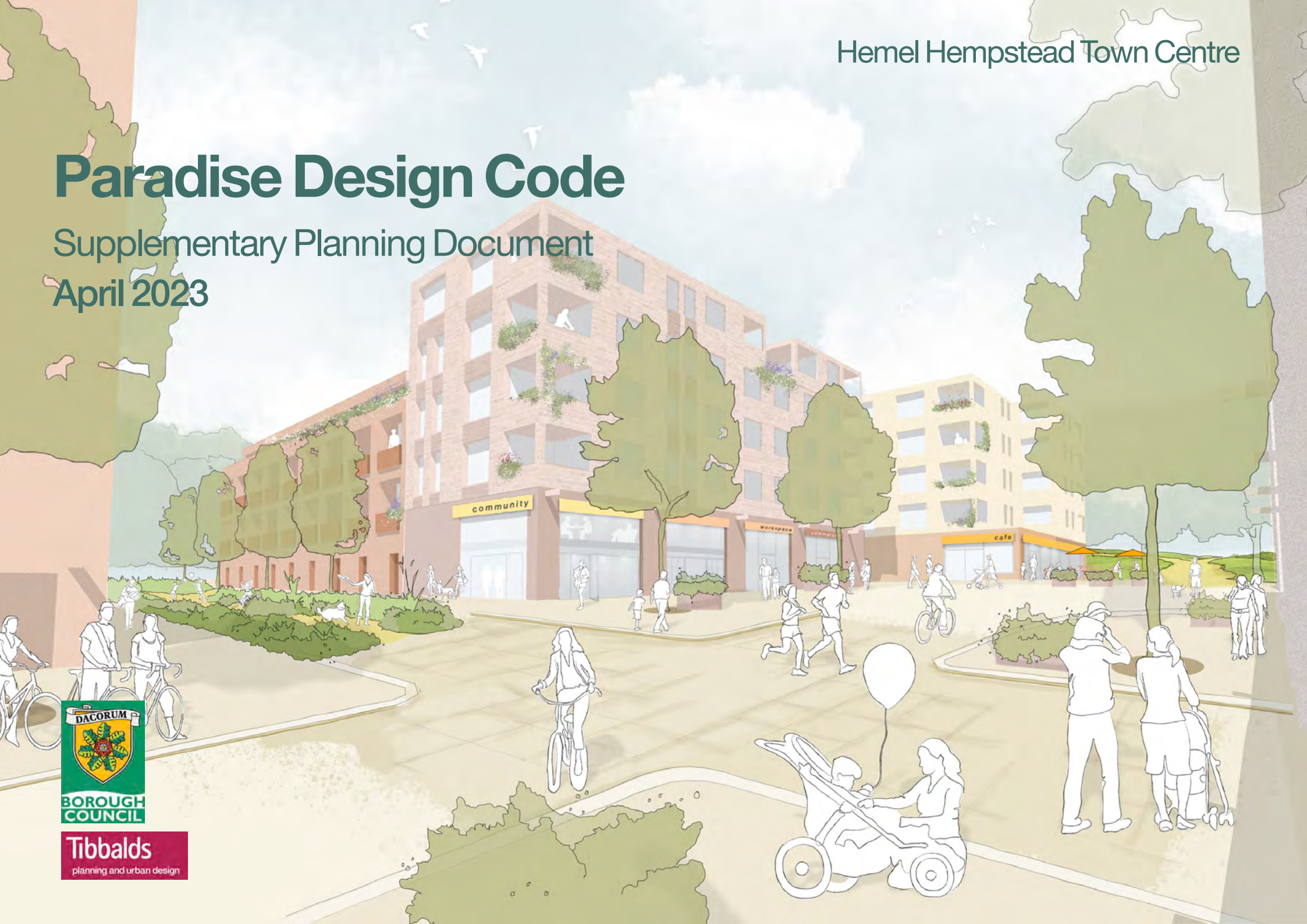
Hemel Hempstead Town Centre

Paradise Design Code

Supplementary Planning Document

April 2023



DACORUM BOROUGH COUNCIL

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Department for Levelling Up, Housing & Communities

This document has been produced by Tibbalds Planning and Urban Design on behalf of Dacorum Borough Council with support from the Department for Levlling Up, Housing and Communities


hanafan
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01 Introduction

01 INTRODUCTION

Introduction and Vision

The Paradise Design Code aims to transform this part of Hemel Hempstead into a gateway neighbourhood for people to live, work, play and be active. It will build on the existing positive characteristics of the town, such as the high quality public open space, the established business community and its original New Town ambitions, to deliver a distinctive sense of place. It will create an inspiring, attractive and sustainable place which generates professional and social opportunities for the benefit of the new and wider community, whilst also protecting and enhancing the natural environment.

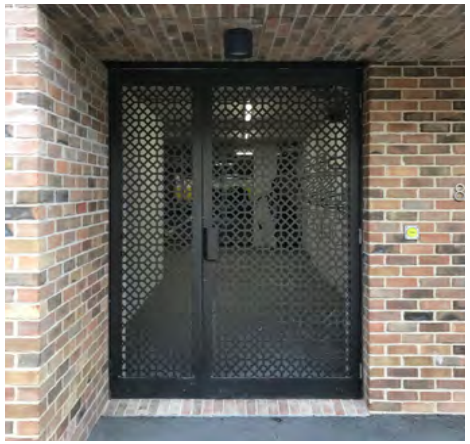
The production of this design code has been a collaborative process involving Dacorum Borough Council, Hertfordshire County Council, the local community, and the Department for Levelling Up, Housing and Communities as part of the National Model Design Code Pilot.

The National Model Design Code defines a design code as:

- a set of simple, concise, illustrated design requirements that are visual and numerical wherever possible to provide specific, detailed parameters for the physical development of a site or area.

Paradise will be a neighbourhood for people to live, work, play and be active.

Workspaces will be carefully integrated



New Town detailing will be interpreted in a contemporary way

High quality and multi-functional public realm

Above: Images of best practice urban design schemes

Paradise Vision (Illustrative, compliant scheme shown).

01 INTRODUCTION

Purpose and status of this document

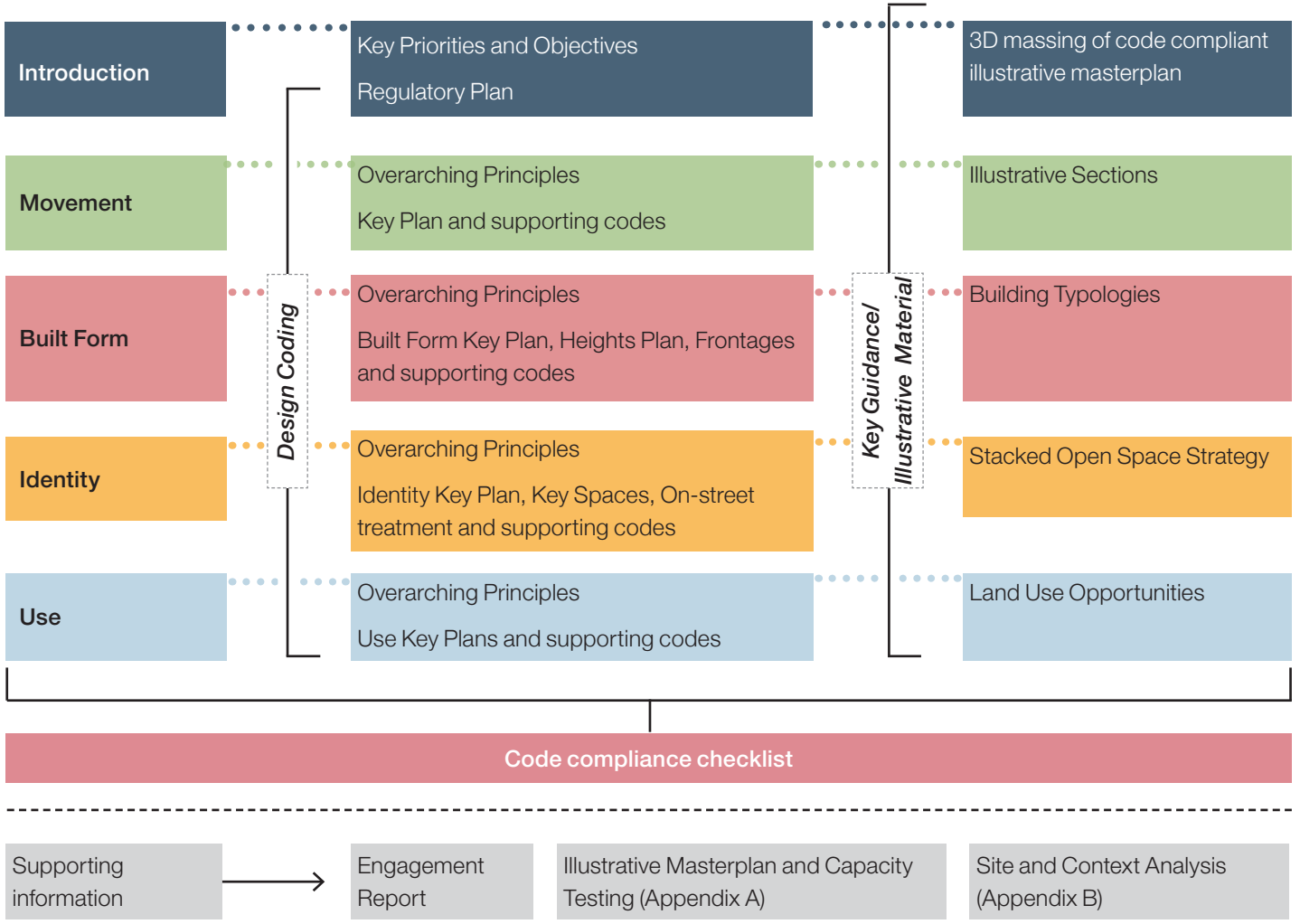
Paradise will set a benchmark for high-quality development in the centre of Hemel Hempstead. The Paradise Design Code is envisaged to be used by a number of different groups:

- Developers, as instructions to inform their design;
- The community, as information about the development and what they can expect; and
- Council officers and members, as a tool to assess individual planning applications.

As a Supplementary Planning Document (SPD), the Paradise Design Code supports Dacorum's Local Plan policies, and is a material consideration in the determinaton of planning applications.

Any individual planning applications must be designed in accordance with current policy, any other material considerations and a further understanding of technical constraints such as utilities and infrastructure.

All relevant planning applications need to demonstrate that the code compliance checklist, which can be obtained from Dacorum Borough Council, has been satisfied.



** Note: all sections contain precedent images of good practice examples and schemes.*

Figure 1.1: Structure and status of the Design Code content.

How to use this design code

This Design Code has been prepared with the needs of designers and officers in mind, so that it is practical and sets out clear justifications and requirements. It includes mandatory and discretionary elements. The words 'must' and 'will' indicate mandatory coding elements. 'Should' indicates advisory /discretionary guidance elements - where these are used then applicants will be required to demonstrate that they have tested the feasibility of compliance with the requirement. 'Could' and 'may' indicate elements of the code that are encouraged, but not compulsory. Illustrative material shows examples of how the coding could be applied as a design solution on site.

For avoidance of doubt **all coding images should be construed as mandatory unless specifically marked as guidance/illustrative.**

An illustrative masterplan, shown in Figure 1.7 has been prepared to demonstrate how the principles within this design code could be applied to the code spatially. The intention is not that the illustrative scheme is copied by designers.

The appendices within this document set out the contextual analysis, from which the site specific coding has been derived.

Design topics

All design guidance chapters are laid out on the page in a similar format with a reference bar along the right hand side of the spread. This provides the key information that the chapter relates to e.g. design priority, engagement topic and other areas of the design code that are cross-referenced.

This design code covers four key sections: Movement, Built Form, Identity and Use, as set out on the next page.

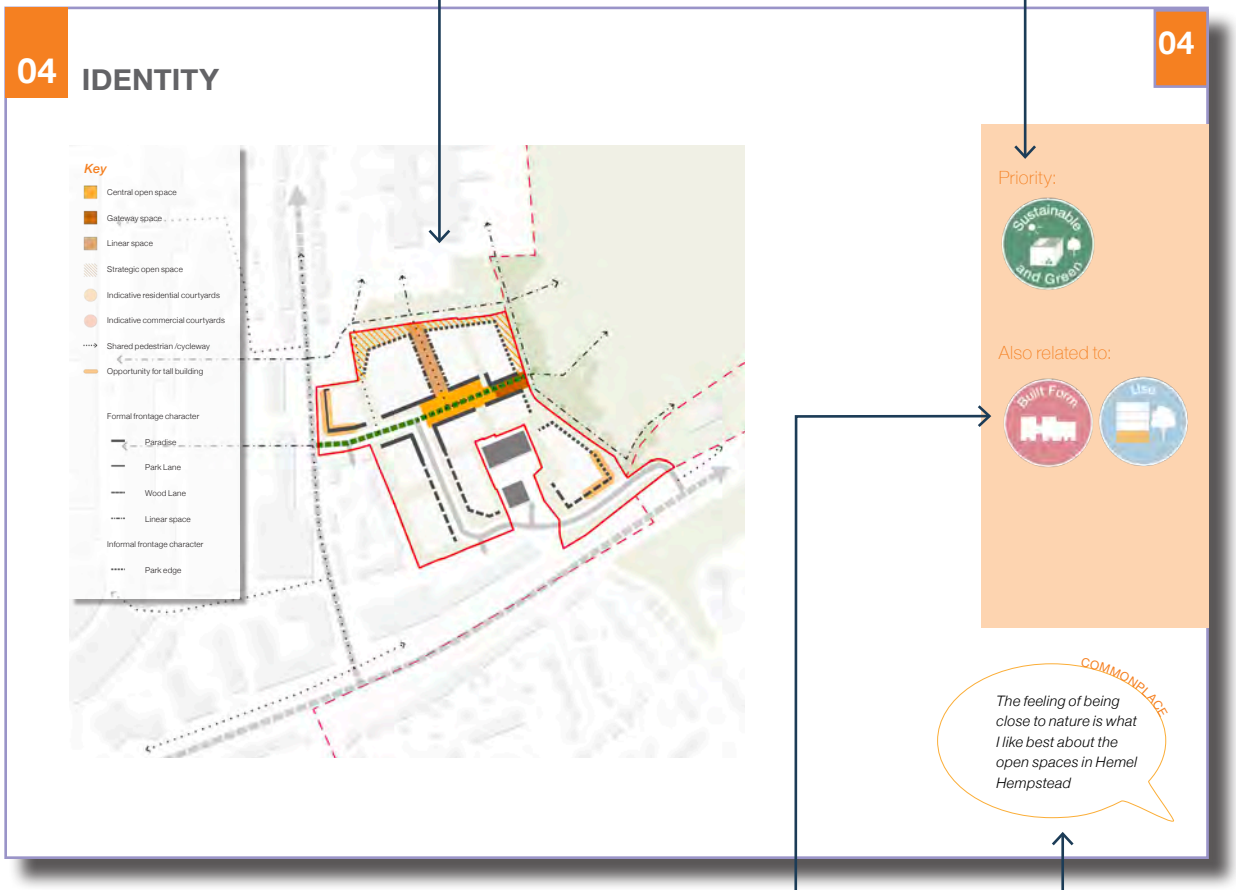


Figure 1.2: Sample design code page

01 INTRODUCTION

02 Movement

This section provides coding for the movement network within the site, including street hierarchy, parking and servicing.

03 Built Form

Section 3 sets out the codes for the articulation of the built form and massing.

04 Identity

This section sets out the key character drivers for the site, including specific codes on the approach to the open spaces within the site.

05 Use

This section establishes the use strategy across the site, including the configuration of residential and non-residential uses.

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01 INTRODUCTION

The Site and Context

The site of Paradise is located to the east of the central core of Hemel Hempstead, and is within the town centre boundary. It sits to the north of St Albans Road, a major arterial route into the town, however, it lacks presence within the town and isn't a place that residents or visitors would happen across without a specific reason. The site is currently occupied by a mix of commercial and industrial businesses, as well as a community food bank, all of which benefit from the transport links and proximity to the inner core of the town centre. The site area is 2.92ha. The site is currently allocated for B1 led business and housing (75 homes) in the Site Allocations Document, adopted as part of the Local Plan in 2017. In 2020 we consulted on a draft Local Plan which included the site as an emerging allocation, for employment generating uses, 350 homes, a replacement food bank and public open space.

The site is in fragmented land ownership and in order to address this complexity an interdependency plan has been developed, which sets out the assumptions made to progress the framework and code. This is set out in Appendix A, and explains how and where sites within separate land ownerships could come forward as part of a wider plot to produce a more positive outcome.

Contextual Influences

The codes set out in this document have been influenced by contextual analysis of the wider town centre, encompassing both the new and old town.

A number of residential developments are coming forward in close proximity to the site, including the recently constructed Poppy and Primrose Court development and the consented Paradise Fields development to the east. To the north of the site is Hemel Hempstead General Hospital, which is currently allocated for a replacement hospital, a new two form entry primary school and housing (400 homes). The site **must** be considered in view of this, as part of a wider neighbourhood.

Further detail on the analysis that has been undertaken and how this has influenced the design code is included in Appendix B.

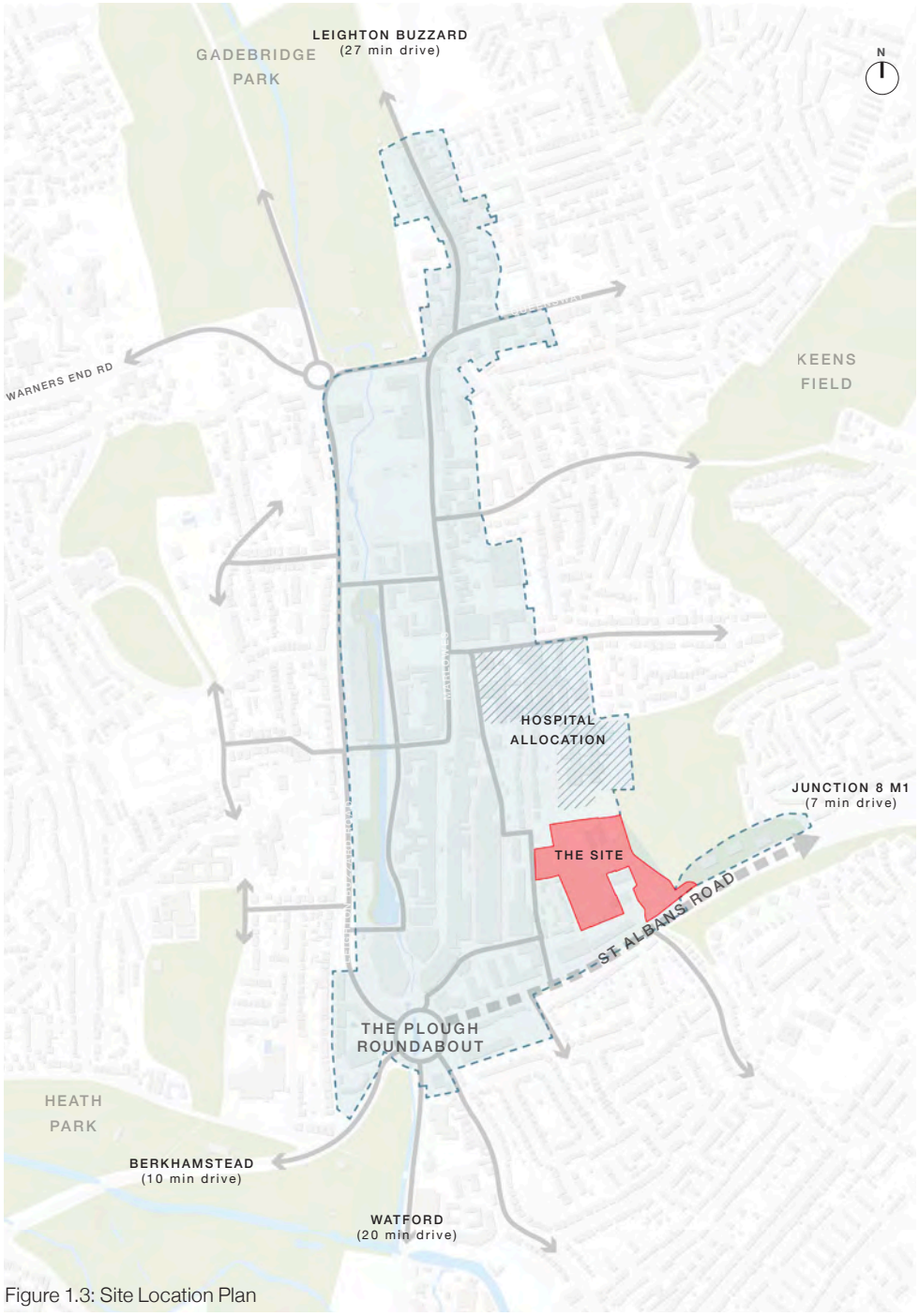


Figure 1.3: Site Location Plan

Hemel Hempstead's identity as a New Town is strongly linked back to Geoffrey Jellicoe's original vision for the town as a 'city in a park'.

Riverside, Hemel Hempstead town centre, is within a 10 minute walk of the site.

A number of residential developments are coming forward within close proximity of the site.

The site is used by a variety of businesses within the commercial and industrial sectors.

Engagement

A series of engagement events have been undertaken to inform the design process and code work as it has developed. This programme of events has included the following:

- Landowner and Stakeholder Workshops;
- Officer and Member Workshops & walkovers;
- Youth Engagement Workshop; and
- The wider general public via Commonplace.

Through reviewing the feedback received from these events, some of the common opinions expressed were:

- The importance of open space to the character of Hemel Hempstead. The existing open spaces within the town are generally considered some of the most positive spaces within the town.
- Desire for additional planting and greenery as well as improved access to the existing green spaces.
- Many buildings in the town centre are considered 'dull or boring' - there is a strong desire for an attractive new environment where development is coming forward.
- Access and safety issues both with regard to pedestrian and cyclist movement and generally within open spaces were raised on a number of occasions. Lack of safety for cyclists on the main roads and particular concern about moving through areas that weren't well overlooked were prominent in the feedback.

The feedback received has been used to shape the aims and objectives of the code, with the key priorities aiming to specifically target community ambitions and concerns for the new development.

Key Priorities and Objectives

The major opportunity for the site is to create a compact development that signalises the approach to the town centre from the east. This site has the opportunity to create a benchmark for new, sustainable and mixed use development that has strong links to Hemel Hempstead's New Town heritage and serves its local community. The site's topography and proximity to the Paradise Fields wildlife site lend itself to a development that draws on Jellicoe's original, radical visions for the town, embracing and celebrating its location between the town centre and the nature beyond.

The masterplan will draw on the site's central location with improved access between the town centre and the Paradise Fields wildlife site via a green link.

Figure 1.4 sets out the key priorities and objectives for Paradise, which have been defined through the engagement process and through a detailed urban design and townscape analysis of the site in the context of the town centre. These priorities have been shaped to ensure that when brought together, they directly address the vision for the site.

The priorities and objectives sit within the four pillars set out in the Hemel Garden Communities Spatial Vision, which are for:

- A green network;
- Integrated neighbourhoods;
- A self-sustaining economy; and
- Engaged communities.

The three key priorities and objectives identified to achieve them address the site specific opportunities and constraints. The symbols shown adjacent (Figure 1.5) are used for each of the priorities, and are referred to throughout the document when a coding topic addresses a specific priority.

Design Quality

The Dacorum Strategic Design Guide SPD (2021), provides Borough wide design guidance on delivering design quality for new homes and employment uses.

The three parts of the SPD are:

- Design Process;
- Design Principles; and
- Employment Uses Guidance.

The Paradise Design Code supports the Dacorum Strategic Design Guide by providing detailed and site specific guidance for the Paradise and Wood Lane area.

Engagement events have taken a highly participatory approach to inform the coding. This image shows a photo taken by a member of the youth group during their walkover.

