features where appropriate (reproduced with grateful thanks to Len Nother and the Dacorum Heritage Trust)

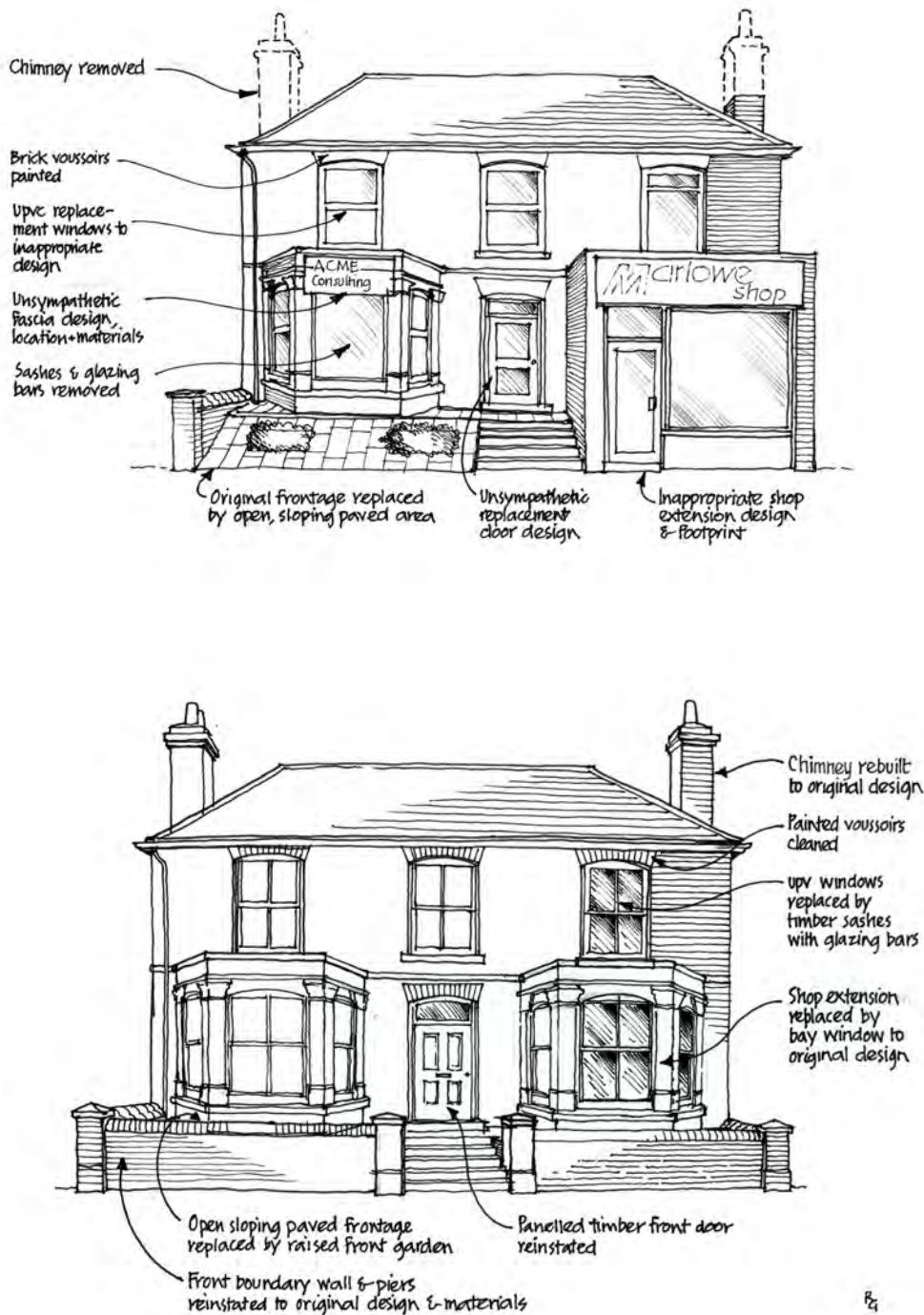


Figure 17: Before and after- Marlowes Villas and the approach to restoration of lost architectural features to this part of the town centre

6.2.28 It is suggested that the Council pursue possible funding opportunities such as a Heritage Lottery Fund Townscape Heritage Initiative (THI) to reinstate these important heritage assets. By promoting the Original Marlowes Zone in combination with the Old Town it will be possible to reinforce historic links between Old Town historic core and Old Marlowes which, in turn, is directly linked to the New Town and the emerging redevelopment opportunities for the Gade Zone. This will respond to the HLF's recommendation that any funding bid considers the town area (as defined by the Town Centre Masterplan) strategically.

Further Action

6.2.29 The following should be considered in developing the Town Centre Masterplan in relation to heritage assets:

- The Original Marlowes Zone should form the main area of focus for a potential HLF Townscape Heritage Initiative with the buildings identified in the Old Town Zone for refurbishment and improvement also forming part of the bid
- See also the Gade Zone for actions relating to the public realm

6.3 Gade Zone

Historic Context

6.3.1 This area has seen development historically although this was confined to the northern corners where a series of narrow streets built up around the mill site (Bury Mill) adjacent to the River Gade and to the west of The Bury. There were also a series of watercress beds which are marked on the 1898 OS map in the area to the north of the Bury and south of the Bury Mill End development, along the course of the Gade. Watercress was an important industry and was grown extensively along Hertfordshire river valleys (and chalk valleys generally across the south of England) during the 19th and 20th centuries. The watercress grown in Hemel Hempstead was bound for the London markets.

6.3.2 In the late 19th century this area also included Bath Street which was located roughly to the south of the present Civic Centre and had on its corner with Marlowes a public baths (clearly marked on the OS 1898 1:2500 map).

6.3.3 Almost none of the historic built form of the 19th century or earlier survives except for the Methodist Chapel to the north of the Civic Centre.

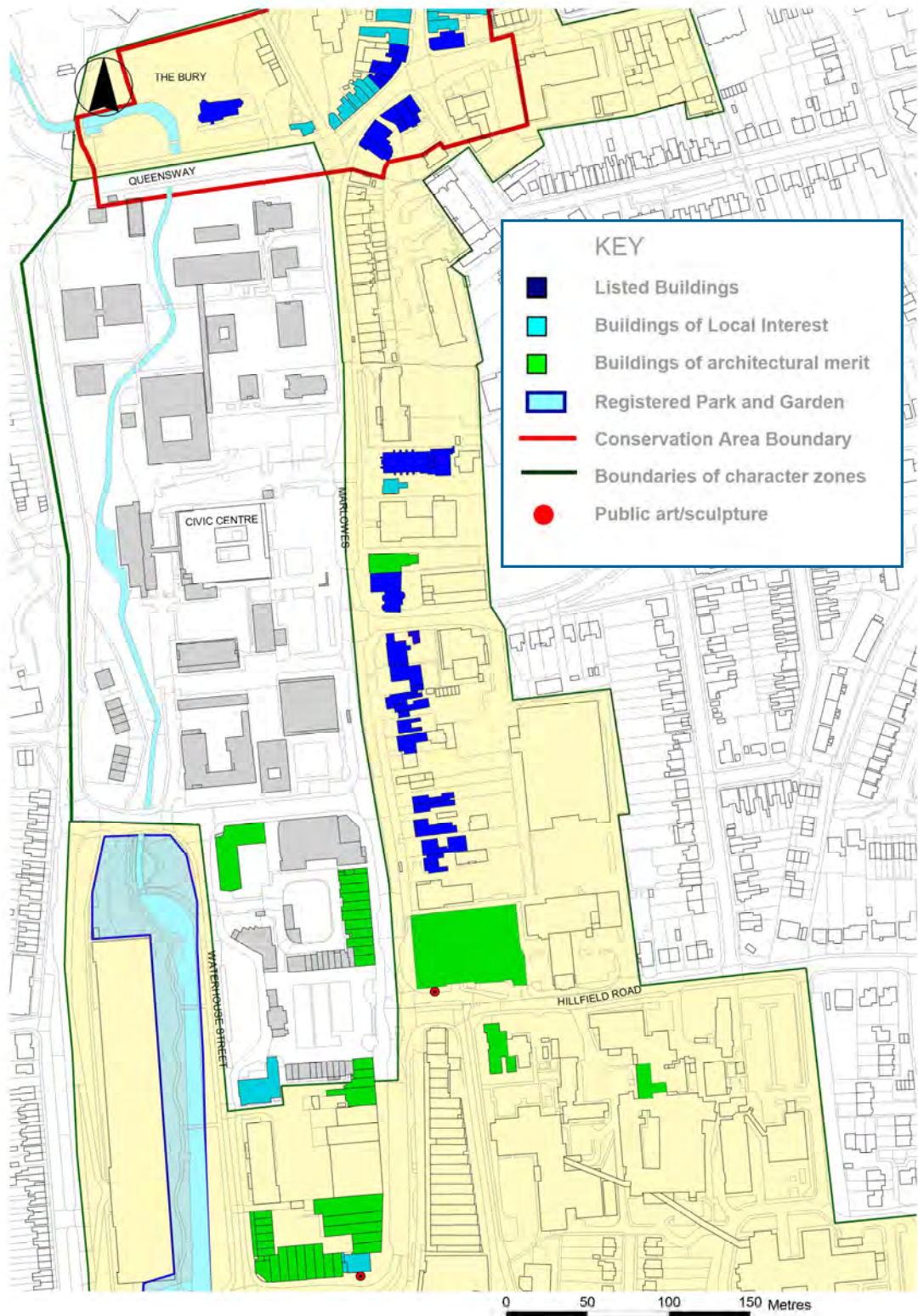


Figure 18: Heritage Assets Gade Zone

Summary of Heritage Assets

- 6.3.4 Other than the Methodist Chapel, an unlisted building dating from 1890, there is very little in terms of heritage assets to this part of the town centre. However, this zone has a pivotal and essential role in linking a series of areas considered to be of historic importance; the Old Town Conservation Area, Gadebridge Park, the east side of Marlowes and the original New Town centre to the south of the Gade Zone (Marlowes Shopping Zone) and the Water Gardens (a Grade II listed Historic Park and Garden).
- 6.3.5 There are a number of individual buildings which display a remarkable survival of their original form and design quality, for example the Salvation Army building and the Job Centre to the corner of Waterhouse Street and Combe Street and some key urban design planned set pieces such as the Market Square and its relationship with the Registered Park and Garden, Water Gardens to the west of Waterhouse Street.
- 6.3.6 Of some local importance is the survival (in part) of the original cast iron fluted lamp columns designed for the New Town. These have had their original lights replaced with a swan neck design. These are considered to represent an important part of the design quality ethos of the New Town development also reflected in the architectural quality of surviving buildings to parts of the shopping centre.



