

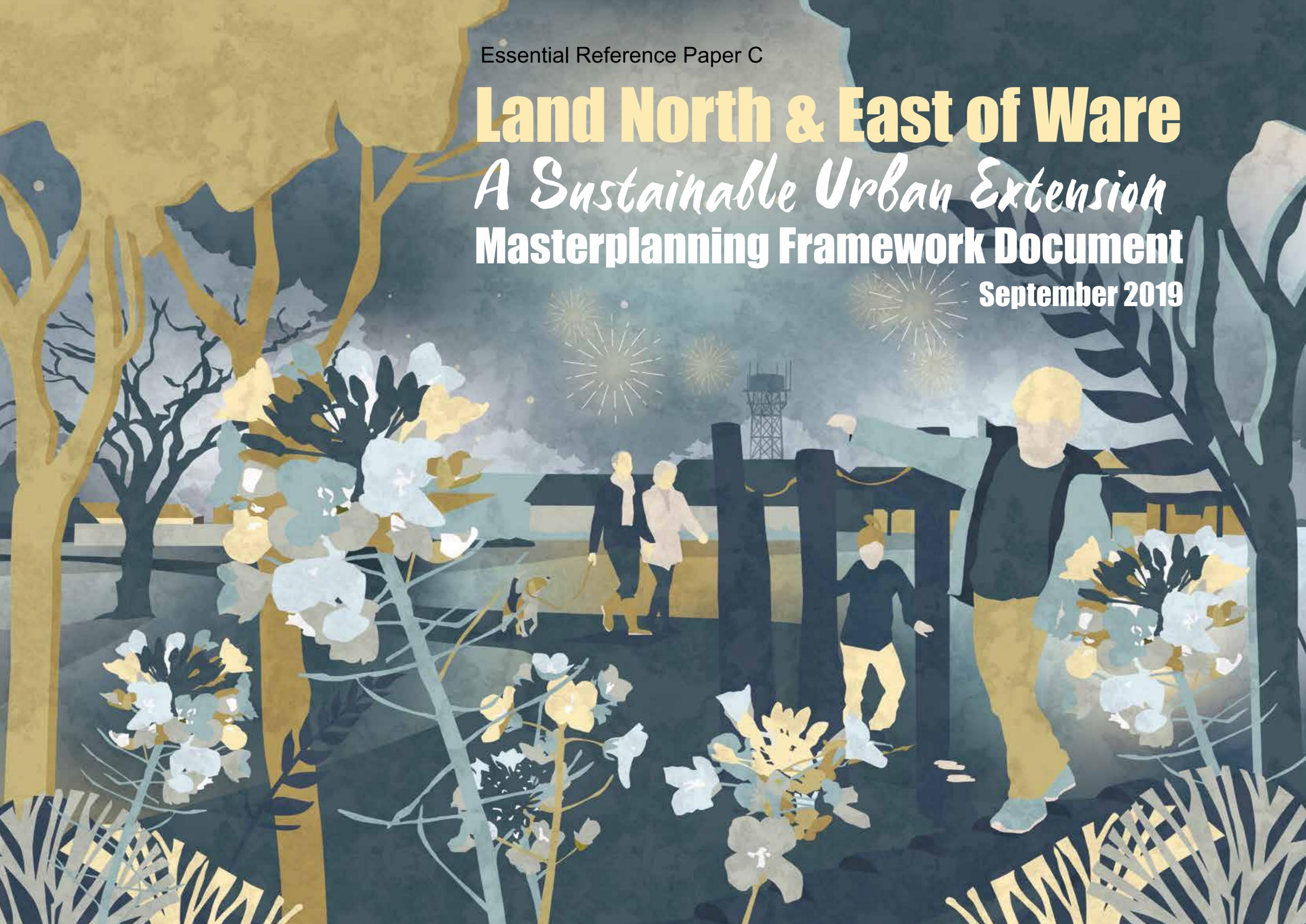
Essential Reference Paper C

Land North & East of Ware

A Sustainable Urban Extension

Masterplanning Framework Document

September 2019



Executive Summary

This document forms the Masterplanning Framework for 'Land North and East of Ware', setting out how a comprehensively planned extension to Ware can be achieved, following its allocation in the East Herts District Plan in 2018.

This Masterplanning Framework Document (MFD) is produced in accordance with Policies WARE1 and WARE2. The purpose of the MFD is to provide a high level design framework that sets out principles for any future development within the land to the 'North and East of Ware'.

The various proposed drawings and diagrams included in this document are at design concept stage and therefore do not provide precise representation of existing or proposed features at the land North and East of Ware. The Illustrative Layout Options illustrated in this document are indicative only at this stage of the design process. Further design evolution and detail will be provided as part of future planning applications.

Contents

Executive Summary	ii
1. Introduction	2
Planning Context	
The Vision	
Framework Objectives	
2. Understanding Ware	4
Local Context	
Transport and Movement	
Ware Analysis	
Local Character	
3. Site Analysis	8
The Site	
Site Photographs	
Site Constraints	
Site Opportunities	
Technical Surveys	
4. The Engagement Process	14
Community Engagement	
5. The Masterplanning Framework	18
Structuring Elements	
Illustrative Layout Options	
6. Framework Objectives	26
Landscape Links	
Connected to Town & Countryside	
Placemaking	
7. Summary	32

Planning Policy

East Herts District Plan 2018

The East Herts District Plan (2018) identifies the site 'North and East of Ware' for a new mixed use development in policies WARE1 and WARE2. The District Plan allocates at least 1,000 new homes to the site by 2033 and identifies future potential for a further 500 homes, subject to suitable highway mitigation measures. The development of local retail and community uses is identified in addition to employment areas of around 3 hectares.

Other key policy requirements include Primary and Secondary School land provision, indoor and outdoor sports and Travelling Showpeople provision. Key infrastructure requirements include a link road between Widbury Hill and the A10/A1170 and the delivery of sustainable transport measures.

Policy WARE1 (II) identifies a development of 600sqm retail floorspace to be delivered primarily to the North and East of Ware and within the town centre.

Policy WARE1 (III) allocates 3ha of B1 (Office and Light Industry) employment floorspace to be delivered to the North and East of Ware.

In line with HCC LTP4 Policy 1 sustainable travel methods will be at the heart of the development through:

- The promotion of sustainable patterns of movement;
- The provision of cycle routes and linkages;
- Linkages and enhancements to local bus services;
- Prioritising pedestrian and cycle use over car use;
- Measures to encourage modal switching.