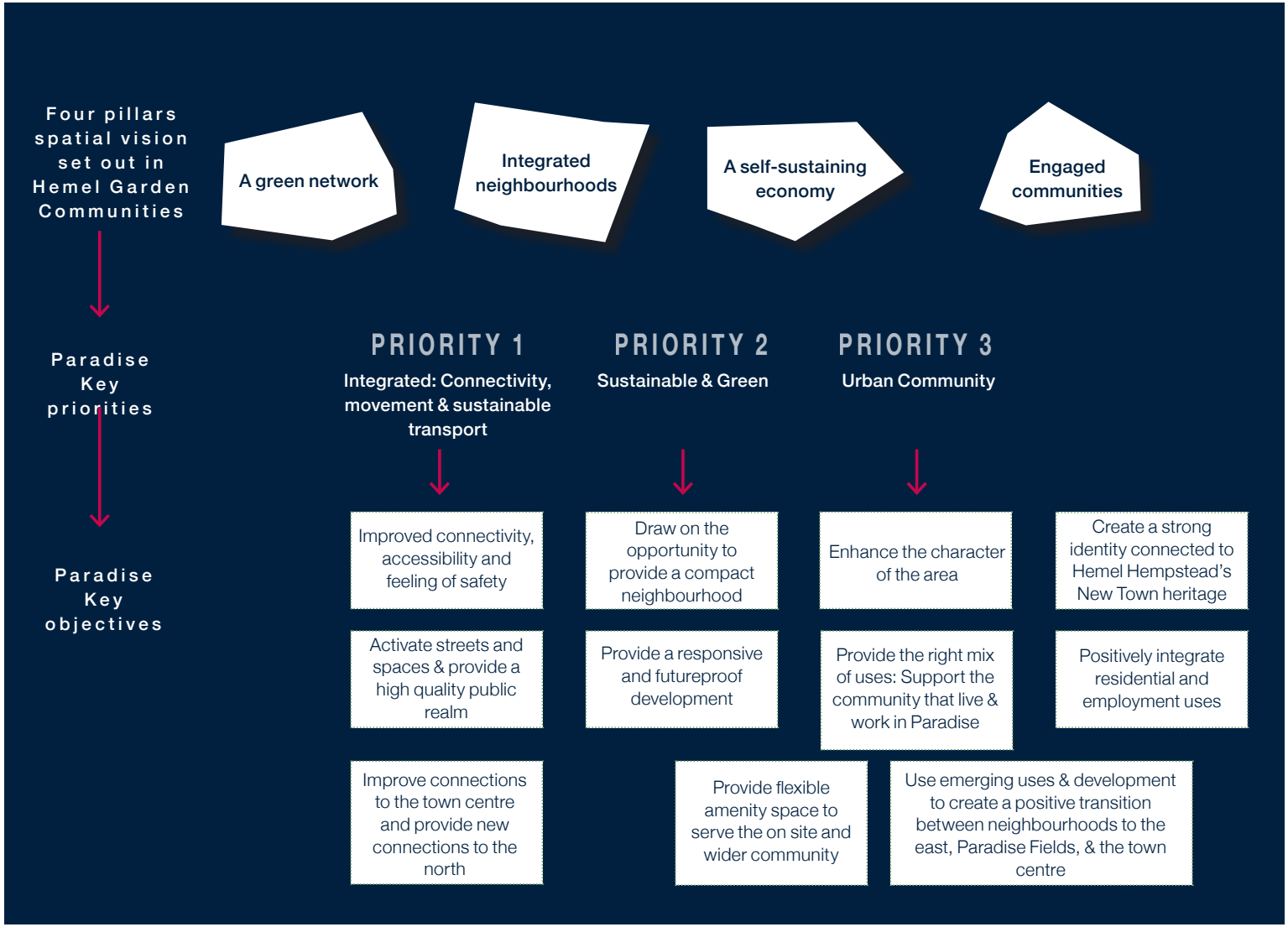


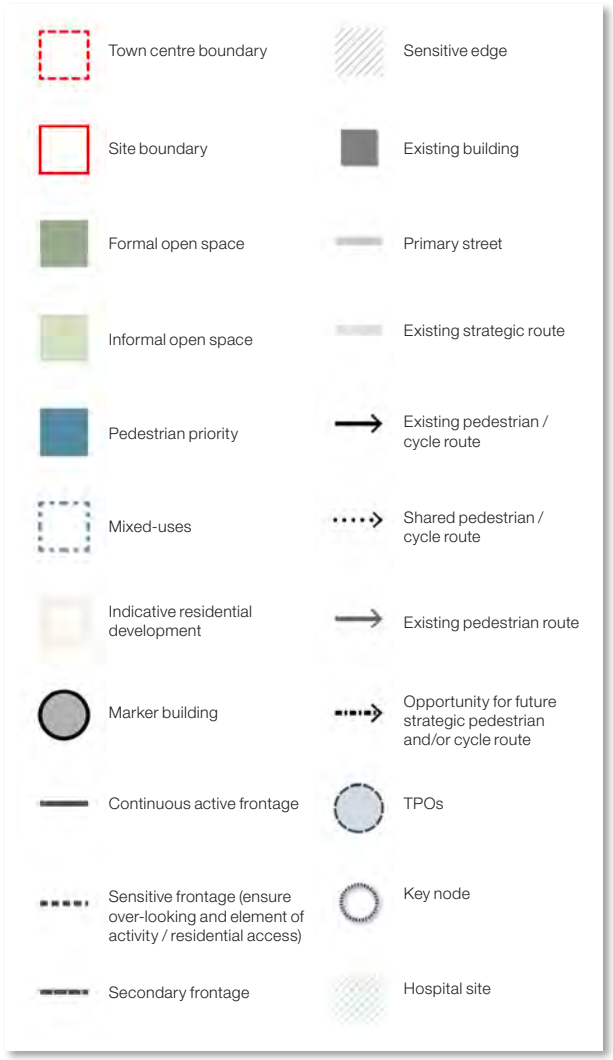
Figure 1.4: Key principles and objectives for Paradise

Figure 1.5: Symbolised key principles for Paradise, used throughout code

Regulatory Plan

The Regulatory Plan shown on Figure 1.6 sets the framework for the development at Paradise. This establishes the essential urban design principles for the site:

- **Streets and blocks:** The existing street network and alignment has been retained and enhanced with additional pedestrian and cycle links, to create a connected, legible street network. Proposals **must** adhere to the principles of the blocks set out on the plan. Variation in depth and width of blocks is acceptable and will be determined through detailed design, provided the key codes and objectives for the frontages set out in this document are adhered to.
- **Key nodes:** These are junctions or gateways that serve an important townscape purpose either within the site or to increase prominence of the site in the wider context.
- **Improved connections:** The existing connections to the wildlife site to the east, and the Paradise Fields housing development which are currently overgrown and underused **must** be retained and enhanced, so that they are usable, legible and safe. New connections to the future development on the hospital site to the south **must** also be provided.
- **Continuous active frontages:** Frontages that define the primary route through the site, between the town centre and wildlife site to the east. These frontages **must** contribute to the urban neighbourhood character and residential vehicular access **must** be provided between or around the side of the blocks along this frontage.
- **Secondary and sensitive frontages:** All streets and spaces will be overlooked by frontages. The regulatory plan requires particular alignments of frontages where this is considered important to the character.
- **Marker buildings:** The buildings identified on the plan, which include landmark buildings (see Section 3) are individual buildings that terminate strategic views or mark important corners within the neighbourhood. Their importance as a marker building doesn't necessarily relate to the height of the building, but they can be exceptional through other design approaches, for example stepping forward of the building line or through distinctive, high quality elevational treatment.



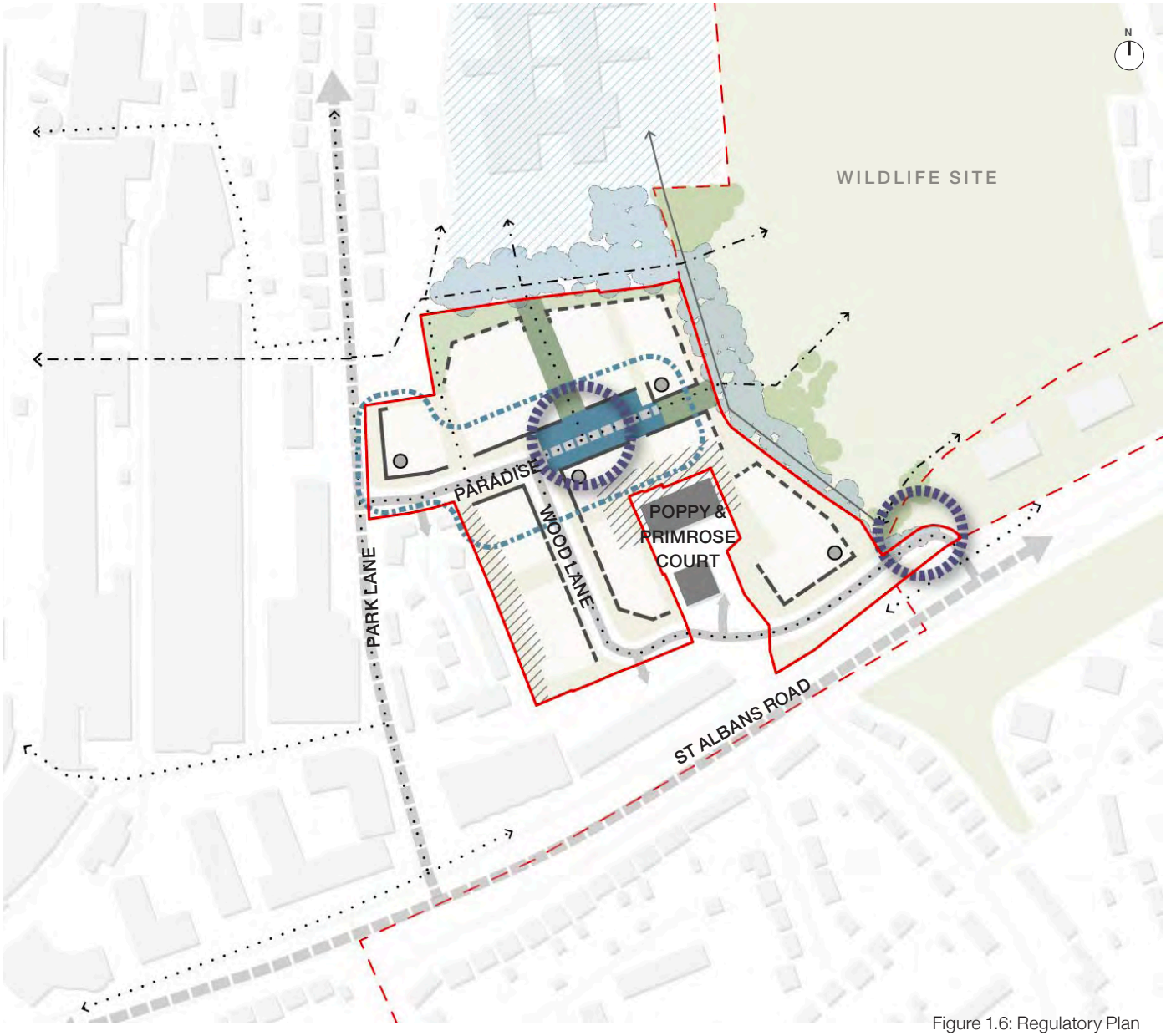


Figure 1.6: Regulatory Plan

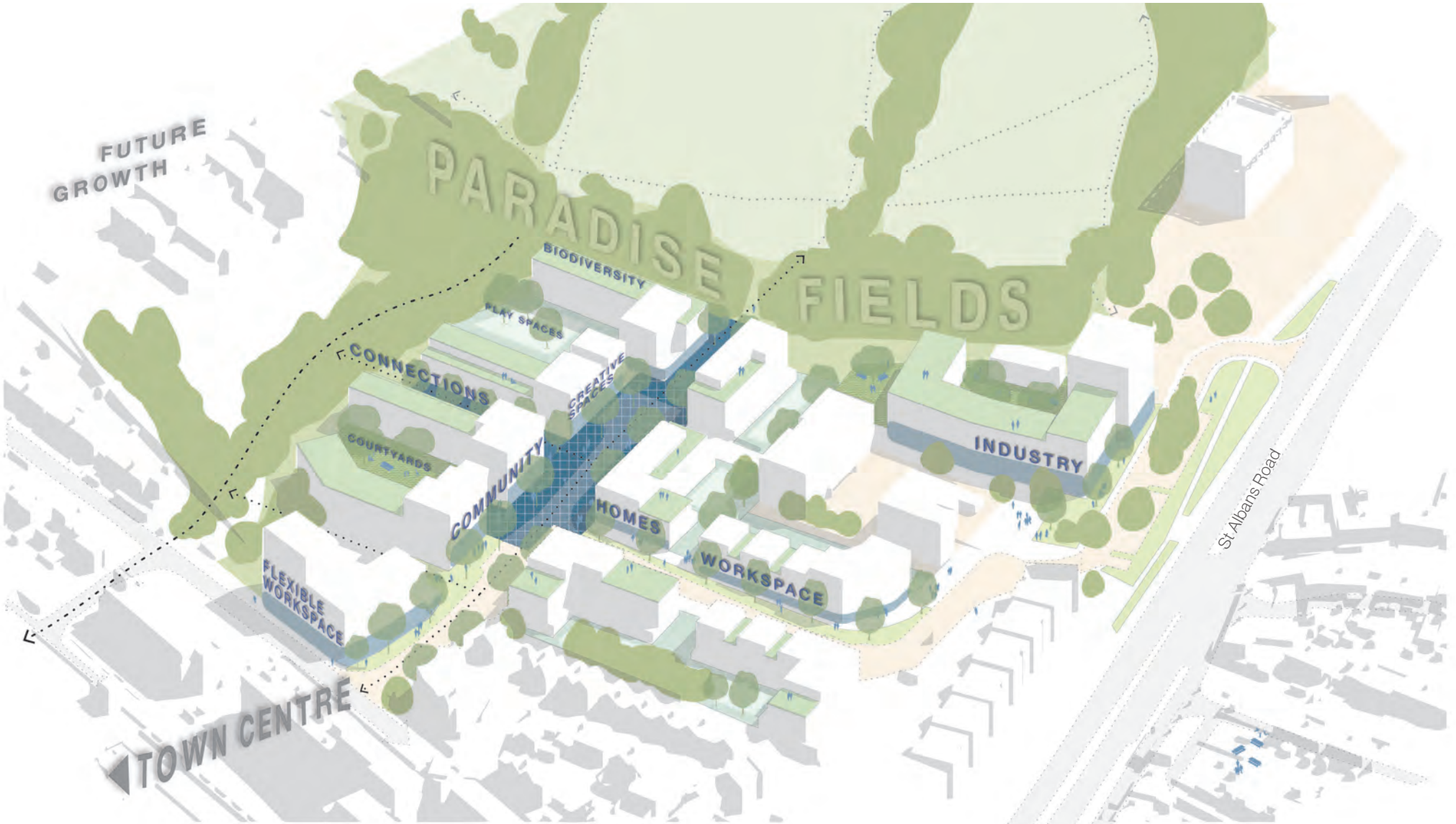


Figure 1.7: Left: Paradise Vision (Illustrative, compliant scheme shown)

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02 Movement

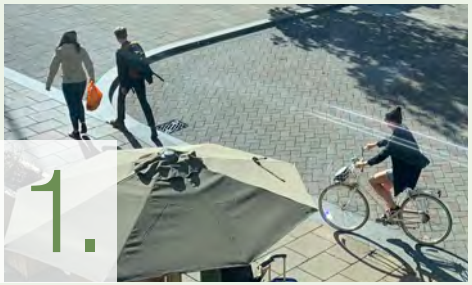
2.0 Movement

This section provides coding for the movement network within the site, including the street hierarchy, parking and servicing.

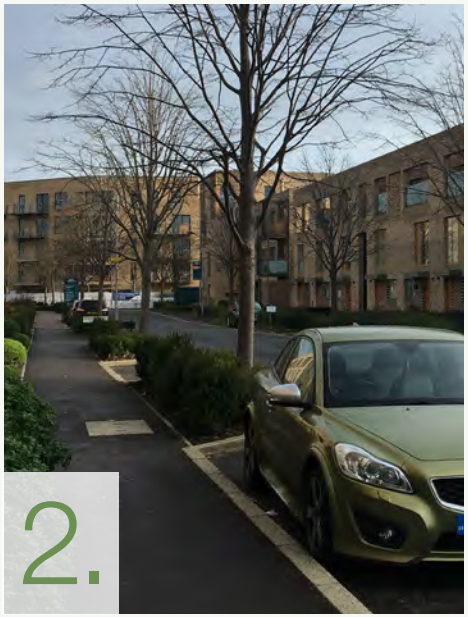
The site's location is within the town centre boundary of Hemel Hempstead, and as such is well located in terms of proximity to public transport, shops and services within the heart of the town. At present, however, the site is very isolated despite its central location due to poor public realm connections, with the movement routes towards the centre being indirect and fragmented. In addition, the existing route into the wildlife site to the east from the site is overgrown and illegible, with no sense of where the route leads to.

The existing street network within the site is heavily dominated by road infrastructure and parked cars, making it an undesirable environment for pedestrians and cyclists. At present, partially due to the industrial nature of the site, there are few pedestrians or cyclists moving through, unless they are visiting the site for a specific reason.

The coding within the section provides the framework to create a safe and usable movement network with improved access for pedestrians and cyclists, both within its boundaries and into its wider context.



The movement network **must** support safe and direct passage through the site in all directions, to the wildlife site, the town centre, the proposed neighbourhood to the north and to St Albans Road. The existing route into the wildlife site to the east must be opened up and improved, with design proposals that are sensitive to the character and biodiversity of this existing open space, including tree planting and green infrastructure.



Vehicular movement and parking **must not** dominate the streetscape /open spaces and must be integrated sensitively into the public realm.

Parking provision **must** be designed to have flexibility in use in the future, if car dependency reduces. *(Image above shows how a hard surfaced area can be re-purposed to serve the community).*

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2.1 Site wide codes

The following key code principles apply to the movement across the site:

- The footpath between the eastern end of Paradise and the wildlife site to the east **must** be retained and enhanced to form a legible, accessible and safe link for pedestrians.
- If the Marlowes is redeveloped in the future, a connection through to Paradise is desirable, as illustrated on Figure 2.1.
- A north-south link for pedestrians and cyclists **must** be provided between Paradise and the future neighbourhood to the north (Hospital Allocated Site). This north-south shared pedestrian/cycle route identified on Figure 2.1 has a preferred east-west deviation limit of 37m maximum – this preferred zone is highlighted on the plan.
- The streets **must** accommodate shared vehicular and cycle movement corridors, with pavements provided for pedestrians. Where routes are provided off-street (refer to Figure 2.1), the space **must** be designed to incorporate shared pedestrian and cycle facilities. Future improvements to the public realm, including the potential for segregated cycleways within the existing street corridors **should** be explored in line with emerging land use requirements throughout the site.
- Vehicular accesses **must** be provided at appropriate intervals so as not to be detrimental to the public realm and pedestrian/cycle movement e.g. through excessive carving up of the pavement. This will be considered on a case by case basis. Consolidated access points between sites **should** be provided if

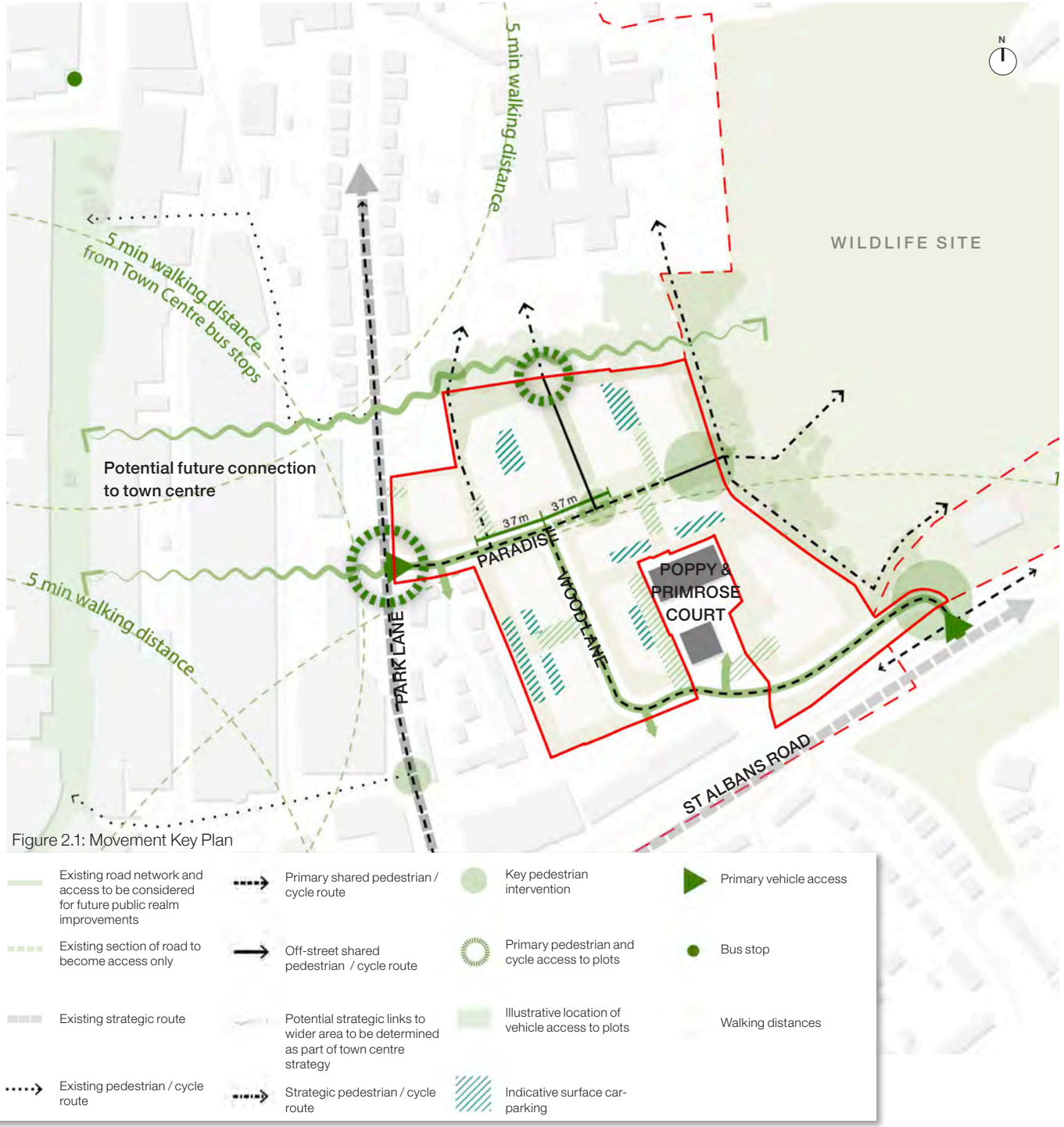

Figure 2.1: Movement Key Plan

adjacent sites come forward at the same time, unless it is unviable or unworkable with land use requirements. Each individual site **should** have a maximum of one access point, taking into account the preference for consolidated access above.

- If, in the future, sites are changing in use from industrial to residential or other, resulting in the removal of industrial traffic from the street network then traffic calming schemes **should** be designed and implemented with the owners and occupiers at the time.
- Wood Lane and Paradise are streets that **must** be targeted for public realm improvements in the future as part of a comprehensive street improvement scheme, accommodating any change of use on site within a pedestrian and cycle safe and environment.
- Parking **must** be provided to the rear of the street frontages where possible, with the exception of those stated in the parking codes. Please refer to section 2.5 for coding relating to servicing and 2.3 for parking codes.
- All pavements/pedestrian links provided within the site must comply with DDA requirements.
- All existing and proposed streets and active travel routes must consider how they can maximise green infrastructure in the design / retrofit.

2.2 Street Hierarchy

The principal movement corridors and their alignment are set out on the Movement Key Plan (Figure 2.1). There is an existing street network within the site, with access currently provided from Park Lane to the west and St Albans Road to the south. Paradise and Wood Lane are the two existing streets within the site, which are approximately 7.5m wide, with footpaths either side. These streets are currently dominated by on street parking, with cars banking onto the pavements, and wide, frequent access points (dropped kerbs) into the businesses on site. This results in a poor and unsafe environment for pedestrian and cycle movement.

The code retains the alignment of the existing streets so as not to compromise the traffic requirements of the existing businesses on site, and enhances the wider network of pedestrian and cycle routes into which it connects. The design of the pedestrian and cycle routes focusses on high levels of connectivity within the site, to and from Hemel Hempstead town centre and into the surrounding neighbourhoods, including the future neighbourhood to the north.

The movement coding within this section, together with the on-street frontage conditions coded in Section 4.33 improves the existing environment for pedestrians and cyclists, and provides an interconnected, legible movement network.

It is of utmost importance that all street elements within the network are designed to be inclusive and, in particular, consider needs relating to disability, age, gender and maternity. This must be addressed in conversations with highways officers at the detailed design stage.

There are two categories of street within the site;

- the existing streets which accommodate all modes of transport (pedestrian, cycle and vehicle); and
- key areas of public space that accommodate only pedestrian and cycle movement.

In addition, the spaces to the rear/within the centre of the blocks must be designed to accommodate all modes of transport, but will not be delineated with carriageway/ pavements as with the existing streets. Instead, paving treatment and planted boundaries, for example, will subtly delineate the vehicle movement zones from the public spaces/gardens. Please refer to Section 4.4 for the coding relating to the design of these spaces.

The code retains and enhances the existing street network within the site.

PRIORITY:

ALSO RELATED TO:

COMMONPLACE

The negative perception of the existing area was partially down to being 'bad for cyclists.'

Pedestrian and Cycle Movement

Cycling is seen as an essential mode of transport for the residents and employees within Paradise, as well as anyone moving through the site between the town centre and the wildlife site. The site will provide shared pedestrian and cycle leisure routes. Local variations in alignment may be agreed as part of an application, however the links **must** be provided to connect the destinations as shown on Figure 2.1. Further information on pedestrian and cycle access is set out in Section 2.4.

Vehicular Movement Network

All streets **must** be designed in accordance with Manual for Streets and the Hertfordshire Highways Design Guide and any future versions of these guidance documents. An indicative section of the retained street along Paradise, and how this sits within the wider framework of plots is shown on Figure 2.3. As can be seen, the existing carriageway and pavements have been retained, which will be subject to future improvements depending on the known users /businesses along the street. Further information on vehicular access and servicing is set out in Section 2.5.

Figure 2.2: Section location

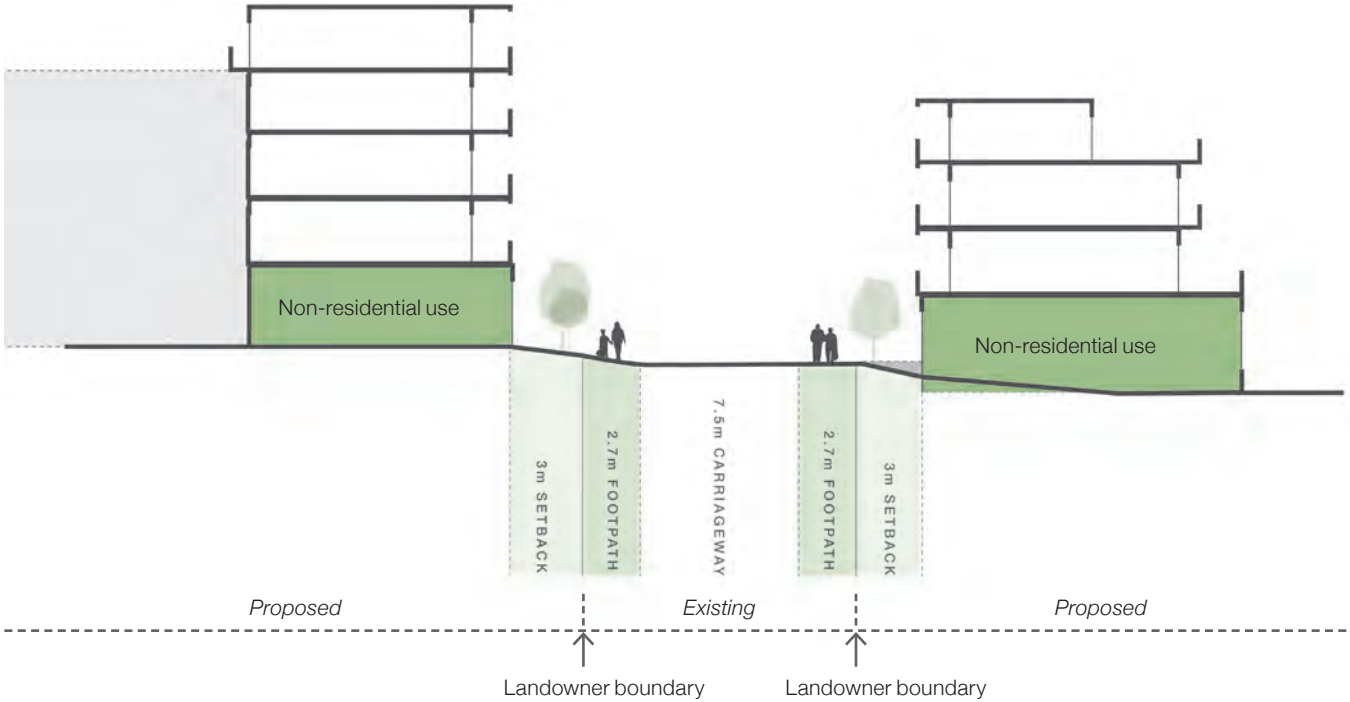

Figure 2.3: Illustrative section.