Figure 19: Fluted lamp columns to Marlowes have been adapted with swan necks. There is an opportunity to return these to their original post-war design and unify the street in terms of street furniture

Key Issues

- 6.3.7 There is some architectural quality to the Civic Centre but in terms of townscape, practical adaptive use and material use, it is a difficult building to bring forward into the 21st century.
- 6.3.8 The college buildings are also dated architecturally but are well-grouped on the site and still pay some respect to the surviving green corridor which denotes the River Gade as it passes through the character zone.
- 6.3.9 The public realm is of a very poor quality and presently buildings sit in large areas of open but dead space, or their setting is compromised by parked cars. Marlowes is traffic dominated.
- 6.3.10 The River Gade corridor is under-utilised and under appreciated.
- 6.3.11 This Character Zone has a vital role to play in terms of linking together key heritage assets:
- The Old Town (Conservation Area and numerous Grade II plus II* and I listed buildings)
 - Gadebridge Park (important local park with designated and possibly nationally important undesignated heritage assets – in terms of archaeology)
 - The Bury (Grade II* Listed building)
 - The Jellicoe Water Gardens (Grade II listed Historic Park and Garden)
 - The setting of a series of Grade II and II* listed buildings to the east side of Marlowes
- 6.3.12 The future of this site and plans for redevelopment will be of critical importance in terms of protecting the wider setting of The Bury and views along Queensway of this building in its edge of park, tree lined setting. Developing and celebrating the importance of the heritage assets listed above and ensuring their long-term future should be a key driver for the protection and improvement of the heritage assets listed in paragraph 6.3.10.
- 6.3.13 The scale, massing and layout of proposed buildings to the Gade Zone will be critical in terms of maintaining and enhancing the all important setting of The Bury which extends across Queensway and some way into Gadebridge Park to the north. A commitment from DBC to protect the setting of this Grade II* building will be key to potentially securing future funding from bodies such as the HLF and English Heritage.

Present and future uses

6.3.14 The following is an extract from the Major Land Use Strategy (Allies and Morrison – Feb 2012)

'The Gade Zone includes the north western section of the town centre from Queensway to Combe Street, and includes part of the River Gade. The area includes West Herts College campus, the Civic Centre and other public sector uses, and the Marlowes Methodist Church. This zone holds significant regeneration opportunities for new educational and civic facilities, alongside supporting residential and retail at the southern end of the zone.'

6.3.15 It is vital that the development of this area does not compete or impact upon the historic importance and significance of the heritage assets which form part of its setting. This will be particularly important in relation to proposed built form and its uses along the Marlowes. Development fronting Marlowes should reinforce the boulevard setting of the listed buildings, through an active frontage and appropriate scale of buildings. It will also be important in relation to maintaining and enhancing a green link along the river corridor and maximizing the opportunities of connecting this area to the proposed uses of The Bury and the regeneration of the historic buildings to the east side of Marlowes.

Projects

6.3.16 The Heritage Improvement Study recommends improvements to the public realm to Marlowes, to include:

- Consolidation and improvements to the quality of the paving materials used along Marlowes
- Preservation of the tree line to the west side of Marlowes with increased planting where appropriate to recreate a boulevard quality to the street –this is in line with the Green Infrastructure Framework’s desire to reintroduce street trees to the towns of Hertfordshire (Hertfordshire Strategic Green Infrastructure Plan (March 2011)) - *‘2.46 Any future growth and redevelopment should plan for street tree planting as an integral part of the masterplan to ensure climate change adaptation’*
- Increased crossing points, to include the potential for shared surfaces, raised tables to slow traffic and redress the vehicle/pedestrian mix
- Coordination of street furniture to Marlowes but with consideration to the retention and reinstatement (with modern light fittings) of the original New Town fluted lamp columns.
- Creation of a boulevard along Marlowes including the removal of the planters



Figure 20: View looking north along Marlowes. This area is likely to see significant change within the timescale of the proposed masterplan

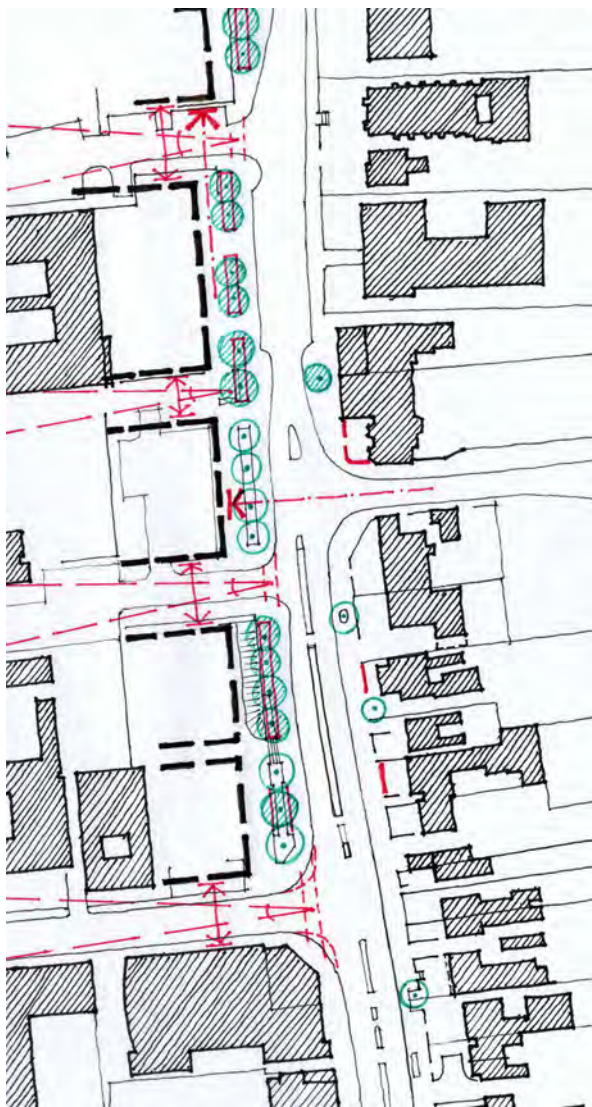












Figure 21: Marlowes Boulevard - Concept sketch of how to secure and improve upon the qualities of the Marlowes public realm. Please note the following with regards to the plan:

- It is crucial to achieve landscaped street view- corridors to the Gade valley.
- Careful attention should be paid to the design of the roofline and the maximum height of buildings should be 3 storeys, but proposed buildings should be careful not to compete with or dominate the listed villas to the east side of Marlowes. Vistas should be appropriately terminated, in locations shown in the plan.
- At the southern end of the plan area there is a difference of level of a maximum of 2m between the back edge of footpath and the building line. This must be reconciled in the architectural and landscape design of the building frontages.
- All the frontages to the Marlowes should be designed as active frontages.

	Existing buildings		Maintain/enhance views to valley of R. Gade
	Existing trees		Crossover layout to emphasise pedestrian priority
	Possible formal 'avenue' tree planting		Main vistas should be appropriately terminated in the design of new dev't
	Indicative building line for proposed development		Planter/seating/low retaining walls as appropriate
	Indicative spacing between freestanding blocks		Recommended reinstatement of boundary walls

6.3.17 In addition to the above, the following, although not directly linked to the heritage assets of Gade Zone, will have an important influence on the future regeneration of the older areas of the town:

- Improved east-west linkage across the Gade Zone in any proposed development
- Preservation and enhancement of the green corridor centred around the River Gade with possible reference to earlier use of this area for the growing of watercress – possibly the introduction of a water feature adjacent to (but fed by) the River
- Preservation of the setting of The Bury (Grade II* listed) and the entrance to Gadebridge Park

Further Action

6.3.18 The following should be considered in developing the Town Centre Masterplan in relation to heritage assets:

- Building the potential improvements to Marlowes, considering the setting of The Bury (Grade II* listed) to Queensway and the improvements to the River Gade corridor into any discussions with future developers of the Gade Zone
- Include the Original Marlowes Zone in a Heritage Trail using old photographs and illustrations to provide an idea of the former role and character of the area.

6.4 Marlowes Shopping Zone

Historic Context

6.4.1 Prior to the construction of the New Town, this part of the town was fields and nurseries running from a largely single sided Marlowes down to the River Gade. One exception was the Boxmoor Ironworks which stood on the site of what is now Bank Court. Further to the south was an area known as Lower Marlowes which comprised a series of semi-detached and terraced houses set back from the roadside. To the south and closing the view along this part of the street was the Nickey Line Viaduct which crossed over Lower Marlowes. Historically this would have truncated the area known as Hemel Hempstead from Moor End and Albion Place to the south.

The New Town

6.4.2 Post WWII, Hemel Hempstead, along with Crawley and Stevenage, was one of the first to be designated as a New Town and was to be one of several new and expanded towns forming a ring around London. With an existing population of 21,000, Hemel was also the largest of the existing settlements in the first wave of new towns.



Figure 22: Images of Hemel Hempstead New Town shortly after construction. The pool and fountain (top) stood opposite the entrance to Bank Court (DBC Archive)

- 6.4.3 The landscape architect Geoffrey Jellicoe was appointed as the town's principal designer and the outline masterplan was published in 1947. Jellicoe's original plan was based on the idea of a town in a park, with generous open spaces in and around the town centre and the residential neighbourhoods.
- 6.4.4 However, Jellicoe's original 1947 masterplan for Hemel Hempstead New Town was never to be implemented, rejected by the government as being too expensive and impractical. Jellicoe produced a second revised plan in 1949 which was also discarded.
- 6.4.5 The structure of Jellicoe's town centre masterplan was largely retained by the Corporation; the relocation of the main shopping area to the Marlowes, the arrangement of a central park flanked by a road running north-south, with residential housing to the west, and shops and commerce to the east are all key elements of Jellicoe's Masterplan. Waterhouse Street runs parallel to Marlowes, providing access to the bus station and market, and beyond it Jellicoe used the course of the River Gade to form the Water Gardens that defines the western edge to the town centre.

