

OCTOBER 2018

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LAND TO THE EAST OF MARSHGATE DRIVE, HERTFORD  
MASTERPLAN FRAMEWORK

MASTERPLAN PREPARED BY ST WILLIAM HOMES LLP

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# 1.INTRODUCTION

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# 1. INTRODUCTION

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## 1.1 INTRODUCTION

The Master Plan has been prepared to cover the whole of HERT 2, including the northern and southern land holdings of St William/National Grid, together with the separately owned Norbury Wood Yard to support the proposals for a mixed use development located to the east of Hertford.

This document responds to the requirements of the Emerging East Herts District Plan which requires an Masterplan framework document to be endorsed by the Executive Committee in advance of the formal submission of a Planning Permission.

St William have been working with East Herts District Council and the relevant statutory consultees to develop a masterplan framework for the site. This framework document solely focuses on the principles of development and the soundness of the masterplan. The detailed technical analysis and design will be addressed in the formal submission of a planning application.

## 1.2 POLICY CONTEXT

The HERT2 Masterplan framework has been informed by the following Planning Policy Documents:

- National Planning Policy Framework (July 2018)
- The draft District Plan (Pre-Submission Version) (2016)
- Main Modifications Consultation Document (February 2018)
- Inspector's Report (July 2018)
- Mead Lane Urban Design Framework SPD (2014)
- Planning Obligations SPD (2008)
- Vehicle Parking Provision SPD (2007)
- HCC Local Transport Plan 4 (2018)
- EHDC Open Space and Sports Facilities Assessment (October 2017)

## 1.3 PLANNING SUMMARY

### National Planning Policy Framework (July 2018)

National planning policy for England is set out in the Government's National Planning Policy Framework (NPPF). A revised NPPF was published on 24 July 2018. The overarching aim of the NPPF is to pro-actively deliver sustainable development to support the Government's economic growth objectives and deliver the development the country needs.

Paragraph 11 of the NPPF states there is a "...presumption in favour of sustainable development..." For decision taking, this means "Approving development proposals that accord with the development plan without delay". Paragraph 59 confirms that to support the Government's objective of significantly boosting the supply of homes, it is important that a sufficient amount and variety of land can come forward where it is needed, that the needs of groups with specific housing requirements are addressed and that land with permission is developed without unnecessary delay.

Paragraph 122 sets out that decisions should support development that makes efficient use of land, taking into account (inter alia) the identified need for different types of housing and other forms of development and local market conditions and viability. The Housing White Paper 'Fixing our broken housing market' (2017) emphasises the importance of delivering the new homes that we need and on bringing brownfield land back into use, stating "we must make as much use as possible of previously-developed ('brownfield') land for homes". Further, the White Paper considers that "the presumption should be that brownfield land is suitable for housing, unless there are clear and specific reasons to the contrary".

### The draft District Plan (Pre-Submission Version) (2016)

Land to the east of Marshgate Drive, Hertford, is allocated for mixed use development in East Hertfordshire District Council's (EHDC) emerging District Plan, under policy HERT2. The policy sets out the requirements and aspirations for the site and its development; these specific policy criteria include:

- Delivery of around 200 homes
- Around 3,000m<sup>2</sup> of B1 employment floorspace or other employment generating uses
- Affordable Housing (in accordance with HOU3)
- Quality local green infrastructure
- New utility provision
- Sustainable drainage and provision for flood mitigation
- Widening of Marshgate Drive to allow for improved vehicular and pedestrian access and car club
- Open space including the provision of play area and space for wildlife
- Landscape and planting, both within the site and the periphery
- Delivery of all other necessary on-site and appropriate off-site infrastructure
- Encouragement of sustainable transport measures
- New pedestrian and cycle way along Mead Lane
- The future provision of a bus loop
- Site wide remediation

The principle of development is well established, with the site having first been identified in the 2014 draft of the District Plan. The proposed development is in a sustainable location, on a brown-field site where the NPPF encourages development that makes efficient use of land and that it would contribute towards the Government's objective of significantly boosting the supply of homes. It would also contribute positively towards the Council's five year housing land supply.

In addition to the land east of Marshgate Drive (HERT2), three other sites in Hertford have been Allocated for development. These are land to the west of Hertford for 550 homes (HERT3), land to the west of Wadesmill for 150 homes (HERT4) and land to the west of Mangrove Road for 50 homes (HERT5). In accordance with HERT1, these sites are to provide a minimum of 950 homes in Hertford, in accordance with HERT1

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### The Mead Lane Urban Design Framework SPD (2014)

The Mead Lane Urban Design Framework (UDF) recognises the value of the town's undeveloped brownfield sites, their proximity to Hertford East Station and the Town Centre and the opportunity to "create an outstanding mixed-use environment to benefit the town".

The broad aims of the UDF are:

1. To ensure a high quality regeneration of the Mead Lane area;
2. To reintegrate the area with the wider town;
3. To ensure development is based on principles of Sustainable Development.

The more specific objectives of the UDF are:

1. Uplift the public realm, streets and river corridor through the Mead Lane area;
2. Promoting the Hartham Common Area with enhanced connectivity;
3. New pedestrian/cycle friendly routes and enhanced links to the surroundings,
4. Designing residential roads to achieve 20mph standard
5. Promoting the attractiveness of the River Lea navigation by enhanced built form with frontages in positive relationship to the river;
6. Retaining as many existing employment operations as possible (beyond Marshgate Drive)
7. Enhancing opportunities for new employment as part of mixed use proposals
8. Designing residential developments to ensure that existing commercial enterprises are not Jeopardised;
9. Creation of welcoming public spaces
10. A sustainable travel strategy for the whole area;
11. New passenger transport provisions including improved bus stops and links to Hertford East
12. Provision of a new road link to the north of Hertford East Station to the junction with Marshgate Drive and provision of a secondary emergency access to the front of Hertford East Station
13. Provision of a new road link across the former Gas Storage site
14. Highway improvements to Marshgate Drive to promote its shared use;
15. Provision of on-street parking spaces for car club usage;
16. Diversifying the uses within the area to limit peak hour traffic congestion
17. Improving pedestrian connections between Hertford East Station, its surroundings, and the Town centre;
18. Sustainable management of surface water and reduction of flood risk in new developments.

### HCC Local Transport Plan 4 (2018)

The Local Transport Act 2000 (amended 2008) requires local transport authorities (including County Councils) in England to produce and maintain a Local Transport Plan (LTP). The fourth HCC Local Plan was adopted in May 18 and is to cover the period up to 2050.

The Plan consists of a set of transport policies, an implementation plan and a series of supporting documents. The strategy sets out the overall policy framework within which transport needs to be considered within Hertfordshire up to 2031, but it also considers how future planning and emerging technology might affect transport needs in the longer term up to 2050.

The plan addresses the need to promote more sustainable transport modes such as walking, Cycling and passenger transport in order to reduce traffic growth, reduce adverse environmental impacts, increase physical activity and improve health. The focus of the plan is to make optimum use of existing highway capacity supported by technology and by achieving modal shift away from cars. The Local Transport Plan proposals are a blended approach of improvements in highways, passenger transport, walking and cycling focused on key movement corridors in the county.