2.3 Parking

This section sets out the codes for parking areas to ensure that they are well integrated, convenient and provide a positive environment. A range of parking solutions are acceptable to the different block typologies within Paradise:

- Restricted on-street parking
- Undercroft parking
- Podium parking
- Courtyard parking
- Basement/semi-basement parking

On Street

- **Must** only be provided for essential access needs, e.g. blue badge visitor parking or to be used as servicing bays;
- Any spaces should be surfaced with permeable block pavers. Black or grey tarmac is undesirable and spaces **must** not be delineated with white highway markings. If black/grey tarmac is to be used it must be demonstrated that block pavers are unviable or undeliverable. If this is proven to be the case, any tarmac must be edged with block pavers. Parking bay delineation **must** be carried out with paving units;
- Parallel parking **should** be a minimum of 2.0m wide x 6.0m long. There **must not** be more than 3 spaces in a line without landscape or tree planting to break them up; and
- On-street parking spaces **must** be clearly demarcated and integrated into the wider public realm strategy (please refer to Section 4.33).

Undercroft Parking

- Entrances to undercroft parking **must** be legible for users, but minimise impact on public realm. If access to undercroft parking is to be from primary frontages, this **must** only be for private residential vehicles (i.e. not double height servicing/industrial accesses) and attractively screened;
- Residential units above undercroft parking **must** provide surveillance to the street and **must** have balconies and/or large windows to provide a sense of overlooking.

Figure 2.4: Illustration of suitable undercroft parking provision.

PRIORITY:

ALSO RELATED TO:

Podium Parking

- Can be incorporated in a podium which is either in use solely as parking space, or mixed with uses that require a deeper floorplate, for example light industrial uses.
- The podium **must** be carefully designed so that no blank walls are created. This can be achieved through the wrapping of the podium in active uses and/or stepping of the landscape down to street level to address any level change created by the podium.

Please refer to Section 4.5 for further coding on the open space strategy for courtyard parking areas.

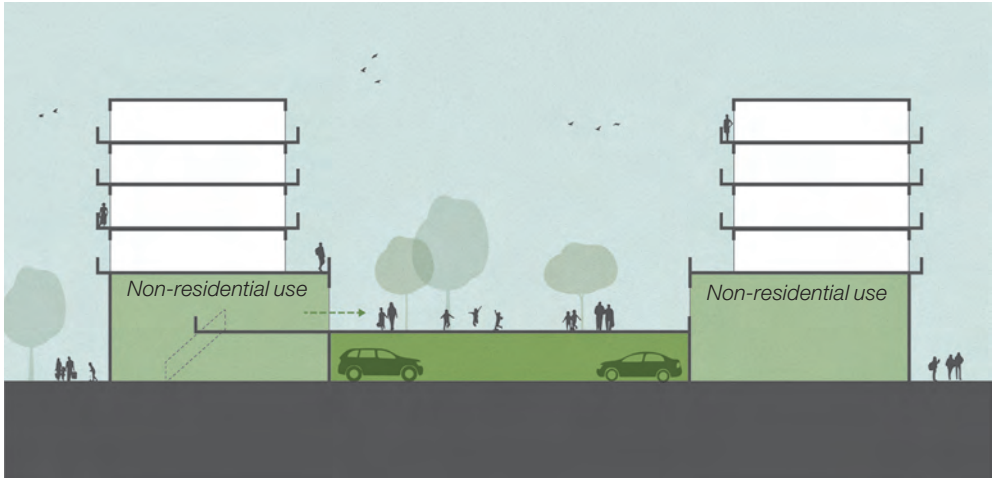

Figure 2.5: Unit Typology 1a with podium parking - guidance plan.

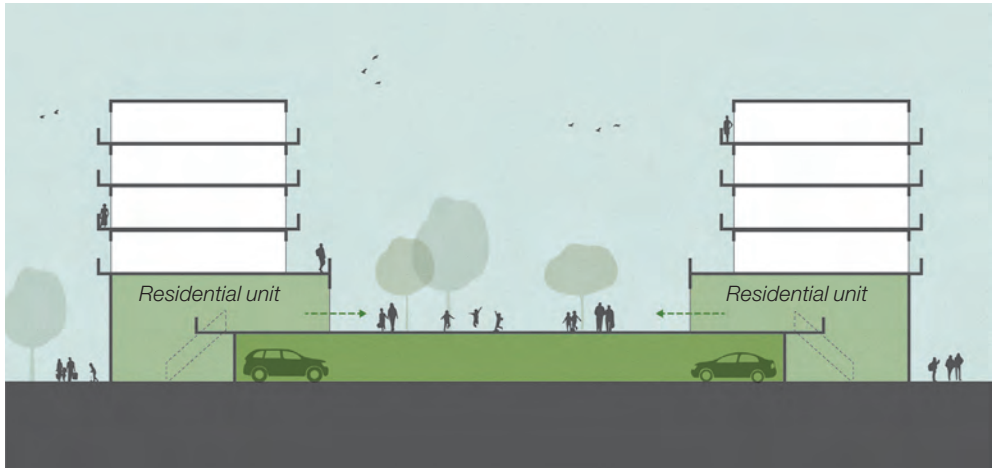

Figure 2.6: Unit Typology 1b with podium parking - guidance plan.

Courtyard Parking

- Rear courtyards **must** be clearly defined as either public or private.
- The courtyard should be surfaced with permeable block pavers or other high quality surfacing. If black or grey tarmac is to be used it must be demonstrated that block pavers are unviable or undeliverable. If this is proven to be the case, any tarmac **must** be edged with block pavers.
- The layout of any parking must allocate space for electric charging points and should accommodate vehicles that may be arising as part of modal shift such as e-bikes or car sharing schemes.
- The space must be designed with the ability to be re-purposed when dependence on the private car diminishes, for example as an area of green open space/recreation. This principle is illustrated on figures 2.7 and 2.8).

Please refer to Section 4.4 for further coding on the open space strategy for courtyard parking areas.

Semi-Basement/Basement Parking

This typology of parking should be provided where the quality of the public/private space around the block is likely to be compromised by a dominance of car parking. This solution relieves the open space of vehicles, allowing it to operate as a functional area of open space for the residents/ employees of Paradise. The deliverability of this approach is to be determined through plot-by-plot viability testing.

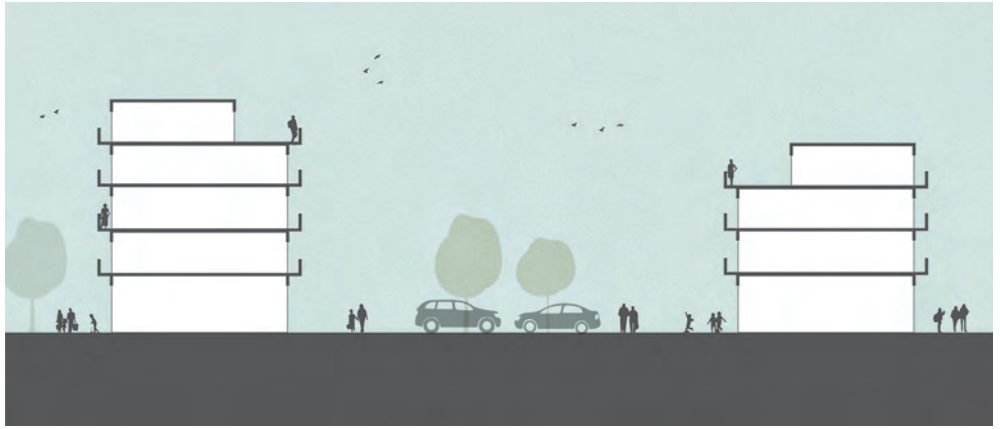

Figure 2.7: Courtyard parking integrated into landscaping- guidance plan.

Figure 2.8: Future use of courtyard garden if car dependence reduces - guidance plan.

PRIORITY:

ALSO RELATED TO:

COMMONPLACE

"..any opportunities for additional amenity space should be considered before cars.."

2.4 Access: Pedestrians and Cyclists

All residents and visitors will access their homes directly from either Paradise, Wood Lane or the key areas of public realm. The residential buildings will be via a mix of communal residential entrance lobbies and private front doors to either individual street facing apartments or maisonettes. The key codes for pedestrian and cycle access are as follows:

- All pedestrian accesses **must** be provided on the street/public realm frontage.
- Pedestrian access points into community/commercial/industrial floorspace **should** be separate from the servicing access.
- Cyclists storage for occupants **should** be provided within the curtilage of the building, where there will be secure storage and direct access into the main entrance lobbies.
- Additional cycle storage **must** be provided on-street or within shared commercial courtyards for non-residential uses and visitors.

2.5 Vehicular Access and Servicing

Access and servicing arrangements will fall under two key categories:

- mixed-use units fronting onto Wood Lane/Paradise; and
- units fronting onto the key pedestrian/cycle priority spaces.

The strategy for the two different locations has been designed to ensure the key public realm objectives of the site aren't compromised while still enabling the 'mixed-use' spaces to function efficiently.

General codes:

- Access to parking **should** be provided through, or around the block frontage so that parked vehicles are removed from the street frontage. The acceptable parking typologies set out in Section 2.3 **must** be followed.
- Servicing **should** be provided directly from the street network.
- Servicing **must** be designed to ensure access to the units is not restricted.

Typology 1: Mixed-use units fronting onto Wood Lane /Paradise

- Access and servicing **must** be designed to be efficient and so that it doesn't compromise the public realm or neighbouring residential uses.
- Servicing bays **should** be integrated into any on-street parking provided. Please refer to Section 4.33 for further codes associated with on-street treatment.

Typology 2: Units fronting onto pedestrian /cycle priority spaces

- Loading **must** be designed to be time limited, to ensure that the requirements for different types of units are met within a time frame, outside of which the public realm can operate as usual.
- Residential vehicular access **must** be provided away from the key public realm spaces, to the rear of the frontage within shared courtyards, podium or undercroft parking. This ensures these spaces are kept free from continuous through traffic.

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03 Built Form

3.0 Built Form

This section sets out the codes for the articulation of the built form and massing.

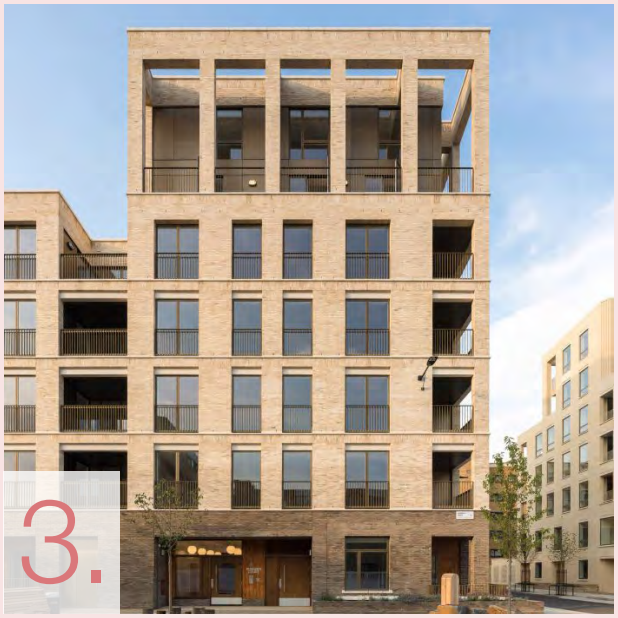
The urban neighbourhood aspirations set out for the site are afforded by its proximity to the core of the town, and location within the town centre boundary. The built form on site is low rise in nature and does not positively contribute to the urban townscape of the centre, with poorly defined frontages and little enclosure provided to the street. The low rise nature of the site means it isn't prominent despite its position on a major arterial route into the town (St Albans Road).

The built form coding set out in this section sets out the parameters for any development coming forward on the site, which addresses the key opportunities afforded by the site's location and responds to the distinctive qualities of the new town. This section provides the coding for the articulation and massing of the built form as well as the ground floor strategy for the site.

There are four key code objectives that this section addresses, as set out on this page.

The block structure and typologies used **must** embrace variety and interest, whilst maintaining a legible and coherent townscape.

Buildings **must** be articulated to provide strong definition and enclosure to the streets and spaces within the site with positive and active building frontages of high quality design.



3.

Kings Crescent by Karakusevic Carson ©Peter Landers

The heights strategy **must** respond to the surrounding context; with landmark buildings marking the primary entrances from St Albans Road and Park Lane and decreased height respecting the privacy and amenity of the existing dwellings on Orchid Drive and Poppy and Primrose Court.

4.

Goldsmith Street Passivehaus Development ©Mikhail Riches

Proposals **must** respond to the climate crisis with a sustainable design for buildings and the public realm.

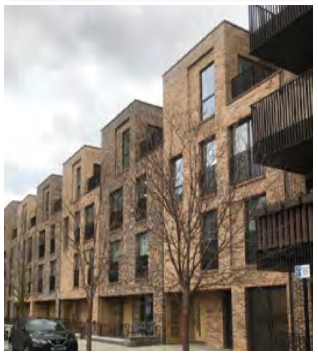
Resilience to climate change should inform every stage within the design and development process, including capturing opportunities for a fabric first approach, low carbon construction, habitat creation, on-site biodiversity net gain, water efficiency, green infrastructure, SuDS, and energy creation.

3.1 Site wide codes

The following key code principles apply to the built form across the site:

- A consistent building line **must** be provided along Paradise and Wood Lane, providing enclosure and definition to the streets.
- All buildings on Paradise are to be set back from the highways boundary behind a 3m space, and a minimum of 2m for buildings on Wood Lane. The codes for this space are set out in Section 03. With justification, marker and landmark buildings may be exempted from this code for a particular reason e.g. a stepped building line to frame an urban open space. It must be demonstrated that this won't compromise any street-wide public realm improvements.
- Broken /less continuous frontages are to be provided along the northern and eastern tree belts. This could be through the use of open courtyard blocks (see section 2.32) or stepped building lines.
- To reflect the New Town character of the town centre, interest and variety in the townscape **must** be created through variation in massing (height) and/or elevational treatment rather than through variation in roof typology. All roof forms **should** be flat.
- Marker buildings have been identified on Plan 3.1. These can be buildings of additional height, or exceptional in other ways e.g. stepped building line or particular façade treatment.

Figure 3.1: Built Form Key Plan



Continuous active/formal frontages must maintain a consistent and continuous building line.

Left: 'Sensitive/informal frontages' may be broken, with shorter lengths of frontage and/or a varied building line defining the spaces they front onto. This example shows a courtyard garden breaking the block frontage.

- No-build zones backing onto the existing dwellings in Orchid Drive and Poppy and Primrose Court **must** be adhered to, in order to protect the privacy and amenity of existing residents. This ensures an 18m separation distance between the new and existing dwellings.
- All blocks **must** provide usable communal amenity space either within ground level courtyard spaces or in podium gardens. Please refer to sections 3.4 and 3.5 for coding relating to these open space typologies.
- A mixture of flats and maisonettes are encouraged across the site.
- A buffer zone should be considered in plots running adjacent to the wildlife site to enhance the green corridor on the eastern edge. Plot lines have been set back to allow for this.

3.2 Density & Heights Strategy

The density and heights strategy is defined by the ambitions to create an urban neighbourhood that remains sensitive to the existing context.

The following key code principles apply:

- The landmark (6-8 storey) elements must retain a vertical element that complies with the façade balance set out in 4.13. This must be achieved by applying a similar ratio of upper floor height on the

Note: *Heights taken from ground level. Minimum and maximum height ranges for any built development within these zones, excluding podium parking.*

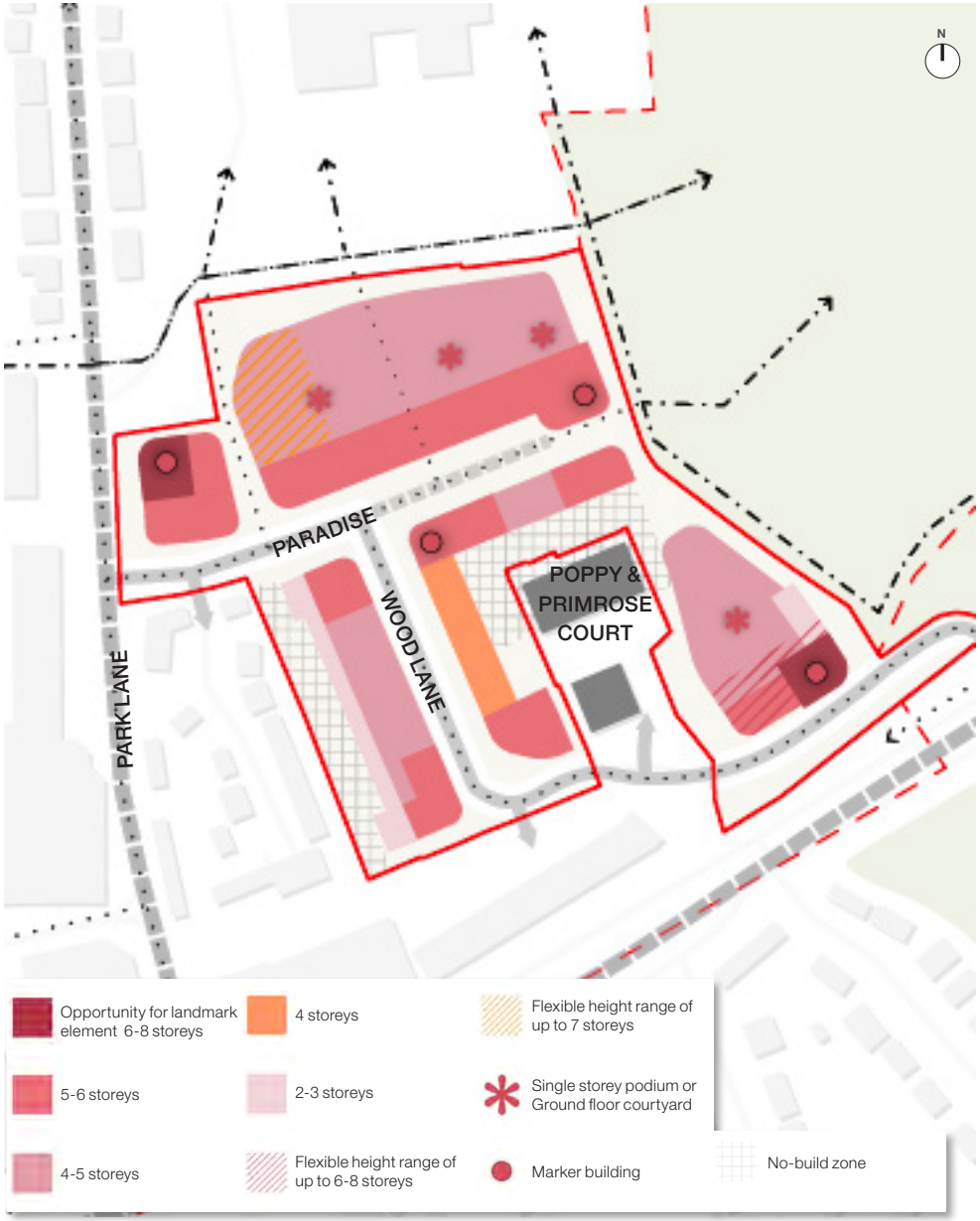
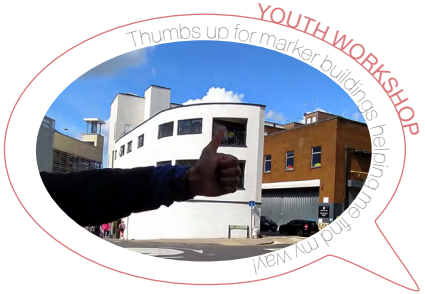


Figure 3.2: Heights Plan

PRIORITY:

ALSO RELATED TO:



frontage as shown on the heights plan in solid colour.

- Building heights **must** step down in response to the existing dwellings on Orchid Drive which are 2-3 storeys in height.
- Building heights **must** step up in the landmark building locations identified on Figure 3.1.
- Pop-up elements at roof level such as lift overruns, stairs to access roof spaces and/or balustrades to roof spaces are permitted exceptions to the identified storey heights provided:
  - they do not provide any habitable or other accommodation at roof level;
  - they are set back from the building lines so as to maintain the simplicity of the roofscape in street views; and
  - they are designed to be positive elements of the roofscape.
- Parapets are also permitted to extend above the storey heights identified provided they do so by no more than 1m.
- Please refer to Section 3.6 for further information on the productive use of the roofscape.
- Steps in height **must** be meaningful. Where a building is intended as a landmark, it **should** be at least 3 storeys higher than the block which it is a counterpart of. The upper height limits identified on Figure 3.2 apply in all cases, i.e. if part of a building is 3 storeys taller than its counterparts, the tallest element **must not** exceed the upper height limit identified on the plan.
- Please refer to Section 3.4 for codes relating to floor to ceiling heights.
- Pavilions may be acceptable where they are located within an open space or site and serve to activate it. They could include community uses, or anchor a view point for example within the gateway space through to the wildlife site to the east.
- Any building heights proposed must respond sensitively to the adjacent wildlife site and any ecological constraints.

All roof forms should be flat as a reflection of this distinctive architectural characteristic of Hemel Hempstead New Town. Above image shows contemporary building comprising a flat roof in London.

The landmark elements must retain a vertical element, as seen here in Kings Crescent by Karakusevic Carson ©Peter Landers

3.3 Block Structure & Urban Grain

Two principle block typologies are set out for the site:

- Linear block; and
- Courtyard block.

The **recommended** locations for these blocks have been identified in this section to address the townscape vision, and the site specific constraints, such as narrow plots and steep topography. The treatment and articulation of these blocks will be such that variation and interest is created, but that the townscape is coherent and legible.

Within the two principle block typologies identified, there are two sub-categories:

- Landmark elements; and
- Stacked maisonettes.

These typologies **may either** be incorporated into a wider block structure that adheres to the codes set out for the principle typologies or as standalone elements with a design justification. If individual planning applications do not comply with the recommended block typologies for their location then it must be demonstrated that all of the principles of the plot set out within the code are being satisfied with the proposed block type.

This section sets out the design codes for the block typologies on site.

3.31 Linear Block

The following key code principles apply:

- Vehicle access **must** be provided between, or around the side of linear blocks.
- Blocks **must** be no longer than 50m in length without a break or step in massing no less than 2 storeys in height.
- Residential entrances **must** be provided directly from the street on the primary frontage.
- All residential units **must** have their own private outdoor space.
- The blocks must be designed to incorporate podium or courtyard space to the rear. See section 4 for more information on these typologies of open space.
- Where the courtyard spaces to the rear are narrow, the massing **must** step down on the rear façade to ensure the built form isn't oppressive at ground level.

Figure 3.3: Appropriate linear block locations

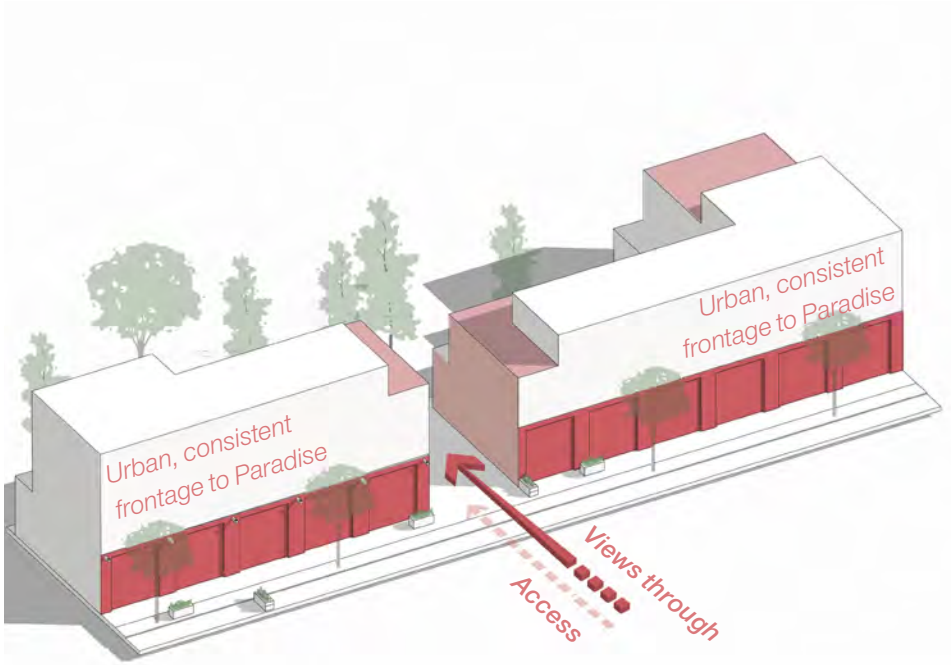


Figure 3.4: Linear block typology

PRIORITY:

Urban Community

ALSO RELATED TO:

Identity

COMMONPLACE

What is important to have in a home?

#5 *Attractive building*

3.32 Courtyard block

The following key code principles apply:

- Courtyard blocks **must** be assembled from a series of block components. The blocks north of Paradise must have an urban continuous frontage overlooking Paradise with limited breaks of no more than 10m each for access. A step down in massing reflects the stacked maisonette typologies extending towards the trees along the northern boundary.
- All residential units **must** have their own outdoor space.
- Views towards the tree belt to the north **should** be framed.
- Any sub-components within a courtyard block, for example stacked maisonettes, **must** be selected in response to the character of the streets they overlook.
- Blocks **should** offer glimpsed views through the frontage to the gardens beyond, giving a sense of the character of the space and providing some greening to the streetscape views. This could be through the provision of link blocks between two frontage blocks, or through a courtyard entrance from the street through to the rear gardens.