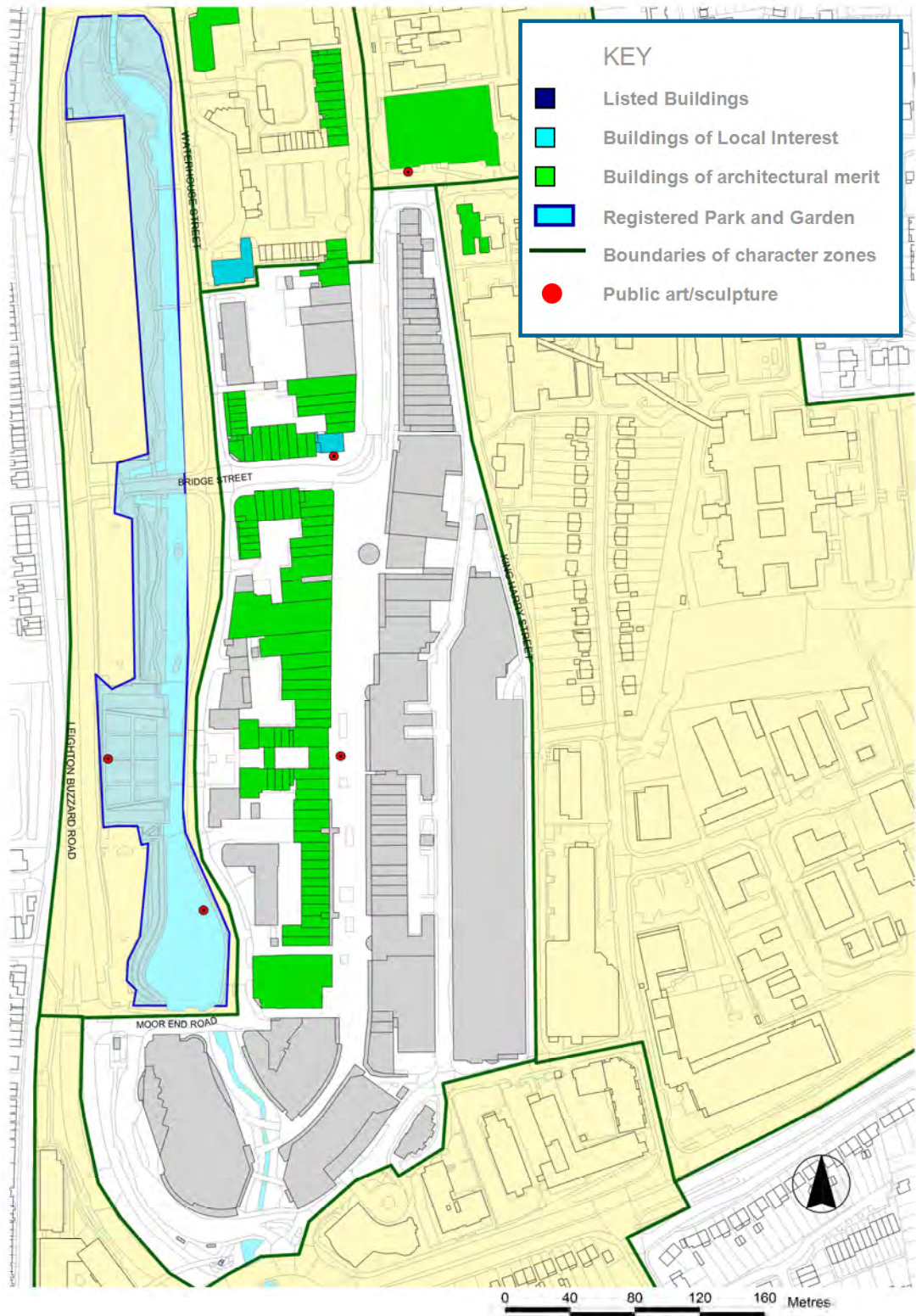


Figure 23: Heritage Assets Marlowes Shopping Zone

Summary of Heritage Assets

- 6.4.6 As one of the first New Towns, Hemel Hempstead has considerable historic value. It is also of high aesthetic value particularly with regard to the way Jellicoe placed such a high value on landscaping and open space in relation to the built form.
- 6.4.7 The Heritage Improvement Study has identified a series of buildings within the Marlowes Shopping Zone which form part of the original construction of the New Town. These buildings are identified on Figures 23 and 24.
- 6.4.8 Within the Marlowes, there are a series of set-pieces in terms of planned townscape dating from the New Town development. The key groups in town planning, townscape and architectural quality terms are the Bridge Street group (north and south sides of the street between the Water Gardens and Marlowes); Bank Court; and most of the west side of Marlowes to the north and south of Bridge Street (See **Figure 23**). For these groups, it is both the individual quality of buildings and their details (see **Figure 24 and Appendix C**), most notably steel windows and their integration of sculptural reliefs and use of materials to provide patterns and textures to key facades which has been used to evaluate their quality giving these buildings potential local and possible national architectural and/or historic importance.
- 6.4.9 The key New Town characteristics of restrained palettes of materials used innovatively, the horizontal emphasis and grouping of windows, their fine detail, and the use of flat roofs are key elements of the buildings considered to form part of the heritage assets of the character zone (see **Appendix C**). In addition, the careful massing of buildings to create interest and attempt to recreate some of the characteristics of the older sections of the town – most notably in the turning of corners and the creation of courtyards and small intimate squares (Bank Court) are all key features which should be carefully considered in any proposals for change.
- 6.4.10 The strong relationship between this character zone and Jellicoe's Water Gardens to the west should be recognised and where possible reinforced particularly in relation to the principal east-west routes of Bridge Street and Bank Court. The latter, especially, has a strong planned linear relationship with the Water Gardens which should be preserved and enhanced in any proposals for this part of the character zone.



Figure 24: Architectural detailing to buildings in Bridge Street

6.4.11 The combination of these elements of built form, the spatial quality of the Water Gardens and the important survival of architectural detailing such as windows, doors, decorative and sculptural relief panels has led to the identification an area of special character (**Figure 25**) comprising the survival of key spaces and buildings which make up the original planned elements of the New Town. This approach has the support of both English Heritage and the Twentieth Century Society. The former are presently working on post-war new towns and their architectural importance and are producing a book on neighbouring Harlow.

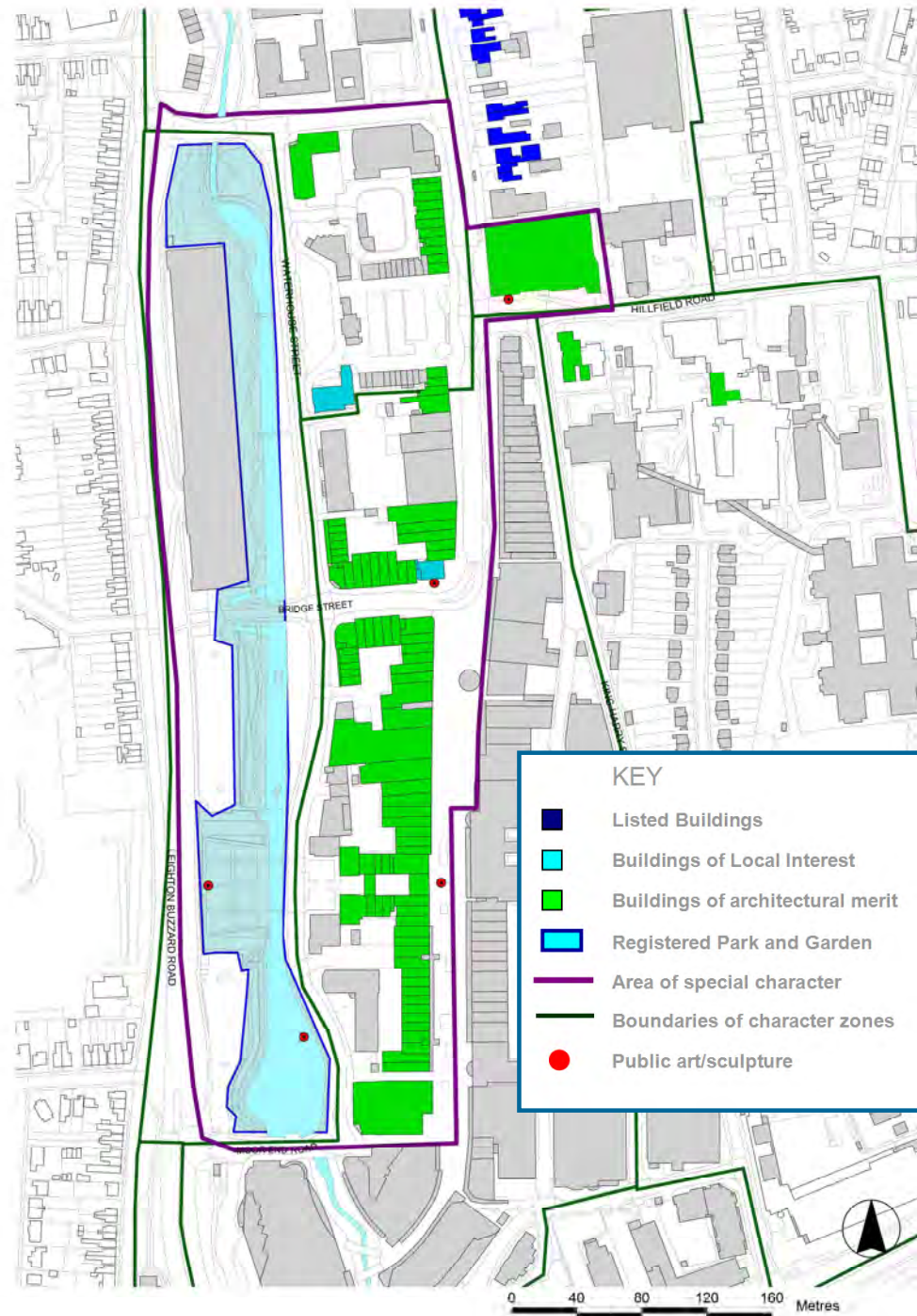


Figure 25: An area of special character which retains much of the buildings of some quality from the inception of the New Town