LTP4 Policy 1 provides a new "Transport User Hierarchy" which seeks to improve the attractiveness of alternative forms of travel, so that trips which can only be achieved by car can be undertaken without suffering the effects of a significant worsening of congestion. To support the creation of built environments which encourage greater and safer use of sustainable transport modes, the County Council will now in the design of any development consider in the following order:

- Opportunities to reduce travel demand and the need to travel
- Vulnerable road user needs (such as pedestrians and cyclists)
- Passenger transport user needs
- Powered two wheeler user needs (mopeds and motor bikes)
- Other motor vehicle user needs

The hierarchy will be applied to the planning and design of new developments, as recommended in Policy 5 of the HCC Manual for Streets. LTP4 Policy 1 also seeks to reduce the need to travel by promoting opportunities to support home working, virtual access to services, broadband coverage and digital connectivity, proximity and access to key services, parking provision and cost.

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## 2. HERT2

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## 2.1 HERT2

HERT2 sits to the east of Hertford and comprises of three unlinked parcels of land.

Whilst St William own the majority of the site (8.8 acres), due to their land being bisected by the Norbury Fencing land, it is formed of two unconnected land parcels. The northern parcel is 6.5 acres and is bound by the towpath to the north, employment uses to the east, Norbury Fencing to the south and a contemporary flatted development ranging between 4-5 storeys to the west.

The parcel is highly constrained, with a gradual fall of 2m from the west to east and extensive below ground infrastructure which serves the National Grid Pressure Regulation Station which is to remain on site along the southern boundary. Whilst the majority of the site is categorized as Flood Zone 2, the south-eastern section of the site has been classified as Flood Zone 3.

The southern parcel is 2.3 acres and is bound by the Norbury Fencing Land to the north, employment uses to the east, Mead Lane to the south and Victorian terraced housing to the east.

The parcel is subject to a 2m fall from the boundary along Marshgate Drive and below ground utility infrastructure which crosses the south-eastern section of the parcel.

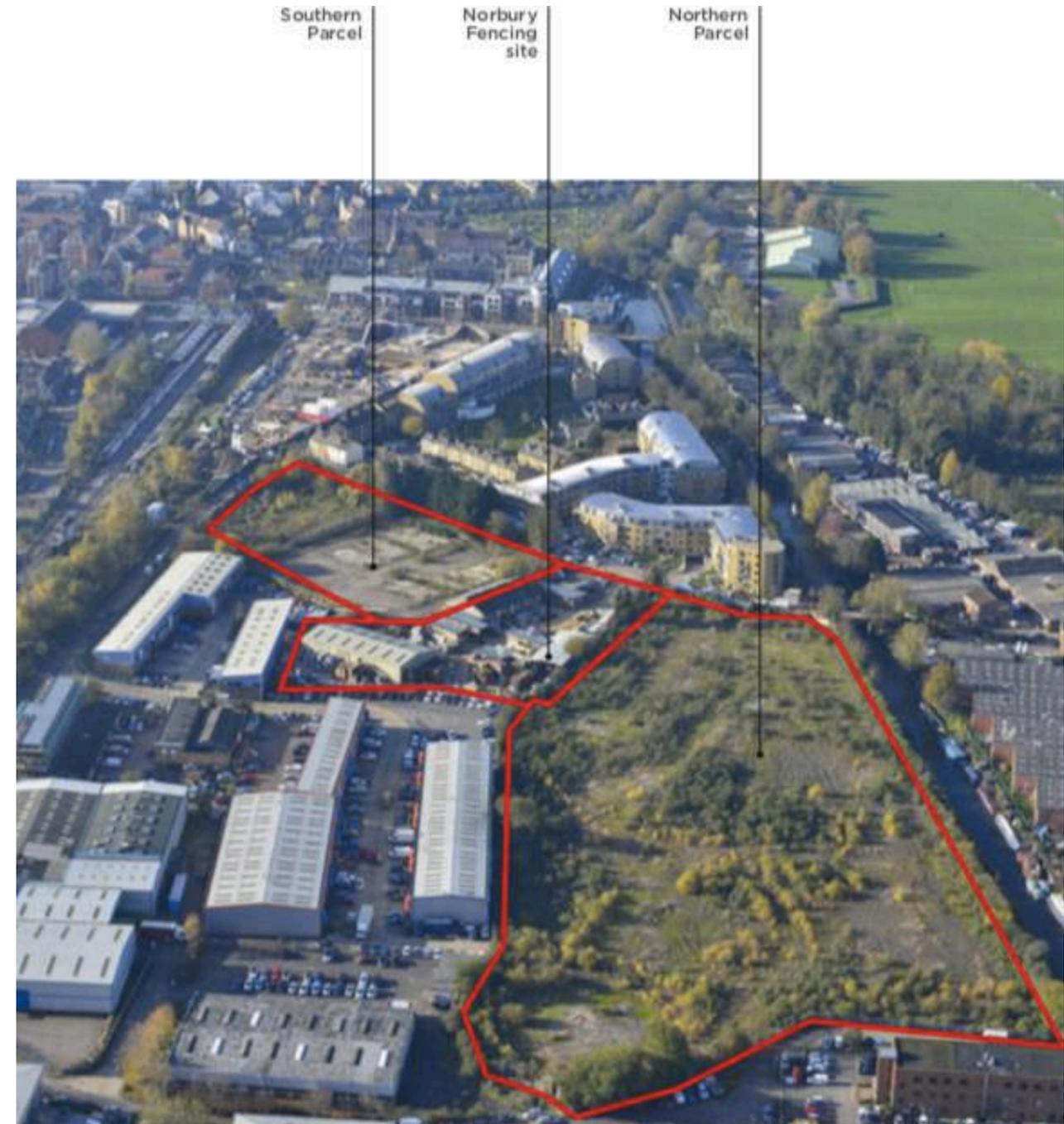
With the exception of perimeter trees and shrubs along the boundary of the site, all buildings and permanent structures have been demolished. An arboriculture survey has been undertaken of the tree's which remain, concluding that they're of low to moderate quality, thus will also be removed.

The St William land has been redundant for a number of decades and has now become overgrown with extensive areas of hard-standing. Due to the land parcels being formerly used for the production and storage of gas, extensive remediation will be required to enable the land to come forward for development.

Both land parcels are accessed directly off Marshgate Drive, with the potential of a secondary access to the southern site off Mead Lane

The Norbury Land is 1.5 acres and is bound by the St William land to the north and south, Employment uses to the east with Victorian terraced housing to the west. The site is accessed via a large bell mouth entrance off Marshgate Drive and is still operating as a timber merchants.

Due to the site once forming part of the gasworks and its current use, extensive remediation will also be required to enable the land to come forward for development.



## 2.2 LOCATION & CONNECTIVITY

HERT2 is in a highly sustainable location within walking distance to all local amenities and modes of transport.

### Walking

The site is within a 10 minute walk to the Town Centre, leisure centres, library, local schools, council offices, rail stations, bus terminals, public open space, sporting clubs and a large Tesco superstore. The towpath which runs along the northern boundary also provides a direct connection to the Town Centre, Hartham Common and a number of walking routes.

### Rail

The site is located within a five minute walk (0.3 miles) from Hertford East and a twenty- five minute walk (1.5 miles) from Hertford North stations. Both stations provide mainline services into London and the neighbouring towns within less than an hour.