Figure 3.5: Illustration of appropriate courtyard block locations

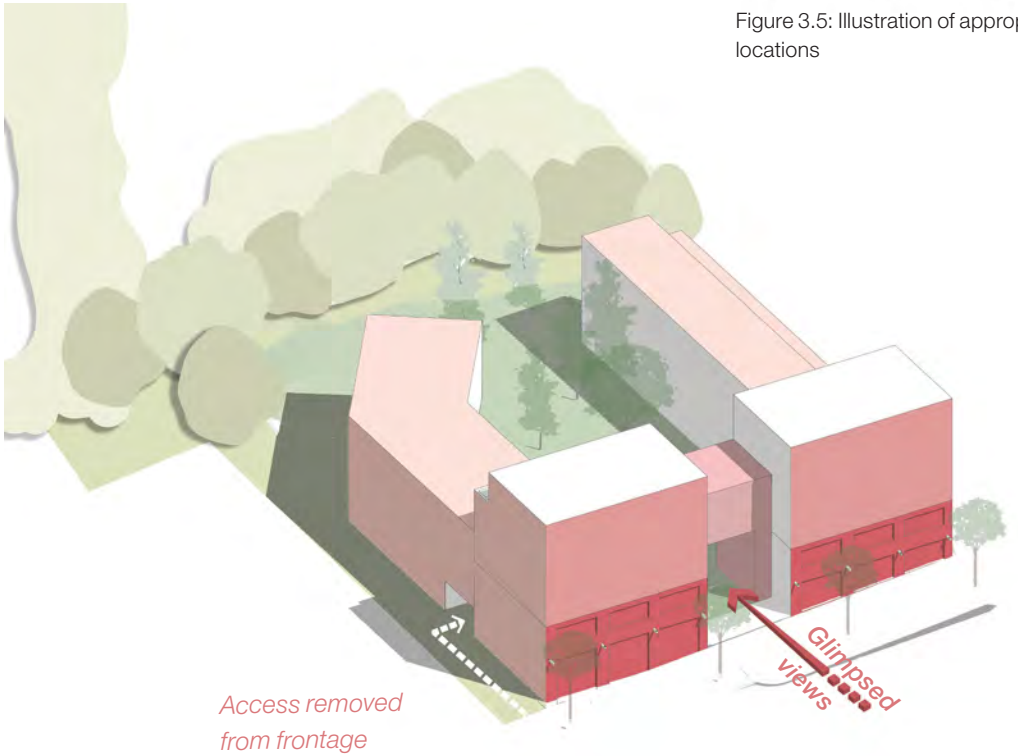


Figure 3.6: Courtyard block typology guidance

- Blocks **must** be articulated so that a courtyard or podium space is created in the centre of the block (see Sections 4.4 and 4.5).
- Any frontage **must** not be any longer than 50m without a step change and/or set back in massing (refer to previous point on link blocks).
- Parking **must** be provided away from the frontage onto Paradise. Drop-off and servicing requirements for flexible Class E and/or F2 units (see section 3.4 for definition) are an exception to this code.
- The blocks **should** accommodate steps in massing. Any height change **should** also be reflected in an appropriate elevational treatment for the typology being used. Relevant change in elevation **must** be distinctive and accompanied by change in height.

(Left): Glimpsed views are offered through this block in Burridge Gardens.

The courtyard blocks in Myatts Field use a coherent palette of scales and typologies to form one courtyard block.

PRIORITY:

ALSO RELATED TO:

COMMONPLACE

What sort of houses **should** *be in the town centre?*

#1 *Courtyard block with garden square*

3.33 Sub Category: Landmark Elements

There are two key locations identified for landmark elements within the site; framing the gateways onto St Albans Road and Wood Lane. The following key code principles apply to these elements:

- The landmark elements **should** be integrated into a wider courtyard block or linear block (see sections 3.31-3.32)
- All residential units **must** have their own outdoor space.
- Landmark blocks **must** be at least three storeys higher than their adjoining counterparts within the courtyard block to maintain the emphasis of a landmark building.
- Appropriate forms of parking for landmark elements are:
  - semi-basement; or
  - basement.
  - Alternatively, off-site locations **could** be explored and discussed with HCC Highways Authority.
  - Podium parking may be provided as long as it complies with the principles set out in Section 4.5.
- Parking **must** not dominate rear courtyard spaces. Please refer to Section 4.4 for further information on how these spaces **must** be designed.
- See Section 4.8 for further information on elevational treatment.

Figure 3.7: Illustration of appropriate locations for landmark elements

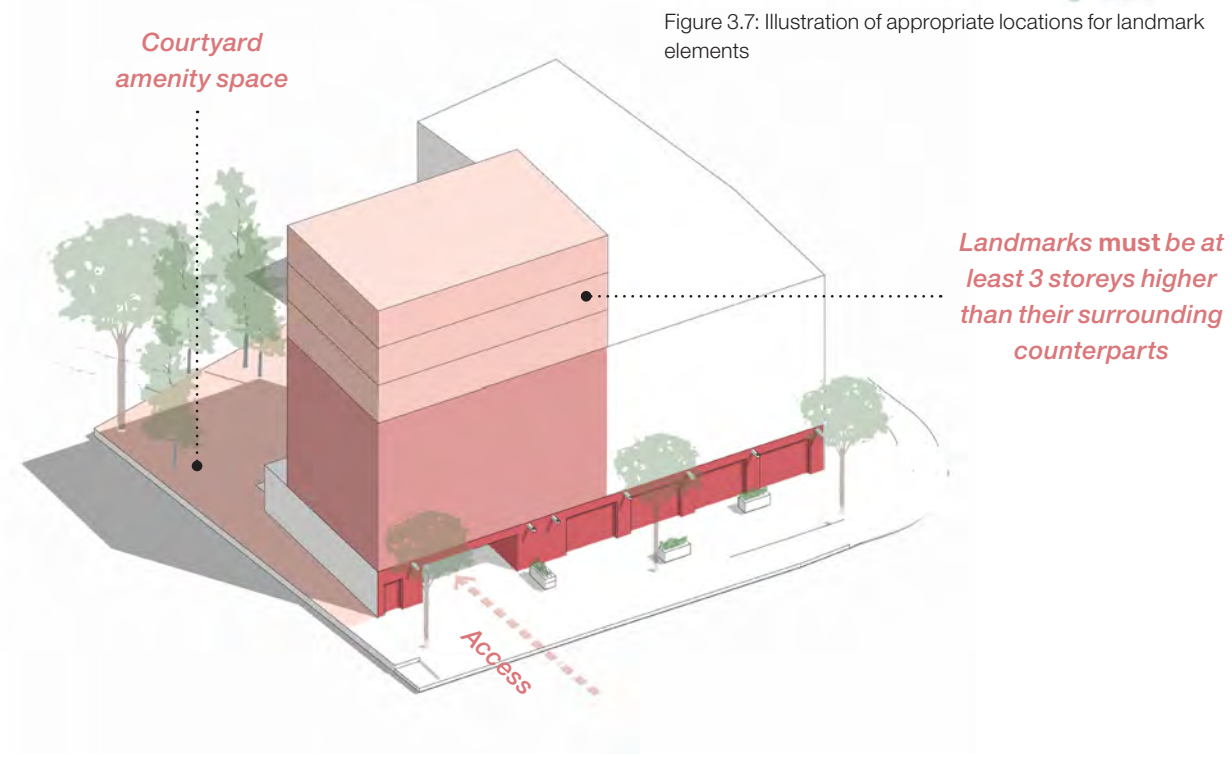


Figure 3.8: Landmark element typology guidance

3.34 Sub category - Stacked maisonette

The stacked maisonettes on site provide the opportunity for larger, family orientated units or units that offer more private open space. This typology has been located in areas that have been designated as suitable for family housing, including backing onto the existing houses at Orchid Drive, and within the secondary streets and links/open spaces on site, where the direct front door access can aid in nurturing a community focussed environment.

The following key code principles apply

- Stacked maisonettes **should** be part of either a linear, or courtyard block typology (see sections 3.31-3.32).
- All maisonettes **must** have their own outdoor space, within balconies and/or upper floor terraces. Terraces can either be accommodated with a set back upper level (see figure 3.10). or through the stepping of the roofscape to create terraces in between units. In the case of a stacked maisonette backing onto podium parking, the ground floor unit **must** have an open space provided on top of the podium, accessible from the rooms at first floor level.
- Please refer to Section 3.8 for further information on elevational treatment.

Figure 3.9: Illustration of appropriate maisonette locations

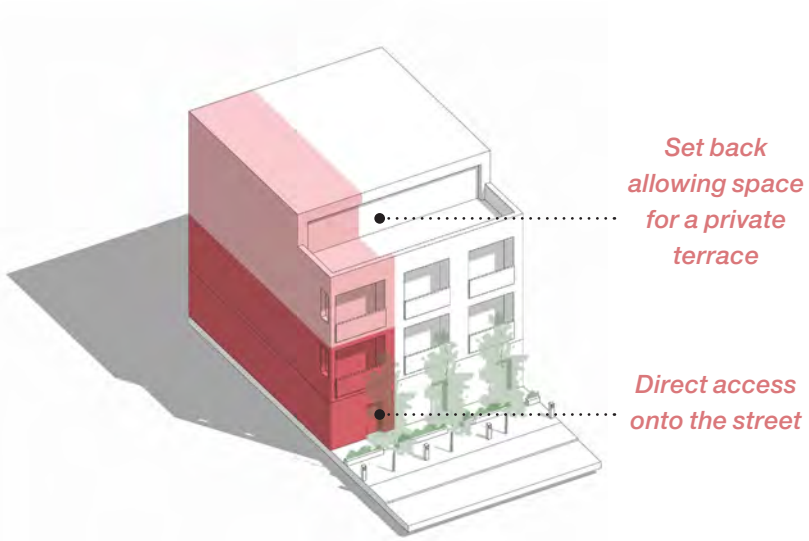


Figure 3.10: Stacked maisonette typology guidance

PRIORITY:

ALSO RELATED TO:

COMMONPLACE

What is important to have in a home?

#1 *Own front door*

3.4 Ground Floor Frontages

The ground floor strategy for the site comprises two key unit typologies:

- **Typology 1:** Flexible Units, defined as:
  - 1a: Uses within Class E Commercial, Business and Service and/or F2 that have the flexibility to be converted to residential in the future if the market demand is apparent.
  - 1b: Residential units that have the flexibility to be converted to Class E uses in the future
- **Typology 2:** Permanent residential units.

This strategy has been designed to ensure the scheme has inherent flexibility and thus the ability to respond to current market demands. Due to the site's location within the wider town centre, a large proportion of the units have been designated as flexible commercial/ residential units, to allow for employment provision within the core of Hemel Hempstead. For the purpose of this code, it **should** be assumed that only the locations highlighted on Figure 3.9 **should** be considered as permanent residential units.

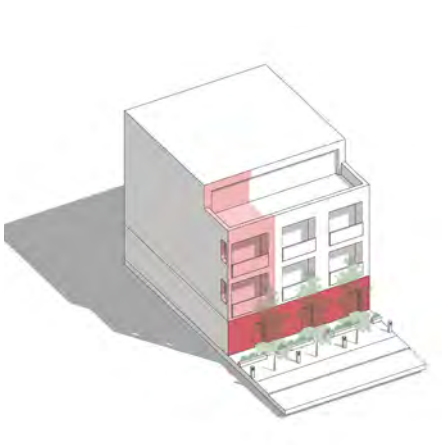
1a: Flexible Class E /F2 Units

- Large openings **must** be provided at ground floor level. Internal offices or workspaces are encouraged to have an active and visible presence on the street.
- Signage may be provided on street to provide the businesses with a sense of identity and prominence in the area. The signage **must** be clear and legible, and complement the colours of the façade treatment. Personal expression through signage is encouraged.
- Units fronting onto Paradise **must** have a minimum floor to ceiling height of 4.2m. Elsewhere, a minimum floor to ceiling height of 3.2m is acceptable. If internal vehicle access is required then ceiling heights should be increased appropriately.

1b: Flexible Residential Units

- The larger frontages **must** be used creatively with architectural interest and expression. Please refer to the materials palette set out in Section 3.8 for more information on façade treatment.
- Front doors **must** be provided directly onto the street.
- Habitable rooms **must** be located at the front of the dwelling to encourage passive surveillance and visible activity from the street.
- Flexible residential units at ground floor must have a minimum floor to ceiling height of 4.2m. The increased height of the ceiling in comparison to a standard residential unit **must** be used creatively, for example through the use of a mezzanine level.

2: Permanent Residential



- Front doors to ground floor flats and stacked maisonettes **must** be provided onto the street. For stacked maisonettes each unit **should** have its own door: one to access a private core (upper level) and one directly into the unit (lower level).
- Habitable rooms **must** be positioned at the front of the lower floor unit to ensure activity at street level.
- Permanent residential units at ground floor and upper floor level **must** have a minimum floor to ceiling height of 2.4m.

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04 Identity

4.0 Identity

This section sets out the key character drivers for the site, including specific codes on the approach to the open spaces within the site. The identity of the site is made up of a combination of open space and built form characteristics, therefore codes relating to both of these are set out within this section.

Paradise is located within close proximity of the town centre and the site includes buildings of a range of townscape qualities that typically do not contribute positively in architectural character to the identity of the neighbourhood. However, they serve an important role in providing employment to the inner regions of the town.

The location of Paradise creates a key opportunity to significantly enhance the character and sense of place, within the context of Hemel Hempstead as a New Town.

A defining characteristic of the New Town is the prominence of open space, both in natural and urban settings. This includes generous landscaped parks, the Water Gardens with wild banks in the heart of the town and long distance views to the rising, heavily treed land to the south. Another characteristic of the New Town is the prominence of flat roofs combined with horizontal architectural rhythms. This design code brings together these two overarching themes to create a unique and distinctive identity for Paradise.

For specific codes on built form please refer to Section 03.

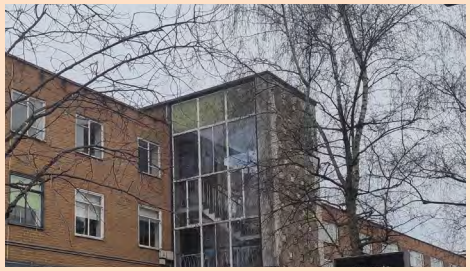
Positively interpret the original vision for the town

Proposals **must** respond to the area's heritage and character as a New Town and in terms of the prominence of landscape in Jellicoe's concept of a 'city in a park'.

This **must** be through the vertical stacking of open spaces from street level to the roofscape and through the provision of a green route to the wildlife site creating a network of green spaces that lead to the town centre.

Improve legibility and connectivity

The site is poorly connected at the moment and proposals **must** seek to improve the legibility and connectivity between the town centre, Paradise, the wildlife site to the east and the future neighbourhood to the north. This **must** be achieved through new and improved areas of public realm and encouraging walking and cycling as active modes of transport.



Positively reflect the distinctive qualities of Hemel Hempstead

The New Town comprises a wide range of architectural and building styles. This section identifies the elements that **must** be used to reflect the character of the town to ensure the site is rooted in its context.

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4.1 Site wide codes

The key identity parameters for the site are illustrated on Figure 4.1. This key plan defines the following:

- The key movement routes through the site for pedestrians and cyclists. These run along key desire lines (in addition to the existing street network) to connect the site, wildlife site to the east and the future neighbourhood on the hospital site to the north. Paradise Lane is indicated as a strategic green link, and street tree planting **must** be provided to respond to the status of this route and highlight it as the primary thoroughfare.
- The connected network of open spaces within the site have been defined using the aforementioned desire lines, and to ensure that a variety of different types of spaces are provided, each offering unique opportunities.
- Frontage hierarchy, with the more urban, continuous and formal frontages along Paradise and Wood Lane as well as the defined open spaces provided off street. The informal frontages along the wildlife site to the east and adjoining the existing tree belt to the north are also identified. These frontages respond to their context, creating an urban core to the neighbourhood which breaks down to the reflect the natural, wilder boundaries of the site. The difference between these two frontages predominantly

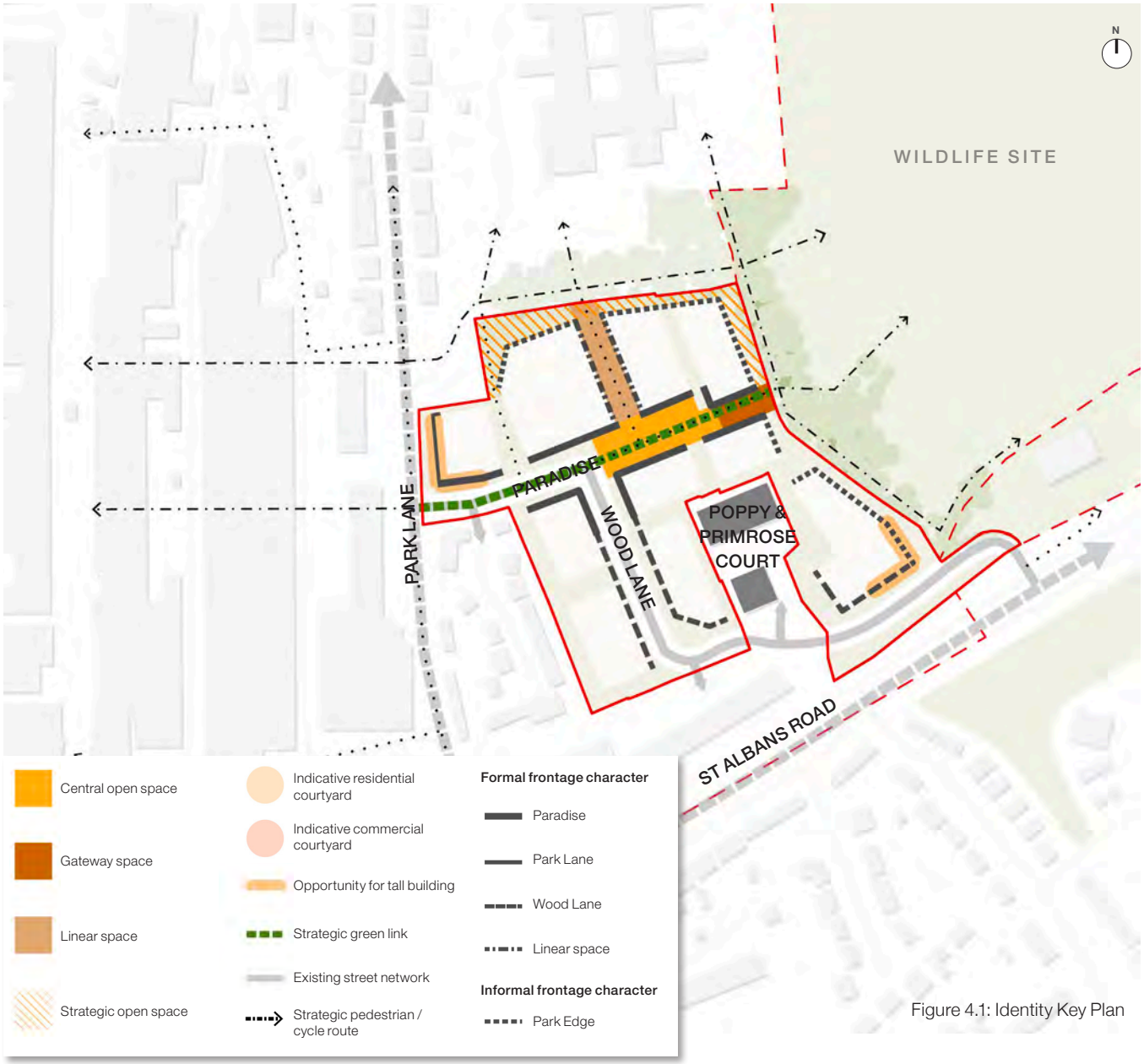


Figure 4.1: Identity Key Plan

lies in the consistency and continuity of the building line, with the formal edges being continuous and linear creating a strong urban edge, and the informal edges having the flexibility to be broken down into shorter plot widths. All frontage typologies identified on this plan must provide an active edge.

- The opportunity for landmark buildings on the key gateways into the site; St Albans Road and Park Lane.

4.2 Open space strategy

The feeling of 'being close to nature' was one of the most prominent positive responses on the Commonplace engagement for the town. Therefore, the identity of the site **must** respond to the importance of open space and greening as character drivers for the town. This will root the site in Hemel Hempstead's New Town heritage, and create an appropriate transition between the town centre and the Paradise Fields wildlife site. To reflect this, any new buildings **must** contribute to the hierarchy of spaces set out on the following pages. The spaces will be structured to be visible at all levels within the site; from street level interventions to wildflower green roofs. In addition these spaces will fulfil sustainable and energy production roles as well as creating spaces for the community to come together. This will create the distinctive identity of an urban neighbourhood intertwined in landscape.

The strategy for the site is for the spaces to transition from formal landscaping in proximity to St Albans Road and Park Lane, to wilder and more natural on the approach to the tree belts to the north, and particularly the east of the site where a legible link through to the Paradise Fields wildlife site will be created.

Green Infrastructure & SuDS

Proposals **must** seek to optimise biodiversity and green infrastructure across the site and surrounding streets, including retrofitting of green infrastructure such as planting of verges, providing green walls and roofs, planting of street trees and native species. This will provide a strong visual green link from the town centre to the Paradise Fields wildlife site.

Proposals **must** seek to add and/or retrofit SuDS features across the scheme including tree pits, rain gardens, SuDS planters, swales and permeable paving.

Plots E-K have been identified as high risk of flooding from surface water. Designs on these sites **must** seek to minimise surface water run off via capturing and attenuating water in the design and public realm.

PRIORITY:

ALSO RELATED TO:

COMMONPLACE

Why do people feel positive about a place?

"***#1** Close to nature*"

Figure 4.2: Stacked open space strategy. **Note: illustrative, code compliant scheme shown.**

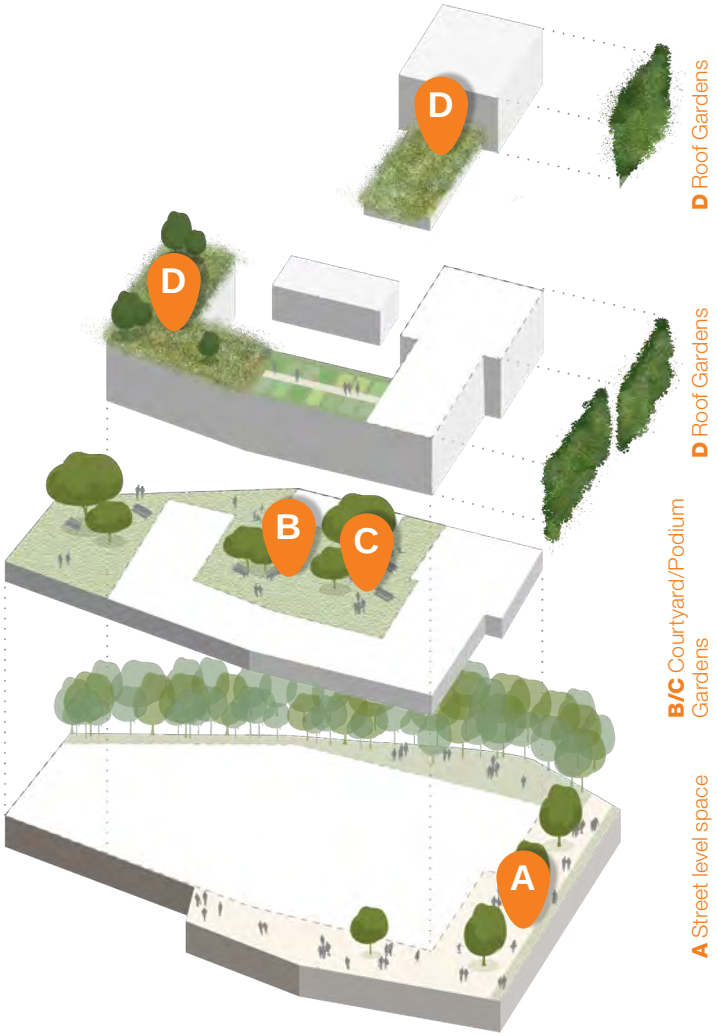


Figure 4.3: Illustration of spaces provided at different levels

The spaces across the site **must** be designed to be visible at all levels and will include:

- a clear sequence of spaces **(A)** with a coherent character at street level. This will aid in creating a sense of place for this new neighbourhood and improve legibility between the town centre, the wildlife site and the potential future neighbourhood to the north;
- a range of productive roof gardens **(D)** (both accessible and inaccessible, private and semi-public) that follow the concept of wilding to the edges and create an aerial transition between urban centre (west) and open space (east); and
- a wilder and more natural accessible edge adjacent to the retained tree belts.

PRIORITY:

ALSO RELATED TO:

4.3 Typology A: Street Spaces

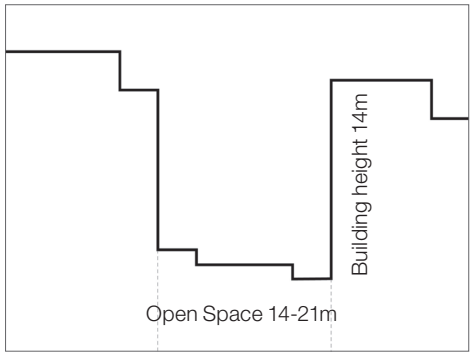
This section sets out the design codes for the key spaces at street level.

4.31 Enclosure Ratios

The different types of space set in this section have enclosure ratio codes attached to them. The enclosure ratio of a space is defined by the height of the buildings fronting onto it and the width of the space. Enclosure ratios of 1:1-1:1.5 result in more urban, enclosed and overlooked spaces, whereas ratios over 1:2 result in wider spaces at street level that are looser and have increased flexibility if there is to be larger areas of landscaping, parking or access required within the space.

4.32 Paradise Fields Gateway Space

The Paradise Fields Gateway Space is the transition point between the site and the open space beyond (east). It **must** be a legible, safe and accessible route between the two spaces. It **should** also be a place for people to dwell, not just pass through, with soft landscaping and seating opportunities.



