



ARCHERS SPRING, HERTFORD

LAND ALLOCATION HERT3 LAND TO THE NORTH OF WELWYN ROAD
MASTERPLAN FRAMEWORK
JANUARY 2019



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BACKGROUND



VISION

Archers Spring will be a superb new development. It will provide a place to live and attract people from existing communities as well as offering a high quality of life with a low environmental footprint, elegantly resolving the aspirations of demanding families with the challenge of sustainable living.

COMMUNITY & CHARACTER

Archers Spring will be a new community of compact, connected character areas that provide a wide choice of homes to cater for all family circumstances and provide the potential for residents to move within the community as their needs change. Homes will be designed, as they used to be, to last beyond a lifetime. Above all, this will be a place of distinct character where fine streets and public spaces help to create an environment in which everyone finds something to cherish; a place where all those who live there, or come to visit the wildlife habitat or Panshanger Park, are able to enjoy the benefits of a more sustainable and healthy life; a place mixing the best of traditional urbanism and contemporary sustainable design. The proximity to local wildlife sites including Archer's Spring LWS and Land West of Sele Farm LWS, provide an attractive natural backdrop and reinforce the quality of the landscape in and adjacent to the site. Land West of Sele Farm is located within the application site and will be protected and enhanced with improved formal access, the space already benefits from natural scrubland, rough and neutral grassland with some acid species on the upper slopes.

CONNECTIONS & WILDLIFE

The development benefits from a relationship with an existing wildlife habitat, protected from development which includes a rolling topography, mature woodland, a rural edge and to the south of the development the Grade II registered Panshanger Park. These combine to create a housing development with a unique setting and character.

SUSTAINABLE TRAVEL

Sustainable travel will also form a key part of this development, where a new bus route is proposed to link through with the existing Sele Farm to provide a regular service into town. Hertford North's train station, and the retail and commercial areas of Hertford town centre and open countryside to the west, will be within easy reach – by car, bus or bicycle. Throughout the masterplan, will be opportunities create paths for both cyclists and pedestrians. In addition to providing car parking spaces for residents and visitors, car charging points and electric vehicle parking are proposed.



Northern Square view along main boulevard.



INTRODUCTION

This masterplanning document has been prepared in line with East Herts Council guidance to provide a framework to bring forward the development of around 300 new homes at Land North of Welwyn Road, in accordance with the allocation, Policy HERT3.

The development will be submitted to the Local Planning Authority as an outline application, with reserved matters to be submitted at a later date.

In line with Policy HERT3, the proposal will:

- Provide a range of dwelling type and mix, in accordance with the provisions of Policy HOU1
- Provide Affordable Housing in accordance with Policy HOU3 and subject to viability
- Provide self-build housing, in line with Policy HOU8
- Demonstrate that the minerals present has been considered
- Integrate new utilities as necessary
- Integrate sustainable drainage and provisions for flood mitigation as necessary
- Encourage sustainable transport measures
- Enable connections to Sele Farm estate and the surrounding area
- Provide responsive landscaping and planting
- Deliver public open spaces integrated throughout the site
- Beyond Policy HERT 3 the development will accord with all other relevant policies in the development plan.

DEVELOPMENT HISTORY

Representations promoting the land for residential development were first submitted to the Council's "call for sites" in June 2012, suggesting the suitability of the site for 250-350 residential dwellings. Further representations were made to the local plan consultations in 2014, 2016, 2017 and 2018. The site is now allocated for "around 300 homes", in the East Herts District Plan adopted October 2018.

Parallel to the work carried out in relation to the Local Plan consultation, 3 pre-application enquiries have been submitted to East Herts planning department, most recently in 2018, with a pre-application meeting held with relevant officers August 2018.

A PPA has been signed by both parties. It is expected that following the grant of detailed planning permission, development could commence within 12 months from the date of planning permission, with an estimated build out rate of around 5 years."

APPROACH TO SITE - PUBLIC ENGAGEMENT

This Masterplan, and the resultant site proposal has been positively prepared and has involved consultation with East Herts planning officers, Hertford County Council Highways Officers, Thames Water, adjacent landowners Croudace (other HERT3 site), Network Homes (Sele Farm Estate), Sele Neighbourhood Area Plan Group, other interested local residents and key local stakeholder groups, and members. Feedback received from various meetings and public consultations has shaped this masterplan.

The masterplan has been informed by the background documents, surveys and detailed investigations into the site and surrounding area, including the Transport Assessment, LVIA, Ecological Survey and Drainage Assessment.

The proposed development would act as an attractive gateway to Hertford, with a design approach responsive of the surrounding area.

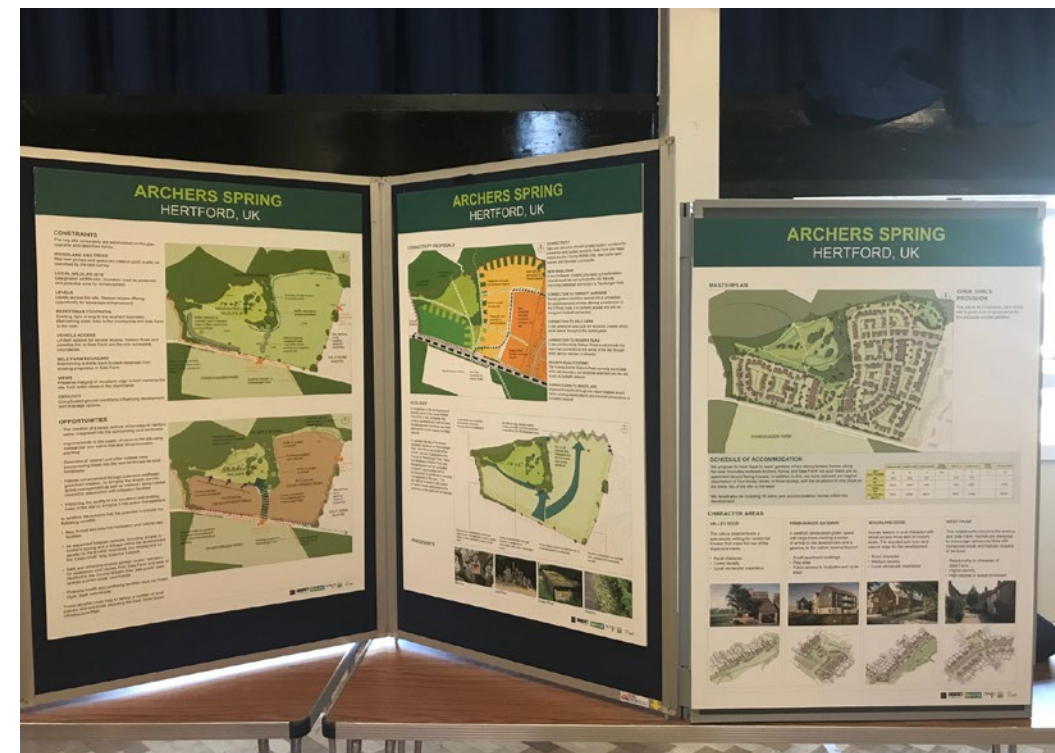
The proposed masterplan has been designed to have distinct character areas, creating a distinctive, well connected neighbourhood, with good access to play spaces within the site and the wider wildlife areas and parks beyond, including Panshanger Park. The high quality distinctive design would reflect and promote local distinctiveness and make the best possible use of the land, having due regard to the opportunities and constraints of the site in line with DES3 of the Local Plan.