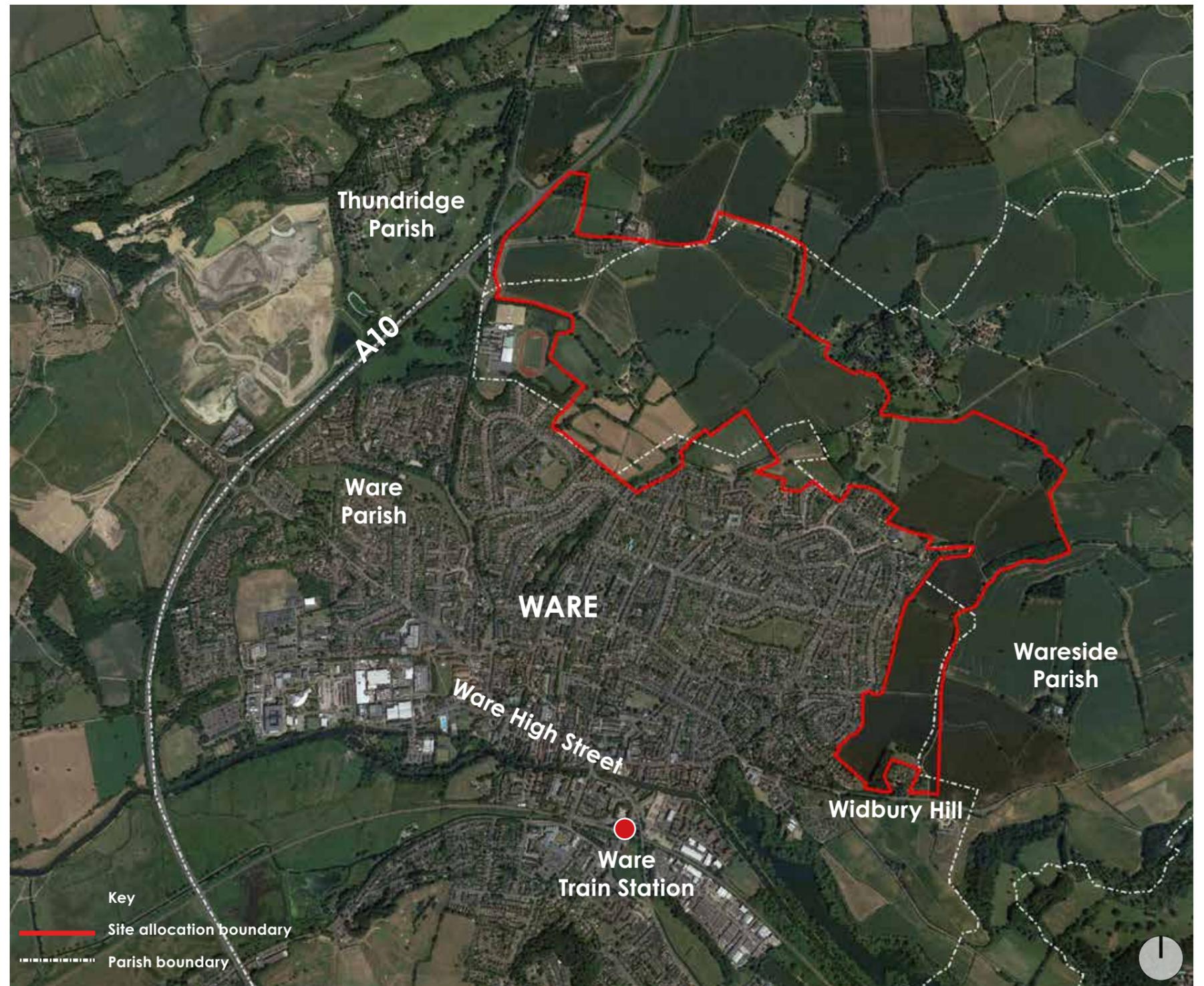
The Planning Context

Benefits for Ware

- A wide variety of housing types to meet the needs of the growing population
- A new neighbourhood centre including retail, healthcare and community facilities which complements existing town centre
- Helping to improve the vitality of the town centre
- A new secondary school serving the wider area
- New and expanded primary schools
- Beautiful landscaped parkland providing opportunities for equipped and natural play, and wildlife and biodiversity
- A variety of job opportunities
- Enhanced bus service across the development and town-wide



Reference: District Plan Image



1. Introduction

The Vision

Our vision is to deliver a comprehensively planned extension for the town of Ware meeting the needs of a growing community, which provides:

- A new place sensitively shaped by the rich landscape fabric of the site, integrating woodland, trees and hedgerows into a green network connecting Ware and the countryside;
- A community comprising four distinct neighbourhoods, each with focal points at their heart. Hubs with a mix of shops, flexible employment spaces, schools, health and community centres establishing vibrant and thriving neighbourhoods;
- A connected place, knit into the town through a network of green corridors providing safe walking and cycling routes. An interconnected sequence of green gathering spaces for relaxation and recreation, with Cowfields retained as a central focal natural greenspace in Ware.

Land North and East of Ware has not been identified as a new Garden Village, but the design ethic embodied by those developments is one that underpins this Vision:

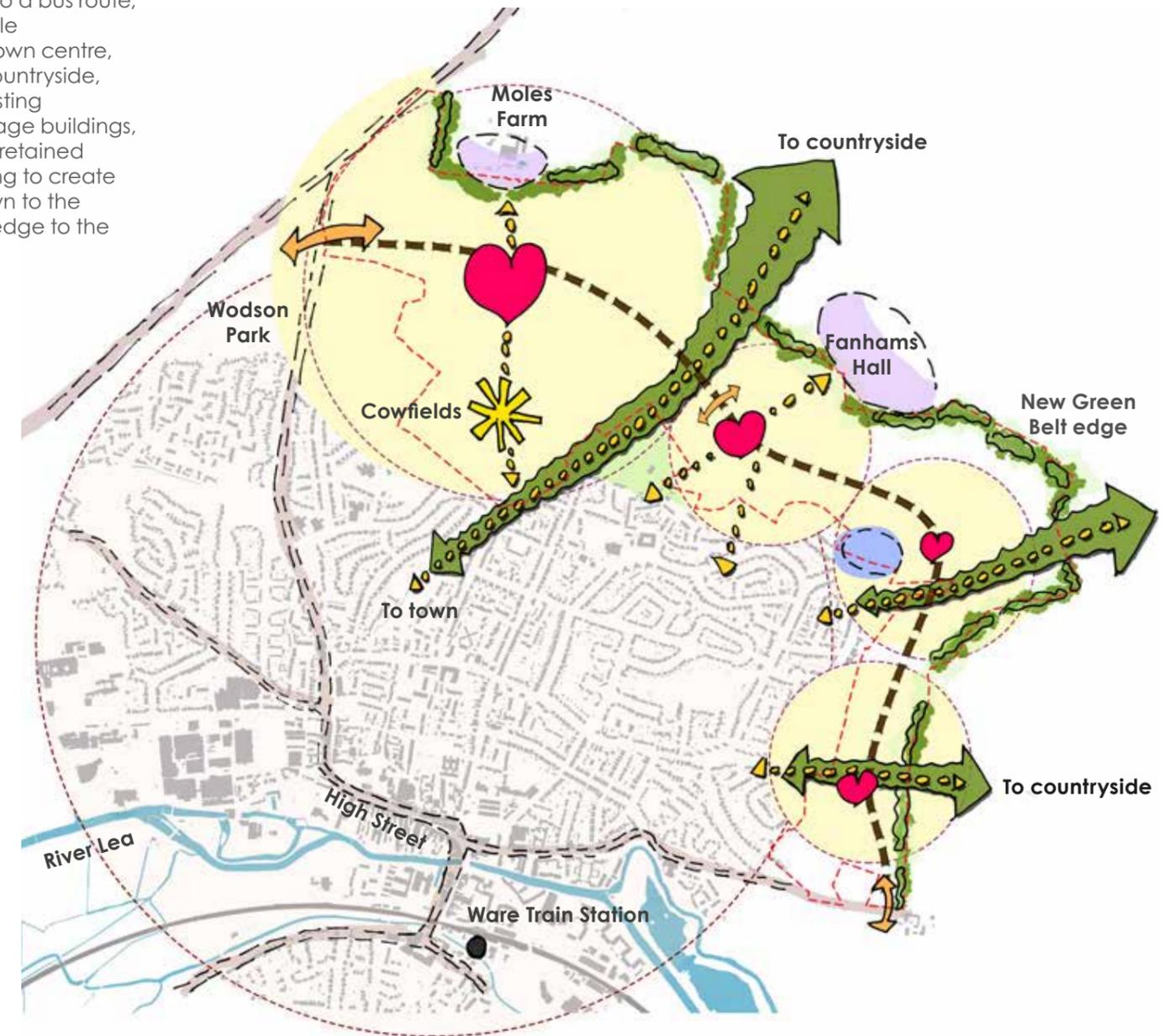
- innovation and imagination;
- marrying town and country;
- co-operation in design and place-making;
- character, distinctiveness and harmony;
- room to breathe.

(*'The Garden City Design Ethic' - Garden City Standards for the 21st Century, Guide 3: Design and Masterplanning'*, published by the TCPA December 2017)

Initial Concepts

- A series of residential neighbourhoods
- Local facilities within walking distance of homes that complement rather than compete with those in the town centre and adjacent neighbourhoods,
- Homes within close proximity to a bus route,
- Improved pedestrian and cycle connections between Ware town centre, Ware station and the wider countryside,
- A sensitive response to the existing development edge and heritage buildings,
- Key existing landscape assets retained and reinforced by new planting to create green corridors linking the town to the countryside and defining an edge to the town.