Illustrative section showing impact of building height on width of space to achieve an enclosure ratio of 1:1 - 1:1.5

Figure 4.4: Locator Plan

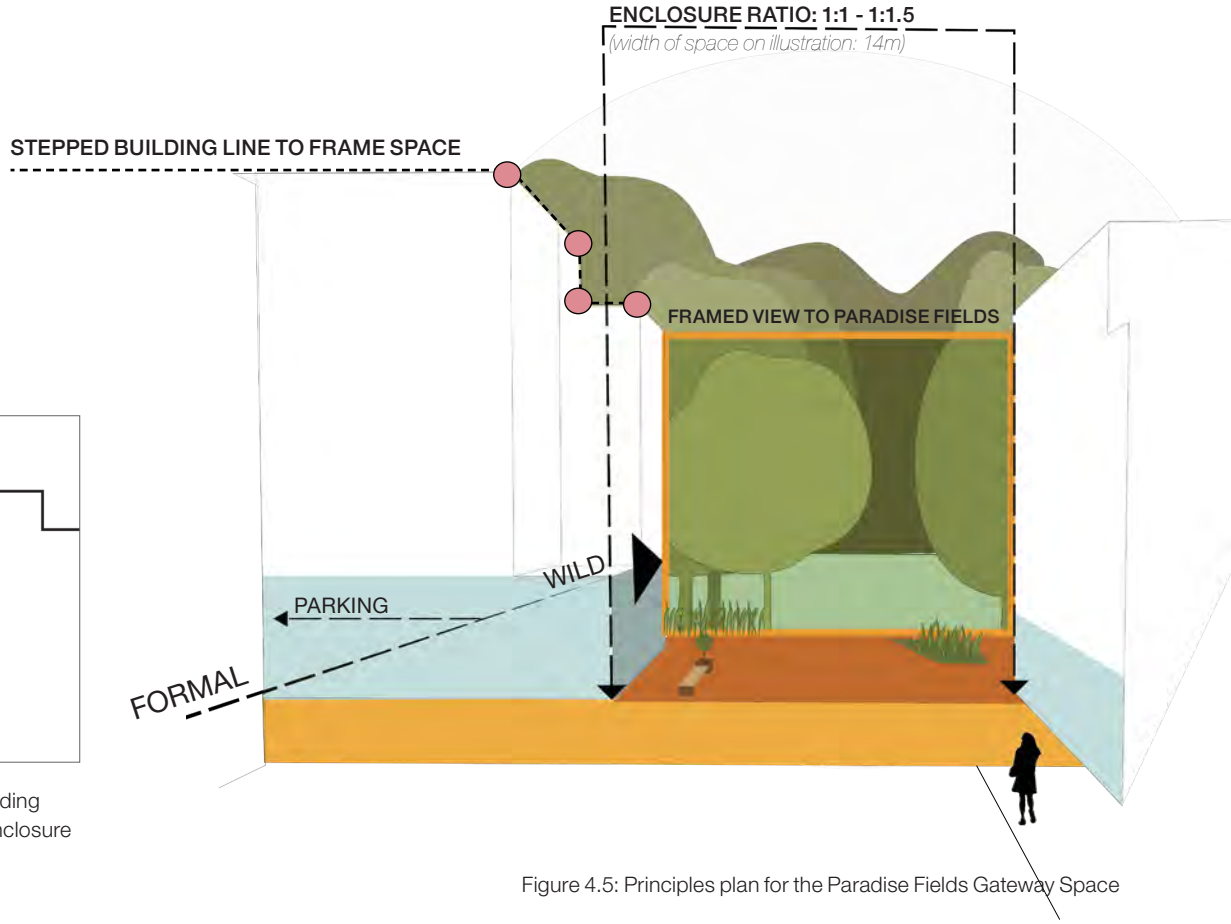


Figure 4.5: Principles plan for the Paradise Fields Gateway Space

Built Form & Use

The following design codes apply to the buildings to the north and south of the gateway space only. All site wide built form codes (Section 02) **must** apply.

- The building to the north of the route **must** have large ground floor openings to overlook and supervise the gateway space. Active uses are encouraged at ground floor level, particularly those that can spill out into the public realm. At this key location, there is a particular opportunity for a ground floor use that promotes social interaction and a sense of community, for instance a local cafe. If residential uses are to be provided at ground floor level in this northern building due to viability, then it must retain the principle of large openings onto the street through the provision of an entrance lobby or similar.
- The building line should step into the space to create a distinct entrance point to the wildlife site.
- The enclosure ratio of the space **must** range between 1:1 and 1:1.5. Refer to Section 03 Built Form for more information on enclosure ratios.

Public Realm

- The space **must** be designed for shared pedestrian and cycle movement, vehicle access **should** be restricted to emergency vehicles only.
- The space **must** be lit to create a distinct area and include signage to the adjacent wildlife site. Dull orange street lighting is not permitted.
- Parking and servicing entrances to buildings **must** be located away from the frontages of the space to support its public use.
- The space **must** include soft landscaping which responds to the gradual transition to wilder landscapes on the eastern boundary. Street trees **should** be planted along Paradise Lane, where adequate space is available, to provide a visual green link to the Wildlife Site.
- The space **must** be designed using high quality hard landscape materials to accommodate cycle parking for visitors to the wildlife site, informal doorstep play, seating and potential outdoor tables and chairs in association with an active ground floor use in the building to the north. The placement of the above features **must** be designed with the intention of encouraging social interaction.

Seating opportunities for groups and individuals are provided in this square in Manchester.

Irregular tree planting and natural seating soften the streetscape of this urban courtyard.

Wilder areas of planting in an urban environment, Kings Crescent Estate, London.

PRIORITY:

ALSO RELATED TO:

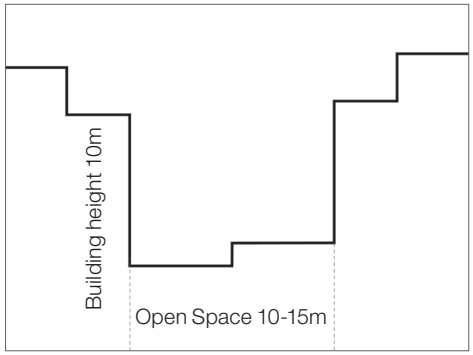
4.32 Linear Space

The north-south linear space will be a key movement corridor within the Paradise site. The following key principles apply to this space:

- Provide a vital pedestrian and cycle connection between the east-west link connecting Paradise Fields to the town centre, and between the new neighbourhood and the future development on the hospital site.
- Serve an important function as a community space and neighbourhood focal point. It will be an off-street space where people will be able to sit and socialise, and for children to play. As the neighbourhood to the north will comprise a primary school, this link **should** also incorporate play-on-the-way facilities that can be continued north when the development comes forward.
- Be terminated at the southern end by a building on the opposite side of Paradise, which draws people into the site from the north by creating a sense of intrigue.

The space will be an urban space with a high level of enclosure and overlooking. The built form overlooking the space will be stacked maisonette typologies with front doors onto the street. The frontages onto the space **must** be continuous to provide an appropriate level of enclosure and definition. As the space links Paradise with the tree belt to the north, urban wilding **must** be explored within the space.

The optimum location for this space is shown on Figure 4.6. If the space cannot be provided in this location, another solution that addresses these objectives, within 25m east-west range of the route indicated **must** be put forward.



Illustrative section showing impact of building height on width of space to achieve an enclosure ratio of 1:1 - 1:1.5

Figure 4.6: Locator Plan

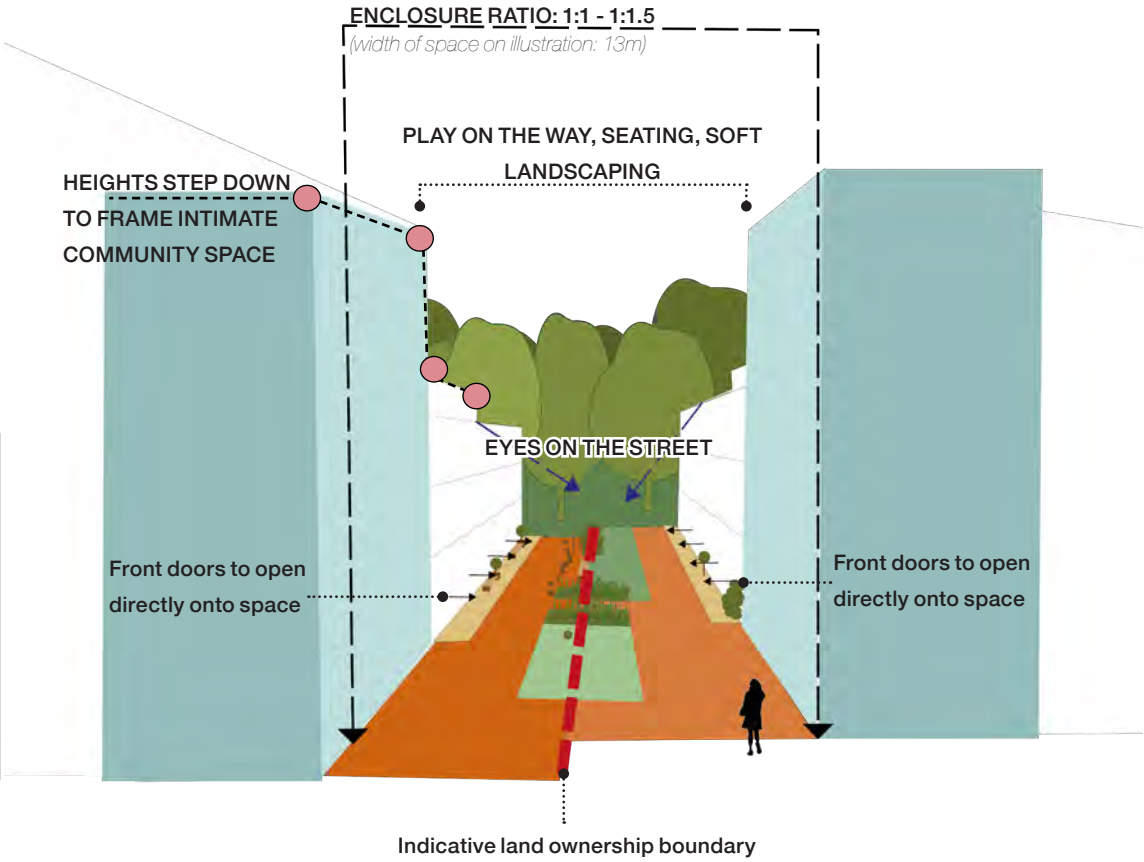


Figure 4.7: Principles plan for the north-south linear space

Built Form & Use

The following design codes apply to the buildings to the east and west of the linear route only. All site wide built form codes (Section 02) **must** apply:

- The units to the east and west of the route **should** have front doors that open directly onto the street.
- Defensible space for the buildings **must** be demarcated using the options set out in Section 4.33.
- The enclosure ratio of the space **must** range between 1:1 and 1:2. Refer to Section 03 Built Form for more information on enclosure ratios.

Public Realm

- The space **must** be designed for shared pedestrian and cycle movement, vehicle access **must** be restricted to emergency vehicles only.
- Parking for the residential units fronting onto the space **must** be located to the rear of the buildings, to support the public use of the space.
- The space **must** be designed to accommodate play on the way, public seating and soft landscaping that visibly reflects the strategy of 'wilding to the edges'.
- Hard landscaping: continuous paving materials **must** be used, with variation allowed only where there is residential defensible/privacy space.
- The residential units **must** have a defensible /privacy strip of minimum 1m between the building line and open space.

This linear space incorporates both hard and soft landscaping with seating opportunities.

Incidental opportunities for play integrated into the public realm in Myatts Field, London.

PRIORITY:

ALSO RELATED TO:

COMMONPLACE

Why do people feel positive or mostly positive about a place?

***#3** Sense of community*

4.33 On-street treatment

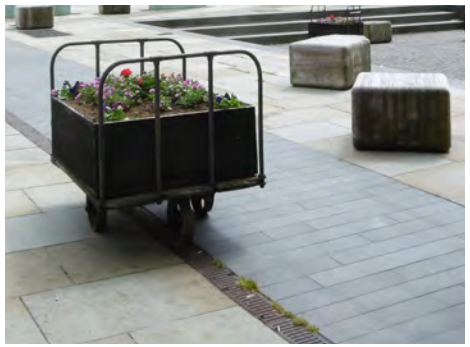
The Regulatory Plan safeguards a 3m setback between the building frontage and the highway boundary for Paradise and 2m for Wood Lane. This setback allows for the space to be coded to positively impact on the streetscene, and provide the appropriate response to the ground floor uses. The following pages set out the codes for how the street frontage must be treated for each of the ground floor unit typologies. Please refer to Section 3.4 for information on the ground floor strategy that determines the unit typologies.

In addition to the setback space, the opportunity **must** be taken to improve the movement corridors within the highways boundaries in the future. Paradise is a key east-west link through the site and public realm improvements **must** prioritise and safeguard pedestrian and cycle movement along this axis.

Typology 1: Flexible Units (refer to Section 3.4 for definition)

Common Principles

- All new lighting **must** be provided on the front wall of the ground floor unit, not within the streetscape.
- Trees with a 2m clear stem **must** be provided at appropriate distances so as not to compromise servicing requirements for any particular commercial or light industrial use.
- All ground floor uses **must** provide an active edge to the street (see Built Form Section 03).
- Each forecourt space **must** include an area of soft landscape.



These movable planters are used as a feature of the space amongst seating blocks in Manchester.

1a: Flexible Class E /F2 Units

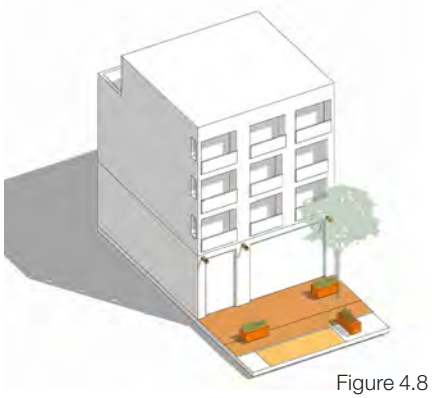


Figure 4.8

- Servicing bays **should** be provided within the set back with movable planters or other temporary planting interventions at either end.
- Floor to ceiling heights **must** comply with the codes set out in Section 02.
- The paving materials **should** clearly demarcate the servicing bay from the frontage spill out space. This space could also include movable planters.

1b: Flexible Residential Units

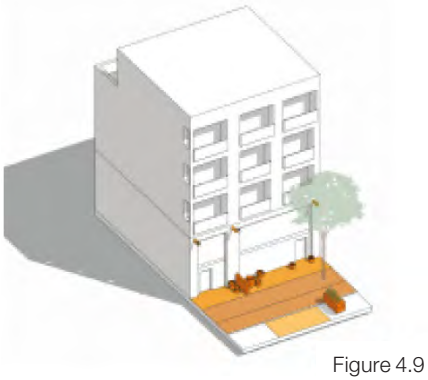


Figure 4.9

- Planters, street furniture and other landscape interventions can be used to demarcate the defensible /privacy space in front of and in between residential units.
- Car parking spaces may be provided on street. There **should** be no more than three parking spaces in a row without landscape interventions breaking them up.
- Floor to ceiling heights **must** comply with the codes set out in Section 03.
- Bin and cycle stores should be designed as integral to the buildings, or on-street in front of the buildings. If they are to be designed as part of the frontage, a high-quality masonry enclosure should be provided to relate to the primary façade materials and to create an attractive on-street feature.

2: Permanent Residential

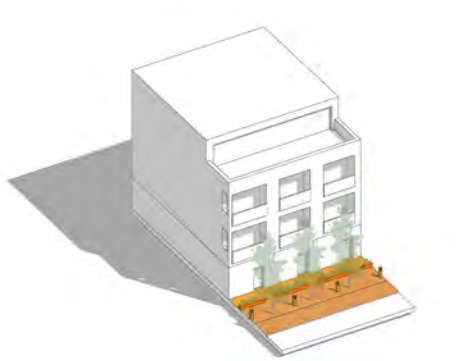


Figure 4.10

- Defensible space **must** be demarcated through the use of planters, low vegetation, wild pockets of landscaping or railings with inter-visibility between the street and ground level unit. For each unit it **must** incorporate an element of soft landscape.
- On more intimate streets, where trees may not be appropriate, climbing plant species should be used to introduce greening to the façades. The exposure and direction facing of the unit must be considered in species choice.
- Bin and cycle stores should be designed as integral to the buildings, or on-street in front of the buildings. If they are to be designed as part of the frontage, a high-quality masonry enclosure should be provided to relate to the primary façade materials and to create an attractive on-street feature.
- Front doors **must** be provided directly onto the street. For more information on the built form please refer to Section 3.4.
- Boundary treatment **must** be consistent along the length of the street.

Planters at the front of the house provide a privacy strip in St Andrews, Bromley-by-Bow.

Wild front gardens are used to demarcate private/public land in some of the more historic areas of Hemel Hempstead.

Climbing plants and shrub planting are used to soften the edge of the housing and green the street in William Street Quarter, London.

PRIORITY:

ALSO RELATED TO:

COMMONPLACE

Why do people feel positive about a place?

#5 *Pedestrian friendly*

4.4 Typology B: Courtyard spaces

Courtyard spaces can be provided within either the linear or courtyard block typologies. For the purposes of illustration, this page identifies the coding for the space to the rear of a linear block, however these same codes apply if the space is provided within a courtyard block.

- Parking **must** be sensitively integrated into the public realm. This **must** be achieved through discreet demarcation of the parking bays using low walls, boundary planting or paving variations. White painted lines are not permitted. Inter-visibility between the soft and hard landscaped areas **must** be provided.
- High quality and permeable paving materials **must** be used for parking areas.
- Parking spaces **must** be designed so as not to compromise the ability for the space to change /be reclaimed for an alternative use in the future.
- Soft landscaping **must** be incorporated into the public realm. This **must** be designed to be usable, each area of open space **must** not be smaller than 10% of the overall space and must be designed with a justifiable use, e.g. informal play.
- Direct access **must** be provided from ground floor units where undercroft parking is not provided. This **should** be a rear door to semi-private patios, with the primary residential access provided from the street frontage.
- Please refer to Appendix A for sections illustrating how the courtyard gardens could be provided within the block to accommodate parking that could be repurposed in future.

Well overlooked courtyard space that sensitively incorporates, but is not dominated by, parking.

Parking incorporated into the public realm in a way that means the spaces could be reclaimed for a different use in future.

4.5 Typology C: Podium Gardens

Podium gardens may be provided as an open space typology over either car parking or other uses that require a deep floorplate, for other non-residential uses that require a deeper floorplate than residential uses. The following design codes apply to these raised gardens:

- The open space **must** relate to surrounding landscape. As these gardens are raised, they **must** provide access to the surrounding street / landscape through the use of stepped landscape /public realm. Parking **must** be wrapped in uses that provide an active street frontage, where frontages are defined on the key plan (Figure 4.1).
- The units surrounding the space **must** provide a high level of passive surveillance, through window positioning and the use of balconies.
- Where Class E uses are adopted over two storeys on the street frontage, the opportunity for these to step out directly onto the podium as a semi-public space **must** be explored.
- The podium spaces **must** include: space for informal play, soft landscaping, the opportunity for informal play and seating opportunities.
- Please refer to Appendix A for section illustrating how the podium gardens can be provided within the block, with direct access from either residential or Use Class E /F2 units.

Podium gardens offering a range of natural play opportunities within a soft landscaped garden.

4.6 Typology D: Roof Gardens

The following codes apply to all flat roofs within the site:

- All roofs **must** contribute to the site's sustainability and/or biodiversity functions. The following are acceptable approaches (more than one function can be applied to a single roof):
  - Accessible communal roof gardens with prevalence of soft landscaping. This could include spaces for exercise, community spaces for exercise and/or other community spaces including a café, gym or workspaces subject to viability.
  - Communal growing spaces.
  - Green/blue roofs contributing to the drainage functionality and/or ecological biodiversity of the site.
  - Energy generation including solar PVs and air source heat pumps.
- The site **must** provide variety in roofscape approaches. Each site must be assessed for its individual merits, but **must** demonstrate a varied approach to other applications to ensure variety.

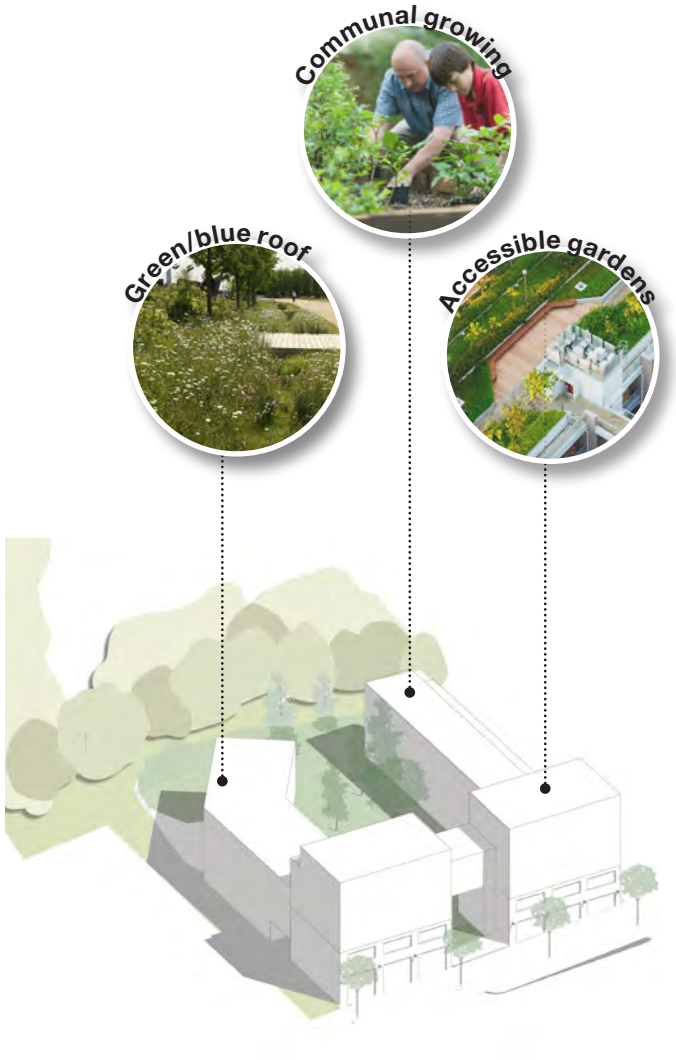


Figure 4.11: Principles plan for roof gardens

PRIORITY:

ALSO RELATED TO:

4.7 Typology E: Balconies

All units **must** provide outdoor amenity space. In addition to the roof spaces set out in Section 3.6, this can be provided through the use of balconies. The suitable use of balconies on frontages is set out below:

- Inset or partially inset/recessed balconies **must** be provided on south facing units that front onto Paradise or Wood Lane. These **must** be designed to create a privacy buffer between internal living spaces and the street.
- Protruding balconies are only permitted on rear façades, overlooking communal or private gardens or frontages identified as informal on Figure 4.1.
- The design and depth of balconies must be designed to maximise sunlight /daylight whilst maintaining an appropriate level of privacy. Balconies **must** achieve a minimum width and depth of 1500mm.

For more information on balcony treatment and materials please refer to Section 3.8.

External balconies are permitted on rear façades.

Partially inset balconies are considered a more sustainable option to inset balconies whilst maintaining a clean and simple façade.

Inset balconies are an option on south facing units, or units overlooking Paradise or Wood Lane.

4.8 Elevational Treatment

The material palette has been developed through an analysis of the local context. It is influenced by the heritage of Hemel Hempstead as a new town, and makes nods to the old town in a contemporary fashion. The palette has been developed with a view of creating a development rooted in the identity of the town, while also allowing a degree of variety and interest. The codes set out in this section apply to both formal and informal frontages as identified on Figure 4.1.

Primary façade materials

Brick **must** be used as the primary facing material. Other materials will require a strong justification as to their use as a primary material within an application. Rendering, as either a primary or secondary material will not be deemed acceptable. All brick façades **must** employ a simple and restrained palette of primary materials.

To ensure variety and avoid the predominance of a single brick tone, which engagement responses found unattractive, adjoining buildings **should** use a different brick tone.

For each development, the selected brick **must** complement the colours of adjoining developments and buildings.

Textured brickwork is used to add interest to the façade in Horsted Park.

Glazed brickwork is used as a secondary element.

PRIORITY:

ALSO RELATED TO:

COMMONPLACE

Why do people feel mostly positive about a place?

#1 *Important to the character of Hemel*

All brick façades **must** incorporate elements of decorative detail, through the introduction of one of:

- Textured brickwork;
- Change in brick bond e.g. soldier or stack bond; or
- Secondary elements as identified below.

Secondary Elements

Selected elements **should** be selected from the palette used in the early New Town centre buildings. These include:

- Textured brick;
- Patterned brick panels;
- Flint panels (knapped or whole);
- Metal cladding panels;
- Glass;
- Ceramic tiles;
- Mosaics;
- Precast decorative panels.

Other high-quality materials may be used as secondary elements where they will create a similar visual effect, with justification, for instance glazed brickwork in place of ceramic tiles.

All buildings **must** incorporate decorative details as part of their façade design. These **must** be selected from the materials listed above.

Regular horizontal rhythms are a distinctive feature of Hemel Hempstead New Town

Gainsford Road applies a regular horizontal rhythm on brick façades

Tiled mural, Hemel Hempstead New Town

This entrance court in Gainsford Road uses glazed tiles to create interest

Strong framing of windows and entrances in Hemel Hempstead New Town

Saxon Court uses secondary elements to reinforce entrances and windows

PRIORITY:

ALSO RELATED TO:

Lattice screens, Hemel Hempstead New Town

The entrances to the homes within the Colville Estate use lattice detailing on the doors which complements the brick façade

Expressive balconies, Hemel Hempstead New Town

This block in Burridge Gardens demarcates windows using a different tone of brickwork and uses different balcony extrusions to add interest

Decorative materials **should** provide visual interest and detail in positions where people are likely to see the façade from close up, such as around entrances, window openings, or around balconies.

Decorative details may also introduce horizontal or vertical emphasis on the façade or at roof level. Decorative details **must** be selected to support the design concept for the building.

Proportions and rhythms

For stacked maisonettes, vertical or balanced façade rhythms are appropriate and the massing of the building may emphasise this.

For linear blocks of apartments, balanced or horizontal façade rhythms are appropriate.

For taller/tall buildings, vertical or balanced façade rhythms are appropriate.

Balustrades & Screens

Balustrades **should** allow sunlight into a balcony space while giving a degree of privacy to the user. Metal railings, when used, **should** add distinctive detail to a building façade.

Metal screens may also provide filtered views and privacy, for example to communal stairs or to ground floor accommodation, or screen views of car parking or refuse stores from outside while allowing daylight and cross ventilation to the parking area.

Openings

Openings **must** be emphasised either by creating a reveal, setting window and doors back at least half a brick as a minimum and by framing them with a window surround.

Framing of ground floor flexible units (see Section 3.4 for definition)

Façades **should** create a strong frame for the ground floor unit, which may contrast with the primary façade material.

Entrances

Entrances and communal lobbies **should** be generous and well lit, with canopies, projections or setback porches to provide shelter above the entrance door.

Residential entrances may be set back by at least one brick.

Canopies **should** be lightweight and elegant in appearance.

Providing for Urban Wildlife

Buildings **should** consider measures that can enhance biodiversity within the façade design, such as bird, bat and hedgehog box provision, and bee bricks.