Key urban design principles of the development are to preserve and enhance the character of the market town and neighbouring natural environment to enable the successful integration of the development. The masterplan will be accessible and permeable, prioritising pedestrian routes and linkages. As demonstrated in the LVIA, the proposal will strengthen the character and distinctive features of the landscape character of the area, in accordance with policy DES2.

Key vistas will be maintained and maximised to make best use of the land. The proximity of Panshanger Park has been fully considered to ensure its protection and enhancement.

CONSULTATION

This Masterplan, and the resultant site proposal has been positively prepared and has involved consultation with East Herts planning officers, Hertford County Council Highways Officers, Thames Water, adjacent landowners Croudace (other HERT3 site), Network Homes (Sele Farm Estate), Sele Neighbourhood Area Plan Group, other interested local residents and key local stakeholder groups, and members. Feedback received from various meetings and public consultations has shaped this masterplan.



i. Images of public consultation undertaken by London & Regional, Rapleys, WSP and PCKO at Sele School Main Hall on the 19th of April 2018

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SITE ANALYSIS

SITE FEATURES & CHARACTER

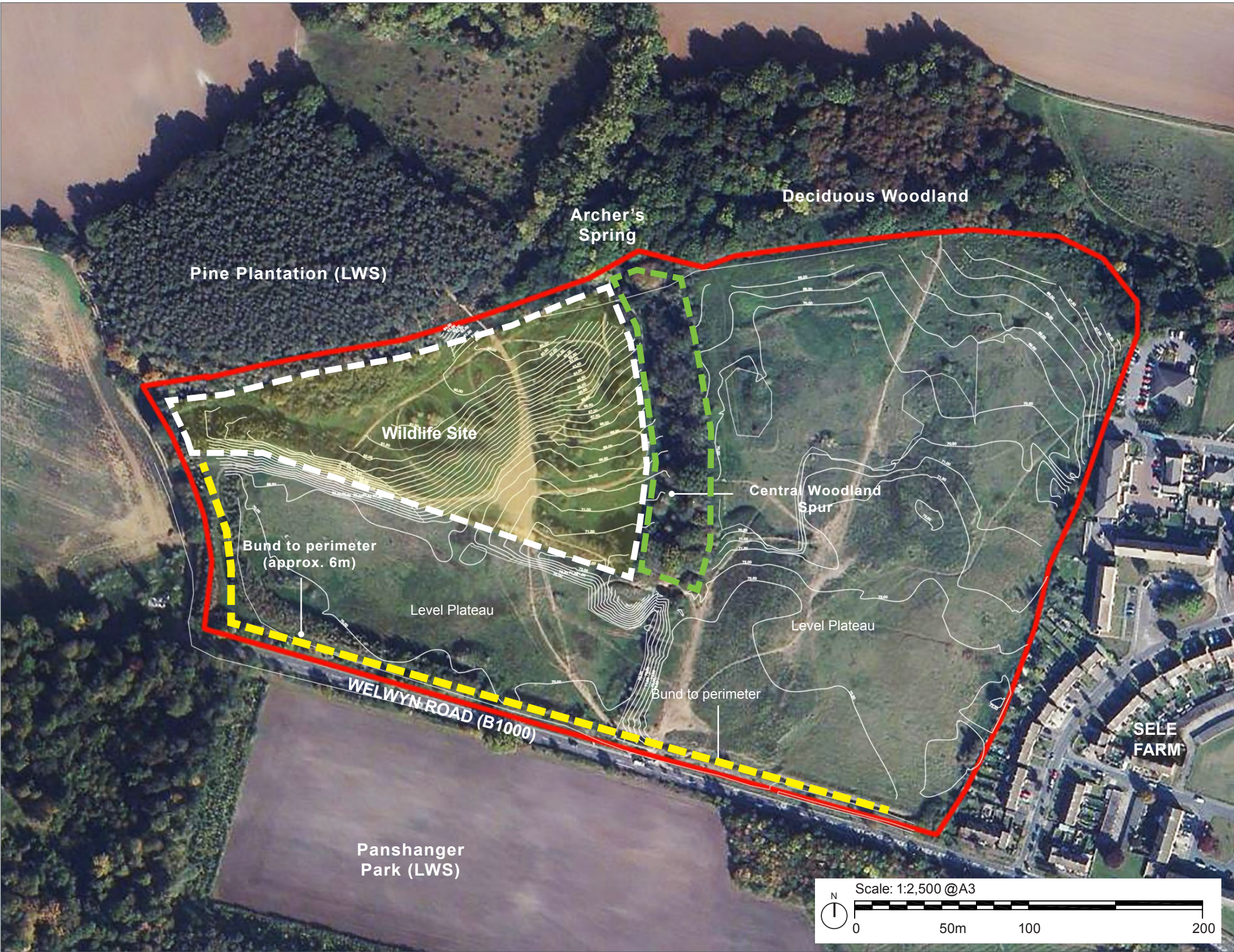
Influenced by its setting in a semi-rural location at the edge of Hertford, the site has a mixed character. Much of the 12.55 Ha. site has a disturbed character of poor quality, particularly within the two open, level areas of grassland that dominate at the south and east. These are separated by steep intervening slopes and are characterised by eroded (informal) paths, small isolated spoil heaps and self-seeded vegetation. A series of vegetated bunds (largely self-seeded) of varying heights form the southern and western boundaries. The eastern edge has a low bund with adjacent housing within the Sele Farm estate (mainly two storey) housing set well back.

Broken fences and extensive defences against illegal access contributes to a 'waste-ground' appearance that is generally unmanaged. These open plateau areas are of limited landscape and ecological value. Whilst these are largely visually contained by the bunds along the 437m B1000 frontage (6m high bounding the west plateau and 2m the east plateau), the bunds are themselves artificial, detracting features.

By contrast, the northern part of the site is dominated in character by the large area of woodland which extends along the boundary, this includes distinctive scots pine within the Archer's Spring locally designated wildlife site and good quality deciduous species in the east. Through the centre of the site, a spur of woodland (of mixed quality comprising mature trees in amongst self-seeded scrub) extends north to south, dividing the site into two areas: an eastern area visually linked to the housing immediately adjacent at the edge of Hertford; and the western area, with a stronger relationship to the wider countryside beyond.