### Bus

Bircherley Green Bus Station is located within a ten minute walk from the site (0.4 miles) where frequent services run to the neighbouring towns of Welwyn Garden City, Hatfield, Harlow, Ware, Broxbourne, Buntingford, St Albans and Puckeridge. Services are also provided to Heathrow Airport every 60 minutes. A number of these services also run via the local Tesco superstore which is within a five minute walk from the site.

### Car

The M11 is 13 miles east of the site, providing access to the north via Cambridge and Peterborough and to the south via Harlow and London. The A1 is 8 miles to the west of the site, providing access to Stevenage and Peterborough to the north and Borehamwood and London to the south. Junction 25 of the M25 is 10 miles to the south of the site, the A10 also provides a direct route south to London or north to Cambridge.

### Cycle and Running

A nationally recognised cycle route runs along the towpath adjacent to the northern parcel. The Hertford 10km also runs around the site.

### Opportunity for Future Connections

Whilst the site has remained closed off from the public for a many decades, the re-development of the site provides the opportunity to provide new connections through the site to the towpath.



# 2.3 VISUAL APPRAISAL

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View south along Marshgate Drive



Eastern boundary of the Southern Site



Marshgate Drive - small residential



Marshgate Drive - Smeaton Court



View of Northern Site looking east



Northern Site - boundary with Norbury Fencing site



Northern Site - southern boundary showing PR5



Northern Site - northernmost corner



Northern Site - boundary with canal towpath



Southern Site - access road from Marshgate Drive



View of Southern Site looking towards Mead Lane



View of towpath and canalised section of River Lee

## 2.4. CONTEXTUAL APPRAISAL: LOCAL VERNACULAR

Examples of the built form, local influences, materials and detailing have been collected to inform the design concept for the scheme. All of which are included within this section.

The master plan must respond to the canal and lock keepers cottage along the northern boundary of the site, the former industrial use of the site and Hertford's market town heritage.

This approach has been supported by the local community throughout our programme of community engagement, with residents keen to see a high-quality development come forward which pays homage to Hertford and the history of the site.



Waterfront activity, Hertford town centre



Canal boats mooring



Hertford Castle



Canal waterfront



Hartham Common



River Lee Canal passing through Hartham Common

## 2.4. CONTEXTUAL APPRAISAL: LOCAL VERNACULAR



waterfront near Mill Road, Hertford



Smeaton Court, Hertford



Hertford Lock



Hertford East Railway Station



Waterfront development, Hertford



The Waterfront development, Hertford



town centre



Historic street frontage details

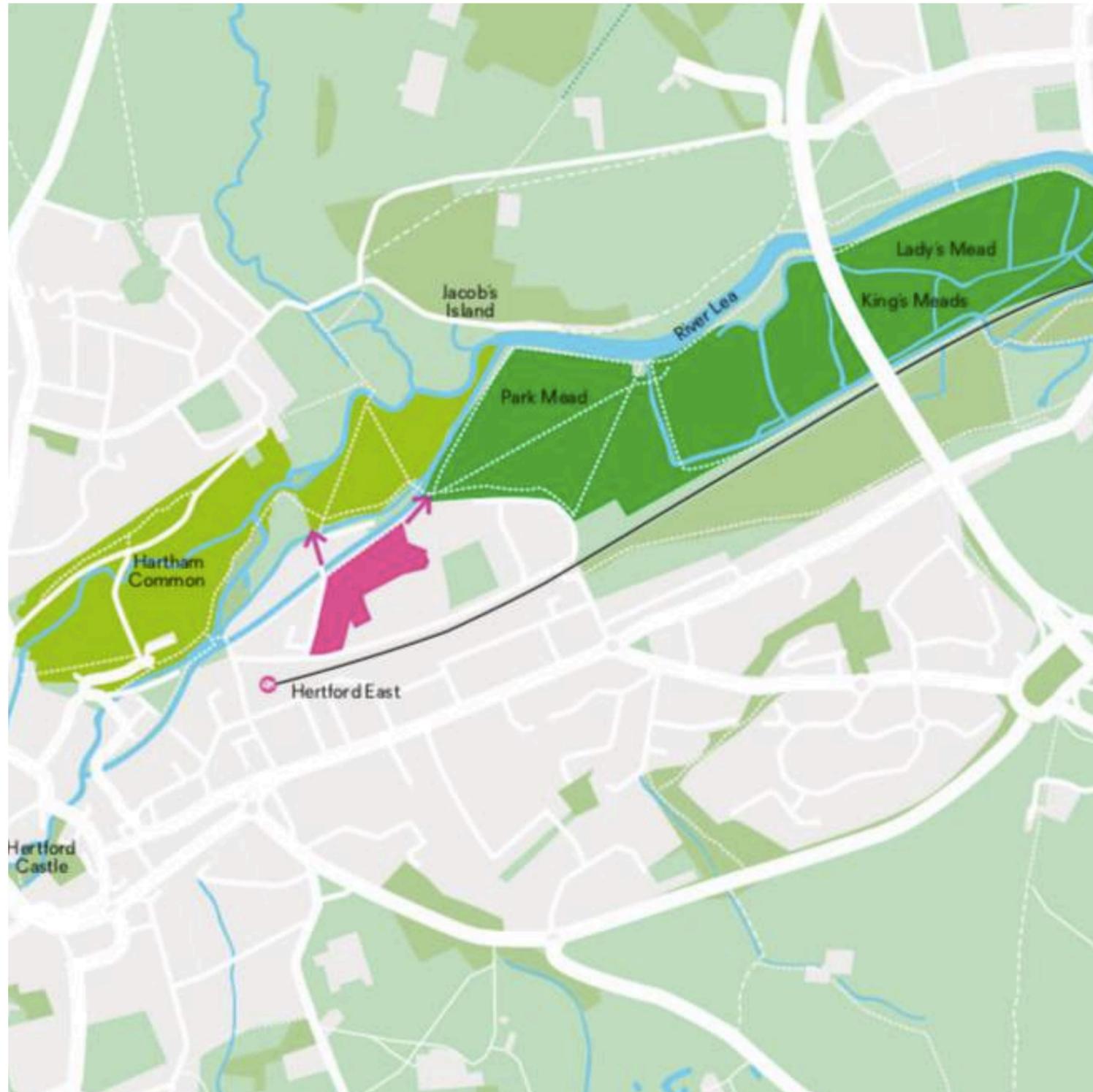


Smeaton Court seen from towpath



Hertford town centre

## 2.5 CONTEXTUAL APPRAISAL: PROXIMITY TO OPEN SPACE



HERT2 is within a highly sustainable location, which will be further enhanced within the masterplan framework. From undertaking an assessment of the local open space, walking, cycle & running routes and public leisure uses, it demonstrates the requirement for the masterplan to provide invaluable new connections to the wider area. In accordance with the principles of the HCC Local Transport Plan 4 pedestrian, running and cycle routes will be prioritised within the development, with vehicular routes being considered as secondary. The masterplan framework also seeks to promote the importance of the proposed new connections to the existing National Cycle Route 61, the Hertford 10k running loop and the pedestrian links to the town and the wider area with a number of signage and wayfinding points within the development which promote the importance of a healthy and sustainable lifestyle.