Stacked maisonettes with vertical façade elements and rooftop amenity spaces create a stepped roofscape in Ouseburn (Ash Sakula Architects)

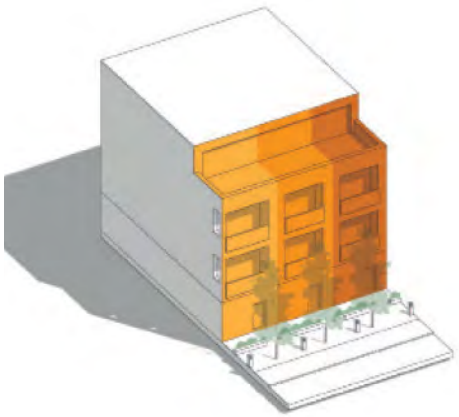
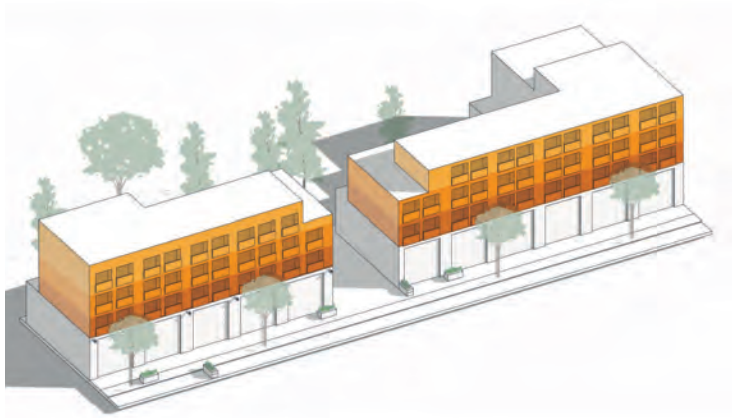


Figure 4.12: For stacked maisonettes, vertical or balanced façade rhythms are appropriate (Illustration of rhythm shown).

Figure 4.13: For landmark elements, vertical or balanced façade rhythms are appropriate (Illustration of rhythm shown).



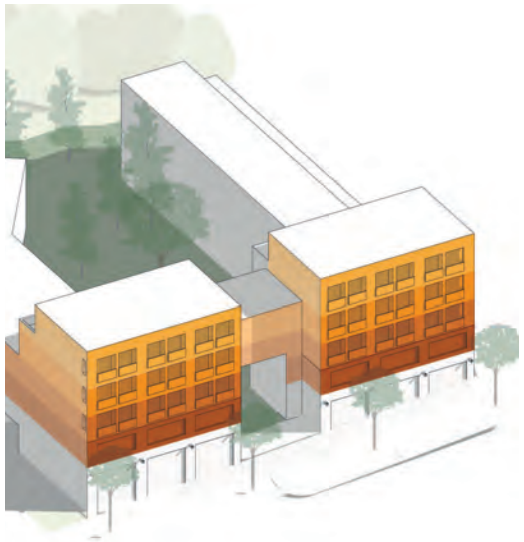


Figure 4.14: For linear blocks of apartments, balanced or horizontal façade rhythms are appropriate (Illustration of rhythms shown).

05 Use

5.0 Use

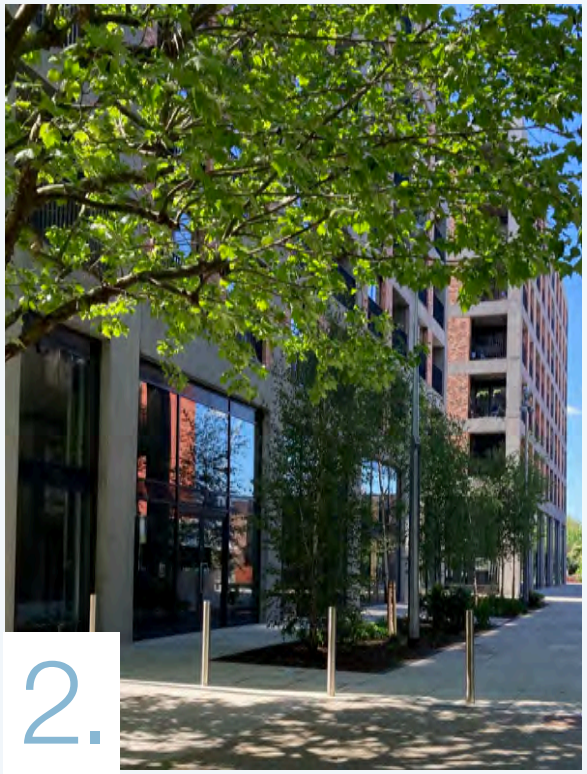
This section establishes the use strategy across the site, including the configuration of residential and non-residential uses.

The site will provide a mix of residential and non-residential uses, with areas of the ground floor and first floor space coded to ensure flexibility for interchange between the two in response to market demand. The two overarching principles for the uses within Paradise are set out on this page.

- The site must incorporate ground floor units that have inherent flexibility to accommodate a range of uses / occupiers.
- The different uses within the site must be designed to co-exist in harmony to create a positive environment for residents, employees and visitors.

1.

The site must incorporate ground floor units that have inherent flexibility to accommodate a range of uses / occupiers.



2.

The different uses within the site must be designed to co-exist in harmony to create a positive environment for residents, employees and visitors.

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5.1 Site wide codes

The following key code principles apply to the uses across the site:

- Where 'mixed-use' floorspace is identified, orthogonal layouts **should** be provided to enable flexibility in use, layout and occupation. If the layout is not orthogonal (at right angles), it must demonstrate how the space can be used with a suitable level of flexibility for future change in use.
- Commercial workspace **must** be designed to allow future sub-division of the space. This includes the design of circulation and spaces to allow for flex in use and occupation.
- Where the workspace occupier is known, a specific set of design requirements **must** be established for that occupier, within the framework set out within this code.
- Where ground floor courtyards are provided in the centre of a block, or to the rear of a block, these courtyards must be designed as part of the sequence of spaces used for access/egress by the residents, with easy access from the main residential circulation core. This will ensure a strong and coherent relationship between the users and the space, and encourage activity.

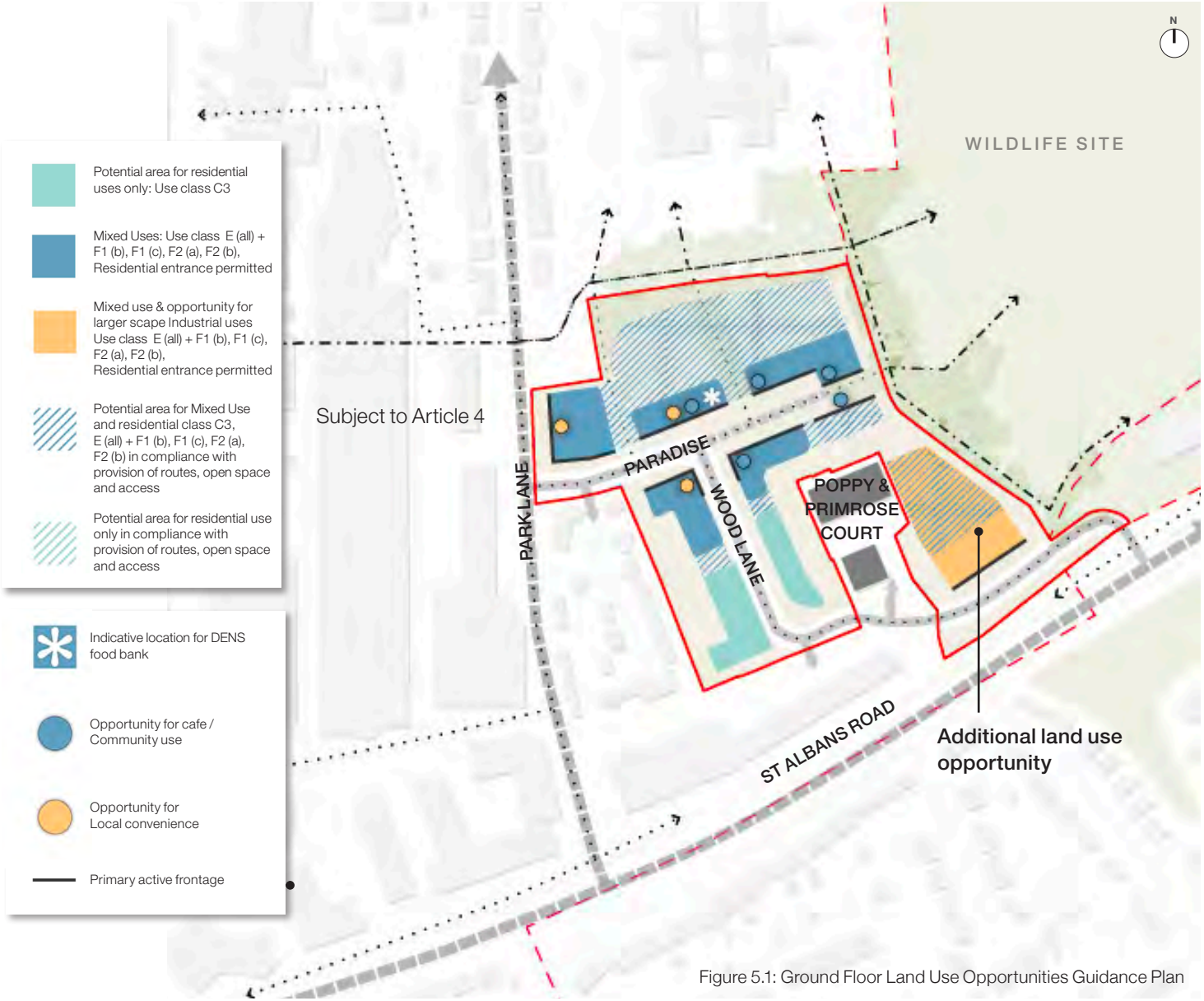


Figure 5.1: Ground Floor Land Use Opportunities Guidance Plan

- Primary access routes into courtyard spaces for all users **must** be a minimum of 6m in width to create a generous, welcoming and safe access point.
- Floor to ceiling heights **must** comply with the codes set out in Section 3.4.
- Where mixed-use space is identified at ground floor level, the space **should** be partially fitted out to enable the opportunity for small-medium enterprises (SMEs) to move in.

5.2 Land Use Strategy

Figures 5.1-5.3 illustrate the guidance for the land use strategy at the ground floor, first floor and upper floor levels.

The ground floor strategy for the site has been designed to be inherently flexible, so that it can respond to market demand in the future. In some locations the opportunity for two storeys of mixed use has been identified on important frontages, such as fronting onto Paradise, on the western site gateway with Park Lane and to the south of Wood Lane, overlooking St Albans Road.

Where mixed-uses are provided, either at the ground floor or upper floor levels, these **should** explore the opportunity to step out into the courtyard spaces to the rear (or podium level gardens) where beneficial.

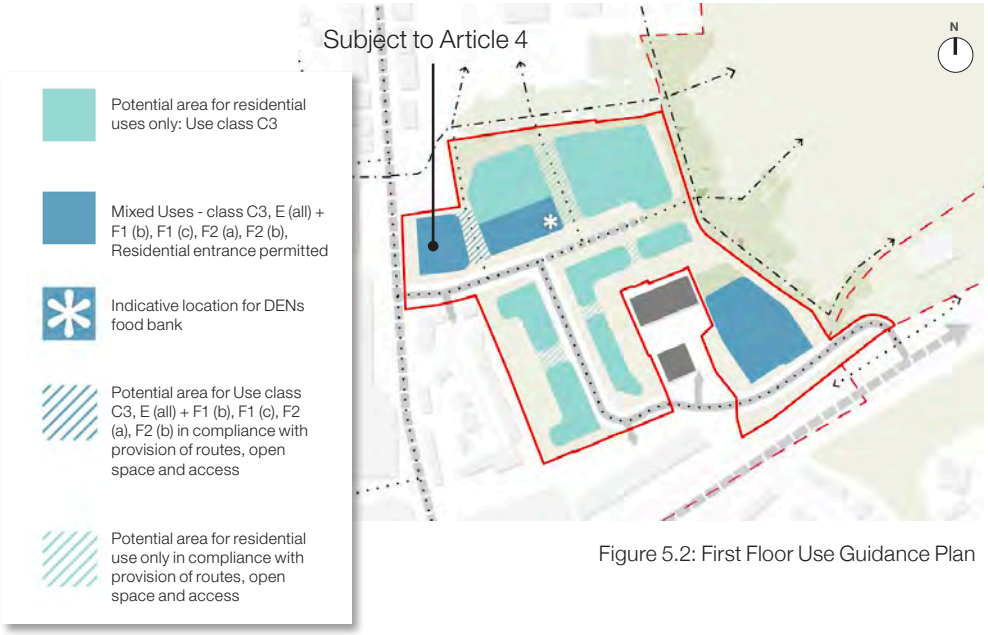


Figure 5.2: First Floor Use Guidance Plan

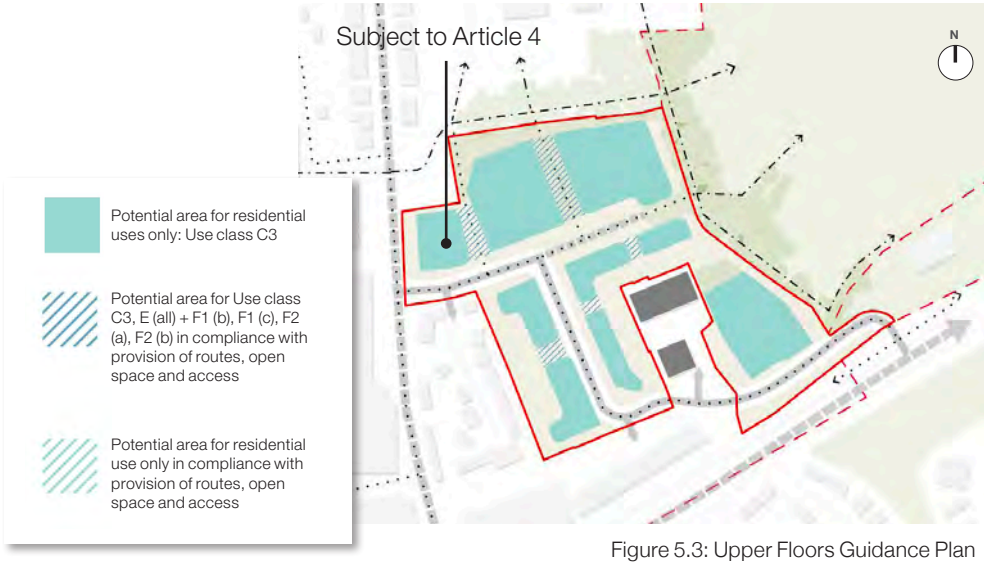
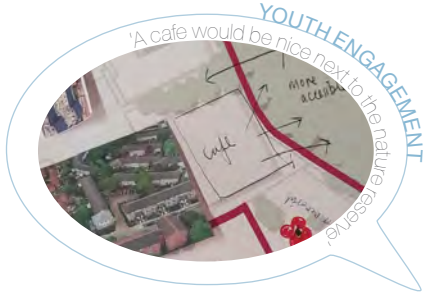


Figure 5.3: Upper Floors Guidance Plan

PRIORITY:

ALSO RELATED TO:



5.3 Opportunities

Whilst the site land use strategy has retained inherent flexibility, the location of some of the parcels lend themselves to specific use opportunities, as identified on Figure 5.1 and described below:

- There are two broad locations that are identified as key opportunities for a cafe. These locations have been selected as they would create a dynamic relationship between the two key areas of public realm within the site and the ground floor that overlooks them:
  - the public space linking to the wildlife site to the east. This location is clearly visible within the public realm, sits along a key desire line and would act to draw people through the site on entrance from the west.
  - To the south of the north-south link that connects into the east-west route towards the town centre and to the future neighbourhood on the hospital site. A cafe or community use in this location would provide a bookend to this space and would have the ability to spill out into it, thus activating the communal space here.
- Plot K (shaded orange on Figure 5.1) has been identified as a suitable location for a more substantial provision of industrial space. This is afforded by the proximity of the site to St Albans Road, meaning that traffic wouldn't need to come into the heart of the site. In addition, the topographical conditions and scale of the floorspace available means that a deeper floorplate could be provided without compromise to the street frontage. In addition, there is adequate space for turning on site, provided the suitable access arrangements were to be designed in according to the specific requirements of the occupier. Recognising the landmark nature of this plot, any industrial spaces must be visually attractive and integrated into the façade design of the building.
- An opportunity for a commercial courtyard /working yard spill out space as been identified on the corner plot where Paradise meets Wood Lane. This space could be more of an intimate courtyard space, adding variety to the hierarchy of open spaces and sitting on a potential link between the site, the future neighbourhood to the north and the east-west link connecting the town centre to the wildlife site.

Temporary Initiatives

Temporary uses could be brought forward on the site to support its transition from an employment led area to a mixed-use neighbourhood. Small scale initiatives such as a pop-up coffee shop, or hoarding that hosts public art could be used to attract interest in the site. The most suitable locations for these initiatives are along key future desire lines, as identified in Section 2, and where a site is coming forward in phases, this having additional space available.

If a parcel is to come forward in phases, for example if a business relocates off-site then the existing building **should** be considered as a venue for a temporary initiative, for example a recreational sports space.

Temporary initiatives could be used to support the transition to a mixed-use neighbourhood.

5.4 Frontages

The frontages of the site are of critical importance to the character of the streets and spaces within the site. The variety of uses and occupiers at ground floor level will contribute to the vibrancy of the streetscape, and the frontages must be carefully designed to ensure that they are benefiting the public realm as well as being fully functional for the users. The following codes apply to the ground floor frontages across the site:

- Any spaces within Use Classes E or F2 **must** balance privacy requirements with the need to provide an active frontage and functional internal spatial arrangements. Where these spaces exist they **must** provide a window / intervisibility between the internal space and the street, and where possible between the working space / community space and the street.
- Any privacy measures can be taken internally (for example through the use of partitions). Where uses may evolve to become more public facing, the design of frontages **should** allow for future adaptation to accommodate this need.
- Spaces that are to be used within Use Class E /F2 can be double fronted to overlook both the street and the rear space. This affords the opportunity for rear spill-out space for the employees/ visitors. It **must** be ensured that there is no conflict with the access provision and other uses to the rear, particularly where the space is shared with residential uses.
- Residential entrances **must** be visible from the street, and demarcated using the codes set out in Section 4.8.

Secondary elements are encouraged to emphasise residential entrances, which should be clearly visible from the street.

PRIORITY:

ALSO RELATED TO:

COMMONPLACE

Design of spaces needs to include ways to foster a friendly and social neighbourhood. This may include culture and entertainment facilities.

A Appendix

A Appendix A

Masterplan evidence base

Interdependencies

The Figure adjacent sets out the plot interdependencies assumed as part of the coding process. The complexities of the land ownership pattern on site result in a fragmented and piecemeal series of plots. This plan identifies how these plots could come together, as demonstrated in the framework, to produce a more positive outcome in any of the following ways:

- Parking.
- Open space & landscaping.
- Capacity.
- Access.

Joint vehicular access is encouraged between land plots where deliverable.

Further Opportunities

As set out in the 'Use' section of this design code, Plot K has a potential further option on its land uses. If other industrial uses are to be retained on site, that do not fall in within Use Class E, it would be the most suitable site to accommodate this type of industry. This is due to its proximity to St Albans Road, and the minimised impact it would have on transit through to the heart of the site in comparison to the other plots.

Figure A1: Plot Interdependencies

Floor Area Ratios

The illustrative masterplan for Paradise demonstrates how the site could come forward in a code compliant way. The plot ratios and floor area ratios that are achieved with the blocks on the Illustrative Masterplan are set out on the adjacent table.

Site (See Figure A1)	Plot coverage	Floor Area Ratio
A	0.4	2.3
B	0.4	1.1
C	0.4	1.5
D	0.5	1.9
E	0.4	1.2
F	0.5	2.1
G	0.4	1.5
H	0.8	1.6
J	0.4	1.6
K	0.8	2.4

Table A1: Floor Area /Plot Ratios

A Appendix A

Car Parking

The illustrative masterplan shown on Figure A2 accommodates parking in a variety of ways, the locations of which are shown indicatively on Figure A2:

- Undercroft/podium car parking
- Semi-basement parking; and
- Courtyard parking.

Any parking requirements are to be extracted from DBC's Parking Standards SPD 2020 and any future iterations of this guidance.

Existing Car Parking on Paradise Lane

Ground floor parking

Figure A2: Illustrative Car Parking Locations

A Appendix A

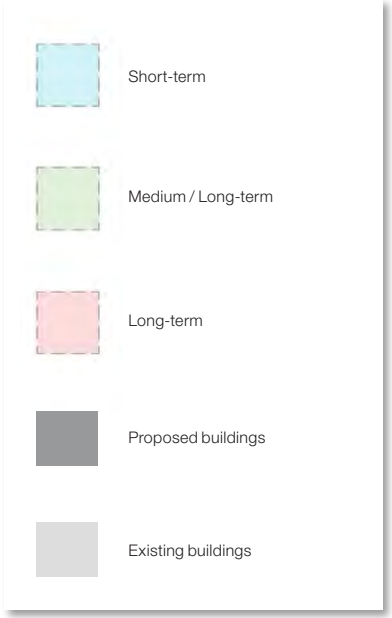
Indicative time frames

The Figure adjacent sets indicative time frames for the different plots within the site to come forward within. Short, medium and long term sites are identified (time frames to be confirmed with DBC). These indicative time frames have been determined based on the land ownership information made available.

Stage 1

Stage 2

Stage 3



3D Massing

The images on this page illustrate the 3D massing for the illustrative masterplan. This scheme is code compliant, and the heights fall within the specified parameters set out on Figure 3.2, with heights varying from 3 storeys in sensitive locations, to 8 storeys where there is a landmark opportunity.

Viewpoint location

Viewpoint location

Flexible ground floor units

Existing and Consented Schemes

B Appendix

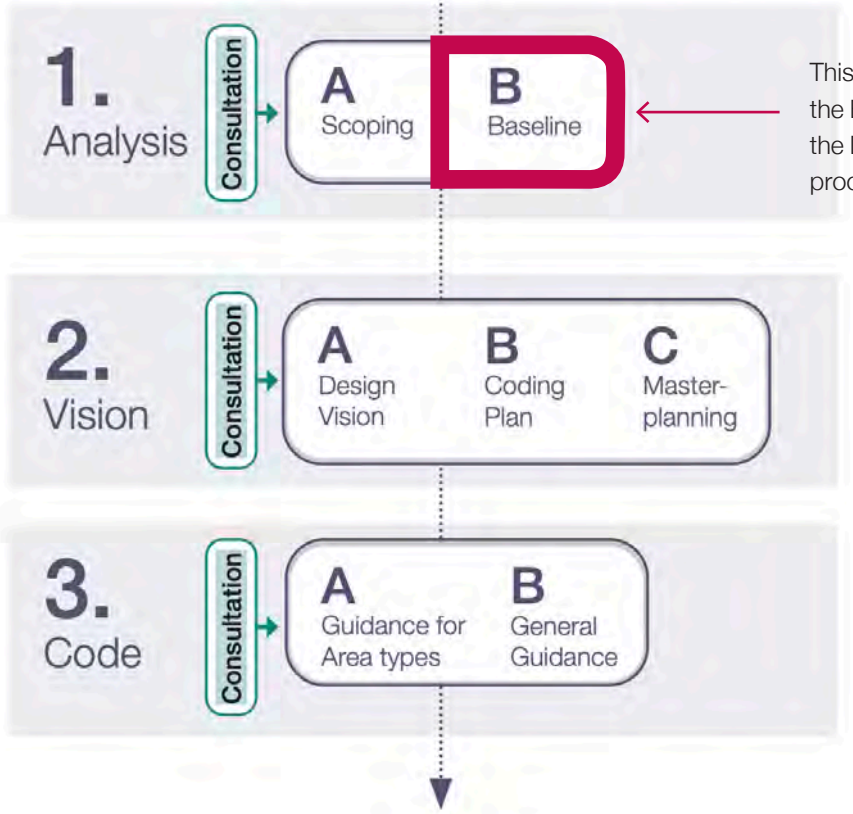
B Appendix B

Analysis

This appendix sets out the baseline analysis for Paradise in the context of the wider town centre, focussing on the following aspects:

- Movement: Pedestrians, cyclists, public transport and vehicular;
- Green and blue infrastructure;
- Land Use;
- Heights;
- Heritage; and
- Built Form & Character.

Figure 1. Design Code Process



Above: National Model Design Code (p.6) Extract illustrating Design Code Process

Movement: Pedestrians and Cyclists

Wider Town Centre

Hemel Hempstead comprises two main centres: the Old Town to the north, and the New Town to the south. Figure 1 illustrates the key destinations within the town, which are visibly concentrated in two key clusters within the heart of each centre. Paradise is well located in relation to the two centres; with the Old Town just over 15 minutes walk north and the New Town (centred on the Marlowes) within a 10 minute walk.

Pedestrian connectivity through the town comprises a mix of pedestrianised routes, pavements along roads and routes within landscape corridors and open space. Within the retail core of each of the two centres, a positive pedestrian environment has been created; from the pedestrianised Marlowes within the New Town, to the raised tables and level surfacing on the Old Town High Street. The Water Gardens provide an attractive, alternative off-road route that extends the majority of the distance between the two centres within the town.

Pedestrian movement along St Albans Road and across the Plough Roundabout towards the station is undesirable, with a number of underpasses that are occasionally flooded. There is a very limited number of pedestrian crossings along St Albans Road, making it a large barrier for movement north-south.

There is a lack of cycle infrastructure, with no dedicated cycle lanes within the town centre.

Paradise

Marlowes, the main pedestrianised high street within the New Town is within a 10 minute walk of the site, however the pedestrian movement routes between the two are indirect and need improvement. The large scale block of the Marlowes Shopping Centre & Car Park creates a major barrier between the New Town centre and the site. In addition, there is a level change between Marlowes and Wolsey Road, with the accesses ramped or stepped up around the northern and southern edges of the Marlowes Centre.

Within the site boundaries, there are pavements provided for pedestrians, however due to the industrial nature of the site it isn't heavily trafficked by people moving through on foot. However, the context of the site is changing with the emerging development in Paradise Fields and the Poppy and Primrose Court residential units, which will increase pedestrian presence on site.

There are two pedestrian access points between the site and the Paradise Fields wildlife site, however these are overgrown and underused at present.