Key Issues

- 6.4.12 Key issues for this part of the town relate to the general poor quality of the public realm despite a rich survival of public art and sculpture (some of which is possibly of national importance) and the poor connectivity between the Water Gardens and the shopping areas.
- 6.4.13 Opportunities must be taken to reinstate and reinvigorate through signage and use of materials (particularly to Waterhouse Street) the relationship between this character area and the Registered Park and Garden to the west.
- 6.4.14 The future relationship with the Water Gardens should be very carefully considered in potential development schemes. Opportunities through the careful design of buildings (such as allowing views through at ground floor level) and the use of well design public realm schemes to create more of a shared surface to Waterhouse Street will help integrate the Water Gardens with the built form. This was the original intention of the Water Gardens and the spirit of this philosophy should be taken through in the future work of regeneration of the Marlowes Shopping Zone.
- 6.4.15 The character of the new town buildings (particularly to Bridge Street, the west side of Marlowes to the immediate north and south of Bridge Street, and Bank Court – see also **Appendix C**) is an important legacy of Hemel Hempstead which should be respected in any future development. Changes to the built form need to carefully consider the sensitivity to change of buildings from this period. The presence of well-detailed canopies, original windows and integrated public art (Figure 24 and **Appendix C**) are particularly important aspects of the built heritage of the New Town. Of key concern is the requirement for building regulations to bring these buildings up to a certain level of design particularly in terms of their thermal performance. Any changes to windows would have a very significant negative impact on the special local character. New development will need to take design cues from the buildings identified as having architectural merit (see Figures 23 and 25) and respond appropriately to their scale and detailing.

Present and future uses

- 6.4.16 This area is the prime retail area of the town centre but is in need of regeneration, remodelling and general upgrading and refurbishment. The structure, form and scale of the new town buildings is to be respected within future development.
- 6.4.17 The Marlowes Shopping Zone Improvement Strategy has recommended public realm improvements that if implemented will significantly enhance the public realm and streetscape.
- 6.4.18 The area around the pedestrian gateway near the Market Square is also a potential location for office uses.⁴ This would link with suggested use patterns for the Original Marlowes to the north.
- 6.4.19 There are opportunities to provide improved areas for outdoor seating and dining to the west facing raised pavement area to Marlowes (opposite Bridge Street). This could become a key location for restaurants and bars to take advantage of the especially wide pavement and segregation from the traffic.
- 6.4.20 Much of the office and storage space on the upper floors of the buildings within this character zone is underused or vacant and there is increasing interest in converting to residential use. This would assist delivery of a key objective of bringing forward 1800 homes in the town centre over the lifetime of the Core Strategy and help support a strong evening economy. This would be a compatible use for these buildings, subject to the concerns raised in para 6.4.15 regarding retaining architectural features such as windows (see also **Appendix E**). Any future plans for conversion should seek to retain features of architectural interest such as windows, doors, public art, roofs, balconies, canopies, original signage, lighting and decorative treatments (the use of tiling and other materials to provide patterned relief to surfaces for example).

Projects

- 6.4.21 The key to the projects identified by the Heritage Improvement Study is raising awareness of the heritage significance of the key buildings, public art and sculpture which survives from the original inception of the New Town.

The focus should be on:

⁴ *Major Land Use Strategy* Allies and Morrison Feb 2012

-
- Public realm strategy as outlined in the Hemel Hempstead Town Masterplan
 - Formally identifying the buildings which should be locally and nationally listed – buildings that meet the national criteria will be put forward for listing as part of the HIS
 - Improving the links between the Water Gardens and the Marlowes Shopping Zone, with particular focus at Bank Court (see **Figures 26 and 27**), Bridge Street and Market Square (in the Gade Zone)
 - Creation of a shared surface and traffic management measures along Waterhouse Street
 - Creation of a high quality public realm for Bridge Street to include strengthening east west connections between the Leighton Buzzard Road and the new bus interchange, improved pedestrian and cycle links, a raised shared surface, greening, and high quality public realm
 - Replicating/retaining materials and detailing of New Town architecture as part of any new development
 - Reinforcing the main important set pieces of New Town architecture at Bridge Street and Bank Court, plus key buildings such as the Salvation Army.
 - Raising awareness through the production of a Heritage Trail for the New Town (see **Appendix B**)

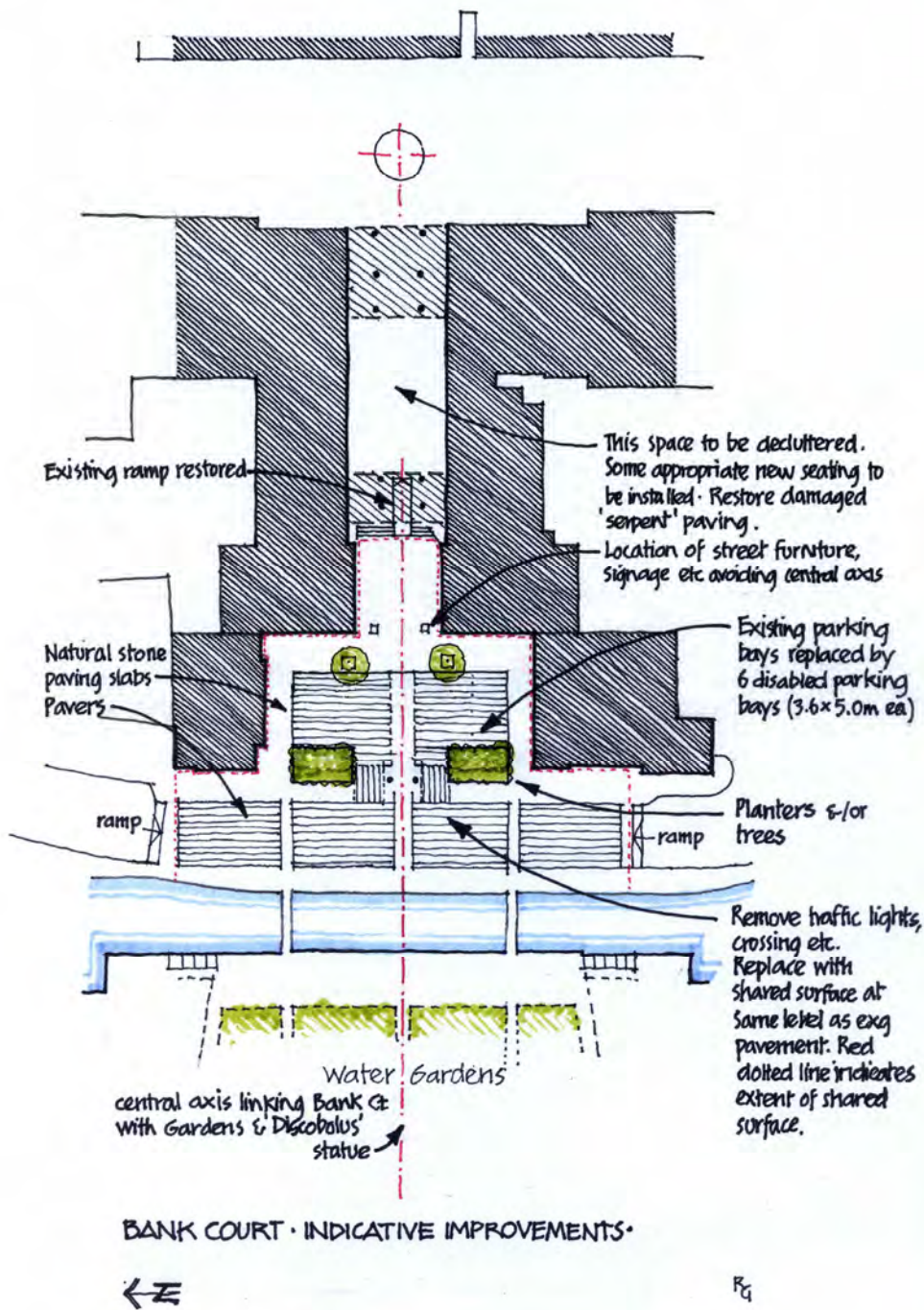


Figure 26: Indicative scheme for Bank Court which retains the disabled parking bays. This should be read in conjunction with Figure 27 which shows an indicative alternative which removes the parking bays.