The strongest character is found in the northwest of the site. Here a locally designated County Wildlife Site named Land west of Sele Farm (Ref 59/077) has a tranquil character despite the presence of disturbed ground. The wildlife site includes areas of derelict old grassland and scrub, grassland is mainly rough and neutral in character with shorter more acid communities on the slope.

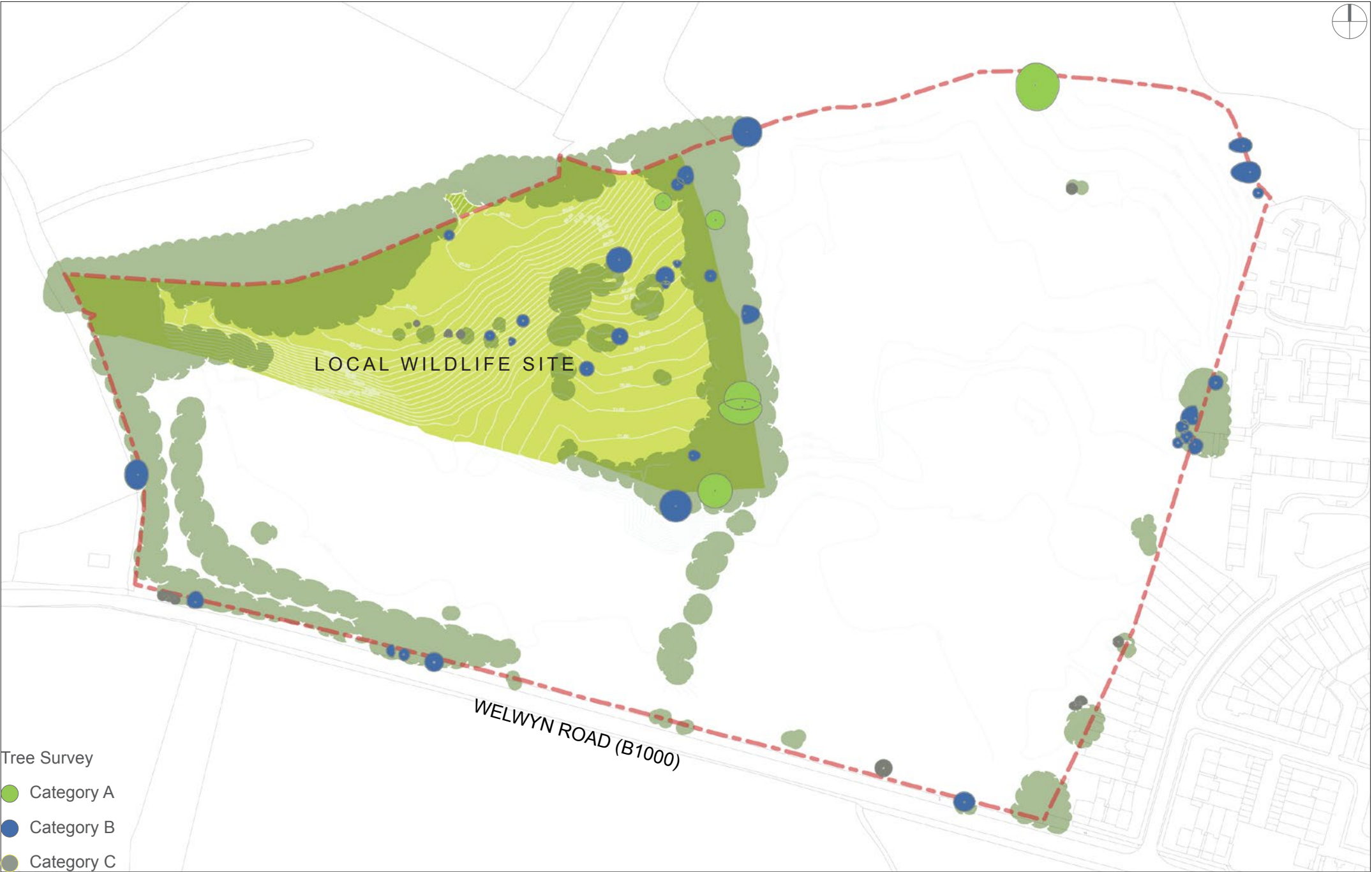
This and the deciduous woodland contain some fine veteran ash and field maple pollards. Levels fall away in the north-east corner of the site into a grassy dell



ii. Site Features (Aerial photography sourced from Esri, DigitalGlobe, GeoEye, i-cubed, Earthstar CNES/Airbus DS, USDA, USGS, AEX, Getmapping, Aerogrid, IGN IGP)

ECOLOGY AND ARBORICULTURE

Ecological assessments of the site have been undertaken by LUC in 2014 2016 and 2018, building on ecological input previously provided for the tennis centre development by BSG Ecology in 2008/2009. An Extended Phase 1 Habitat Survey has been undertaken of the development site, the adjacent Local Wildlife Site (Rough Field by Sele Farm LWS) and adjacent woodland (Archers Spring). The survey and assessment has been undertaken in accordance with best practice guidance and has been informed by biological records from the Herts Environmental Records Centre. The Herts and Middlesex Wildlife Trust have also been consulted regarding the ecological surveys undertaken.



iii. Tree Survey taken from SJ Stevens Tree Constraints Report (2014)



iv. View looking east towards the eastern boundary of the site at the rear of properties on Bentley Road



v. View of the 'Wildlife Site' looking north from the western plateau

HERITAGE

Following the advice of the July 2016 Heritage Impact Assessment; which notes the rich heritage in the locality and states that any development on the site will have the potential to impact Panshanger Park. This report notes that of the two HERT3 sites, this one is of lesser importance to the setting of the park, but still contributes to the rural environment which is an important element of the way the park is experienced.

The site is an opportunity to create a better defined urban edge to Hertford, as long as an appropriate natural buffer is maintained between the site and Panshanger Park.