-  New neighbourhood
-  New neighbourhood hub
-  Footpath & cycle lane network providing connections to green belt & town
-  Access point
-  Green connections
-  Primary school extension



Framework Objectives

The vision is founded on three key themes:

- Landscape Links
- Connected to Town & Countryside
- Placemaking

Each theme has two objectives, these objectives have shaped the Masterplanning Framework and design decisions for a new community at Ware.

Landscape Links



A landscape led approach

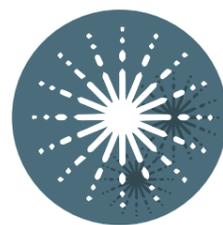
Reconnect and enhance the existing natural landscape features through a green network of woodland, trees, open spaces, rivers and brooks. A thriving living landscape, bio-diverse and ecologically rich.



Defining the Green Belt edge

Create a new Green Belt edge for Ware responding to its surroundings. Define a robust and recognisable interface to the countryside. Respect the setting of Fanhams Hall and frame views with new planting within the site.

Connected To Town & Countryside



Celebrate the local community spaces

Retain Cowfields and provide links to Wodson Park Sports and Leisure Centre as focal destinations for community gathering and celebration. Spaces for existing and new communities to come together for year-round leisure, activity and outdoor enjoyment.



Connecting to the context

Retain and enhance existing footpaths and bridleways whilst also establishing a new well-connected network of streets, footpaths and cycleways to encourage sustainable and active transport, connecting the new neighbourhoods with Ware.

Placemaking



A planned extension for Ware

Deliver a new sustainable community integrated with the existing settlement in Ware, exemplifying the Garden City Design Ethic. Provide new homes for everyone, of the right scale and type to meet the varying needs of the community. Establish a thriving place where people are proud to live.

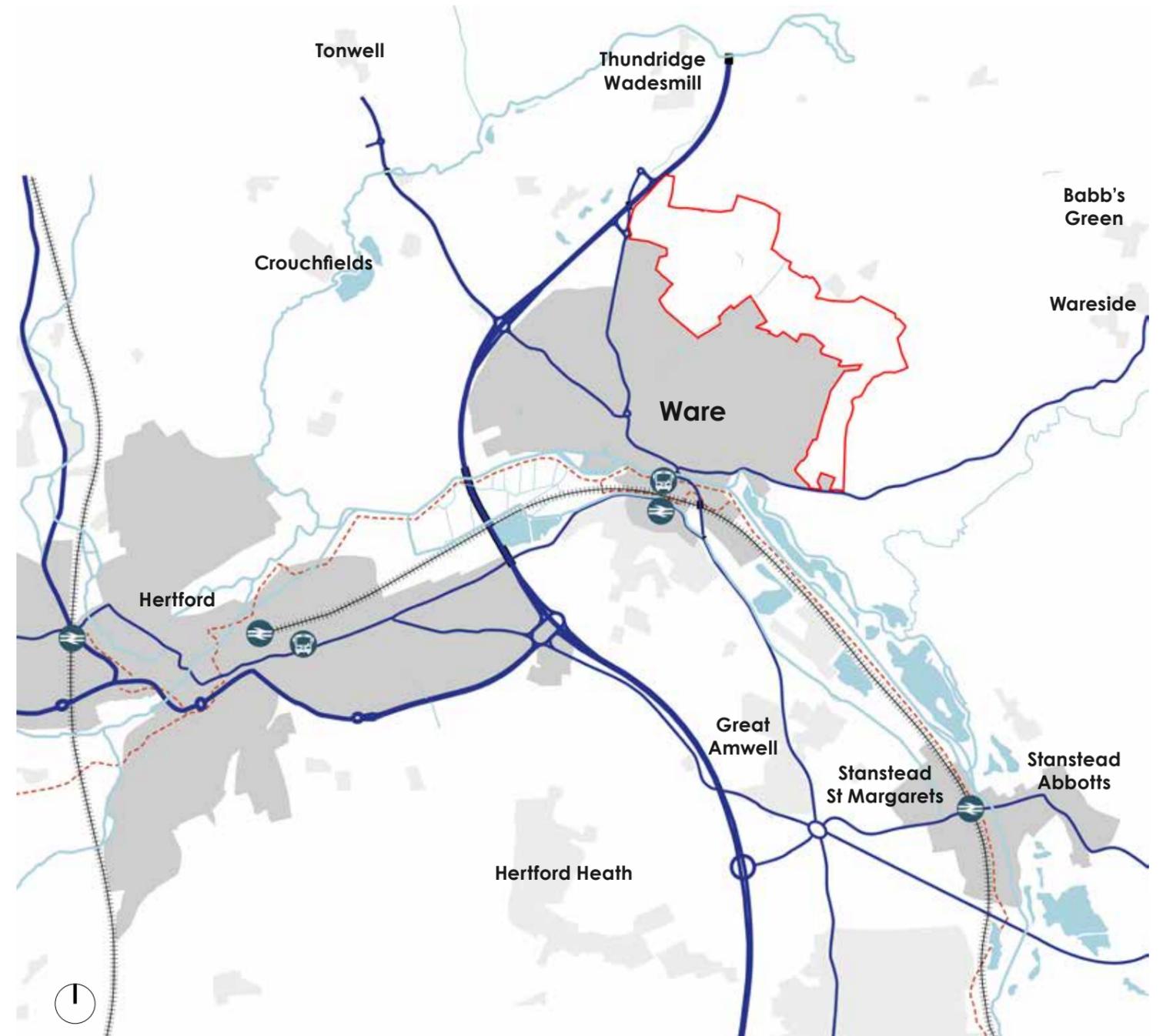
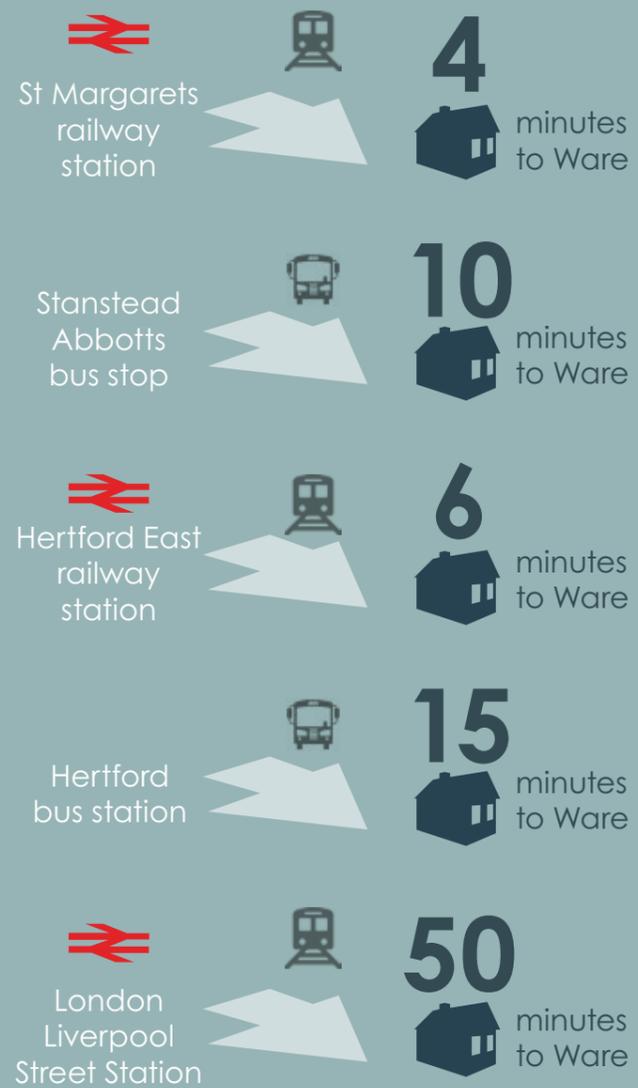


A vibrant & distinctive place

Create a distinct place whilst respecting and celebrating Ware's local heritage and character. Form a series of new neighbourhoods with community hubs at their heart, establishing community spirit and vibrancy from the outset.