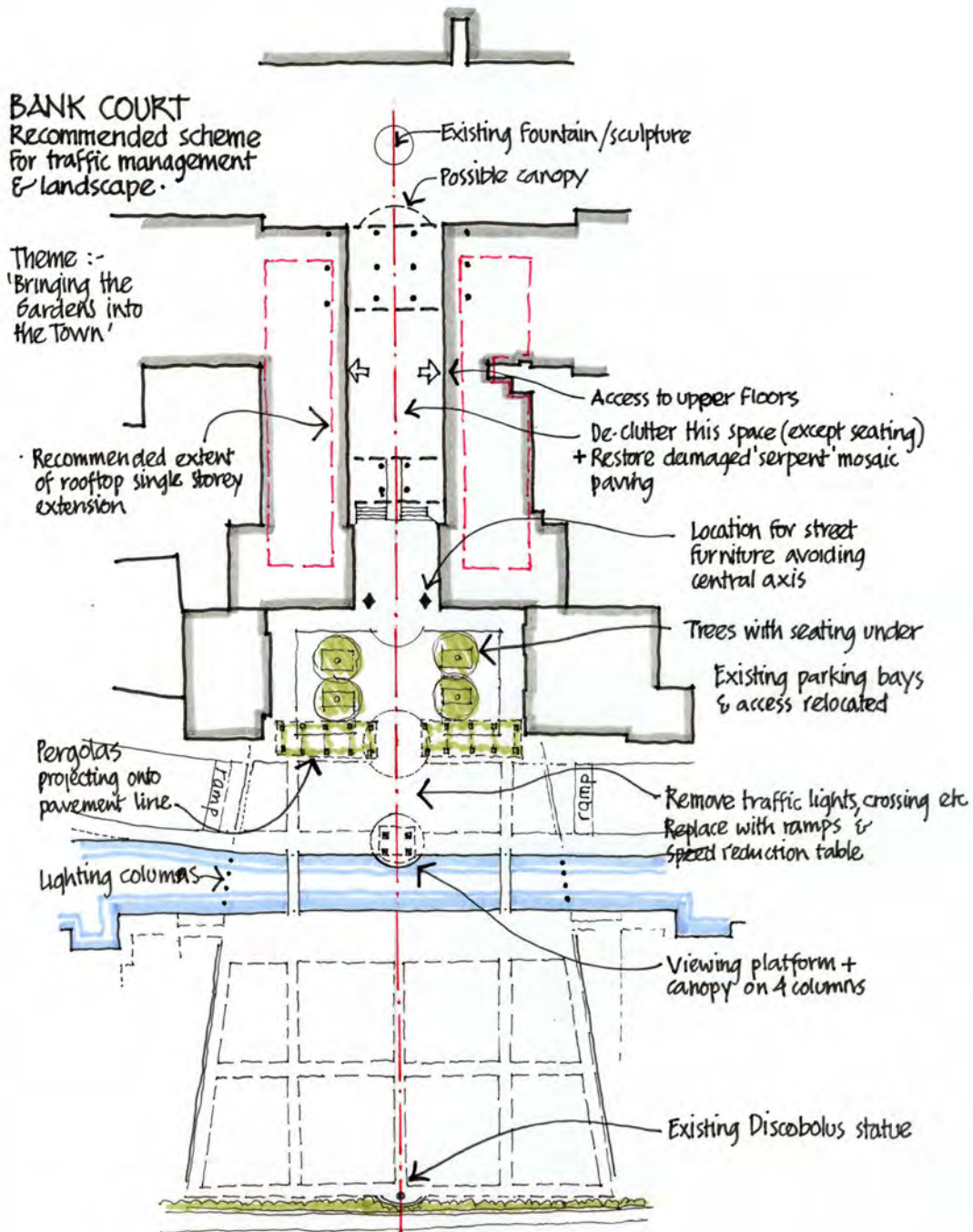


Figure 27: An alternative scheme for Bank Court. This should be read in conjunction with Figure 26. Please note that this is indicative and also needs to be considered in relation to the emerging plans for the Water Gardens. In this diagram, the pergolas shown on the pavement line could be replaced with angled parking for disabled users.

Further Action

6.4.22 The following should be considered in developing the Town Centre Masterplan in relation to heritage assets:

- The Heritage Trail should be published and made available on the Dacorum Borough Council website
- The Heritage Trail could include smart phone technology providing historic photos of the New Town or from earlier (for example in the case of Boxmoor Ironworks on the site of Bank Court)
- The buildings suggested for the local listing should be formally noted for their local importance and form part of possible future work on buildings of local interest within the Borough.⁵
- Linkages between the Water Gardens and the Marlowes Shopping Zone, particularly Bank Court, should form an important part of the development of a Heritage Lottery Fund bid for the Water Gardens.
- The area identified as an area of special character in relation to the New Town should be carefully reviewed and pursued with partners English Heritage and the Twentieth Century Society with a view to potential designation as a conservation area.

⁵ This work will probably form part of a wider survey of buildings of local interest in the Borough rather than as isolated examples. Presently buildings within conservation areas are noted for their local interest. As these fall outside conservation areas they may be overlooked if not highlighted within the Heritage Improvement Study.

6.5 Hospital Zone

Historic Context

- 6.5.1 The original West Herts Infirmary was founded by Sir Astley Paston Cooper in 1826 and was situated in cottages in Piccotts End, to the north of Hemel Hempstead. Sir Paston Cooper was a surgeon on the staff of Guy's Hospital, London, and performed a minor operation on George IV. He lived in Gadebridge House, located on the west side of Gadebridge Park, above the Leighton Buzzard Road. The hospital opened in January 1827 for the '*gratuitous relief of the necessitous poor*' and during the first seven months received 226 out-patients and 11 in-patients.
- 6.5.2 This small hospital was soon outgrown and in 1831 Sir Thomas Sebright, a local man, was '*building a handsome and substantial infirmary in an excellent situation at the entrance to the town.*'⁶ The building, now known as Cheere House, was opened in 1832. This also proved too small and a new 50 bed building was opened in 1877 further up the hill behind Cheere House. This new Italianate building, constructed of Cowley brick with red bands and Ancaster stone dressings, was originally of three blocks. The central rectangular block (still surviving) housed the administration department, operating theatre, out-patients rooms and staff accommodation, and the north and south wings housed the in-patients with a total of 50 beds, allowing 1400 cubic feet for each bed. The new hospital was approached through lodge gates and along a wide drive. It was opened in November 1877 by HRH The Princess Mary-Adelaide, Duchess of Teck.
- 6.5.3 Cheere House was let on a 99 year lease to the Trustees of King's College Hospital, London and was used as a convalescent home. In 1988, an electrical fire at Cheere House destroyed part of the roof structure and the building was set to be demolished. However, it was agreed that Cheere House would be restored and refurbished into a Postgraduate Medical Centre. Cheere House still sits to the western lower section of the hospital Zone (**Figure 30**) but is now surrounded by modern hospital buildings of the West Herts Hospital. The Italianate administration block of 1877 (**Figure 31**) also survives as a centrepiece to the much extended hospital complex to the east of Cheere House.

⁶ *History of Hemel Hempstead* (1973) Susan Yaxley

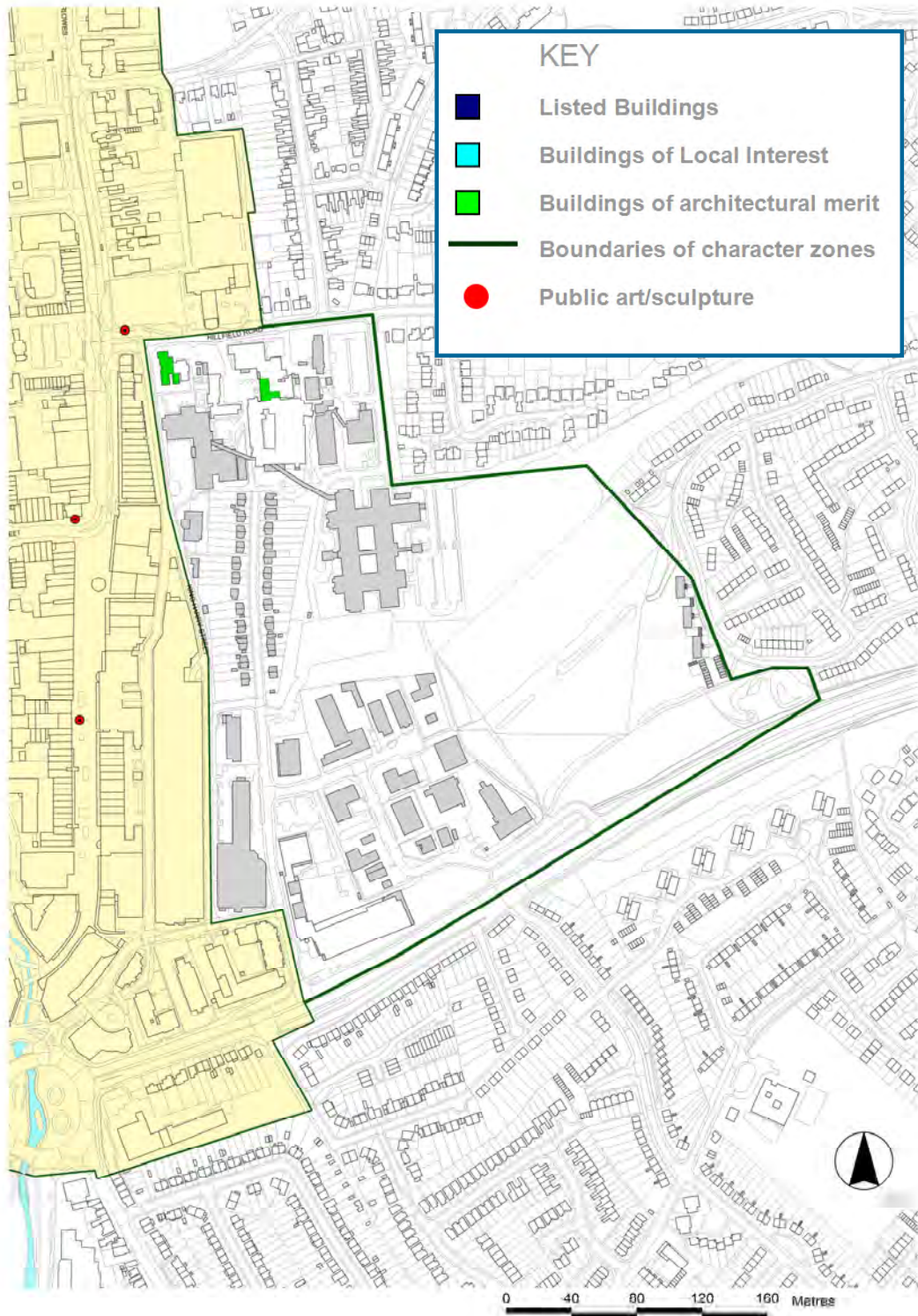


Figure 28: Heritage Assets Hospital Zone

Summary of Heritage Assets

6.5.7 Cheere House (**Figure 29**) and the 'new' building of 1877 are important survivals of this hospital site which has been used as such since the early 19th century. Both buildings have significant aesthetic value as they are well made and contain much fine detailing and use of quality materials commensurate with their date and former uses.

6.5.8 Both buildings have historic and community value within the town connected as they are to the original local beneficiaries of the town and to subsequent residents who have had need to use the hospital up to the present day. These values should be very carefully considered in any future proposals for this site.

Key Issues

6.5.9 There is very poor connectivity between the hospital site and the town, despite some survival of earlier routeways and footpaths.