## 2.7 CONTEXTUAL APPRAISAL: ACTIVATION OF TOWPATH

In order to ensure that the masterplan framework responds appropriately, a study has been undertaken to determine the existing uses along the stretch of towpath which runs along the northern boundary of the site. The study demonstrates that to the West and East of the site the towpath is activated with varying uses such as pubs, contemporary development and period properties. There is an absence of any activity along the stretch between Mill Road and Hertford Lock, which is assumed to be a direct result of the St William land being redundant and closed off from its surroundings. The delivery of HERT2 will provide an opportunity for this to be addressed



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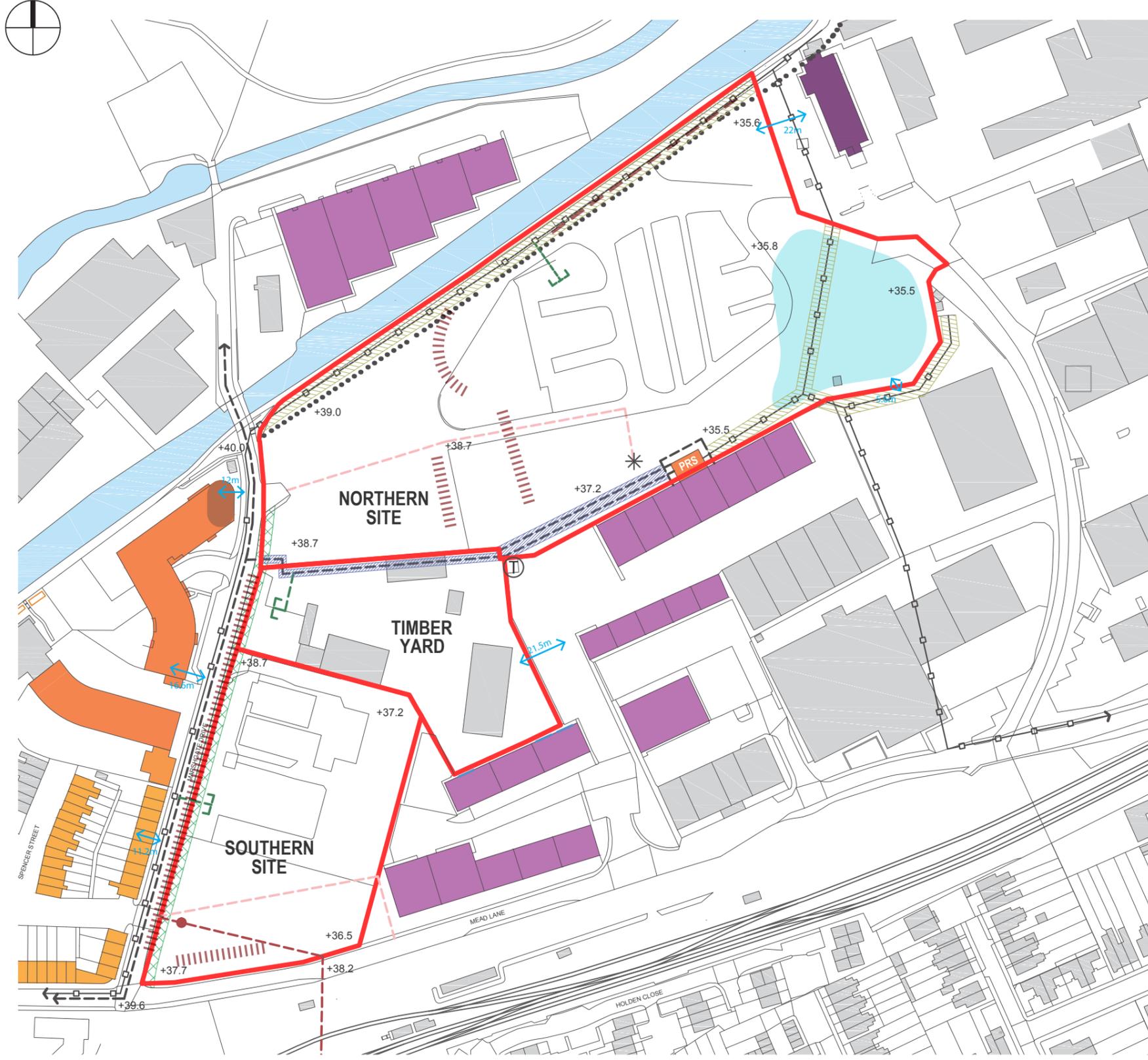
# 3. CONSTRAINTS & OPPORTUNITIES