2. Understanding Ware Local Context

The site benefits from strong transport connections within the East Herts region and beyond. Railway services provide direct routes to London (Liverpool St) and Hertford East. Located east of Hertford, the rural town of Ware is accessible by rail in 6 minutes and by bus in 15 minutes. Stanstead Abbots to the south can be accessed by rail or bus, it is a 4 minute train journey or 10 minute bus ride from Ware.



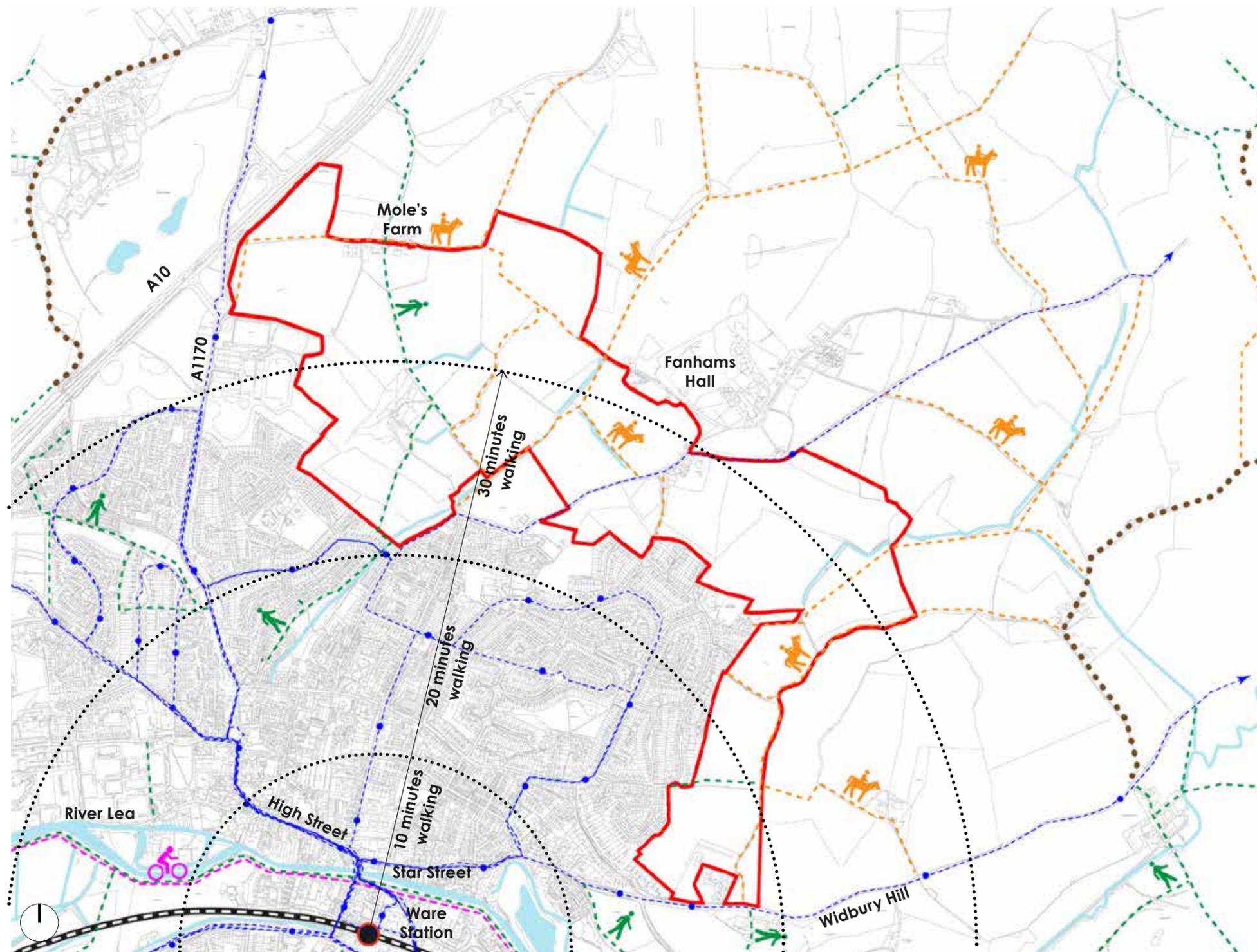
2. Understanding Ware

Transport and Movement

A bus route network serves Ware providing transport connections to nearby towns including Hertford, Cheshunt, Harlow, Welwyn Garden City, Hatfield, St Albans, Stevenage and Waltham Cross.

The town of Ware has a permeable network of footpaths providing pedestrian routes to the town centre and railway station. A wider network of public rights of way and bridleways provide access to the countryside for walkers and horse riders.

A traffic free cycle route follows the south bank of the River Lea providing a safe and attractive leisure route between Ware and Hertford.



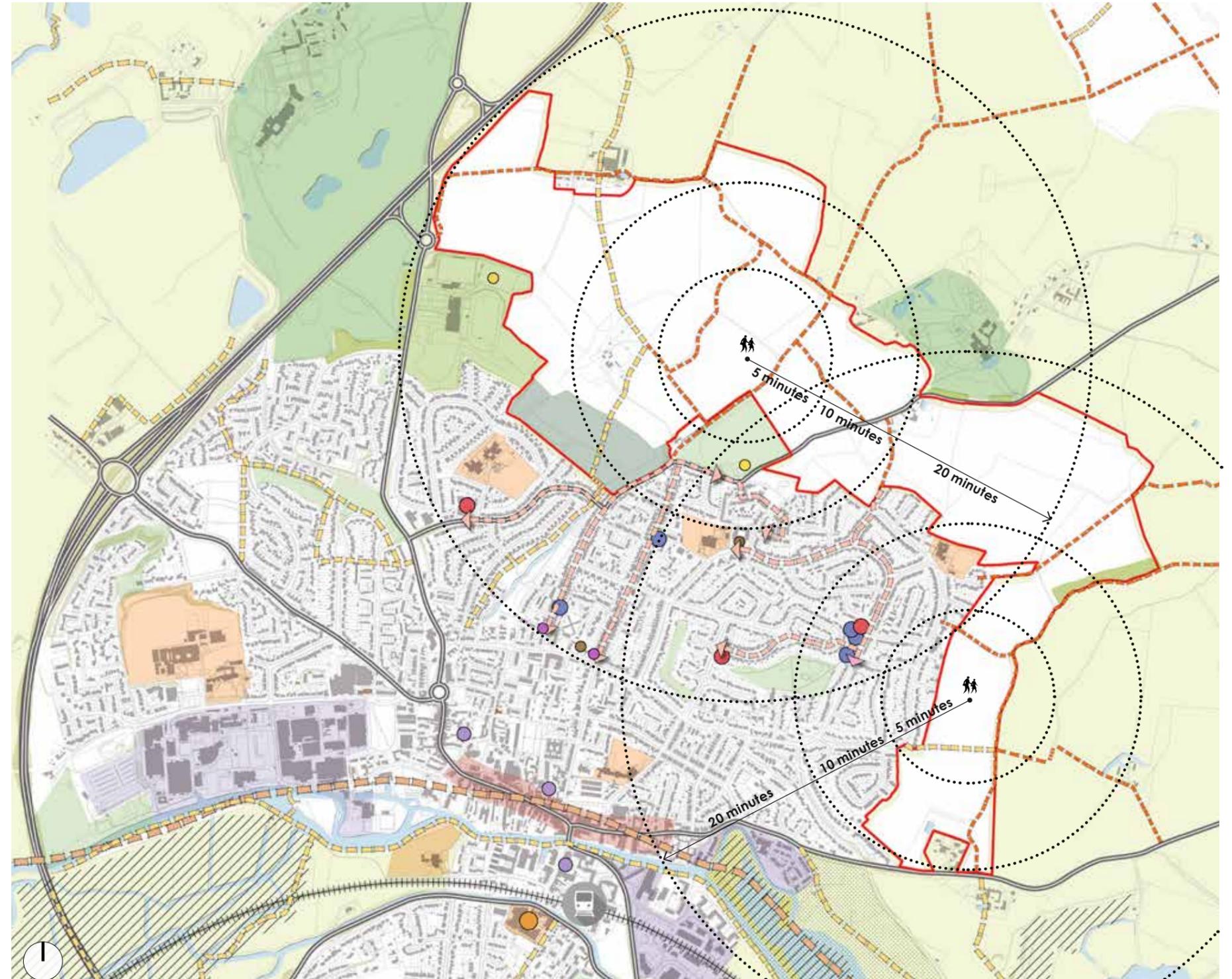
-  Allocated site boundary
-  Public right of way - footpath
-  Public right of way - bridleway
-  Traffic-free cycle routes
-  Other public access routes
-  Bus routes
-  Railway station
-  Existing waterbodies

2. Understanding Ware

Ware Analysis

The plan opposite illustrates the location of facilities and services close to the site. Within a 10 minute walk from the centre of the largest part of the site, there are Registered Gardens and permissive open access areas, schools, recreation facilities, and a football club. The Lee Valley Regional Park is within a 20 minute walk from the eastern part of the site.