6.5.10 Cheere House is boarded-up and its future is uncertain despite its heritage significance.⁷



Figure 29: Cheere House c 1890 (Dacorum Heritage Trust)

⁷ The area is the subject of a feasibility study (due December 2012) being undertaken by a public sector consortium comprising Hertfordshire County Council, Dacorum Borough Council, National Health Service and the Homes and Communities Agency.

Present and future uses

- 6.5.11 This area comprises the hospital site, Paradise employment area, and offices, hotel and surgery in addition to Paradise Fields.
- 6.5.12 The Major Land Use Strategy (Allies and Morrison 2012) identifies the Hospital Zone as providing significant regeneration opportunities for mixed use development which will be important in helping to support the town centre. This development could include a new hospital, new housing, a primary school utilising part of Paradise Fields and retained and improved employment uses. There are also opportunities for improved open space and pedestrian and cycle links, particularly to the town centre.
- 6.5.13 The heritage assets identified within the Heritage Improvement Study are capable of reuse and probably most suited to residential conversion although office uses could also be incorporated within these buildings.
- 6.5.14 The recently demolished Royal Mail sorting office was a landmark building in Hemel Hempstead which some considered to be of high architectural value. Its replacement will need to be of equal quality and should carefully consider the potential for this prominent site.

Projects

- 6.5.15 Given the uncertainty regarding the future of this site, no projects have been identified. However, it is recommended that the heritage assets identified be provided with Local Listing status and be considered for retention in any future plans for redevelopment of the hospital site.



Figure 30: Cheere House, presently boarded and with no future use identified



Figure 31: Central administration block of the hospital, a fine Italianate late Victorian addition to the hospital

Further Action

6.5.16 The following should be considered in developing the Town Centre Masterplan in relation to heritage assets:

- That the two buildings identified on the Hospital Site be defined as Locally Listed buildings with a view to their retention in any future proposals for change on this site.
- A strong architectural solution is required to the Royal Mail Sorting Office site to replace the architecturally distinctive building which once stood on the site

6.6 Jellicoe Water Gardens

Summary of Heritage assets

6.6.1 Jellicoe Water Gardens has been the subject of a document produced by Allies and Morrison entitled Water Gardens Study. This assessment is intended to inform a Heritage Lottery Fund bid as part of its 'Parks for People' initiative. This document deals comprehensively with the history, development and issues relating to the Water Gardens.

Key issues

6.6.2 The Heritage Improvement Study does not propose any further projects relating to the Water Gardens given this comprehensive review. However, the HIS would like to stress the importance of including discussions and improvements to the Water Gardens with the wider context of the town centre (specifically the Marlowes Shopping Zone and Gade Zone). These areas were always intended to be seen as integral and complementary to each other and their relationship should be retained and enhanced where possible. Please see section 6.4 which deals with the importance of the Water Gardens to the preservation and enhancement of important heritage assets within the Marlowes Shopping Zone.

6.6.3 An Historic Landscape Report and Outline Conservation Statement have been prepared in draft by consultants for Dacorum Borough Council for submission towards a Stage 1 Heritage Lottery Fund 'Parks for People' programme. The report reinforces a number of key elements of both the Heritage Improvement Study and the Hemel Hempstead Town Centre Masterplan. In particular:

- Improving Waterhouse Street for pedestrians and leisure and cultural uses, through the introduction of shared surfaces, review of parking and bus movements, and new lighting.

-
- Enhancing architectural landmarks of new town heritage at Bank Court and Bridge Street.
 - Improving east-west connections between the Water Gardens and the pedestrianised shopping area.
 - Creating a new heritage trail, linking features throughout the town centre character zone.
 - Providing a River Gade Walk and Cycle Way through the town centre with a link along Waterhouse Street to connect to Gadebridge Park.

7.0 Future work

7.1 Existing archive at Civic Offices

7.1.1 The present archive requires cataloguing and making publicly available. There is an important survival of early maps, papers and photographs relating to the historic improvement works to the Old Town as well as the construction of the New Town.

7.1.2 This work could be combined with the potential development of a Dacorum Borough Museum, a project presently being developed by Dacorum Heritage Trust and Dacorum Borough Council. These could be located with other records held by the Trust at a specially designed facility. A possible location for this may be The Bury, Queensway (see para 4.1.24).

Possible partners: Herts County Council, Dacorum Heritage Trust

7.2 Heritage Trails

7.2.1 Further develop the potential for a heritage trail for the New Town and Old Town using Smart phone technology to bring up historic images of the present townscape. These could be linked to QR codes which could be mounted to buildings and read by mobile phones. Similar projects have been undertaken in Lincoln (heritageconnectlincoln.com).

Possible partners: English Heritage, local IT companies, Dacorum Borough Council

7.3 Future Funding Opportunities

7.3.1 Heritage Lottery Fund

7.3.1.1 Pursue the potential for a Townscape Heritage Initiative centred on the Old Marlowes area but including the lower section of the High Street, and including potential work on the Old Town Hall and The Bury, although the latter may be the subject of a separate HLF bid for funding.

7.3.1.2 Identify further projects such as The Bury which may benefit from individual project submissions to the HLF.

7.3.2 Housing Associations

7.3.2.1 Seek to partner with housing associations to provide additional residential accommodation particularly to the Old Town and the New Town projects such as the potential for residential conversion of former offices to Bank Court.

7.3.3 Other Partners

7.3.3.1 Dacorum Borough Council could consider providing a grant fund for improved signage to the Old Town with an annual competition (or this could be built into design awards).

7.3.4 Community Infrastructure Levy (and section 106 funds)

7.3.4.1 The Heritage Improvement Study should seek to gain funding for projects outlined within the strategy through the provision of monies acquired through the Community Infrastructure Levy and/or from section 106 or other legal agreements linked to planning applications directly affecting the town centre area.

7.3.4.2 These funds could contribute to match funding on individual projects or could be used as a general fund for, for example, providing a rent free period for potential retail start-up businesses in the Old Town Zone or Original Marlowes Zone of the town centre. These could be paid as a loan.

8.0 Recommendations

8.1 The following recommendations are based on the aims and objectives of the Heritage Improvement Study and the projects which have been highlighted through the document.

(i) A stage 1 bid be submitted to the HLF for a **Townscape Heritage Initiative** which covers both Old and New Town and focuses on improving the linkages, reuse of historic buildings, reinstatement of traditional features and introduction of a public realm strategy which is consistent and sustainable but seeks to maintain the distinctiveness of the character zones within the town centre.

(ii) **Preparation of Shopfront and Signage Guidance** for the Old Town to guide future repair and alterations to historic shopfronts and encourage the reinstatement of historic features where they have been lost. This will inform potential works related to Recommendation (i)

(iii) Pursue to design stage options for the **re-use of the undercroft and cellars of the Old Town Hall** to include potential integration with the planned entertainment space to St Marys Close

(iv) Development of **options for The Bury** which will include the potential for a museum use in addition to other uses and could include alteration or additions to the building. A conservation management plan should be completed with particular emphasis on the setting of this building and how this might be preserved and enhanced.

(v) Development of a **heritage trail** for the Old and New Town developing on the work of the HIS in raising awareness of the architectural richness and importance of the post-war buildings in Hemel Hempstead.

(vi) Comprehensive **review and audit of directional and parking signage** throughout the town centre with the intention of consolidation and removal of unnecessary and duplicated signage.

(vii) Development of proposals for the **Marlowes Boulevard** – a combination of public realm , lighting, street surfaces, removal of

clutter, planting of street trees and making this area more pedestrian user friendly.

(viii) **Public realm strategy** which puts the reintegration of the Water Gardens with the town centre at the heart of the proposals with particular emphasis on the architectural set-pieces such as Bank Court, Bridge Street and Market Square and the traffic calming of Waterhouse Street.

(ix) Pursue the **potential for a New Town Conservation Area** with particular regard to the area identified of Special Character. This will include a comparison with other regional designated New Town Conservation Areas.

(x) Endorsement of the buildings identified within the Heritage Improvement Study as being of local architectural and historic interest on a **Local List of Buildings of Architectural and/or Historic Importance**

(xi) Develop the potential of the **New Town Archive** presently housed in the Civic Centre with a view to making this more accessible both physically (moving it to a dedicated archive) and intellectually (indexing and appropriate storage of important items).

9.0 Bibliography and references

- Buteux E. *Time's Highway*, (Ringwood, 1998)
- Buteux E. *From Private Estate to Public Park*, (Hertfordshire's Past 49, 2000)
- Harvey, S. (ed.) (1998). *Geoffrey Jellicoe*. Surrey: LDT monographs.
- Hastie, S. (1997) *Hemel Hempstead – The Story of New Town Development 1947-1997*. Hertfordshire: Alpine Press Ltd.
- Hastie S. and Spain D. *A Hertfordshire Valley* (Alpine Press Ltd, 1997)
- Hemel Hempstead Development Corporation (1949) *Report Accompanying the Outline Plan for Hemel Hempstead – Submitted to the Minister of Town & Country Planning*.
- Hemel Hempstead Development Corporation (1960) *Report on the New Master Plan for Hemel Hempstead – Submitted to the Minister of Housing and Local Government*.
- Jellicoe, G. A. (1947) *Hemel Hempstead New Town*. The Architects' Journal 9th October 1947
- Jellicoe, G. A. (1947) *The Report Accompanying a Plan for Hemel Hempstead New Town*. London
- Jellicoe, G. A. (1949). *A Revised Plan for the Central Area of Hemel Hempstead New Town*. London: Cook, Hammond & Kell, Ltd.
- Jellicoe, G.A (Ed.) (1983). *Guelph Lectures in Landscape Design*. Packard Publishing Ltd.
- Nairn, I (1962) *Water Garden Elegance* Daily Telegraph, 28th November 1962
- Page, W. (ed.) 1908 *The Victoria History of the Counties of England: Hertfordshire Vol. II*, Constable & Co. Ltd., London
- Pevsner, N. & Cherry, B. 1977 *The Buildings of England: Hertfordshire*, Penguin, London
- Powers A. (2009) *Aldington, Craig and Collinge Twentieth Century Architects*, RIBA publishing
- Smith, J. T. 1993 *Hertfordshire Houses: Selective Inventory*, RCHME, London
- Spens, M (1994). *The complete landscape designs and gardens of Geoffrey Jellicoe*. London: Thames and Hudson Ltd.
- Wells, K & Edwards, N (1983). *Sir Geoffrey Alan Jellicoe*. University of Guelph: School of Landscape Architecture
- Yaxley S. (ed), *History of Hemel Hempstead*, (Hemel Hempstead, 1973)

Appendix A: Consultation

The Heritage Improvement Study (HIS) was drafted after the following series of consultation events. At each stage the responses to consultation were carefully recorded and the key strengths, weaknesses, opportunities and threats (SWOT) were identified and have formed part of the strategy. The document, in turn, has provided background baseline information for the development of the Town Centre Masterplan.