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# 3.1 CONSTRAINTS

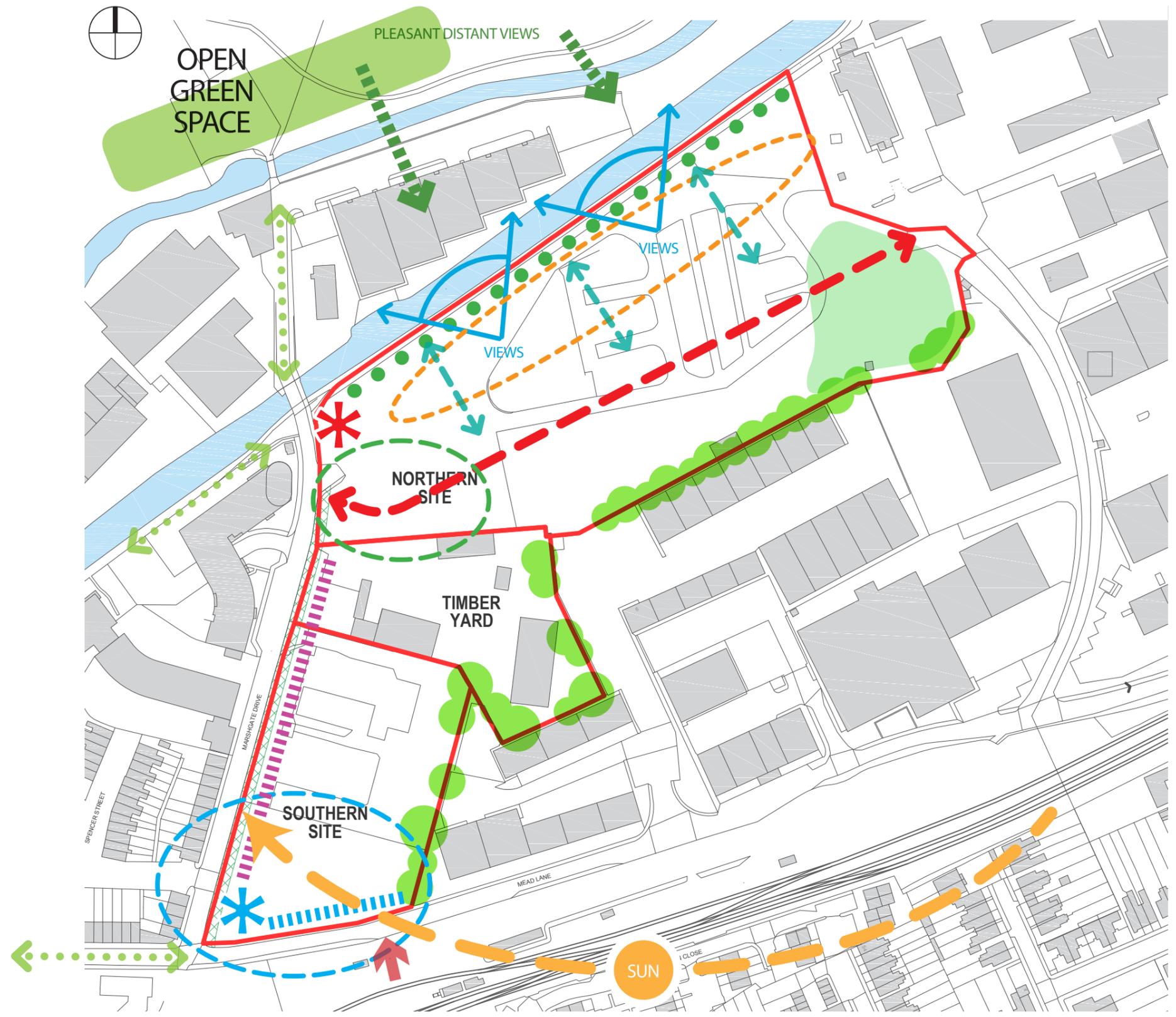
**KEY**

- Site boundary
- River Lea
- Approximate flood extent
- T Telecoms mast (off site)
- PRS PRS compound
- 10m buffer zone from edge of canal
- Severe level changes across the site
- Retaining wall acting as flood defence from the canal
- - - Existing gas valves
- MP gas main
- 6m easement (3m either side)
- LP gas main 0.25m
- 3m easement (1.5m either side)
- Existing SW sewer (To be diverted as per development proposals)
- \* SW pump station
- Existing FW sewer (To be diverted as per development proposals)
- Marshgate Drive road widening (Indicative)
  
- +35.6 Approximate level AOD
- 1.5-2 Storey commercial units
- 3 Storey office block
- 2 Storey residential
- 3 Storey residential
- 4 Storey residential
- 5 Storey residential
  
- ↔ 20m Separation distances to neighbouring buildings



# 3.2 OPPORTUNITIES

- KEY**
-  Site boundary
  -  River Lea
  -  Sun path
  -  Opportunity for new connecting road through Northern Parcel
  -  Opportunity to provide landscaped views into the site from the towpath and Hartham Fields
  -  Opportunity to create a new gateway to the canal and direct links to town centre and to public green spaces
  -  Opportunity for new connections to the towpath
  -  Opportunity to repair the existing street scene, provide active residential street frontage and widen Marshgate Drive
  -  Opportunity to provide extensive commercial street frontage
  -  Opportunity for a new gateway to Marshgate Drive
  -  Opportunity for new wayfinding point
  -  Opportunity for views of the canal and greenery
  -  Opportunity to use the flood compensation strategy as part of the landscape and public realm
  -  Opportunity for green buffer between industrial and residential uses
  -  10m ecological buffer provides an opportunity to improve biodiversity and setting along the canal and to widen towpath
  -  Opportunity for employment space to be independently served of Mead Lane
  -  Opportunity for employment uses which can be independently served off Mead Lane
  -  Opportunity to provide public realm at front of the site to enhance Marshgate Drive and promote the towpath
  -  Opportunity for higher scale development which responds to the canal side setting and provides further opportunity for unrestricted views of greenery

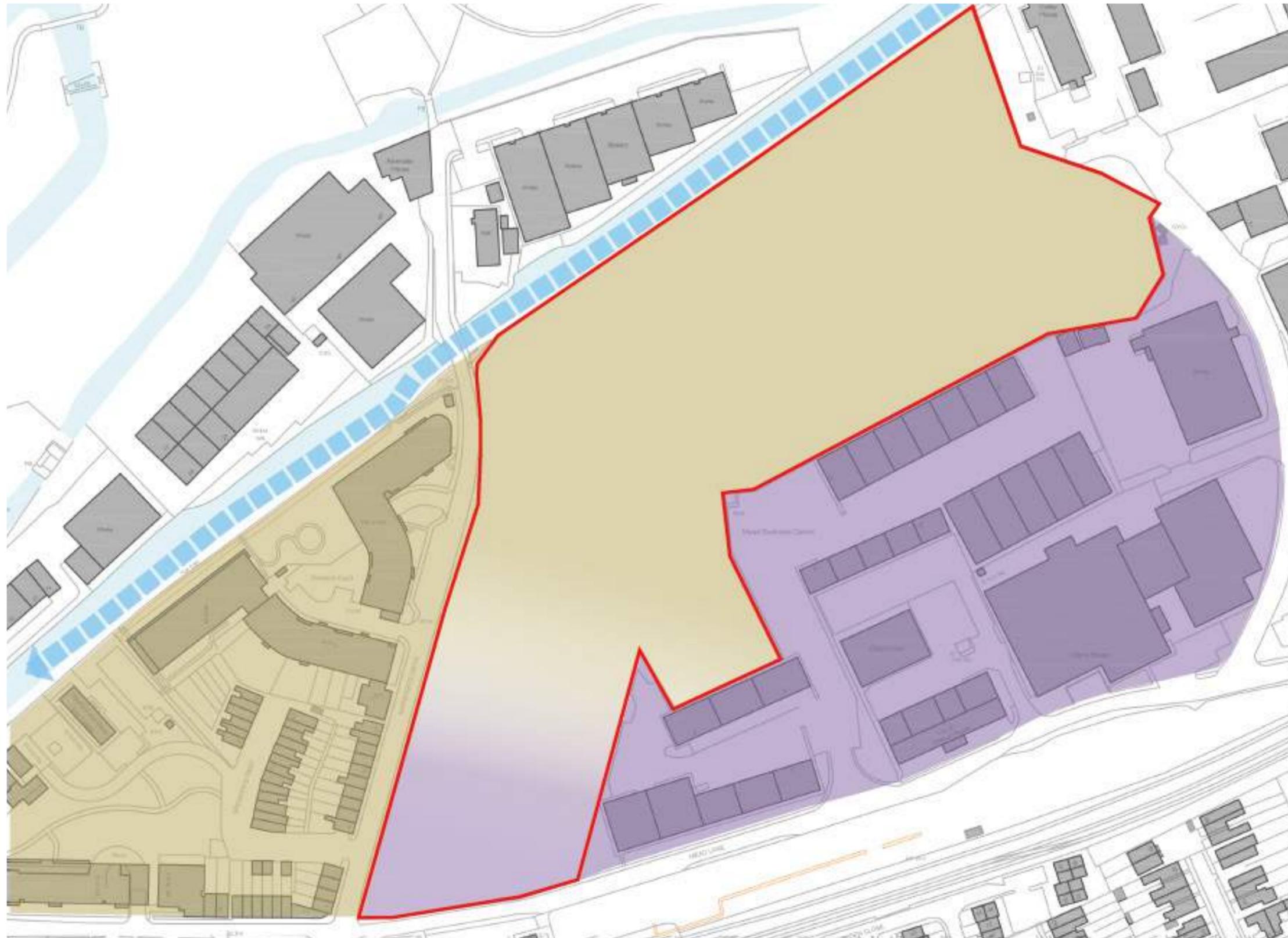


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# 4. MASTERPLANING PRINCIPLES