-  Allocation site boundary
-  Public bridleway
-  Public footpaths
-  Walking distance to off-site facilities
-  Protected trees/hedgerows
-  Permissive open access
-  Schools/colleges
-  Hertford Regional College
-  Food store
-  Pub/restaurant
-  B&B
-  GP surgery
-  Care centre for elderly
-  Football clubs
-  Ware High Street
-  Green Belt (GBC1)
-  Employment areas (EDE1)
-  Registered gardens (BH16)
-  Special Area of Conservation (ENV12)
-  Wildlife sites (ENV14)
-  Sport & recreation facilities (LC1)
-  Strategic & local green links
-  Lee Valley Regional Park
-  Rivers



2. Understanding Ware Local Character

Ware



High Street



High Street



River Lea Gazebos



Waterside Inn

A character study has been undertaken to provide an understanding of the local character and context to ensure the proposals reflect the rich heritage of Ware and its surroundings.

The River Lea flows through the centre of Ware, accessible via footpaths and cycleways the river corridor provides a green and blue link through the town. The Lee Valley Regional Park stretches along the River Lea from Ware, to the River Thames in London. Footpaths, cycle routes and pathways run through the Park offering specialist leisure and recreational facilities within an area of biodiversity for the region.

Ware has many listed buildings including the remains of a 14th century friary. Some of the buildings along the High Street date back to the 14th century.

The Masterplanning Framework will reference the distinctive character of Ware, the hierarchy of routes and spaces, building types, scale and active frontages. Reflecting the local character will reinforce familiarity, define a 'sense of place' and integrate the new development into the local area.

Thundridge

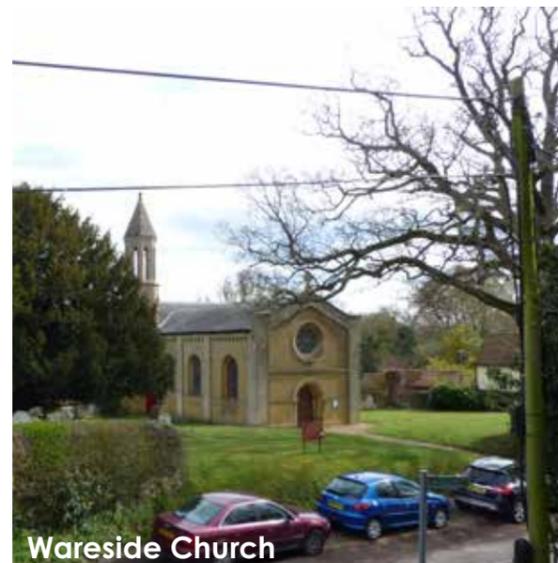


Ermine Street

Wareside



Wareside Dwellings



Wareside Church



Tudor Square

2. Understanding Ware The Site

The site is located to the north and east of Ware covering an approximate area of 147 hectares. It lies within 3 parishes; Ware, Wareside and Thundridge and is predominantly agricultural land.

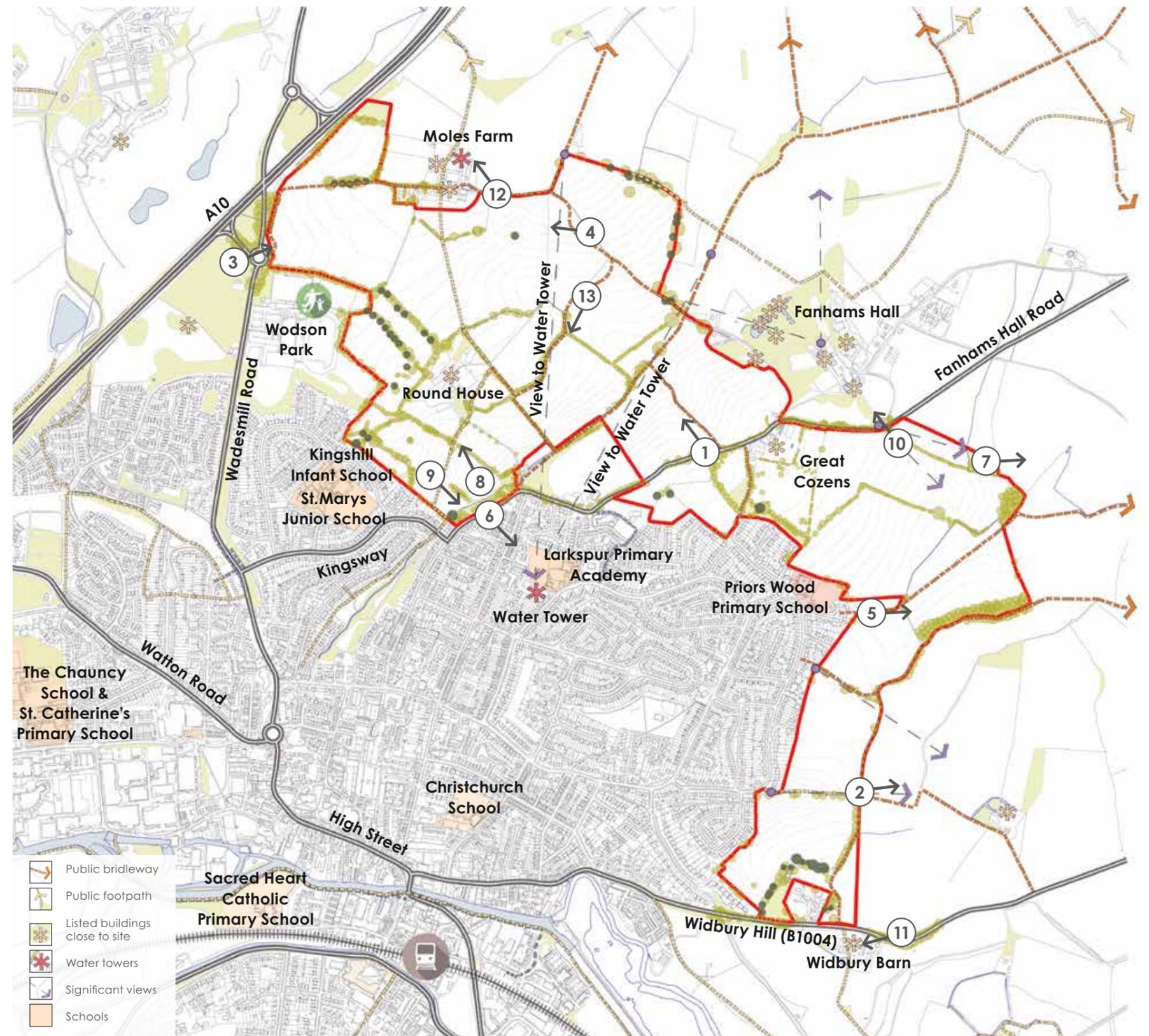
The site is bounded by the A10 to the west, Widbury Hill to the south and Fanhams Hall Road passes through the middle of the site. Residential properties and gardens about the southern edge of the site boundary.