Goldings, to the north of the site is expected to be impacted to a lesser extent due to the fact that the existing urban edge to Hertford currently separates the site from Goldings.



vi. Plan of historic significance in the surrounding area, extracted from Panshanger Park Heritage Impact Assessment

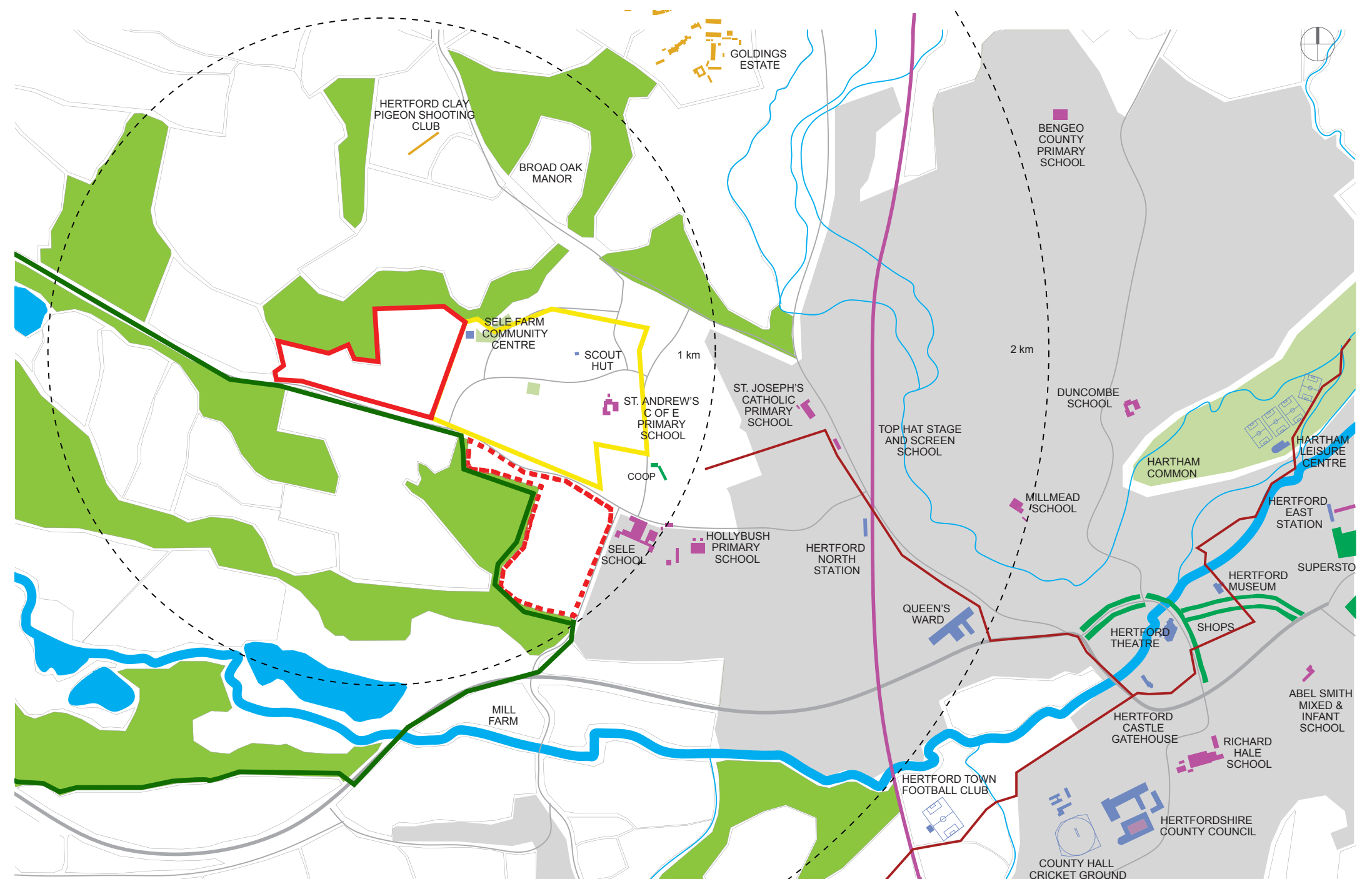
- | | |
|--|---|
| Site Location | 1944 RAF extent of Panshanger Aerodrome |
| Proposed extent of developable area | Grade I listed building |
| Strengthening of existing planting and / or additional tree planting for screening | Grade II* listed building |
| Suggested areas of open space | Grade II listed building |
| Existing woodland blocks | Non designated heritage asset |
| Registered Park and Garden | Conservation Area |
| Unregistered Park and Garden | Open Water |

LOCAL AREA ANALYSIS

There is small parade of shops including a butchers, bakery, pharmacy and supermarket within ten minutes' walk from the edge of the site. Hertford town centre has significant cultural, sporting and retail provision.

Hertford St Andrews Primary, St Joseph's Catholic Primary, Hollybush Primary School and Sele Secondary School are within 1 km of the site, with a number of other schools closer to the town centre.

A spur of National Cycle Route 61 connects Sele Farm to cycle routes within Hertford.



KEY

-  Archer's Spring HERT3 site boundary
-  Sele Farm Estate
-  Adjacent HERT3 site
-  A Road
-  B Road
-  Cycle route 61
-  Railway
-  Developed area
-  Panshanger Park
-  Wooded areas
-  Open water



DESTINATIONS & LOCAL AMENITIES

B Sele Farm Community Centre

C Scout Hut

E St Andrew's CE Primary School

F Local Shops, Post Office & Doctors Surgery (127 Tudor Way)

G Sele School (Secondary) & Hertford Selections SureStart Childrens Centre

Open Space & Play

A The Ridgeway Local Park
Multi-use games area & mixed age enclosed play area - Green Flag Award winner

D Bentley Road mixed age enclosed play area

PEDESTRIAN MOVEMENT

—●— Principal Pedestrian Route

- - - Potential pedestrian connection to site

— Archers Spring site boundary

— Panshanger Park

— Sele Farm



ACCESS

- Sele Farm
- Archers Spring site boundary
- Panshanger Park
- Cycle route 61

- Bus Stop for routes 395/396
- 395** - Sele Farm Terminus - Fanham Common
396 - Sele Farm Terminus - Hertford North Station
(approx. 6 minutes) - Hertford Bus Station - Tesco
- Potential Bus Connection to site

- Bus Stop for route 379
- 379** - Hertford - Bramfield - Stevenage

CONSTRAINTS

The key site constraints are summarised on the plan opposite and described below.

Woodland and Trees

Key tree groups and specimen trees of good quality as identified by the tree survey.

Local Wildlife Site

Designated wildlife site: boundary must be preserved and potential area for enhancement.

Levels

Levels across the site. Steeper slopes offering opportunity for landscape enhancement.

Pedestrian Footpaths

Existing right of way to the southern boundary. Maintaining wider links to the countryside and Sele Farm to the east.

Vehicle Access

Limited options for vehicle access. Welwyn Road and possible link to Sele Farm are the only accessible boundaries.

Sele Farm Boundary

Maintaining suitable back-to-back distances from existing properties in Sele Farm.

Views

Preserve integrity of woodland edge to limit exposing the site from wider views of the countryside.