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# 4.1 MASTERPLANNING PRINCIPLES: LAND USES



**KEY**

- Site boundary 
- Existing residential area 
- Existing commercial / employment area 
- Proposed residential area 
- Proposed commercial / employment area 
- River Lea Navigation Canal corridor 

# 4.2 MASTERPLANNING PRINCIPLES: ACCESS AND MOVEMENT



**KEY**

Site boundary	
River Lea Navigation Canal corridor	
Principal access / shared spaces within landscape corridor	
Key wayfinding pedestrian corridors	
Potential bus link	
Potential bus route	
Views to canalside greenery from footpath-cycle links	
Potential location for car club (minimum 2 spaces) close to principle access from Marshgate Drive	



## 4.3. MASTERPLANNING PRINCIPLES: GREEN SPACES & LINKS



### KEY

- Site boundary 
- River Lea Navigation Canal corridor 
- Green corridor along canal / Tow path opened up 
- Green connecting route 
- Connected landscaped corridors along Internal street spaces and improved public realm along Marshgate Drive 
- Focal amenity spaces along the River Lea 
- Play space 
- Parklets with seating 
- Views of canalside greenery 
- Views from existing greenspace to the north 



## 4.4 MASTERPLANNING PRINCIPLES: CHARACTER AREAS



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# 5. FRAMEWORK MASTERPLAN

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# 5.1. FRAMEWORK MASTERPLAN



## KEY

- Site boundary 
- River Lea Navigation Canal corridor 
- Green corridor along canal / Tow path opened up 
- Landscape buffer zone 
- Connected landscaped corridors along Internal street spaces and improved public realm along Marshgate Drive 
- Focal green spaces within site linked to landscape corridors 
- Focal amenity spaces along River Lea Navigation Canal 
- Principal access / shared spaces within landscape corridor 
- Key wayfinding pedestrian corridors 
- Canalside scale residential area (up to 5 storeys) 
- Town house scale residential area (up to 3 storeys) 
- Commercial / employment area 
- Key frontage 
- Potential bus link 
- Potential bus route 



## 5.1. FRAMEWORK MASTERPLAN: SUMMARY

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### Masterplan Objective

**“Our objective is to create a real community where new and existing residents of the Mead Lane area of all ages and backgrounds can enjoy a great quality of life and a beautiful natural landscape. This can be a place everyone is proud of, delivered through a strong and lasting partnership based on trust, respect and true collaboration”**

### Principles of Development

The masterplan framework seeks to make the most efficient and effective use of this sustainable and accessible brownfield site, and in accordance with the aspirations of the Urban Design Framework, it proposes an attractive, mixed use environment.

We recognise the site’s unique location between town and country and feel that this provides us with the opportunity to create two distinct character areas within the masterplan. The northern parcel being bound by an abundance of greenery and the River Lea navigation lends itself to a more country setting. The masterplan framework proposes new residential buildings along the towpath, which will be orientated to maximise both views out on to the towpath and views from the towpath into high-quality landscaped podium gardens. The scale of the buildings will respond to the existing context which ranges between 4-5 storeys, providing the opportunity for residents to enjoy unrestricted views of Hartham Common.

The canal has a distinctive character, a rhythm of animation informed by canalside walkers, fishing, riverboats, open spaces and development, but not from Mill Road to Hertford Lock. The masterplan framework also provides the opportunity to enhance the stretch of towpath which borders the parcel, which in it’s existing condition is too narrow to enable any activity, unlit and overgrown. The masterplan provides the opportunity to extend the towpath into the boundary of the site and create spaces where people can dwell, the orientation of the buildings will also assist in improving feelings of safety by providing passive surveillance and lighting.

The masterplan will open up a site which has been redundant for many years to the local community by providing new connections to the towpath and existing walking, running and cycling routes.

The southern parcel will respond to the town which is only a mere 10 minute walk away from the site. An active frontage will be created along Marshgate Drive, with new high-quality houses which respond to the existing Victorian terraced housing. The masterplan framework also seeks to improve the existing street scene along Marshgate Drive, by adopting a “green streets” approach with new high quality hard and soft landscape. This planting strategy will extend along the internal access roads and Marshgate Drive, using street trees and green spaces to differentiate the principal movement corridors, to uplift the public realm of streets and the canal corridor.

Employment uses are proposed to the south of the parcel which will create a new gateway into the Mead Lane area and will assist in activating the development by ensuring that there is activity at all times of the day.

### Public Realm and Open Space Provision

The two unique character areas and residential and employment uses will be brought together with a new public realm which extends to the periphery of the site. In accordance with the EHDC Open Spaces and Facilities Assessment, the masterplan framework provides extensive amenity space in the form of landscaped podium gardens for the exclusive use of residents, new amenity areas along the towpath, small parklets along the spine road and a new pocket park fronting on to Marshgate Drive which will be for the enjoyment of all. These spaces will be designed to allow for informal activities close to home or work, areas to dwell and enjoy the afternoon sun, children’s casual play and will also be used to further enhance the appearance of residential areas. The pocket park at the front of the development will be designed to act as a transitional space between the town, towpath and Hartham Common.

As per the definitions of the Open Spaces and Facilities Assessment , the masterplan framework also allows for an area of semi natural green space to the south-east of the northern parcel which will comprise of a small area of publicly accessible wetlands. This area will also be an integral component of the flood compensation and Sustainable Urban Drainage strategies and designed to encourage the creation of new habitats and improve the overall biodiversity of the site.

## 5.1. FRAMEWORK MASTERPLAN: SUMMARY

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### Access and Movement Strategy

In accordance with Policy 1 of the HCC Local Transport Plan, pedestrian and cycle routes have been prioritised within the development. Whilst the masterplan framework also acknowledges the requirement for vehicular access, these routes will be considered as secondary. Recognising the connection which the towpath provides to the town centre to the west and an abundance of open space to the east, new pedestrian, running and cycle routes within the development linking to new connections along the towpath are proposed. New signage and wayfinding points will also be incorporated into the development to not only promote the routes to the wider area but also the value which they provide in terms of health and well-being. Repairing the broken links to the town and wider area and educating residents and the local community of the benefits of walking, cycling and running will also assist in reducing necessary car travel and the impact on the local road network.

In accordance with the Mead Lane Urban Design Framework, the masterplan framework also allows for the spine road, which intersects the northern parcel, to facilitate a future bus route. To safeguard the future provision of a bus loop via the adjoining 3rd party employment land to the east of the site, the area at the terminus of the spine road has been reserved within the masterplan framework to enable the connection.

A package of sustainable transport and mitigation measures such as subsidised travel for residents to use the local transport services and pre-paid oyster cards are also proposed.

### Sustainability

HERT2 is considered to be one of the most sustainable sites which have been allocated for development within the emerging District Plan. As addressed in the previous section, the site is within a stone's throw of Hertford East and within only a mere 10 minute walk from the Town Centre and all local amenities.