The site comprises mainly agricultural land and The Bourne tributary flows north-south through the site.

A number of listed buildings, parks and garden lie within the vicinity of the site including Moles Farm, Fanhams Hall and Widbury Barn. The Round House and Great Cozens are listed properties situated within the site boundary.

An extensive network of public footpaths and bridleways provide connections from Ware through the site to the countryside, to the north and east.

Wodson Park Sports and Leisure Centre is located to the west of the site on Wadesmill Road.



3. Site Analysis

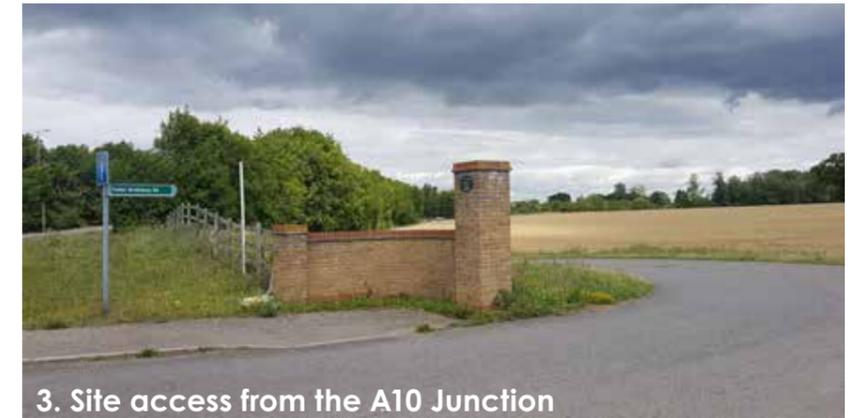
Site Photographs



1. View to Moles Farm from Fanhams Hall Road



2. View to the east from the edge of the site



3. Site access from the A10 Junction



4. Mature tree



5. View to the eastern edge of the site



6. Adjacent properties overlooking Cowfields



7. View to the east of the site



8. Site ditch



9. The Bourne



12. View to Moles Farm Water Tower from footpath



10. Gatehouse to Fanhams Hall



11. Widbury Barns



13. Views across the south of the site

3. Site Analysis

Site Constraints

The site has a network of woodland and tree belts providing a strong landscape character. A full tree survey has identified key trees which should be retained where possible within the Masterplanning Framework.

The western edge of the site is affected from road traffic noise from the A10.

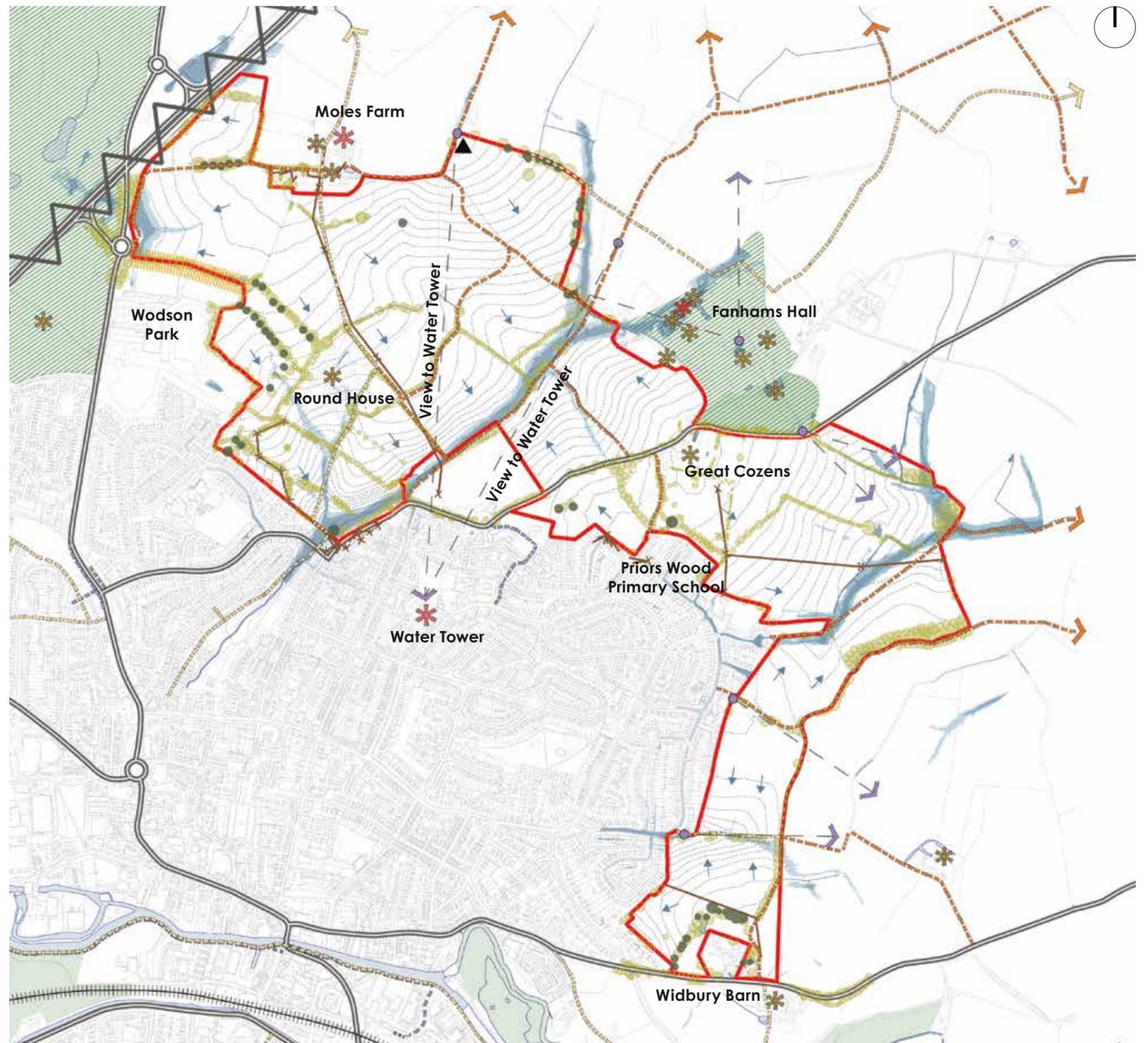
Overhead power lines cross the site from Fanhams Hall Road to Moles Farm and cross east-west to the north of Priors Wood Primary School.

There are a number of listed buildings parks and gardens within the vicinity of the site. The Masterplanning Framework will respect the setting of these heritage assets and consider views to landmark features such as the Water Tower and the Gatehouse at Fanhams Hall.

As assessment of the flood risk considered the site to be at low risk from flooding as the majority of the land is located within Flood Zone 1. The plan opposite shows areas of surface water flooding which correlate to low spots in site topography and onsite watercourses.