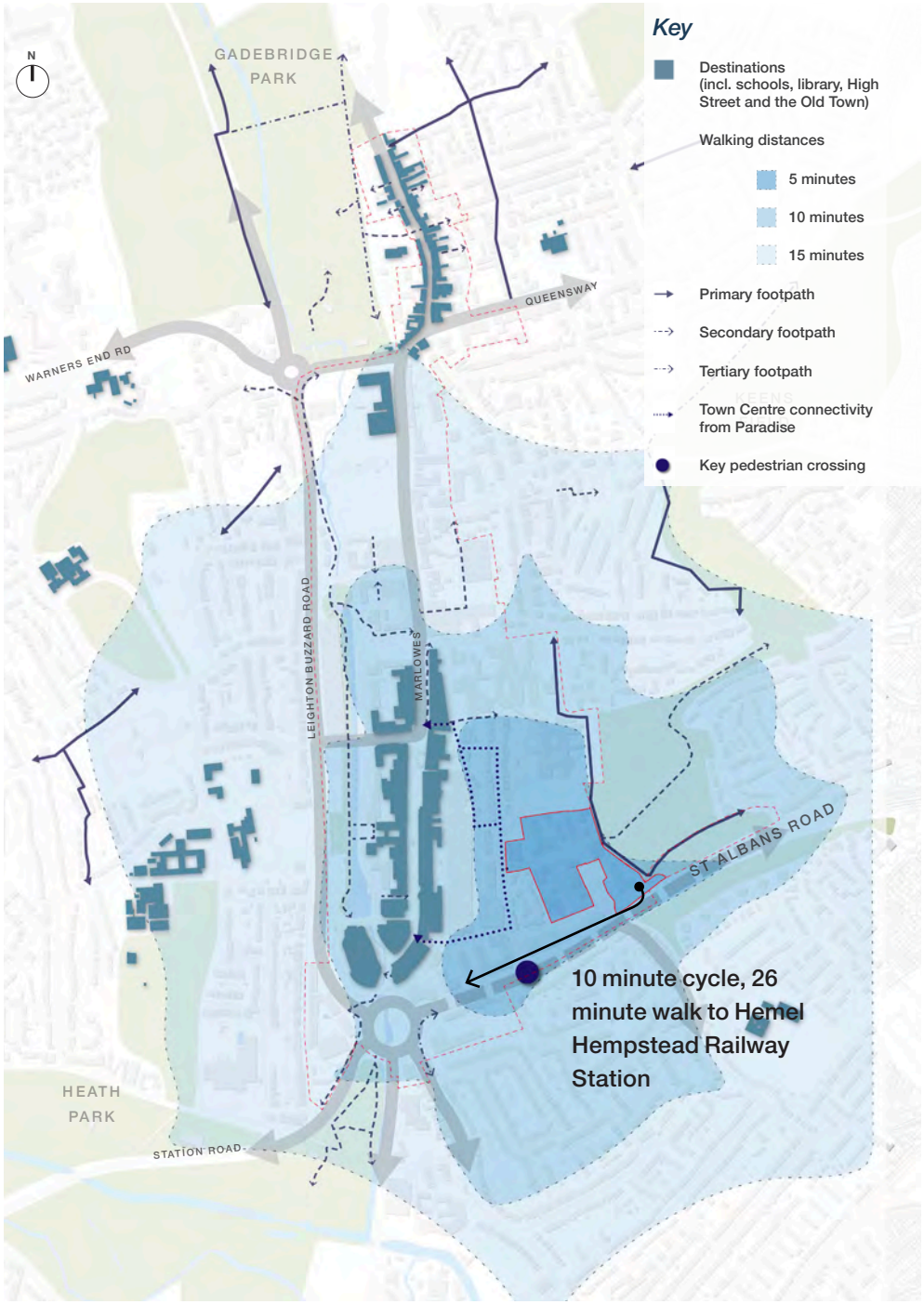


Figure B1: Pedestrian and Cycle Movement

B Appendix B

Movement: Vehicular

Wider Town Centre

The main access to the town centre from the south is via the Plough roundabout, where 6 routes converge. St Albans Road provides a major transport route between the town centre and the M1 to the west, whilst traffic moving north travels via Leighton Buzzard Road or Marlowes to reach the Old Town.

Paradise

The site is bounded by St Albans Road to the south and to the west adjoins the junction connecting Paradise with Park Lane.

The existing site has 2 access points for vehicles, provided from St Albans Road (A414) and Park Lane. Paradise and Wood Lane are adopted roads, with Paradise terminating in a dead end with an 18m wide turning head at its eastern end. The existing industrial uses on site benefit from easy access to the M1 via St Albans Road, without having to navigate through the town centre.

Car parking is distributed throughout the site both on-street and within plots and tends to dominate the streetscape.

Movement: What does this tell us?

- Any new development **should** maximise pedestrian and cycle permeability and safety through the site.
- Car parking **should** be rationalised to maximise the usability of the internal spaces and create a high quality and healthy place.
- The movement routes **must** be connected into a wider movement strategy to improve connections between the site and the town centre.

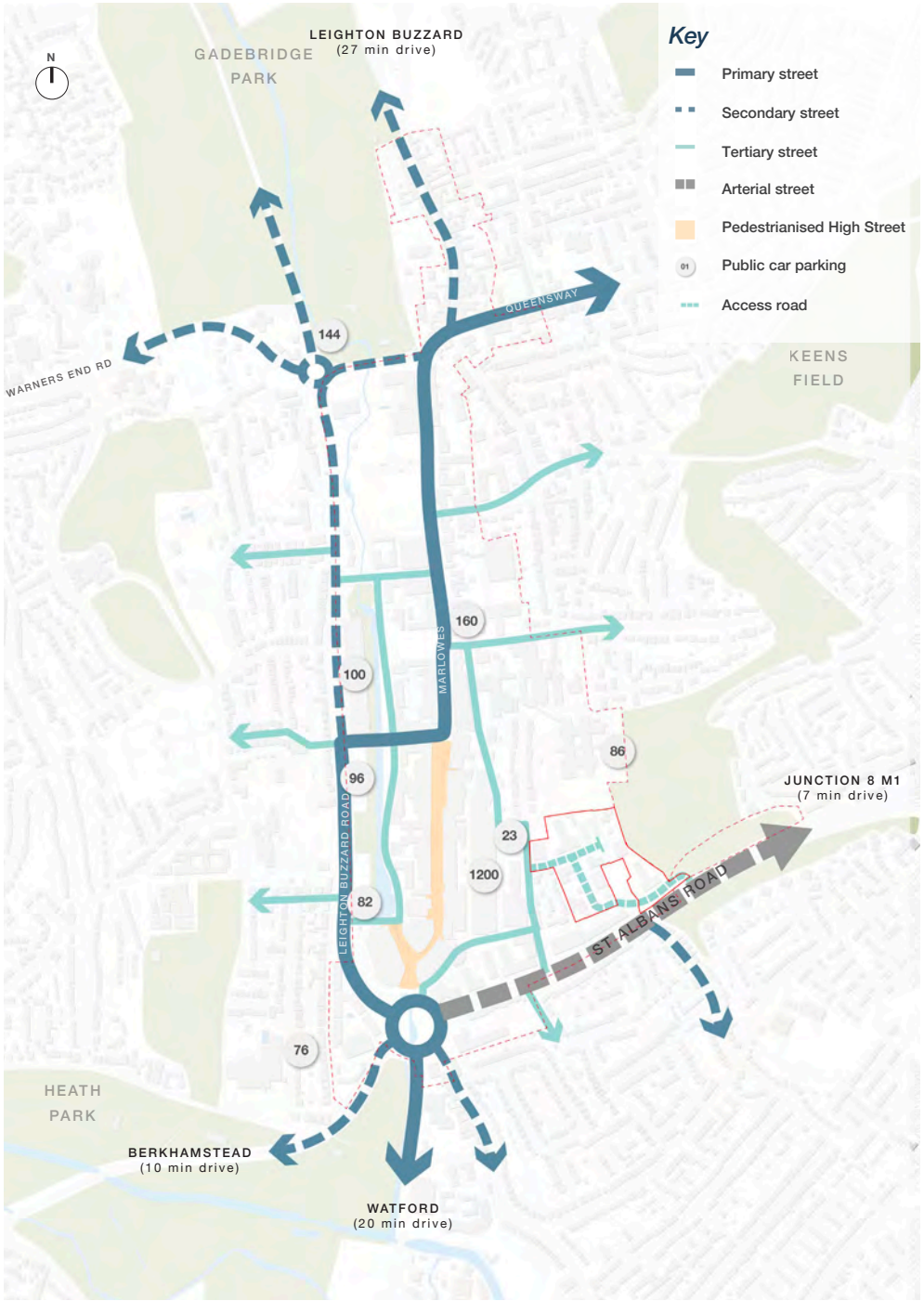


Figure B2:Vehicular Movement

Public transport

Existing

Hemel Hempstead railway station is situated to the south west of the town centre, approximately 25 minute walk or 10 minute cycle from Paradise.

Existing bus routes serving the town centre are concentrated on a north south route along Marlowes, Bridge Street and Waterhouse Street with bus stops within a 5 minute walk of Paradise. More limited services run east west at the southern end of the town centre along St Albans Road and Station Road. Buses also serve Midland Road to the north of Paradise.

Emerging: Hertfordshire - Essex Rapid Transit

The proposed Hertfordshire - Essex Rapid Transit (HERT) is an accessible, reliable and affordable Mass Rapid Transit (MRT) system that will run east to west from Hemel Hempstead and West Watford, joining just south of St Albans in Hertfordshire, to Harlow in Essex and onwards to Stansted Airport. It will provide a new, sustainable passenger transport network, carrying people in greater numbers than a typical private car, while providing greater convenience and reliability than a traditional bus service.

Project status: public engagement in Autumn 2021

Public transport: What does this tell us?

- Paradise is a sustainable location for both living and working. It has easy access to the town centre and to local bus routes. The train station, which offers direct services to London, is within a 25 minute walk however the connection requires improvement in order to be a safe and efficient route for pedestrians and cyclists. HERT, when delivered, will improve its public transport accessibility further.

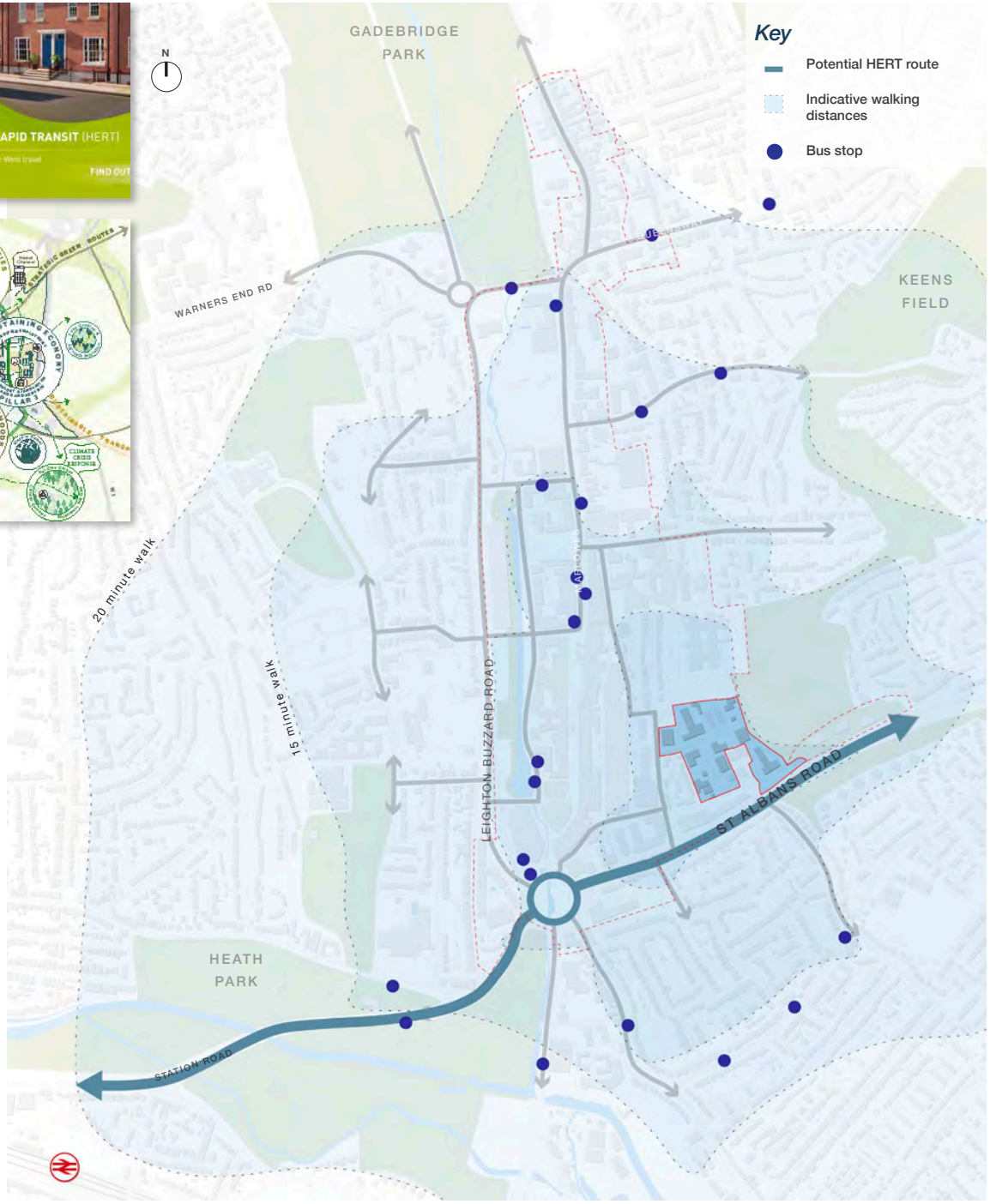


Figure B3. Public transport

B Appendix B

Green and Blue Infrastructure

Wider Town Centre

The green and blue infrastructure is a defining feature of Hemel Hempstead and the wider town benefits from several large parks. It comprises a variety of elements, from large parks offering a variety of play opportunities, to formal landscaping within streetscapes and distant views towards the rising land to the south of the railway. Sir Geoffrey Jellicoe's original vision for Hemel Hempstead was based on the ideal of development set within swathes of landscape, and his linear Water Gardens remain a distinctive and important feature within the town. They introduce water and soft landscape into the heart of the New Town centre, otherwise hard environment.

As can be seen on Figure 3 there are extensive green fingers running north south through and around the town, however, there is a noticeable lack of east-west links connecting these swathes of landscape together. The site's location provides a key opportunity to connect the network of green spaces that link the Nickey Line to the Paradise Fields wildlife site, through to the town centre.

Paradise

With the exception of the street trees and intermittent grass verges, the site doesn't currently offer any open or amenity space for public use. To the east of the site there is an extensive network of open space extending north from the Paradise Fields wildlife site towards Keens Field and the Nickey Line, a strategic footpath/cycleway. However, the connections between the site and this open space are underused and understated and the Nickey Line does not extend into the town centre at present. Therefore, the site provides a key opportunity for a new green link to connect the town centre into the existing network.

What does this tell us?

- Landscape is a defining feature of the town.
- East-west connectivity between open spaces **must** be considered in the wider/ strategic town centre strategy.
- The Paradise development **must** be linked into the green infrastructure network and, where possible, green infrastructure should be brought into the site.

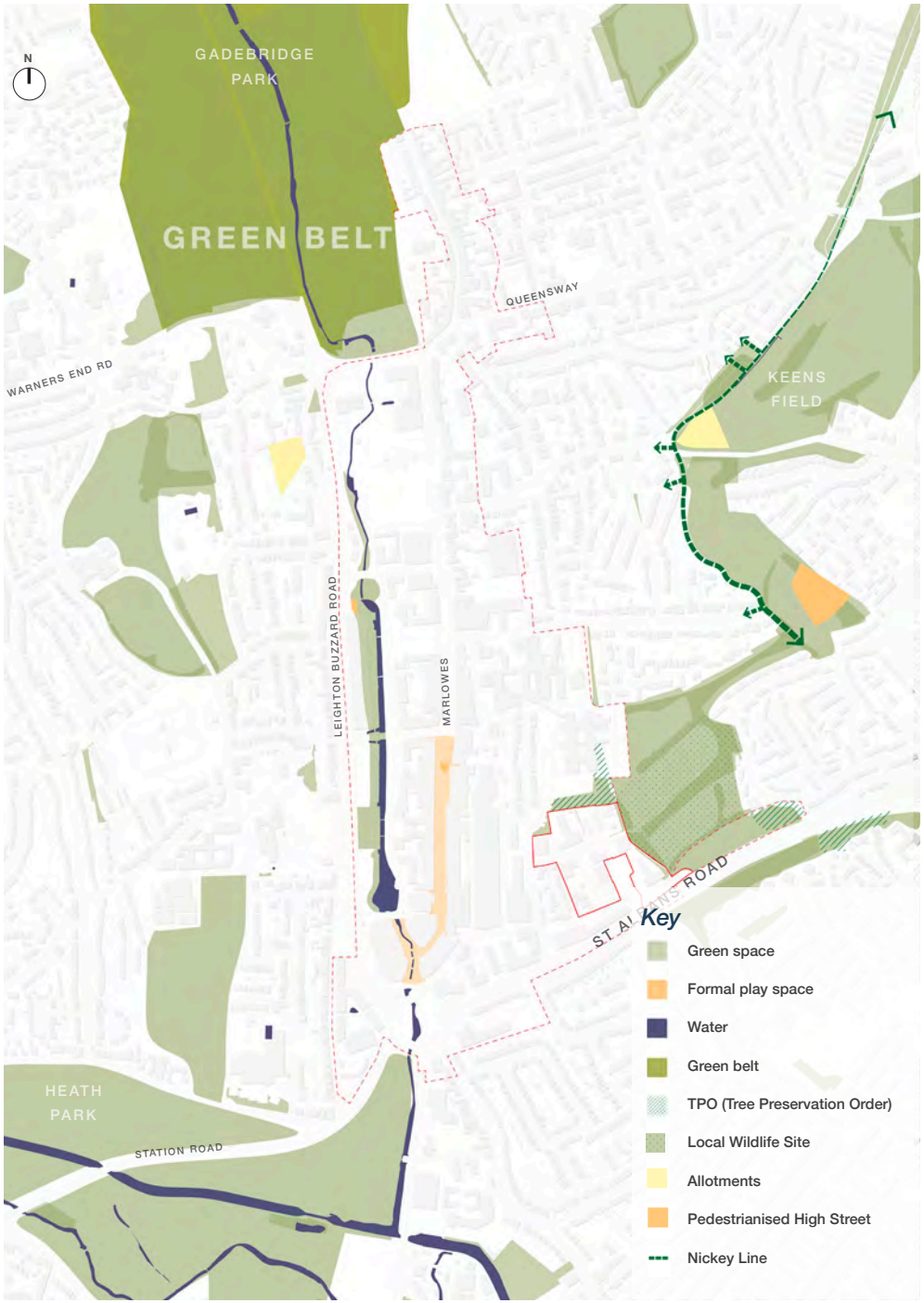


Figure B4: Green and Blue Infrastructure

Land Use

The two distinct centres within Hemel Hempstead offer a differing range of facilities and services.

The Old Town

The Old Town is located at the northern end of the wider town centre area and comprises a linear high street with a mix of shops and services, including a regular market. The Old Town has a higher concentration of independent shops as well as public houses whose hours provide for a large proportion of the night-time economy within the town.

The New Town

The New Town centre is largely linear in form, and comprises the pedestrianised Marlowes, and two shopping centres: Riverside and the Marlowes. The retail and service provision is concentrated south of the Market Square, and includes restaurants, cafés and a range of shops.

Paradise

The existing site comprises a mix of heavy and light industrial, community facilities, services and retail. In recent years residential development has been planned within the immediate vicinity of the site including the (currently under construction) Poppy and Primrose Court residential development and the Paradise Fields scheme to the south east, that comprises 58 dwellings. Directly to the north of the site is the Hospital site, which has been allocated in the Site Allocations DPD (adopted 2017, site reference MU/2), comprising a replacement hospital, a new 2 form entry primary school and housing (400 homes).

What does this tell us?

- The land use context of the site is changing, and the proposed and emerging co-location of light industrial, business, community services and residential uses needs carefully consideration and management.
- The site is removed from the core of the town centre and should not aim to compete. The mix of uses on site must address the needs of the neighbourhood whilst making the most of the opportunities of its central location for providing local business.

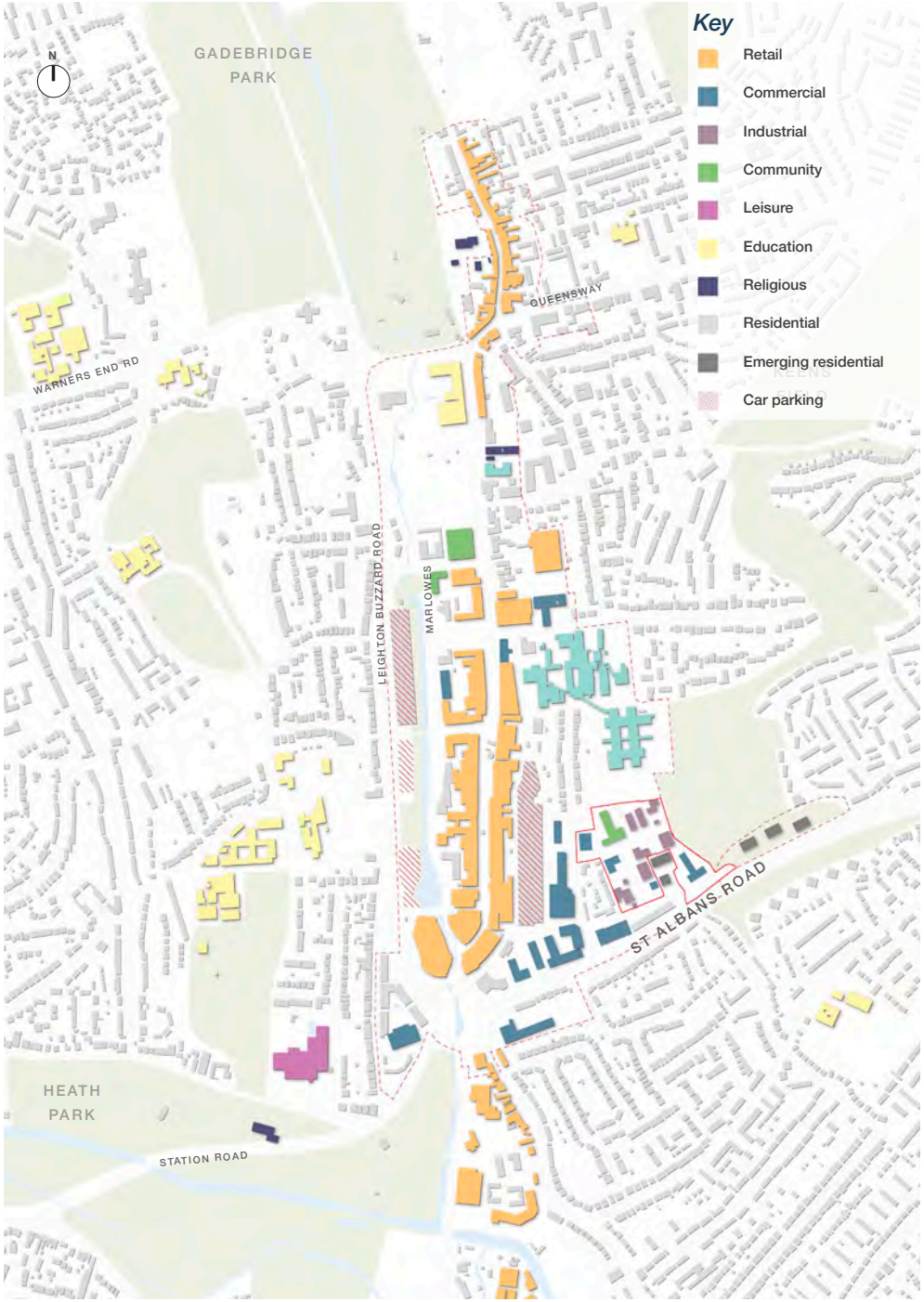


Figure B5:Land Use

B Appendix B

Heights

Wider town centre area

The tallest building within Hemel Hempstead is the KD Tower, which is 22 storeys and sits significantly above the skyline of the rest of the town. The core of the New Town centre has little variation in height, with the majority of buildings between 3-4 storeys in height. There are existing taller and midrise buildings of 6+ storeys in the town centre including within new and emerging development, which are beginning to set a precedent for intensifying development closest to the core of the new town. The height decreases towards the Old Town to the north and the residential estates to the east and west, which generally comprise 2-3 storey housing.

Paradise

The generally low rise nature of the site is reflective of the site's industrial history. South of the site boundary, fronting onto St Albans Road are a row of residential units that are 4 storeys in height. Orchid Drive, directly adjoining part of the site's western boundary is a residential development 2-3 storeys in height. However, the identity of the site is changing, and Poppy and Primrose Court, a residential development that is currently being built out, will rise to 5 storeys.

The set back of the majority of the buildings on site, in combination with their low rise nature results in a streetscape that is undefined by building form and could be improved in terms of overlooking. Any new development should provide frontages that have a close relationship with the street.

What does this tell us?

- Paradise is an appropriate area to increase building heights and extend the existing cluster of taller buildings at the south end of the town centre.
- The KD Tower is widely used as a local point of orientation to identify the town centre. The Paradise area is not part of the core town centre, so buildings should avoid competing for prominence with the KD Tower.
- Height will need to carefully respond to the topography and the existing dwellings.