Sustainability is at the forefront of every element of the masterplan framework. As part of the Berkeley Group "Our Vision" commitments and in accordance with EHDC Policy DES4, communal Wi-Fi will be provided across the development where residents can automatically log-on to the network, with user credentials which will be provided when they move in. The communal Wi-Fi will be accessible in all communal spaces including the podium gardens. Non-residents will also have the benefit of the Wi-Fi provision within the public realm, however this will require them to log on to the portal and purchase a Wi-Fi credits. To enable home-working practices, St William have also made pre-development enquiries with both BT Openreach and Virgin Media to ensure that the development can be served with ultra-fast fibre broadband.

In accordance with both DES4 and TRA3, St William have also secured sufficient capacity with the local utility network to enable a minimum of five parking spaces across the development to be installed with an electric charging point. These spaces will be unallocated to residents to enable them to be used by all residents and the wider community. The charging points will be operated by a charging provider, where residents will be required to sign up for a "pay as you go" account.

In accordance with EHDC Policy CC1 the development will incorporate green infrastructure into the development which will include but not limited to Sustainable Urban Drainage Systems, Green Roofs and Urban Greening.

In accordance with EHDC Policy CC2 the design of all buildings will take a "fabric first" approach where they're designed to exceed building guidelines in respect of energy efficiency. A dynamic thermal model will be produced of all buildings to ensure that they're designed in a manner which minimises the risk of overheating in the summer and the requirement for heating in the winter. This approach will also be applied to the communal areas to prevent year-round overheating.

In accordance with WAT4 all buildings will be delivered to minimise the use of mains water by incorporating energy saving measures and equipment; and incorporating the recycling of grey water and utilising natural filtration measures where possible. Appliances will also be installed with restriction measures, to prevent water consumption exceeding 110l per person per day.

In accordance with EHDC Policy WAT5 the delivery of the masterplan framework will incorporate the most sustainable forms of drainage systems in accordance with the SuDs Hierarchy. The drainage strategy will be designed to achieve greenfield run off rates in order to ensure that surface water run-off is managed as close to the source as possible. As part of both the drainage and the flood compensation strategy, the masterplan framework proposes a balancing pond to the south-east of the northern parcel as part of the public open-space for recreation and wildlife.

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# 6. CONSULTATION

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## 6.1 MEMBER AND COMMUNITY CONSULTATION

In keeping with the guidance set out in East Herts District Council's Statement of Community Involvement and the Master plan Framework within the Emerging District Plan, the development proposals have been informed by extensive engagement with officers, the Hertfordshire County Council, the local community and key stakeholders. Whilst consultation is still ongoing, the consultation undertaken to date is summarised below:

### 1.Hertford Town Council

St William (on behalf of both land owners) met with the clerk of the Hertford Town Council on the 21.06.18 to introduce their involvement in the scheme and present the initial proposals.

### 2.Public Exhibition

St William (on behalf of both land owners) held a public exhibition between 10-3pm on 23.06.18 at the Mill Bridge Rooms, Hertford. Newsletters inviting local residents and businesses to the exhibition were sent to 2,300 residential and business addresses within the surrounding area. The event was attended by 127 residents, 69 of which provided written feedback.

The majority of residents supported the redevelopment of a brownfield site and the design proposals, concerns were also raised in respect of parking provision and the impact of the proposals on the wider road network.

### 3.Shaping Hertford

Both land owners participated in the "Shaping Hertford" steering group session on 29.06.18 where members were provided with a site walk over and where the initial proposals were presented. A Q&A session then took place where members were provided with further information on the issues which concerned them and provided constructive feedback on the proposals.

### 4.Targeted Door Knocking Exercise

Targeting the SG13 and SG14 postcodes, over 200 doors were knocked on to discuss the proposals for the site and gain invaluable feedback from local residents. 50 residents were available and willing to discuss the proposals and free-post feedback forms were left with those who were unavailable. As with the public exhibition, the majority of residents supported the principle of redevelopment of a brownfield site and design with concerns being raised in respect of parking provision and traffic.

### 5.Ongoing Consultation

www.hertfordgasworks.co.uk has been set up by St William (on behalf of both land owners) to keep residents up-to-date with the progress of the scheme and the opportunity to leave feedback. The website will be maintained throughout the lifetime of the project to ensure that local residents have the opportunity to learn more about the delivery of the site and contact the developer. A free-phone hotline has also been in operation since June 18 and will be maintained until the application is determined, so that residents can discuss the proposals in more detail.

### 6.Future Consultation

Both land owners welcome the opportunity for further engagement with the "Shaping Hertford" group and members to present how the proposals have progressed since the last session. St William (on behalf of both land owners) are also intending to hold a pop-up event at the Saturday Market to provide residents with an update on the proposals.

A Statement of Community Involvement will also be submitted as part of the planning application which will outline all of the consultation activities which were undertaken prior to submission and a detailed summary of the feedback received.



## 6.2 CONSULTATION WITH STATUTORY CONSULTEES

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Whilst both land owners will be required to demonstrate that in the formal submission of a planning application that their proposals are acceptable, St William (on behalf of both land owners) have undertaken the following consultation to ensure that the master plan is sound.

### 1. HCC Design Review Panel

The initial Design Review Panel took place on 06.08.18 where St William (on behalf of both land owners) facilitated a site walk over to provide the panel with a better understanding of the site and its opportunities and constraints. When the panel reconvened at the venue, the St William design team presented the master plan for the allocation. The feedback received from the panel is summarised below:

- The master plan lacked a strong narrative
- Opportunities to introduce new pedestrian and cycle connections should be explored
- The small pocket park along Marshgate Drive should be further enhanced
- The spine road should be activated to encourage activity
- The vision for the southern parcel should be reconsidered as the back-to-front relationship of the houses was not supported
- The residential block at the entrance of the site should be reconfigured so that it responds better to Smeaton Court.

A second Design Review Panel took place on the 21.09.18 where the design team presented the revised master plan and the wider place-making and cultural strategy. The feedback is summarised as per below:

- DRP Welcomed the revised master plan acknowledged that it had addressed the concerns from the initial session
- Supported the new cycle and pedestrian routes through the site to the towpath
- Supported the new landscape strategy
- Supported the place-making and cultural strategy
- Asked St William to explore the potential for less parking, residents facilities and further enhancements to the facade and the rooves to the apartment buildings.

The DRP advised that they support the HERT2 master plan. Both land owners have acknowledged the additional feedback which will be addressed within the detailed planning applications which will follow.

### 2. EHDC Environmental Health Officer

St William and JNP Consulting Engineers have met with the EHO on a number of occasions to discuss and agree the remediation strategy for the site. On the basis that St William undertook further consultation with the Environment Agency to agree the final strategy, the EHO has confirmed in writing that she was accepting of the St William's approach.

A further meeting was held with the EHO to discuss the impact of the development on the existing employment uses adjacent to the site and vice versa. The points of discussion are summarised as per follows:

- Concerns regarding noise mitigation, impact on living conditions and sensitivity of new development with existing employment
- Use of landscape to act as further noise mitigation
- Relocation of less sensitive uses (parking) to along the shared boundaries

St William have sought the advice of Cole Jarman who are an industry accredited acoustic consultancy to undertake a noise assessment of the site to determine the existing noise levels and to advise on the master plan and the extent of mitigation which will be required to enable the site for more sensitive uses such as residential.