Geology

Complicated ground conditions influencing development and drainage options.



vii. Landscape Constraints

- Existing Footpath to Panshanger Park
- Buffer required to protect woodland
- An expanded footpath network, access to Archer's Spring and a linkage within the development

OPPORTUNITIES

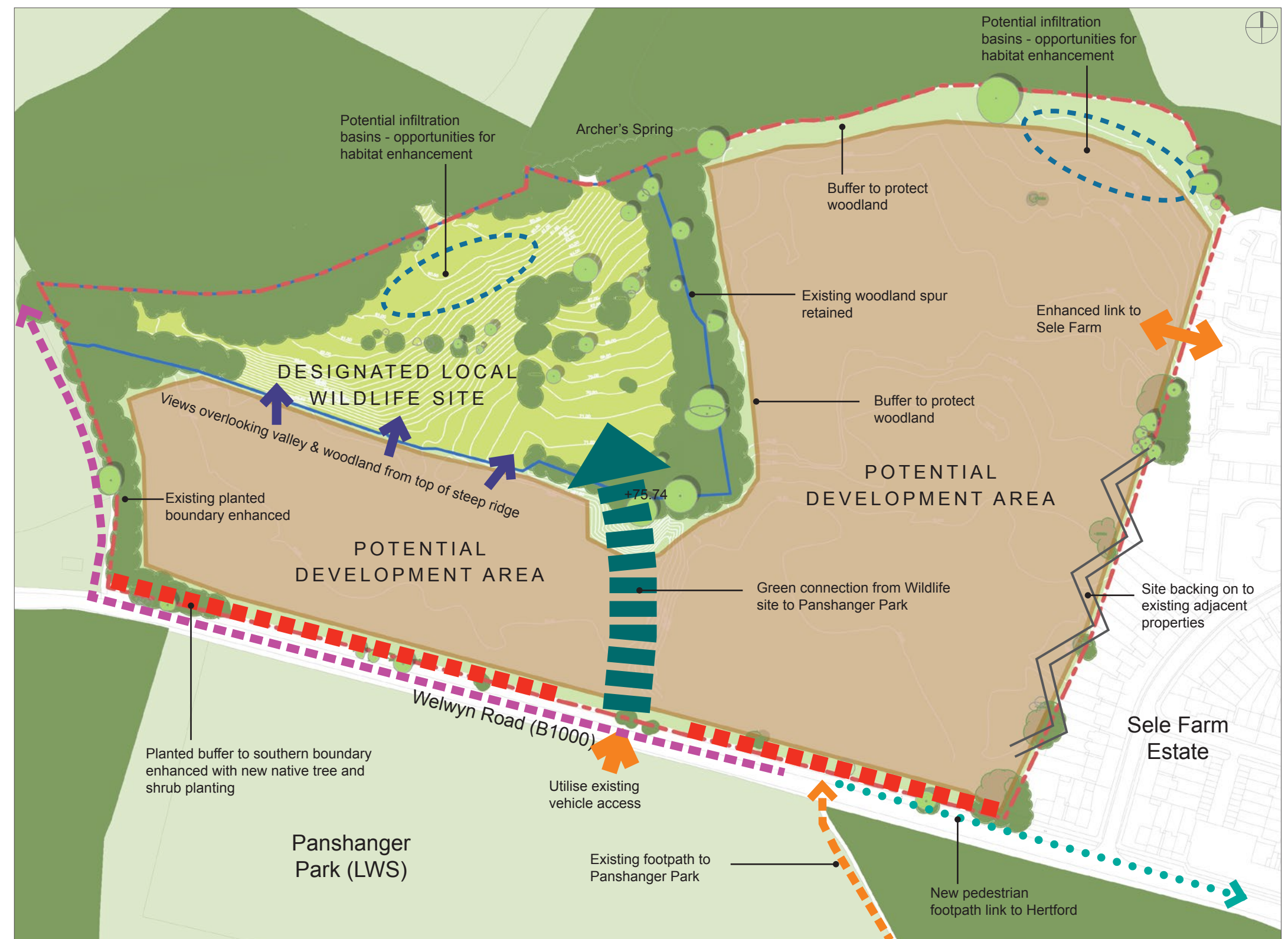
Following our review of the site constraints, we have generated an area where development can be accommodated, without impacting on the key constraints. There are significant opportunities to build on and improve the condition and quality of the site and its landscape character, these include:

- The creation of a better defined urban edge to Hertford better integrated into the surrounding rural landscape
- Habitat enhancement through extensive wildflower grassland creation, by bringing the wildlife site into active management as well as new habitat created in association with potential infiltration facilities
- Retention of veteran and other notable trees incorporating these into the new landscape as local landmarks
- Improving the quality of the woodland and existing trees in the site by bringing it into active management

In addition the scheme has the potential to provide the following benefits:

- New formal and informal recreation and natural play facilities
- An expanded footpath network, including access to Archer's Spring and a linkage within the development parallel to the B1000, to provide the missing link on the 'Chain Walk' long distance footpath
- Safe and attractive shared access routes / corridors for pedestrian and cyclists from Sele Farm and west of Hertford to the County Wildlife Site, new public open spaces and the wider countryside
- Potential health and well being facilities such as Green Gym, local natural play

These benefits could help to deliver a number of local policies and initiatives, including the East Herts Green Infrastructure Plan.



viii. Landscape Opportunities
Informed by assessments, as summarised at Appendix

- Existing Footpath to Panshanger Park
- Buffer required to protect woodland
- An expanded footpath network, access to Archer's Spring and a linkage within the development

3.0

PROPOSALS

LANDSCAPE

The main objectives:

- Create a characterful neighbourhood, incorporating a series of streets and green spaces.
- Create an inclusive place for pedestrians, cyclists and vehicles.
- Build a sustainable landscape incorporating water management, planting & ecology.
- Engender links between Hertford and the wider countryside.
- Create high quality places for play and informal recreation.



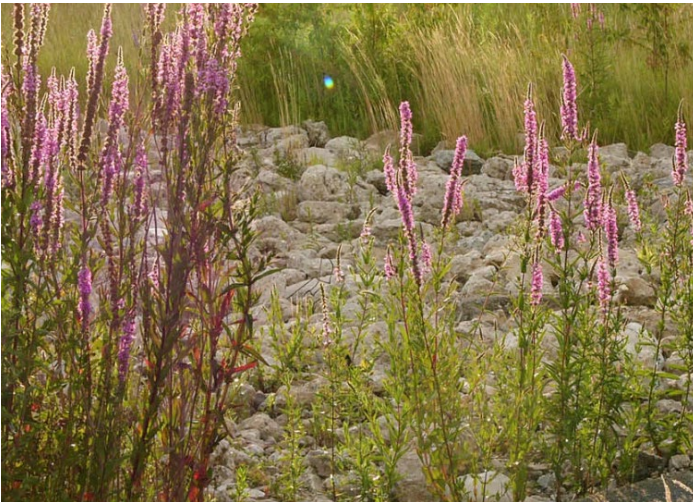
Existing Site Photo - Wildlife Site



Concept: Recreational Opportunities

Key principles:

- To place the settlement within a strong landscape framework that provides a distinct sense of place and responds to the surrounding landscape and adjacent housing area.
- To reserve a large proportion of the site for open landscape and amenity areas to provide an attractive amenity for residents and the wider community. It will also provide strong attractive links to the surrounding countryside.
- To provide a variety of open spaces, including structured and informal amenity and play, that both reflect and reinforce the transition in character through the site.
- To provide an extended footpath and cycleway network through the landscape and built areas and connecting with existing routes, fully integrating the development with the edge of Hertford to the east.
- To conserve the existing woodlands, and individual trees, particularly the central woodland spur, and to enhance the biodiversity and landscape character of the site.
- To use new planting, landform and open space to screen and enhance views of the settlement, including those from the edge of Hertford, to help integrate it with it's setting.
- To integrate public open spaces and landscaped areas with the sustainable urban drainage strategy, so that they also function as a practical component of it.