Consultation included the following:

06.03.2012 Stakeholder event, attended by

Nathalie Bateman, Dacorum Borough Council
Eric Edwards Dacorum Heritage Trust
Roger Hands Dacorum Heritage Trust
Cllr Stephen Holmes, Portfolio Holder for Planning
and Regeneration, Dacorum Borough Council
Kate Harwood, Garden History Society
Christina Malathouni, Case worker, Twentieth
Century Society
Michael Munt, Historic Areas Advisor, English Heritage
Fiona Webb, Team Leader, Conservation and Design

The event included a SWOT analysis and walkabout

03.05.2012 Public consultation event in The Marlowes

Consultants were present to answer questions about the baseline analysis of heritage assets in the town. A questionnaire was prepared and the responses were analysed. The responses to the questionnaire helped frame and provided support to the projects proposed in the strategy.

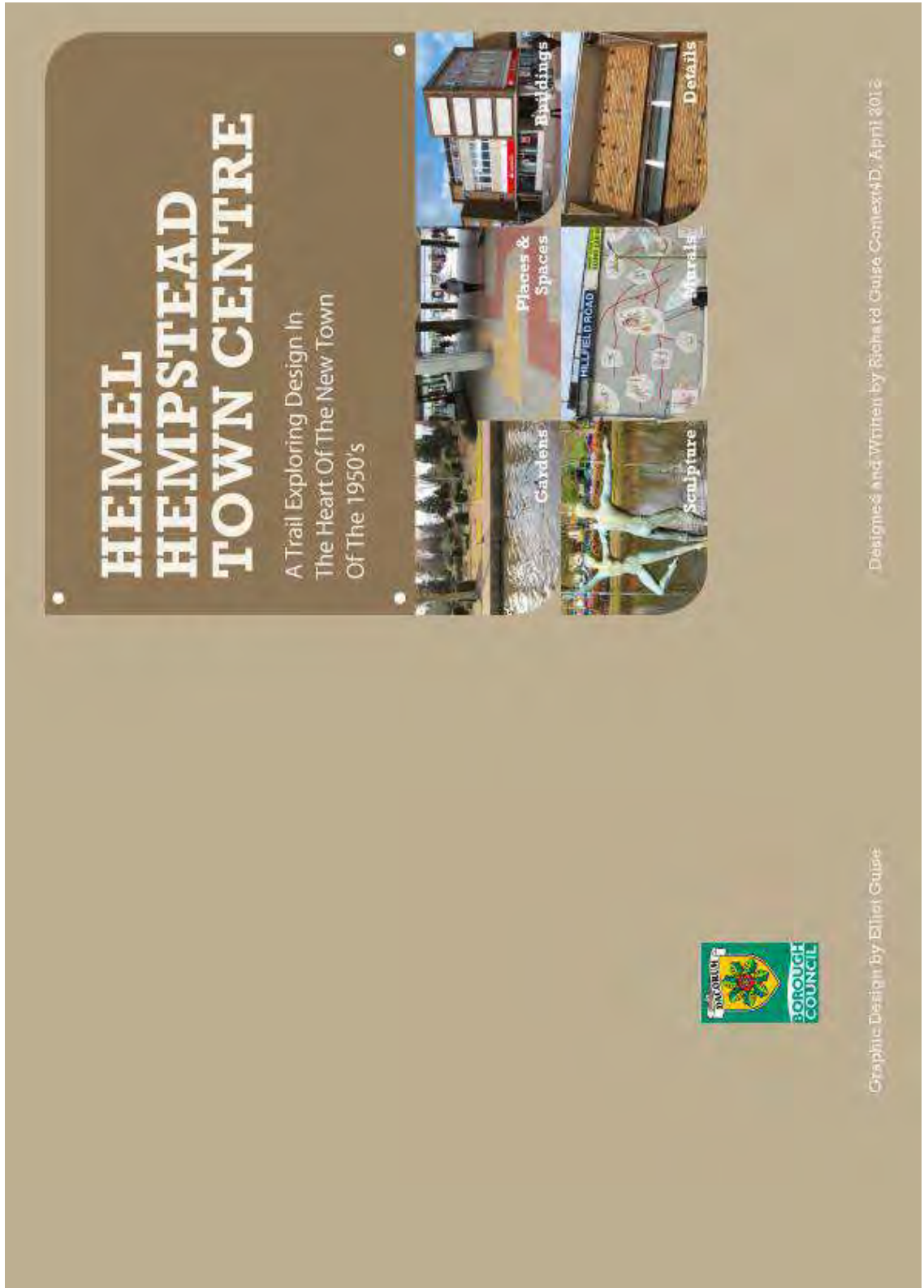
At the same time, the Conservation Area Appraisal and Management Proposals for the Hemel Hempstead Old Town Conservation Area was drafted and made available for public consultation. A number of the projects for the Old Town are shared between the HIS and the management proposals for the conservation area.

Responses to questionnaires identified broad support for projects identified within the HIS.⁸

Consultation on the draft Town Centre Masterplan 15th August to 25th September. Going for Cabinet 27th November, then on to Full Council in January.

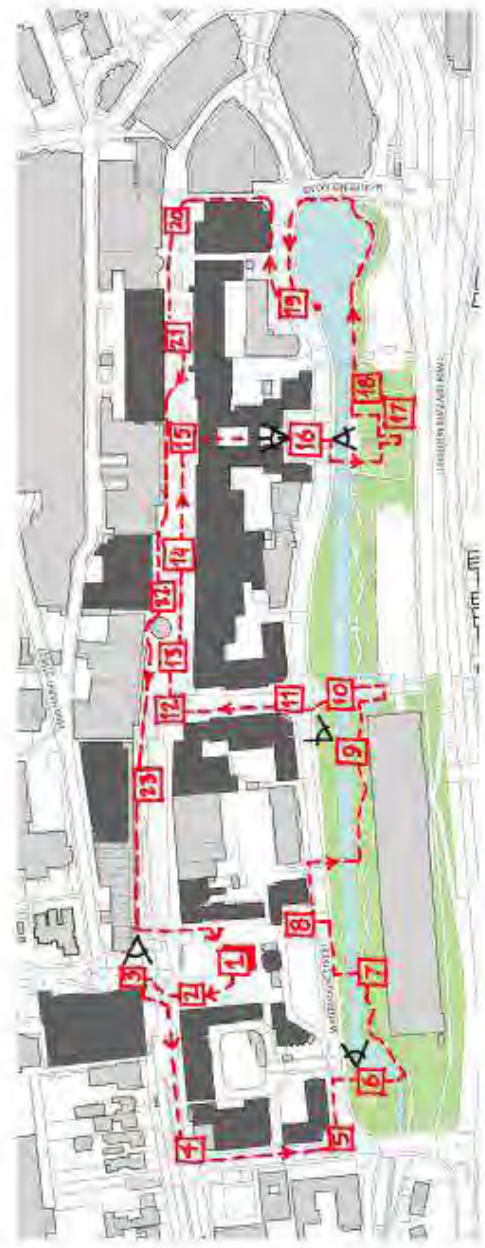
⁸ Full details of the survey and results are available within the Consultation Statement of the Hemel Hempstead Town Centre Masterplan, available on the Dacorum Borough Council website – www.dacorum.gov.uk.

Appendix B: New Town Heritage Trail





1. Start at the Market Square, which slopes gently down to the Water Gardens. All the surrounding buildings are original. The single-storey shops are perhaps surprisingly low key for such a major space.
2. This corner block may have been one of the first to be completed within the Town Centre as it appears in a 1954 photograph. The three-storey end facade with its boldly cantilevered balcony is designed to face south, announcing the entrance to the Market Square.
3. The NCP car park, the 'three leaves' car park as described when built in 1959, was one of the first multi-storey car parks in the country. It was designed with steps on the ground floor and screening to the upper floors. It's highlighted in the striking mosaic mural by Rowland Firth, a leading cartoon artist and sculptor of the time.
4. The 'Full House' was a pub, but originally a cinema. This building is an early modernist in style. It features lines of square windows, a distinctive stepped roof (inspired by a pioneering building in Berlin).
5. 'Job Centre Plus'. Another remarkably intact building, dating from 1959. It is carefully designed with tiled patterns on the side elevation, and a typical modernist canopy. Shaped gable ends add interest to the side elevation.
6. At the Water Gardens there is a long view down the widened river-centre and the Water Gardens. It's based on a serpent with the lake as a head, the fountain as an eye and a curving tail resting on the mound by Combe Street.
7. The elegant, slender reinforced concrete bridges were positioned to float across the water.
8. The Salvation Army Chapel. A classic 1950s design, almost totally as original. Its L-shape helps to form the bus station to the Market Square. The side wing is as well designed as the main elevation.
9. A seating and viewing platform gives a chance to watch the ducks and admire the buildings on the opposite side of Waterhouse Street.
10. The bridge is also a weir and the water is directed in a U-shape before re-entering the Water Gardens.
11. Bridge Street is an important east-west connection between the town centre and the Water Gardens. Its terraced buildings feature original windows above street level with subtle differences on either side of the road.
12. 'Santander'. A very successful corner building with modernistic entrance columns, an attractive iron storey balcony and an inventive use of bottle bricks to decorate the staircase wall on the side. The four sculpted low relief panels depicting 'Stages in the Development of May' (Prof Gossard) are prominent in views from the south.
13. When the new town centre was built, this section of the old Marlows Road became the main High Street. It was pedestrianised in 1992. The corner building (Bos Food) is a good foil to (12) opposite.
14. The mixing of larger and smaller scale buildings along the Marlows is well handled, with different roof treatments, materials, windows, and projection and recession of different shop units.
15. Bank Court is approached via a classical fluted colonnade. The pavement mosaic is a superb pattern by Sheila Jessop, inspired by a design by Geoffrey Jellicoe.
16. The south end of Bank Court is formally symmetrical. The upper floor of 'Coral' is faced in flints - a traditional local material.
17. Across the footbridge to the most formal part of the Gardens, mirroring the formality of Bank Court, The Statue 'Discobolus' was relocated here in 1997 from Bank Court.
18. A pleasant pergola of lime trees leads you past another weir to a lake marking the southern edge (with view to River side).
19. A lively sculpture 'Rack and Roll' by Hubert Henricse is set in the lake. The 1950s apartments (Lord Alexander House) have recently been remodelled.
20. 'Prism'. This store was originally called 'Quality House', a distinguished major landmark, clad in attractive tiles set in a diamond pattern.
21. The projecting staircase tower emphasises this long facade. Note the pre-cast concrete banding pattern.
22. In 1962 several new large stores were constructed on either side of the Marlows with a pedestrian bridge linking them at first floor level. It is just possible to see the patching on both buildings (Goslar and BSM Bargains) following the demolition of the bridge.
23. Walk up the ramp to the upper terrace, and look out for the large bronze plaques which were laid into the paving in 1992. This series of buildings is not as well designed as its contemporaries on the opposite side of the street.