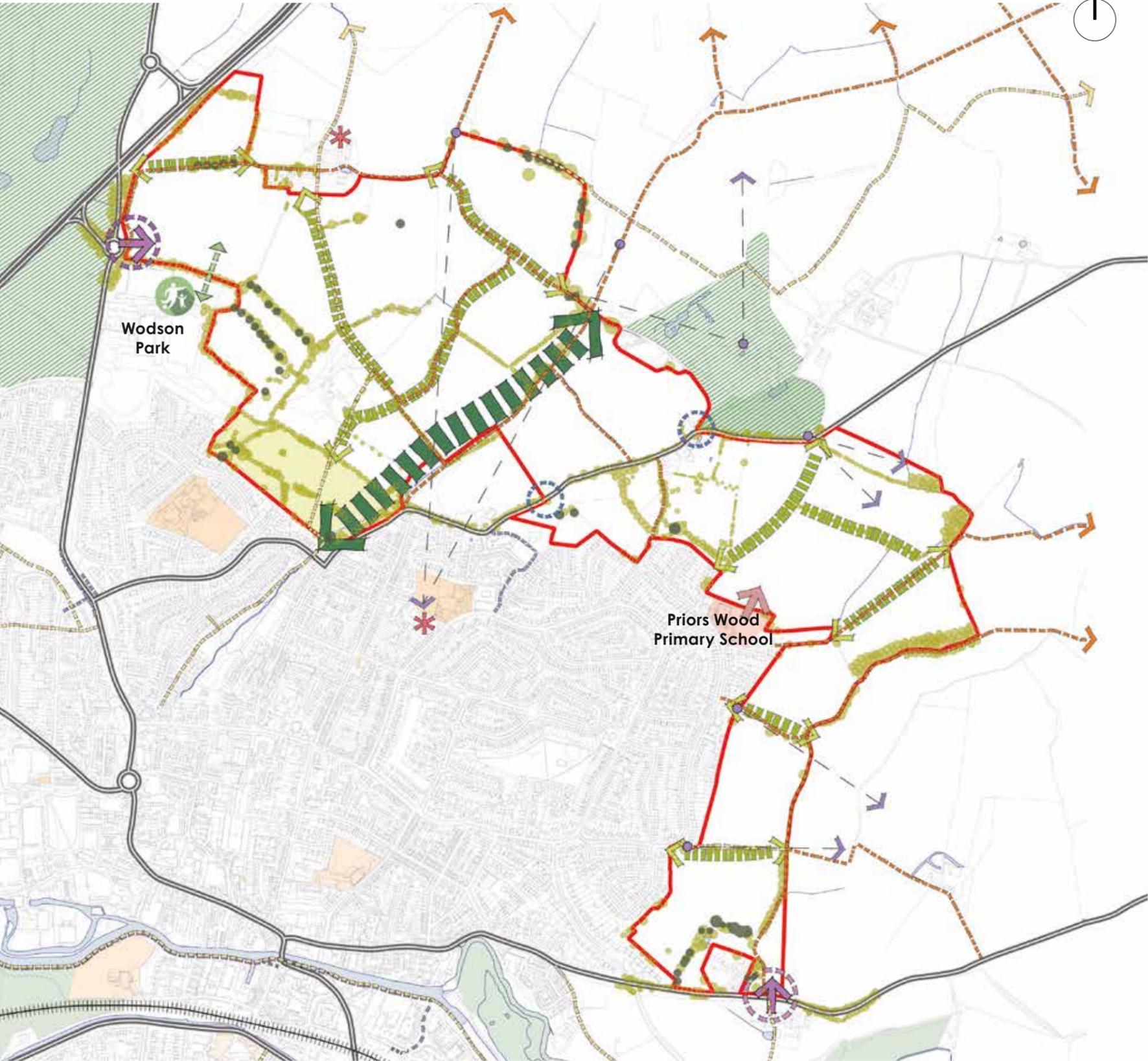
Congestion in the town centre is a key issue for local residents and the development should seek to not exacerbate this problem.

- | | | | |
|---|----------------------------|---|------------------------------------|
|  | Site boundary |  | Floodlights |
|  | Site contours (1m) |  | Drains / ditches |
|  | Listed buildings |  | Surface water flow |
|  | Sensitive views |  | 100 YR Surface water flood extent |
|  | Registered gardens |  | 1000 YR Surface water flood extent |
|  | Wildlife sites |  | Public footpath |
|  | Existing trees / hedgerows |  | Public bridleway |
|  | Notable trees/ hedgerows |  | Public cyclelane |
|  | Overhead cables |  | High point |
|  | Noise | | |



3. Site Analysis

Site Opportunities



Key woodland and tree groups are to be retained and enhanced where possible within an interconnected green landscape network, through careful structuring of the Illustrative Layout Options.

Footpaths and bridleways will be incorporated within green corridors through the site, providing attractive walking and cycling links from Ware to the surrounding countryside and Green Belt.

The site will deliver a link road between Widbury Hill and the A10/A1170.

There is an opportunity to provide a pedestrian and cycle link to Wodson Park Sports & Leisure Centre and create community cohesion through shared use of facilities.

In addition, there is an opportunity to provide land for the expansion of Priors Wood Primary School adjacent to the site.

- | | | | |
|--|--------------------------------|--|-------------------------------------|
| | Site boundary | | Public footpath |
| | Site contours (1m) | | Public bridleway |
| | Drains / ditches | | Public cyclelane |
| | Sensitive views | | Primary vehicular access points |
| | Registered gardens | | Secondary vehicular access points |
| | Wildlife sites | | Primary green corridor to enhance |
| | Existing trees / hedgerows | | Secondary green corridor to enhance |
| | Notable trees / hedgerows | | Potential link to Wodson Park |
| | Cowfields open space | | Primary school expansion |
| | Landscape buffer to Moles Farm | | |

3. Site Analysis

Technical Surveys

The following technical reports have been undertaken. Further survey information will inform subsequent planning applications.

Ecology

A full suite of ecological surveys have been undertaken since 2014. Key habitat areas have been identified, such as, Local Wildlife Site, historic hedgerows and Traditional Orchard. A number of mitigation measures are required as part of the future development of the area.

Landscape

A detailed Landscape & Visual appraisal found a variety of landmark features, such as Water Towers at Moles Farm and the Gatehouse at Fanhams Hall that are of particular interest. A notable and attractive character of the landscape is the many coverts in and around the Site. A defining north-south ridge effectively and visually divides the site.

Topographic survey

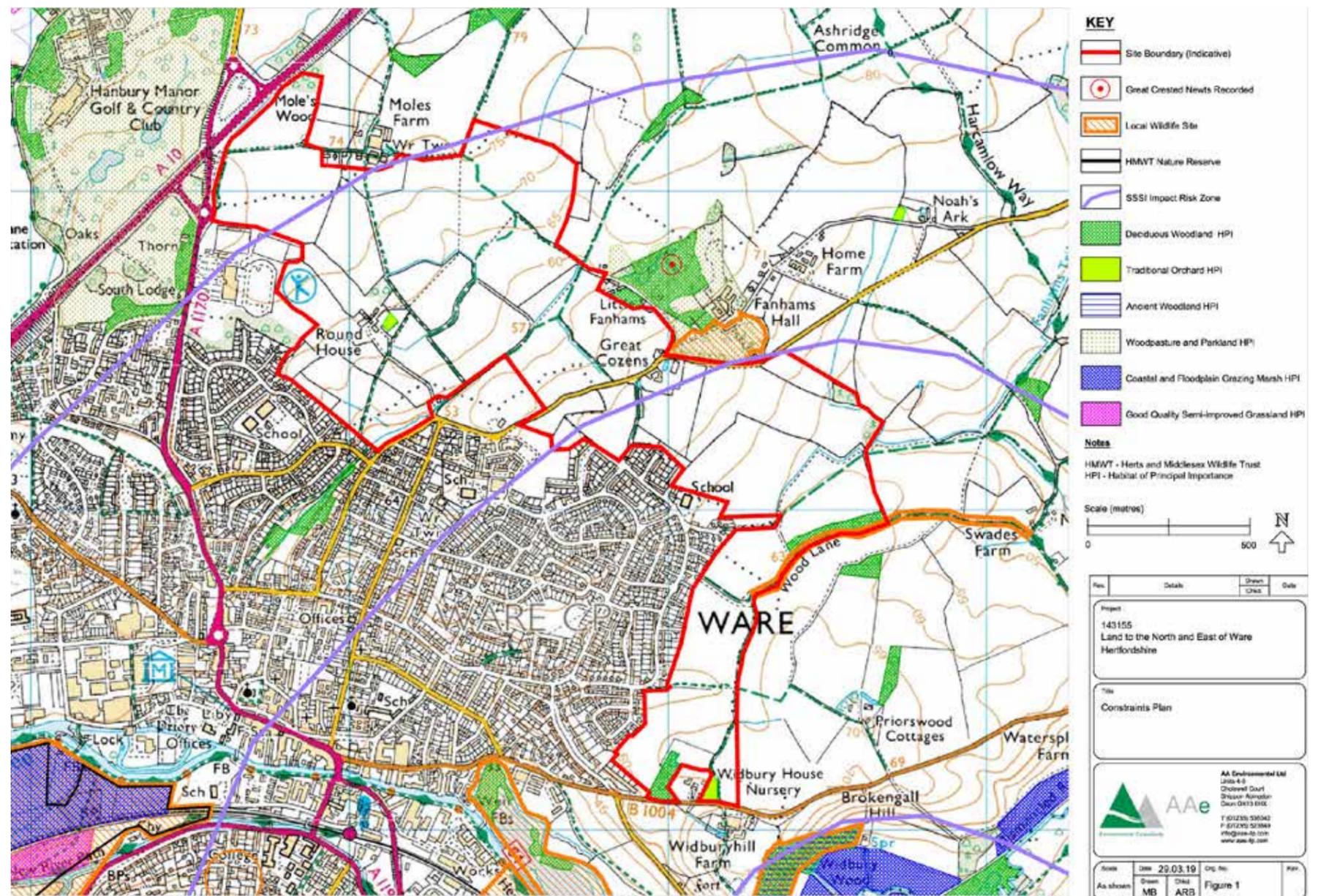
A topographical survey has been undertaken across the site to help aid detailed modelling and design for the various technical disciplines.