Concept: Enhancing biodiversity

ECOLOGY

In recognition of the ecological and amenity value of the Local Wildlife Site (LWS) in the northwest, the existing woodland and mature trees, the development envelope has been restricted to avoid impacts on these features.

1. Local Wildlife Area retained and habitats enhanced through active management
2. Woodland edge habitat creation, creating a buffer from the woodland and grading into the developed area
3. Spur to be retained and managed long term to create high-quality woodland
4. Mature trees retained and additional planting and management used to create higher quality planted boundary to the west
5. Habitat diversification through creation of damp habitats in association with potential infiltration basins
6. Green links created across the site to enhance habitat connectivity
7. Southern boundary re-planted with diverse range of nature trees and shrubs



Precedent image - log piles



Precedent image - bat box



CHARACTER

A 2.6 ha nature reserve in the valley to the north retained in the Green Belt, and a central ‘spur’ of woodland and green space extending north to south across the site, providing the backdrop to the entrance to the development and a key habitat link.

The existing local wildlife site will be retained and enhanced. Managed access will be provided by a new network of paths, linking the new neighbourhood with the woodland and wider footpath network.

The developed areas of the site will represent different distinct characters, reflected in the design of the public realm, planting and architecture.

‘WEST FARM’

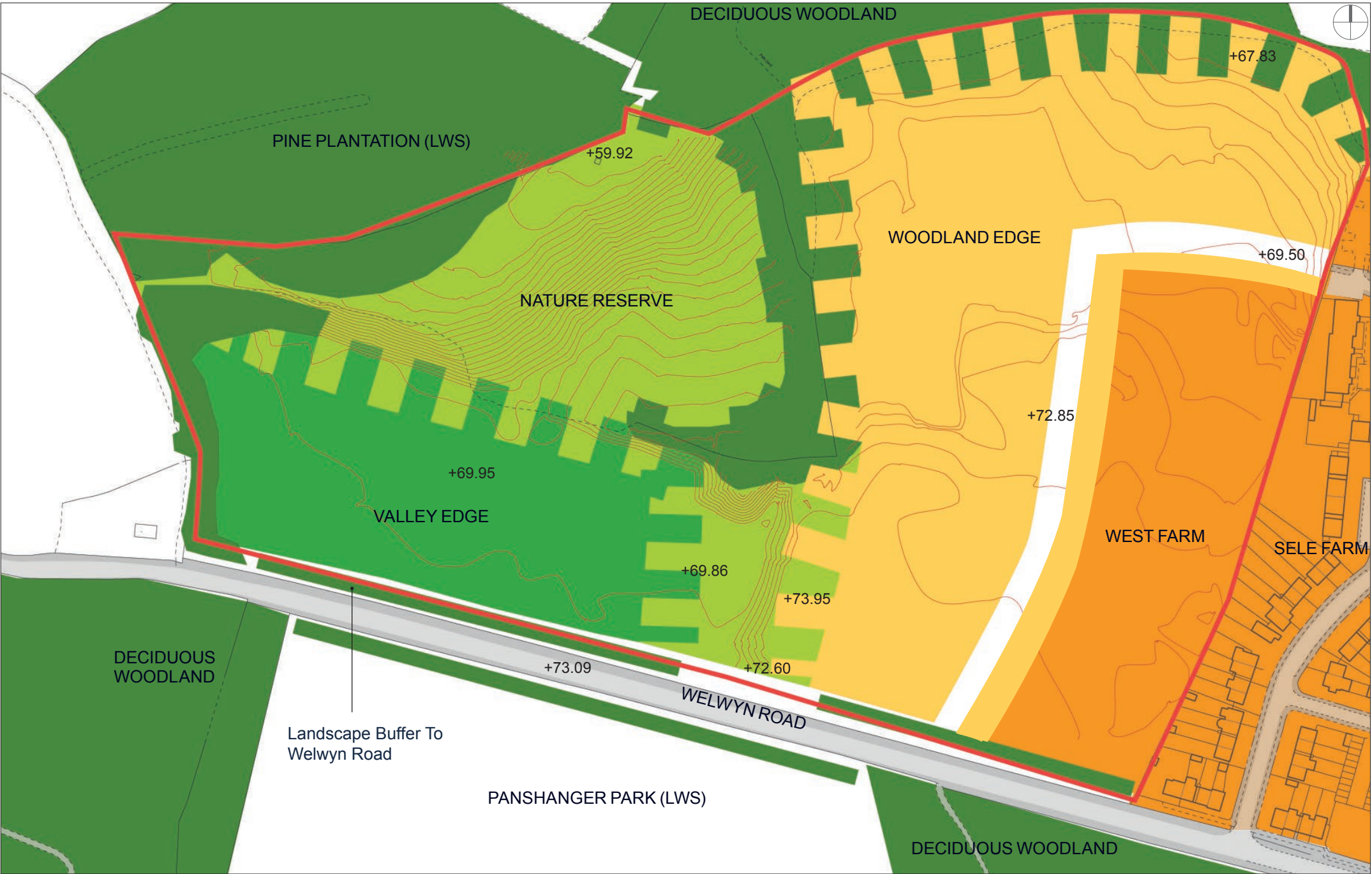
The eastern area of the site, at the interface with the existing housing, will focus on a more formally designed public realm reflecting it’s stronger relationship with the ‘urban’ edge of Hertford.

‘WOODLAND EDGE’

Adjacent to the woodland at the north of the site, the woodland edge will have a more informal character using appropriate woodland and woodland edge planting to create a softer border.

‘VALLEY EDGE’

More informal planting with a predominance of native species will be paired with a loose, soft architecture in this area with the aim of integrating it into the countryside adjacent to the north and west.



CONNECTIVITY

Safe and attractive shared access routes / corridors for pedestrian and cyclists will be prioritised through the site, with connection to Sele Farm and West Hertford to the County Wildlife Site, new public open spaces and the wider countryside.

NEW BRIDLEWAY

A new bridleway crossing proposed by Hertfordshire Council would be met by footpaths into the site, improving pedestrian connection to Panshanger Park. This will be coordinated appropriately through further discussions.