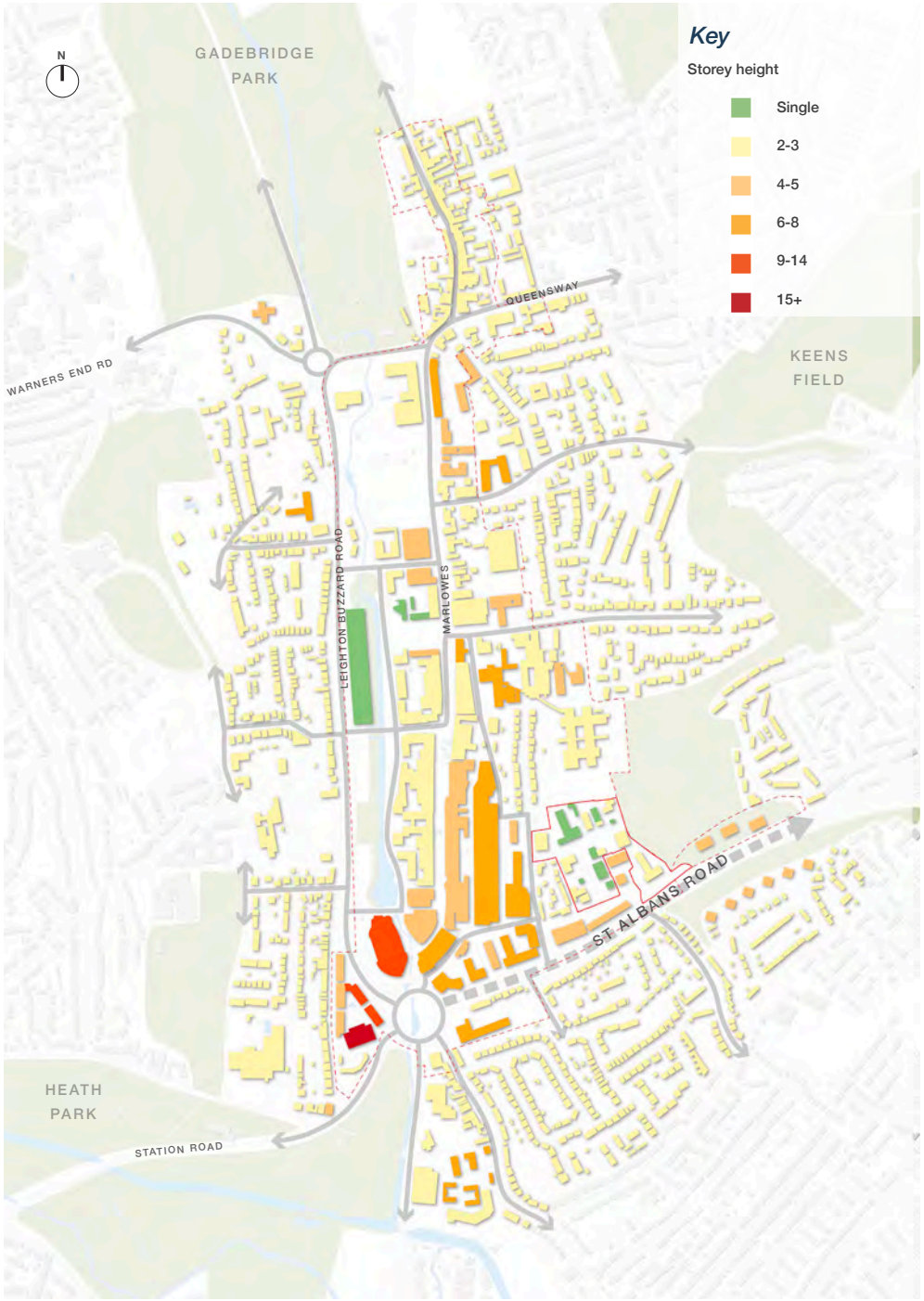


Figure B6: Building Heights

Topography & Flooding

The town centre of Hemel Hempstead lies in the valley bottom of the River Gade with the land rising up to the east. The valley side incorporates a number of dry valleys, including one along the alignment of St Albans Road.
The topography of the Paradise area slopes down along Paradise to the town centre and also down along Wood Lane which then flattens out to join St Albans Road.

There is a high surface water flow path coming off the wildlife site to the east which affects a proportion of the site. Further review should be undertaken regarding flood risk and topography of the site at detailed planning stages, including how to minimise surface water flow through SuDS.

Plots E-K have been identified by the Lead Local Flood Authority as high risk of flooding from surface water. Designs for these sites are recommended to maximise capturing and attenuating water through the building and landscape design such as integrating well designed SuDS in the proposal.

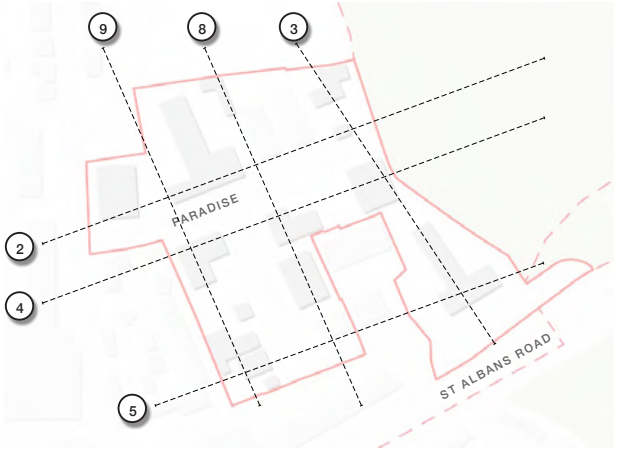


Figure B7: Section Locator Plan

Figure B8: Existing Site Sections

What does this tell us?

- The topography will influence the visual prominence of new buildings, so siting of any tall or taller buildings needs to be considered carefully to maintain the visual prominence and concentration of height and density of the town centre.
- There may be opportunities for undercroft parking to be tucked into slopes.

B Appendix B

Heritage and Townscape

Designated heritage assets within the town are concentrated within the Old Town Conservation Area. However, as a New Town, Hemel Hempstead has elements of distinctive landscape and townscape character that should be considered alongside its designated heritage assets.

The townscape character is made up of the spatial form of the town centre together with its landscape and architectural character. An initial built form and character assessment has been undertaken for the wider town centre area, as well as a more detailed block assessment of the existing buildings within the site.

Landscape character

The New Town was originally defined by Jellicoe's vision for its landscape, as touched on in the 'Green and Blue Infrastructure' section and this New Town landscape character continues to be one of the defining features of the town that is highly valued today.

Spatial form/urban grain

The spatial form of the town centre is strongly linear with two separate areas of distinctively different urban grain and character that run north to south along the bottom of the valley as shown on the figure ground study in Figure 8. These are:

- the Old Town, based around the High Street; and
- the New Town centre, based around the pedestrianised Marlowes.

They are linked together by the original Marlowes area, originally a suburb to the Old Town that became the civic and educational hub of the new town. The latter is now in the process of redevelopment with replacement college buildings and the Gade residential development. At present this area still has a more suburban character than either the Old Town or the New Town centre.

The Old Town is characterised by a fine and compact grain of development, with blocks made up of a number of relatively small plots. These are narrow and deep in configuration, with built development forming a continuous street frontage, and with many narrow alleys, lanes and entrances under buildings to courtyards serving the land behind the frontage, particularly on the east side of the street.

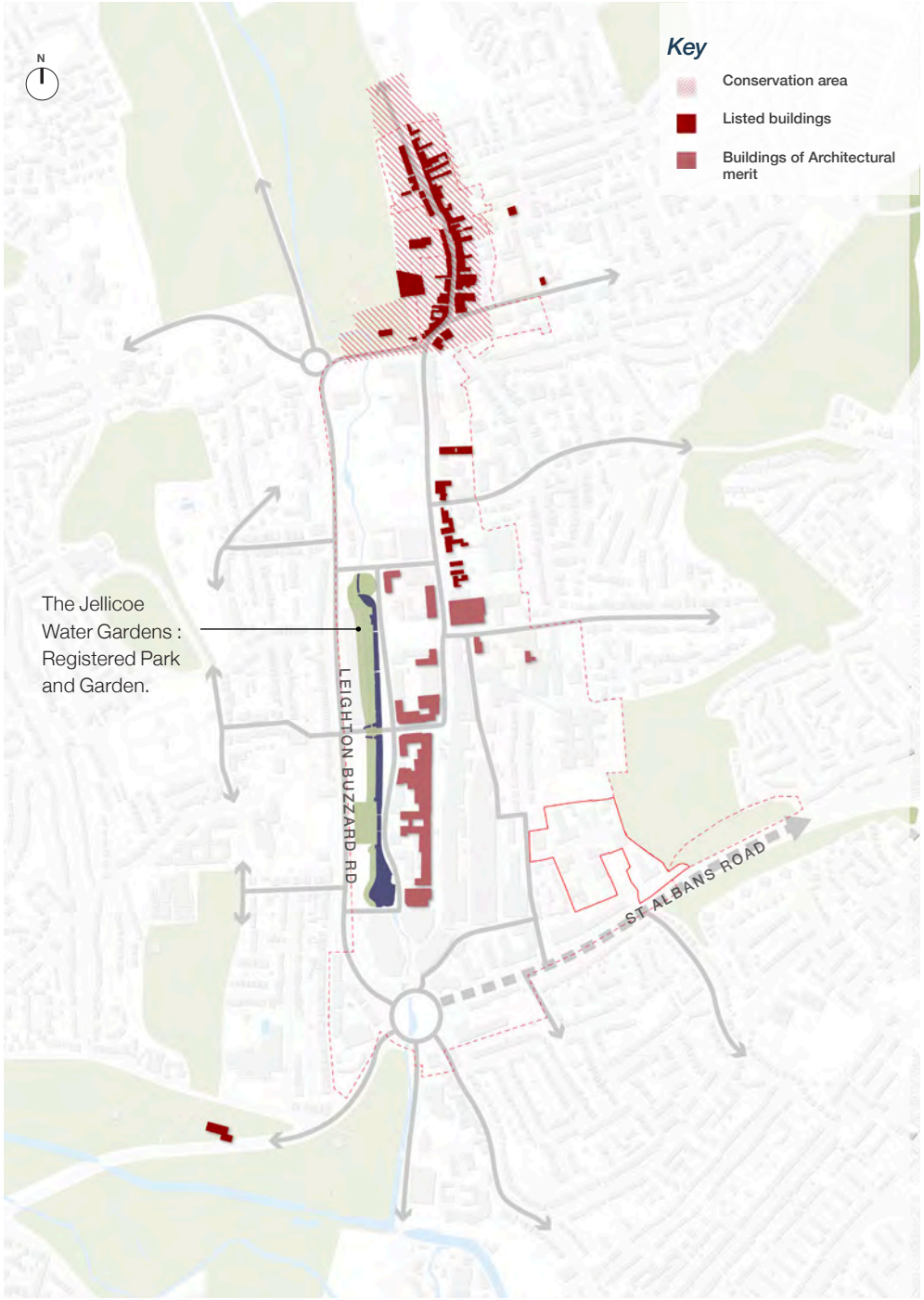


Figure B9: Building Heritage

The New Town centre has a large-scale grain of development. Its character is based on blocks with large and wide plots, in some cases with a single plot making up an entire block. Buildings create continuous street frontages. On its west side, there are regular east-west links to Waterhouse Street and to the Water Gardens . These are mainly in the form of streets, although Bank Court is a notable example of a link created via a series of interlinked courtyards. However, on its east side is the Marlowes internal shopping centre and multi-storey car park, with a large office buildings beyond on Park Lane, and there are very few east-west links through to the New Town industrial area of Paradise or to the hospital.

Paradise is characterised by a fragmented urban grain, with medium to large plots of varied widths, some being relatively deep while others are shallow. Due to the nature of the industrial uses on site, buildings are sited within the plots with no consistent relationship to the street. The recent development onto St Albans Road at the south of the site creates a partial street frontage of continuous development on to this major route.

What does this tell us?

- Designated heritage buildings are concentrated within Old Town.
- Hemel Hempstead has a strong landscape heritage, as already identified in the ‘Green and blue infrastructure’ section and this must influence the design process for any new development.
- Both the Old Town and New Town have an urban character based on blocks with continuous built street frontages and this must influence the Paradise area.
- The New Town centre’s spatial form is strongly linear with barriers to eastward movement so the wider town centre strategy should consider how to address this.
- Both the Old Town and New Town centre include positive examples of public or semi-public courtyards set behind the built development of the street frontage, and there is an opportunity for these to influence the future form of development for Paradise.

Figure B10: Urban Grain

B Appendix B

Architectural Character

The Old Town and New Town centre have contrasting architectural character.

The architectural character of the Old Town is varied. The rhythm of buildings along the street is generally vertical or balanced, with shop fronts creating a secondary horizontal rhythm. The roofscape is also varied, with buildings of different heights and different roof and eaves conditions. Gables, turrets, bays, dormers and projecting features such as signs or clocks and oblique views of gable ends of taller buildings visible above the eaves of lower buildings all add to its complexity in views along the street.

Materials are also varied, with a variety of bricks - red, purple and brown, painted stucco and render, flint and timber framing.

A high proportion of the buildings in the Old Town are of architectural merit. The quality of their materials, details and decoration and condition is generally high.

The New Town centre does not have a strongly coherent architectural character overall. However, a number of the early New Town buildings constructed in late 1950s and early 1960s have been identified as having architectural merit. They incorporate a variety of distinctive features or details of quality that are characteristic of their time and of the initial development of the new town. However, many of them are much altered or in poor repair rather than being celebrated. Later development, in particular from the 1990's and 2000's, does not pick up on the character of the original New Town buildings or match their quality of materials, details, or crafted decorative elements.

Building rhythm

The Old Town is generally characterised by vertical or balanced building rhythms

The New Town centre is generally characterised by strong horizontal building rhythms

New buildings have large plot widths and introduce a vertical building rhythm

Roofscape

Varied roofscape: Old Town

Flat roofs: New Town

Flat roofs: New Town

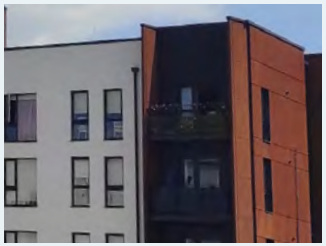
Materials

A wide range of materials are used within the Old Town

A wide range of materials are also used within the New Town centre.

Red brick and glass is used widely on the larger buildings along Park Lane to the west of the site

Red & buff brick characteristic of many of the recent developments



Use of coloured cladding introduces a deep red to new development

Common characteristics include a strongly horizontal architectural rhythm across a large plot, which unifies a number of smaller units.

The majority of the larger buildings within the New Town have flat roofs. Together these create a strong contrast with the character of the Old Town and, in combination with the difference in plot widths between the two areas, this creates a distinct change in identity between the two centres.

The palette of materials is very varied and includes cladding, render, glass, red brick, buff brick and weatherboarding.

The early New Town centre buildings incorporate:

- horizontal or balanced rhythms, with some points of emphasis highlighted using vertical rhythms;
- flat roofs;
- a materials palette, mainly of buff brick as the primary material, incorporating a variety of different brick textures;
- a variety of secondary materials, including flint panels (knapped or whole), stone, glass, ceramic tiles, mosaics, and precast decorative panels;
- framing of openings such as windows or shopfronts with contrasting surrounds;
- carefully designed and expressive balustrades and screens to filter views;
- decorative or crafted details, including tiled murals or panels, mosaic or fluted columns, sculptural relief panels; and
- elegant canopies to highlight entrances.

What does this tell us?

- The architectural character of the early New Town centre buildings provides a series of cues for design that must influence the Paradise area.

Buildings of architectural merit: Key elements

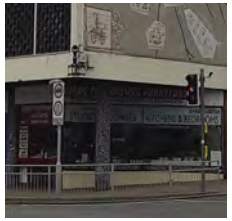
Horizontal rhythm of façade emphasised by projecting eaves of oversailing flat roof

Balanced and formal rhythm of façade

Vertical emphasis to marker element that projects forward of building line

Buff brick with textured brickwork

Flint panels and stonework



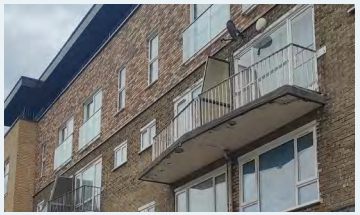
Mosaic columns

Framing of shopfronts and windows with contrasting surrounds

Precast sculptural relief panels

Façade Tiles (Grade II Listed Emett Mosaic Mural in ceramic tiles)

Lattice screens



Expressive balconies

B Appendix B

Paradise: Block Analysis

This section sets out the block analysis for the existing buildings and plots within the site. This exercise has been undertaken to gain a thorough understanding of the existing situation on site, where the industrial land uses and piecemeal land ownership heightens the need for an individual assessment of each block, as opposed to a site wide assessment. This analysis identifies the current size and use of the building as well as any relevant planning information. In addition, the existing built form and the colour and material palettes adopted by each block are identified.

EXPO BUILDING

Block details

Address:	Wood Lane Paradise, Hemel Hempstead Industrial Estate, Hemel Hempstead HP2 4TP
Use:	Commercial (B1(a,b or c))
Area (m^2):	1261
Storeys:	2 commercial storeys
Planning:	N/A
Description:	Brick and corrugated metal cladding. Typically characteristic of light industrial /commercial uses. Extensive car parking provided on site.

MAPLE HOUSE

Block details

Address:	Maple House /Heritage Reclamation Wood Lane Paradise, Hemel Hempstead Industrial Estate, Hemel Hempstead HP2 4TP
Use:	Light industrial
Area (m^2):	1222
Storeys:	2 commercial storeys
Planning:	N/A
Description:	The mixed materiality includes: brickwork, corrugated metal sheeting, render and concrete. Car parking provided on site.

909 PARADISE LANE

Block details

Address:	Hanafan Auto Care 909 Paradise, Paradise Ind Est, Hemel Hempstead, HP2 4TF
Use:	Industrial with MOT usage (B2)
Area (m^2):	1459
Storeys:	Part single storey, part industrial store / garage
Planning:	Relevant planning permission from 2014: 4/02763/14/FUL Change of use from storage/distribution (b8) to general industrial (b2) with mot usage
Description:	A predominantly brick and clad building with large window and garage access. Considered to have active frontages onto Wood Lane and Paradise. Extensive car parking provided on site.

VITALIA HOUSE

Block details

Address:	Vitalia House Paradise, Hemel Hempstead Industrial Estate, Hemel Hempstead HP2 4TP
Use:	Commercial (B1)
Area (m^2):	980
Storeys:	2 commercial storeys
Planning:	N/A
Description:	Red brick with simple window and façade detailing. Typically characteristic of light industrial /commercial uses. Extensive car parking provided on site.

AMBER HOUSE

Block details

Address:	Amberside House 9 Wood Lane Paradise, Hemel Hempstead Industrial Estate, Hemel Hempstead HP2 4TP
Use:	Commercial (B1(a,b or c))
Area (m^2):	3441
Storeys:	3 commercial storeys
Planning:	Relevant planning permission from 2007: 4/00471/07/FUL Refurbishment & recladding of building, use of building for b1(a,b or c) business purposes
Description:	Predominantly glass clad building, minimal detailing. Typically characteristic of light industrial / commercial uses. Whilst the primary entrance fronts onto Wood Lane, there is an extensive set back from the access, which reduces the activity onto the street. Extensive car parking provided on site.

B Appendix B

DENS FOOD BANK

Block details

Address:	The Hub 2 Paradise Hemel Hempstead Industrial Estate, Hemel Hempstead HP2 4TP
Use:	
Area (m^2):	4105
Storeys:	Single storey
Planning:	N/A
Description:	A mix of glass, brick and clad materiality across the building, the general appearance of the building is typical of light industrial uses. Whilst there are windows and access points from Paradise there is not considered to be an active frontage onto the street. Extensive car parking provided on site.

HERTFORDSHIRE HOUSE

Block details

Address:	Hertfordshire House Wood Lane Paradise, Hemel Hempstead Industrial Estate, Hemel Hempstead HP2 4TP
Use:	Commercial (B1(a,b or c))
Area (m^2):	1873
Storeys:	3 commercial storeys
Planning:	Relevant planning permission from 2000 /2001: 4/01950/00/FUL Three storey office building with car parking and 4/01535/01/FUL Enclosure of 1st floor balcony and change of use of part ground floor from b1 (office) to d1 (clinic). Replace solid panel with Window.
Description:	The building comprises a mix of concrete, glass and clad materials with a consistent blue and white façade material. Typically characteristic of light industrial / commercial uses. Extensive car parking provided on site.

CO-OP FUNERAL BUILDING

Block details

Address:	Co-op Funeralcare, Wood Lane, Hemel Hempstead Industrial Estate, Hemel Hempstead HP2 4TP
Use:	Funerals & storage
Area (m^2):	732
Storeys:	Single storey
Planning:	N/A
Description:	The modest building comprises a brick and glass, single storey structure that benefits from car parking provided on site.

PARK HOUSE

Block details

Address:	Park House Wood Lane Paradise, Hemel Hempstead Industrial Estate, Hemel Hempstead HP2 4TP
Use:	Commercial (B1a)
Area (m^2):	1713
Storeys:	3 commercial storeys
Planning:	Relevant planning permission from 2019: 4/01618/19/OPA Change of use from office building (b1a) to 12 residential flats (c3.)
Description:	Predominantly glass and brick building, minimal detailing. Typically characteristic of light industrial /commercial uses. The building sits in a cutting. Extensive car parking provided on site and at ground level.

EXPO HOUSE

Block details

Address:	Expo House 2 Paradise, Hemel Hempstead Industrial Estate, Hemel Hempstead HP2 4TP
Use:	Commercial (B1a)
Area (m^2):	1259
Storeys:	2 commercial storeys
Planning:	Relevant planning permission from 2008: 4/01169/08/FUL Conversion of existing warehouse and storage area to offices and training facility and refurbishment of buildings and car park
Description:	Brick and clad building, minimal detailing. Typically characteristic of light industrial / commercial uses. Extensive car parking provided on site.

PARADISE FURNITURE PROJECT

Block details

Address:	The KTM Centre Wood Lane Paradise, Hemel Hempstead Industrial Estate, Hemel Hempstead HP2 4TP
Use:	Retail and Garage
Area (m^2):	1253
Storeys:	Single storey
Planning:	Relevant planning permission from 2016: 4/03592/15/FUL Change of use to motorcycle retail and repairs
Description:	Red brickwork building, minimal detailing. Whilst there is an entrance and windows facing Wood Lane, the significant set back means there is minimal activity fronting the street. Car parking provided on site.

B Appendix B

Cumulative schemes

As part of the Baseline analysis, we have mapped the cumulative schemes on and adjacent to the site. The following applications have been included:

1. 20/02483/FUL
   - rooftop extension of 2 floors to provide mixed use office and 9 apartments.
2. 4/01121/18/MFA
   - construction of 44 one and two bed dwellings.
3. 20/02519/MFA
   - construction of 58 apartments.

Figure B11: Cumulative Schemes

Site Opportunities

The following key site opportunities have been identified for Paradise:

- Improve the connectivity between the town centre and the site.
- Emphasise the link to Paradise Fields and associated network of open space including the Nickey Line.
- Opportunity to integrate with the residential development to the north.
- Introduce a gateway/arrival location for pedestrians and cyclists to move between the town centre and Paradise Fields via the site.
- Opportunity to improve the public realm.
- Opportunity to create an urban neighbourhood with a mix of uses that complement but does not compete with (or copy) existing parts of the town centre.

Key

- Potential pedestrian and cycle gateway
- Pedestrian and cycle green link
- Green links to wider network
- Pedestrian and cycle connections to adjacent residential areas
- Wildlife area
- Future mixed-use development
- Improvements to public realm
- Paradise Fields proposed development area
- Paradise Fields proposed open space
- Town centre proximity
- Retained buildings

Figure B12: Site Opportunities

Site Challenges

The following key challenges have been identified for Paradise:

- Sensitive edges along the rear boundaries of the existing properties on Orchid Drive.
- St Albans Road creates a major barrier between the site and the neighbourhoods to the south.
- The building set back creates a poor sense of enclosure/ frontage to the public realm.
- Dominance of road infrastructure and parking within the site.
- Indirect routes between the site and the town centre.
- Rising topography with a high point in the north east of the site.
- Underused open land at nodal point between site, hospital site and potential east-west link into town centre (marked '1' on plan).

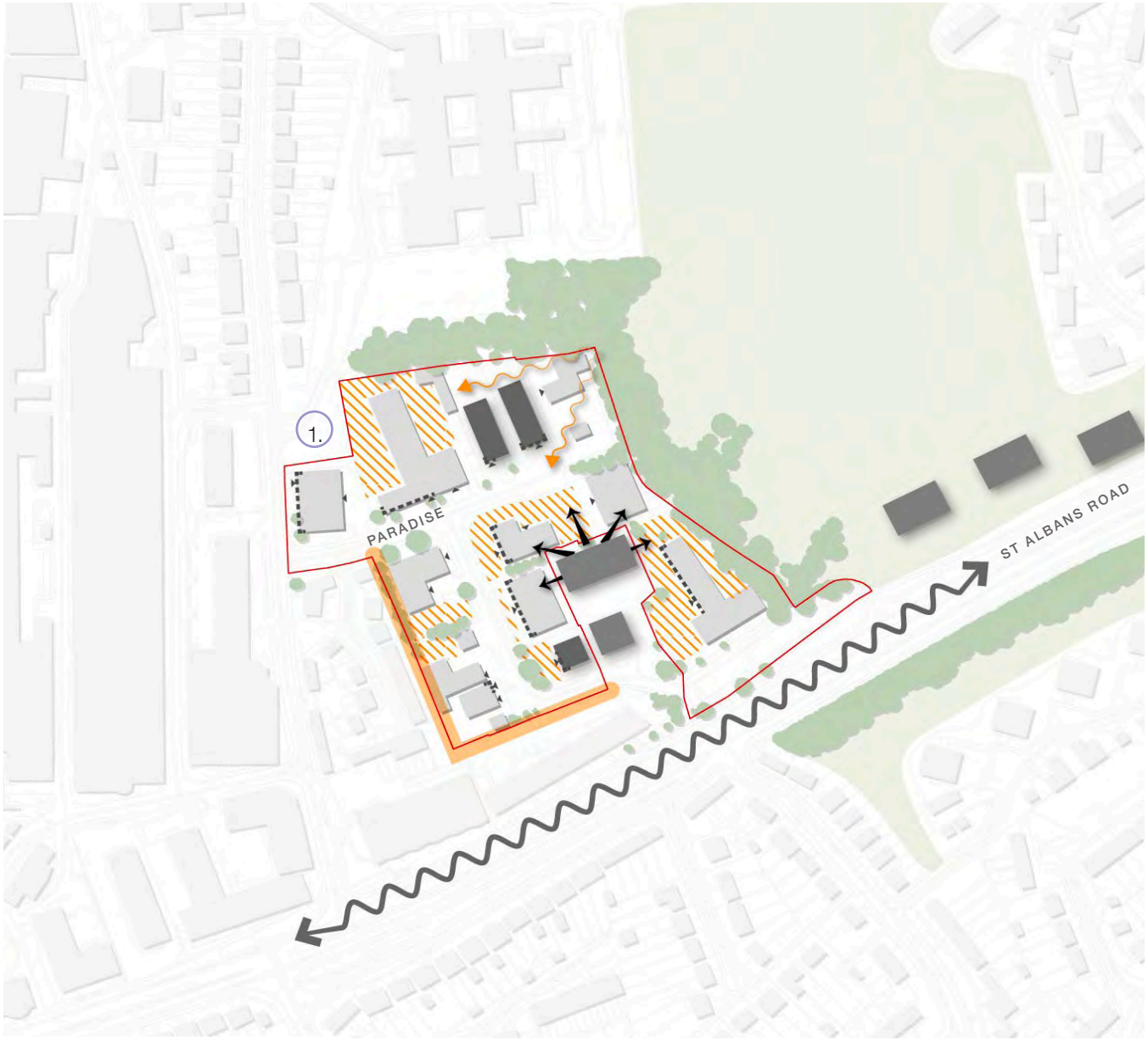


Figure B13: Site Challenges

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