Appendix C: Architectural Details of the New Town

A selection of original built form and details contributing to the historical and architectural interest of the town centre of Hemel Hempstead. (see also p64 of the main document).



Variety of typical fenestration patterns, with original metal window frames intact.



Interesting and inventive canted window set within full bay- width glazing.



Combe Street:
Carefully considered pattern in a panel of mosaic enlivening the flank wall of the former cinema.



Bank Court:
Vista along the central axis of Bank Court from the Water Gardens. The strict symmetry and formality is offset by the detail, materials and

elevational design of each of the flanking buildings presently in use as banks.



Salvation Army Building:

Remarkably intact building in both form, and details. Most of the typical architectural features of a 1950s public building are here: the shallow pitched roof, carefully considered placing of windows of various sizes and functions related to each of the elevations. The font and off-centre location of the lettering is characteristic. The only external addition is the ramp which was constructed in the summer of 2012.



Combe Street:
Nameplate in typical 1950s font. See also Bridge Street nameplate as a variant of this design.



Marlowes west side:
Original wall mounted lamp. There are a few remaining along this frontage.



Marlowes north west end:

One of the first phases of the town centre development, including the former cinema. Although changed at ground floor level, the cantilevered balconies, the fenestration and general form of this mixed use ensemble are largely intact.



Government building:

Tile and cobble detail on this well preserved and well designed building of 1959 (Presently housing the Job Centre).



Multi storey Car Park:

This significant building, probably the first of its type in the country, is a well considered response to its hillside location. It provides an active frontage, maintaining an animated street scene in the Marlowes. The mosaic mural is by the nationally famous Rowland Emmett.



Bridge Street north side:

The complete street frontage designed as an ensemble, with almost all its fenestration and details intact.



Marlowes west side:

This projecting staircase tower is the last one remaining intact. The design creates an eye-catching feature punctuating the long vista down the Marlowes. The pattern of exposed aggregate panels on its gable end is striking.

Appendix D: Local List Criteria

The following is an extract from the English Heritage Guidance Note: *Good Practice Guide for Local Listing: Identifying and Managing Significant Local Heritage Assets* (February 2011). These criteria have been used to assess whether buildings within the Town Centre study area should be considered for local listing.

Criterion	Description
Age	The age of an asset may be an important criterion and can be adjusted to take into account distinctive local characteristics
Rarity	Appropriate for all assets, as judged against local characteristics
Aesthetic value	The intrinsic design value of an asset relating to local styles, materials or any other distinctive local characteristics
Group value	Groupings of assets with a clear visual, design or historic relationship
Evidential value	The significance of a local historic asset of any kind may be enhanced by a significant contemporary or historic written record
Historic association	The significance of a local historic asset of any kind may be enhanced by a significant historical association of local or national note, including links to important local figures
Archaeological interest ¹²	This may be an appropriate reason to designate a locally significant asset on the grounds of archaeological interest if the evidence base is sufficiently compelling and if a distinct area can be identified
Designed landscaping	Relating to the interest attached to locally important designed landscapes, parks and gardens
Landmark status	An asset with strong communal or historical associations, or because it has especially striking aesthetic value, may be singled out as a landmark within the local scene
Social and communal value	Relating to places perceived as a source of local identity, distinctiveness, social interaction and coherence; often residing in intangible aspects of heritage contributing to the “collective memory” of a place

Appendix E: Generic Guidance Schedule for Internal Repairs and Reinstatement Works

The following schedule offers guidance when considering the internal assessment of the building projects identified as part of the Heritage Improvement Study. These buildings are located in:

Old Town Zone

- No's 33 to 39 High Street
- No's 21 and 21a High Street
- No 28 High Street

Original Marlowes Zone

- No's 43 to 85 (odd) inclusive, Marlowes

The intention is to consider the internal layout, structure and fabric, details and features that give the buildings their unique, historic architectural character and style and therefore significance. This significance also embraces the original or former uses of the building and its social or commercial history, which its features and details may also convey.

Schedule

1. Survey interior of buildings at all floor levels and roof voids to determine:
 - Original building plan layout
 - Period; architectural and interior design style
 - Building development and later alterations to the structure and fabric
 - Surviving original and later features
 - Lost features
 - Inappropriate change affecting the character of the heritage asset, impacting on its significance
 - Opportunities and risks
2. Determine general condition and damage caused by:
 - Structural movement or structural alterations
 - Water ingress
 - Inadequate ventilation
 - Wood rot – dry and wet
 - Wood deterioration by beetle infestation
 - Inappropriate alteration or adaptation

-
- Inappropriate previous repairs and replacements
 - Inappropriate use, general wear and tear or unoccupied building
 - Faulty building services
 - Lack of routine maintenance and neglect
 - Vandalism

3. Repairs and improvement works:

Roof voids

- Improve ventilation
- Improve insulation (to habitable rooms below)
- Check water, heating and drainage distribution pipework for leaks
- Check condition of electrical cabling and wiring
- Check for evidence of water penetration through roof coverings
- Check for vermin/insect infestations
- Check fire barriers / compartmentation with adjoining neighbouring properties
- Check chimney stacks passing through roof voids are pointed and adequately supported, particularly if chimney breasts below have been removed

Chimneys and fireplaces

- Check flues for blockages or damage, and sweep
- Ensure chimneys / flues with blocked up fireplaces are ventilated at top and bottom
- Identify original or earlier chimney pieces and fireplaces – note architectural style and period
- Identify missing or removed chimney pieces, fireplaces and internal chimney breasts

Staircases

- Check stability, level and line, particularly in stone cantilever staircases
- Check for wood rot / beetle infestation in timber staircases
- Check supporting structure
- Identify missing or altered features, particularly balusters and handrails; check to ensure no 'over-boarding' of the original or earlier detail beneath

Ceilings, walls and partitions

- Check for movement, line and plumb
- Identify alterations, blocked up original / earlier openings, new openings, new walls or partitions dividing original spaces
- Check to see if later lower ceilings or partitions have been inserted hiding original or earlier detail
- Check security of lath and plaster ceilings and linings to stud partitions / linings to internal faces of external walls

-
- Check security of direct wall plaster on brickwork or masonry
 - Check structural support / lintels over openings (particularly if these could be timber in brickwork or masonry walls)
 - Check plaster cornices / mouldings for fixing security, damage, missing detail
 - Identify and check original or early wall panelling and dados

Windows and doors

- Identify and check window operation, particularly sash windows – correctly balanced with weights
- Identify internal door details and mouldings including secret / jib doors
- Identify and check window and door ironmongery
- Identify window reveal panelling and shutters. Identify alterations. Check condition of joinery
- Check for 'historic' drawn glass / glazing or coloured / stained glass or leaded lights
- Identify secondary glazing
- Check for water penetration through and around windows and external doors
- Check for inappropriate replacement doors, side and fanlights, architraves and ironmongery. Check original or earlier doors have not been 'boarded over' concealing original or earlier details beneath

Internal joinery and ironwork

- Identify and check original and early cills, architraves, skirting boards, picture rails (particularly where associated with a wall frieze and cornice), dado rails, fixed furniture and shelving
- Identify and check original and early cast or wrought ironwork such as balustrades etc.

Floors

- Check structural integrity of timber suspended floors. Check are level and for any sag or bounce
- Check floor voids for adequate ventilation and for any wood rot / beetle infestation to timber structure / boards
- Identify original and early floor finishes including: timber boarded, parquet, lime-ash, Minton tiles, clay tiles, brick, stone, polished ceramic, Terrazzo

Other internal features

- Aga, kitchen ranges, bell call systems
- Identify original and early internal decoration schemes

Services

- Internal wells

-
- Heating systems (particularly radiators and distribution pipework: check for water leaks).
 - Check for appropriate location of plant. Check for evidence of earlier systems
 - Cold and hot water installations
 - Electrical services / installations
 - Location of incoming mains, meters, consumer units etc.
 - Sanitaryware. Check for leaks and adequate structural support under baths
 - Drainage systems. Check for leaks
 - Check for location / routing of pipework, ductwork, conduits, cables and wires, particularly where these are surface mounted over architectural features or details. Also consider the impact these have when they pass through the structure and fabric

Improvement considerations

- Return divided up spaces back to original form or layout
- Reinstate original or earlier internal door openings and block up later inappropriate openings
- Remove lower ceilings and partitions to reveal original or earlier detail
- Remove any 'over-boarding' concealing original or earlier features and detailing
- Reinstate missing original or earlier features and detailing including chimney breasts and fireplaces
- Replace inappropriate later features / detailing with detail based on evidence / archaeological precedent
- Repair damaged or defective original or earlier features and detailing
- Consider 'informed' and sympathetic re-ordering for alterations or extensions

Schedule of costs

- Provide outline costs of repairs, reinstatement and improvement works to determine budgets for individual building projects

FORUM
Heritage
Services