CONNECTION TO PERRETT GARDENS

Perrett Gardens would be opened to provide a connection for pedestrians with potential for an extension to the neighbouring bus route. It is currently a dead end with an overgrown footpath connection.

A POTENTIAL NEW CONNECTION TO SELE FARM

A new pedestrian and cycle link would be created which would extend through to the central green.

CONNECTION TO WELWYN ROAD

A new junction along Welwyn Road would provide the main road connection to the centre of the site through which service vehicles could enter potential for cycle route through to Welwyn Road at SE corner of site

WELWYN ROAD FOOTWAY

The footway beside Welwyn Road currently terminates at the site boundary, but would be extended into the site to join its footpath network.

CONNECTIONS TO WOODLAND

Improved footpaths through the nature reserve would follow existing desire lines to join informal connections to woodland beyond.

PLOTS AND OPEN SPACE

A network of quiet residential streets would sub-divide developable areas into a grain of permeable plots with open spaces for play on key routes. Natural edges would be formed by small residential drives with pedestrian priority. The ratio of plots to open space is 1.55 :1



NEW GREEN SPACES

To provide local play for young children, small green spaces would be situated on the east-west connections to Sele Farm

ACCESS

Connecting the site back into Hertford and surrounding areas is a critical consideration:

- We are proposing a new bus connection route to Sele Farm and pedestrian/cycle link; this would allow the extension of a local bus route into the site.
- A primary vehicular link is proposed onto the Welwyn Road to the south.
- Pedestrian links are proposed for amenity purposes, connecting to Panshanger park via a new equestrian crossing installed by Herts County Council as part of their improvements to the local brideway. We would look to connect to existing foot and cycle paths leading out into the countryside to the north and west.
- Pedestrian connectivity will be prioritised.

- • • Pedestrian / cycle routes
- Public Transport routes
- Principal vehicle routes
- - - Secondary vehicle routes
- Courtyard with parking
- New Bridleway (Hertfordshire county council)



PARKING

Car parking will accord with the provisions of Parking Zone 4, as described in the Vehicle Parking SPD.

The proposal will make provision for electric vehicle charging points, as appropriate in line with DES4(e)

TRANSPORT SUMMARY

The plan shows the identified routes via footpaths and streets to the prime local destinations as well as the footpaths and bridleways to countryside to the north west and south to Panshanger Park.

The public transport strategy for HERT3 has been discussed with HCC and Arriva to identify the best way of providing new residents with a good frequency of bus services which are also commercially viable. The option preferred by HCC and Arriva Buses is shown on the adjacent plan and shows that service 395/396 would be re-routed through a widened Perrett Gardens into the Archers Spring site, along the main street within the site and onto Welwyn Road to ensure all new homes are within 400m of a bus stop. The route can be extended to also incorporate a route through the proposed Thieves Lane residential site to the south. The preferred new bus routing strategy for the HERT3 sites is shown on the plan opposite.

The location of the bus route may be subject to change if necessitated through further discussions with HCC.

Any off site infrastructure could be provided in line with policy, if necessary.

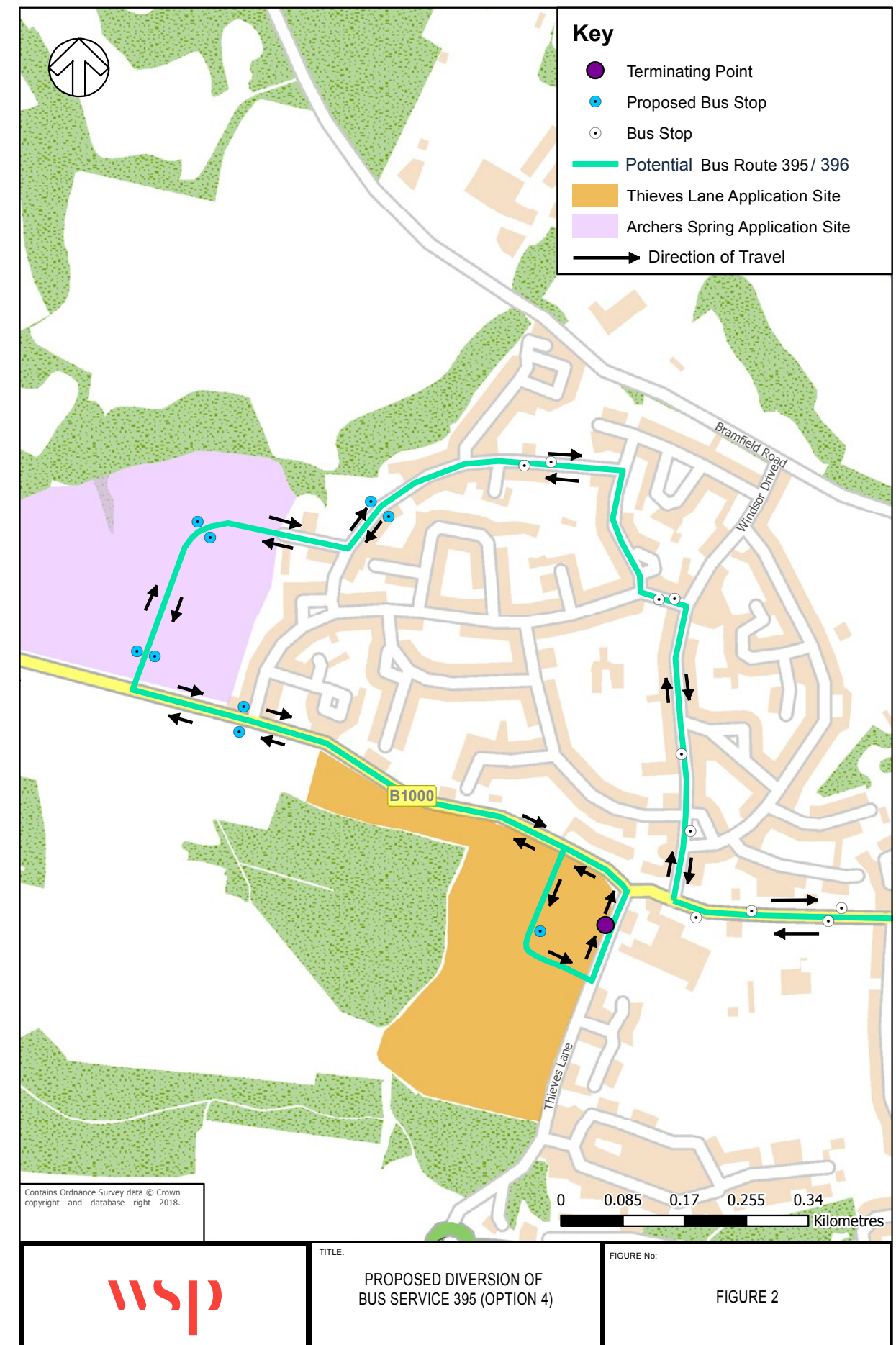
HIGHWAYS, ACCESS AND PARKING

There would be one vehicular access point from Welwyn Road in the form of a simple priority junction, with an additional access created through an extension to a widened Perrett Gardens connecting directly to the Sele Farm estate street network to the east of Archer's Spring.