Cole Jarman have concluded that on the basis that appropriate mitigation is provided, the master plan is satisfactory in respect of noise. Furthermore the acoustic design proposed for this development is considered to be in keeping with national planning guidance and standards. The proposal for mechanical ventilation to supplement the ventilation strategy to dwellings which are more sensitive to noise is a standard approach to residential development and follows the advice set out in the relevant national planning standards and guidance. A detailed noise assessment will be submitted in support of any planning application.

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### 3. Environment Agency

#### 3.1 Flood Risk

Due to the south-east section of the site being classified as Flood Zone 3, St William have been consulting with the environment agency as part of the formal pre-application process. St William appointed JNP Consulting Engineers to assess the likelihood of the site flooding and the source. A series of modelling exercises were undertaken using the EA model, which determined that the likelihood of the site flooding was low and due to inaccuracies with the EA model the site has been incorrectly classified, this is further evidenced in the historical local evidence which shows that there has been no history of flooding at the site for over 100 years. Whilst the EA have accepted that there are inaccuracies in their model, the extent of which the section of Flood Zone 3 can be reduced can only be determined once the EA have rectified their model, as such St William have agreed to provide a volume-for-volume floodplain compensation scheme. JNP have produced the design for the compensation which has now been signed off by the EA and has been incorporated into the proposed

#### 3.2 Remediation

Due to the site formerly being used for the production and storage of gas, St William appointed JNP Consulting Engineers to undertake extensive ground investigation to determine the extent of remediation. The initial ground investigation was undertaken in September 17, to which additional investigations were undertaken in November 17 and June 18 to provide further clarity on the contaminants which were found. As previously advised, St William presented the results of the investigation and the outline remediation strategy to the EHO who has confirmed that on the basis that the EA are satisfied with the extent of investigation and the strategy they accept the approach.

In response to the requests of the EHO, St William have consulted with the EA as part of their formal pre-application process. The EA have now reviewed the ground investigation results and the proposed remediation strategy and have confirmed in writing that they're satisfied. Detailed remediation strategy will be submitted as part of the planning application.

### 4. Lead Local Flood Authority (HCC)

St William have consulted with the Lead Local Flood Authority (HCC) to determine the drainage principles for the master plan. A site walk over and pre-app meeting was attended by St William, JNP Consulting Engineers and the LLFA where the outline drainage design was discussed. Upon the LLFA's requests, St William (on behalf of both land owners) have been consulting with both Thames Water and the Canal and Rivers Trust to agree the points of drainage connections from the site. It has now been agreed that the surface water from the northern parcel will drain into the canal with the surface water from the Norbury Fencing site and the southern parcel draining into the existing Thames water sewer along Mead Lane. All foul drainage will discharge into existing Thames Water infrastructure. The LLFA have now confirmed in writing (25.09.18) that they have no major concerns in respect of drainage.

The detailed drainage strategy (which is to include a Sustainable Urban Drainage System) will be submitted as part of any formal planning application.

### 5. Canal and Rivers Trust

As part of the formal pre-application process with the LLFA, St William have been consulting with the Canal and Rivers Trust to obtain an agreement in principle to discharge surface water into the canalised section of the River Lea which runs adjacent to the northern boundary, to which the terms have now been agreed.

St William have also commenced the formal pre-application process with the Canal and Rivers Trust Planning Department to present the master plan and agree the proposed new connections to the towpath

### 6. HCC Highways

St William (on behalf of both landowners) have engaged with HCC Highways as part of the formal pre-application process. St William are working with HCC to conclude a series of Paramics modelling exercise of the local and wider road network, which will be addressed in the submission of a formal planning application. St William have also been consulting with HCC to agree a package of sustainable transport and mitigation measures to support the delivery of the site.

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## 7.DELIVERY OF HERT2

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## 7.1 DELIVERY OF HERT2

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We share your high ambitions for the regeneration of the Mead Lane area and the future of Hertford. The masterplan framework seeks to address this by providing a framework for all future planning applications.

The masterplan framework has been developed with cognisance of the HERT2 policy allocation and will provide the following economic, social and community benefits:

- Opportunity to reconnect a site which has been redundant and closed off from the wider community for many decades
- Opportunity for a new gateway to the Marshgate Drive and the towpath.
- Opportunity to activate the stretch of towpath between Mill Road and Hertford Lock by extending into the boundary of the site and providing new areas where people can dwell
- Opportunity to repair the existing street scene along Marshgate Drive by creating a new active frontage with new high-quality housing and landscape
- Opportunity for a future bus route through the site
- Opportunity to deliver much needed new homes and contribute to housing need
- Opportunity to promote a sustainable lifestyle by providing new connections to walking, running and cycle routes
- Opportunity for flexible employment space
- Opportunity for a new public realm along Marshgate Drive
- Opportunity for new open space
- Opportunity to drive prosperity to the town centre by improving connectivity
- Opportunity to improve nature and ecology with a new landscape buffer along the towpath and further opportunity for new habitats
- Promotion of sustainable transport measures including new car club spaces
- Opportunity for Sustainable Urban Drainage Systems
- Remediation of a heavily contaminated former gasworks

## 7.2 THE VISION FOR HERT2

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## 8. KEEPING HERT2 VIBRANT

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## 8.1 FUTURE GOVERNANCE

St William have a dedicated Estate Management team who are based within each of the operational offices. The Estate Management team are primarily responsible for ensuring that our vision for a development remains strong for it's lifetime and they remain a vibrant place to live and visit.

The Estate Management team are responsible for ensuring that all of our resident's receive a "best value" service so they oversee the competitive tender process when selecting a management company to serve the development. The cumulative charge is then equally proportioned across the residents based on a square footage basis. In order to ensure that the annual service charge is a reasonable cost for our residents, a benchmarking analysis will be undertaken to ensure that it's in line with the market and other comparable developments.

In order to ensure that annual service charge contributions are representative of the local market, an extensive amount of market research is undertaken at the pre-planning stage to ensure that the resident's services and amenities are appropriate for the market which we're selling in.

On all of our developments, St William will be responsible for the appointment of a reputable management company who will oversee the following:

- Responding to resident maintenance requests to common areas
- Attend the site on a weekly basis to ensure that the development is in good order
- Monthly Gardening of resident amenity areas and public realm (minimum)
- Weekly cleaning of internal communal areas.
- Monthly window cleaning of communal windows (residents will have the benefit of "tilt and turn" windows to allow for self-cleaning)
- Monthly testing of fire and security alarms
- Ensure that all lighting is adequate and replace any blown fittings.
- Dealing with any management issues
- Facilitating any major repairs.

A management suite will be provided within the development, where trades people can work and be provided with all of the amenities which they require. The management suite will also be available for residents to meet with the management company to discuss any issues which they may have.

In order to empower residents to take ownership of their building, St William will fund and facilitate the set up of a Resident's Management Company which will be registered at Companies House with shareholders made up of the leaseholders. The St William appointed management company will be responsible for overseeing the maintenance of the grounds.

Not only are St William committed to placemaking on all of our developments, we're also fully committed to placekeeping. Our developments are our legacy, therefore will ensure that they remain vibrant.



Completed Berkeley Group Development



Completed Berkeley Group Development