Traffic enforcement measures will be introduced to ensure that the road link to Sele Farm will be used by buses only, and will not be open to other vehicles.

DRAINAGE SUMMARY

The proposed development will result in an increase in impermeable area; therefore it is proposed that SuDS should be integrated in order to provide source control and attenuation of surface waters.



OPEN SPACE PROVISION

Open space proposals will be designed in accordance with East Hertfordshire Open Spaces and Sports Facilities Assessment Technical Study Strategy 2017.

The development fully accommodates the required provision for children and young people and parks and public gardens. As the site benefits from the 2.6ha nature reserve and good accessible links to the surrounding countryside via the adjacent footpath network, we are not proposing to provide outdoor sports provision on site but will seek to agree alternative arrangements with the council.

STEWARDSHIP AND GOVERNANCE

Appropriate arrangements will be made to manage the ecological site within the application site. In addition it is expected that an estate management company will be responsible for the maintenance and management of public open spaces within the site.



4.0

DEVELOPMENT CHARACTER

CHARACTER AREAS

The character of landscaping and architecture varies across the site in response to the context. Four distinct neighbouring conditions: (Sele Farm, Panshanger Park, the Woodland and the nature reserve) define the character areas of West Farm, Woodland Edge and Valley Edge.

At the eastern edge, the grain responds to the existing edge of Hertford. There are some terraced houses, parking courts and three new connections to the Sele Farm Estate. Landscaping is more urban with local green spaces and street trees.

On the other side of the central avenue the grain opens toward the woodland, bounded by shared space drives that encourage pedestrian movement beneath the trees.

The landscaped green in the centre of the site is the principal gateway from Welwyn Road and for horses and walkers from Panshanger Park via the new equestrian crossing. As a series of lawns, with playspace and clusters of trees, it will draw the visitors into the nature reserve beyond. The space is overlooked by small pitched-roof apartments fronted by gardens.

The westernmost corner of the site is lowest density, bounded by planted banks on the south and west, with houses of a rural character overlooking the nature reserve through a managed planted edge.

Identified secondary conditions, such as natural or avenue frontages, vary across each character area as shown.

Secondary Characters/ Conditions

- A Natural Frontage
- B Middle Lanes
- C Welwyn Road Frontage
- D Avenue Frontage
- E Sele Farm Edge
- F Panshanger Gateway Frontage



KEY

Character Areas

- Valley Edge
- Woodland Edge
- West Farm
- Avenue

VALLEY EDGE

The Valley Edge Character Area

The nature reserve forms a spectacular setting for residential houses that make full use of the expansive views. This is accessed through the main entrance to Archers Spring from Welwyn Road, a carefully landscaped green space with large trees creating a sense of arrival to the development and a gateway to the nature reserve beyond.

- Rural character
- Lower density
- Local vernacular inspiration
- Small apartment buildings.
- Play area
- Public access to footpaths and cycle ways



WOODLAND EDGE

Homes feature a rural character with street access more akin to country lanes. The wooded spur acts as a natural edge for the development.

- Rural character
- Medium density
- Local vernacular inspiration
- Public access to footpaths and cycle ways



WEST FARM

This neighbourhoods joins the avenue and Sele Farm. Homes are designed to encourage community links with homezone areas and friendly clusters of terraces.

- Relationship to character of Sele Farm.
- Higher density
- High degree of space enclosure



LANDSCAPING

CENTRAL GREEN

Located at the principle entrance into the development from Welwyn Road, and forming a large green space at the heart of the development, the focus of this area will be on providing a sense of arrival. The central woodland spur will for a key backdrop to the area and large specimen trees, in groups and forming avenues, will demarcate the area as a gateway and reinforce primary routes.

Using the existing woodland structure, the landscape proposals will build on this treed character to form a distinctive landscape setting to both the entrance and to an informal recreational and play space.

Structural planting of native origin will combine with more ornamental tree planting and hedging to soften the edge of the new neighbourhood as it intersects with the nature reserve and the woodland spur.

POCKET PARKS

To assist with further breaking up the built development, two smaller pocket parks are integrated into the West Farm and Woodland Edge character areas. These two spaces provide places for informal gathering, pocket play and points to focus planting and larger tree specimens within the development.

Mixed native hedgerows will border the spaces where they face roads to help install the rural character of the development. Naturalised play spaces provide equipment for play. Lawn areas provide for informal recreation and are bordered with herbaceous shrub borders to enhance seasonal colour, texture and biodiversity within the development.



1. Central Green



2. Pocket Park (West Farm Character Area)



3. Character Images

PLANNING PRINCIPLES

Responsive to site context – The physical site constraints and opportunities have been explored and assessed in detail to ensure that development proposals respond to, and enhance the features and unique character of the site. Opportunities to create a defined urban edge to Hertford will be maximised at this key gateway location.

Design, Character and Landscaping – High quality design will be key to ensuring the development will become a well designed place in which people will want to live and play. The proposals are fundamentally landscape led, with key connections to the local wildlife site maintained an enhanced, and formal and informal play spaces distributed throughout the development. Character areas will be developed through the scheme to create a well designed new neighbourhood with a distinct series of spaces which respond to their setting. All design will have regard to the relevant policies contained within the East Herts District Plan 2018 and design standards.

Connectivity –The site will integrate with the wider setting through a series of pedestrian and cycle connections, and the introduction of a bus route through the site, to provide a healthy, inclusive and connected neighbourhood. The scheme will foster links to key local facilities including shops, schools, the train station and town centre.

Transport – The scheme will be designed to priorities pedestrian and cycle movement above the use of vehicles. A potential bus route will be diverted through the site to ensure good access to public transport for all residents. Resident and visitor car and cycle parking will be integrated as a key element of the design, in accordance with Policies TRA3 and DES4.

Infrastructure – Key infrastructure needed to support development will have regard to Policy DPS4; proposals will seek to make appropriate provision for high speed broadband, in line with the provisions of Policy DES4.

Housing – Development proposals will provide a range of type and mix of housing, to meet local needs, in accordance with Policies HOU1, HOU2, HOU3, HOU6 HOU7 and HOU8 of the East Herts District Plan 2018. Housing will be will designed to incorporate features for a low carbon footprint, utilising modern technologies to maximise efficiency as set out in Policy DES4



ARCHITECTURE
PLANNING
URBAN DESIGN
SUSTAINABILITY
TECHNOLOGY
INTERIOR DESIGN

5-8 HARDWICK STREET
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