Tree survey

A full tree survey has been carried out over the area of the allocated site identifying the various tree species, age and location. This data has assisted the development of the Illustrative Layout Options.

Utilities

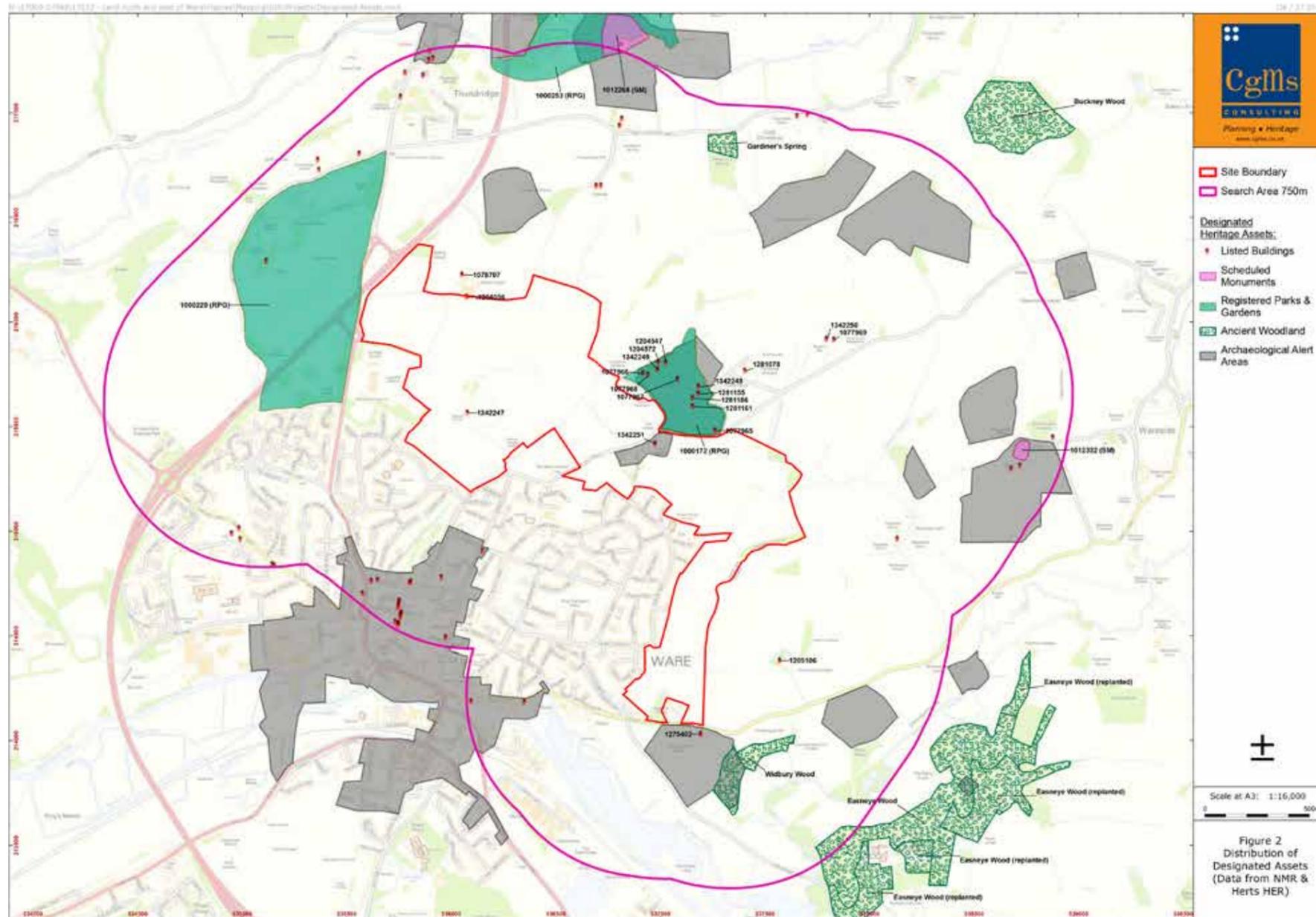
A utilities report highlighted that there is access to all strategic utilities within the vicinity of the site boundary. Further work is required to understand the capacity and the reinforcement upgrades necessary to serve the development. We are in regular contact with Thames Water as the foul drainage undertaker for this site. We have provided them with the anticipated delivery trajectory to ensure that the network has sufficient capacity to meet the demands of the development.



Ecological Survey Findings

3. Site Analysis

Technical Surveys



Initial Archaeological and Heritage Survey Findings

Phase 1 Geoenvironmental

Phase 1 geological and environmental assessment has been undertaken. This confirmed that the potential localised contamination risks across the site are considered to be 'low' and 'low to moderate'.

A full investigation into the mineral deposit will be undertaken and additional intrusive ground investigations to be completed.

Initial Archaeological & Heritage

Phase 1 heritage constraints and built heritage assessments were undertaken. This assessment has identified a number of listed buildings including Fanhams Hall, its Registered Park and the Roundhouse to the north of the allocated site and the Registered Park and Garden at Hanbury Manor to the west. A geophysical survey has been undertaken to identify areas of interest with trial trenching to be carried out within key areas in the future.

Flood Risk & Drainage Strategy

An assessment of the flood risk considered the site to be at low risk from flooding as the majority of the land is located within Flood Zone 1. Soil infiltration testing has been completed across the site, which has informed the Masterplanning Framework. Intrusive works involving drainage pits and bore holes were conducted to establish the site's drainage strategy.

Strategic Highway Modelling

Extensive modelling and sensitivity analysis has been undertaken to indicate any capacity issues or improvements required. Areas where capacity issues have been identified have been subject to additional modelling exercises. Suitable transport measures will be implemented in and around the town centre. By achieving the right balance of land uses within the development site, there is significant scope to create an interconnected environment, which is explored later in this document.

4. The Engagement Process

The engagement process carried out to date has directly informed the emerging Masterplanning Framework for the site. Regular Steering Group Meetings began in February 2019, which have established a continued dialogue with local key stakeholders in the development of the emerging proposals.

The community engagement process involved a two day community planning workshop in May and a public consultation event over two days in July.

In addition, the team has met with local community groups and held workshops with local schools throughout the development of the MFD.

Community Planning Workshops

Over 700 people took part in the Community Planning Workshops on the 17-18 May, which provided an opportunity for local people to share local knowledge and help shape the future plans for the area, through workshops, walkabouts and hands-on planning (HoP) groups.

Each day began with a discussion workshop. Local people were invited to share what they particularly liked and didn't like about the area; their dreams for the neighbourhood and what they thought would make this an even better place to live. This was followed by themed HoP workshops where local people worked with the architects to sketch out how their ideas could be incorporated into the proposals for the Land North and East of Ware. A representative of each group then fed back to the whole room on what they had discussed and the possible solutions they had come up with.

“ We discussed the strategy: what's necessary, how do we do it, how do we link everything up? ”



Community Planning Event



Community Planning Workshop



Hands on Planning Workshop



Hands on Planning Report Back



4. The Engagement Process

Community Engagement



Local Community Walkabout



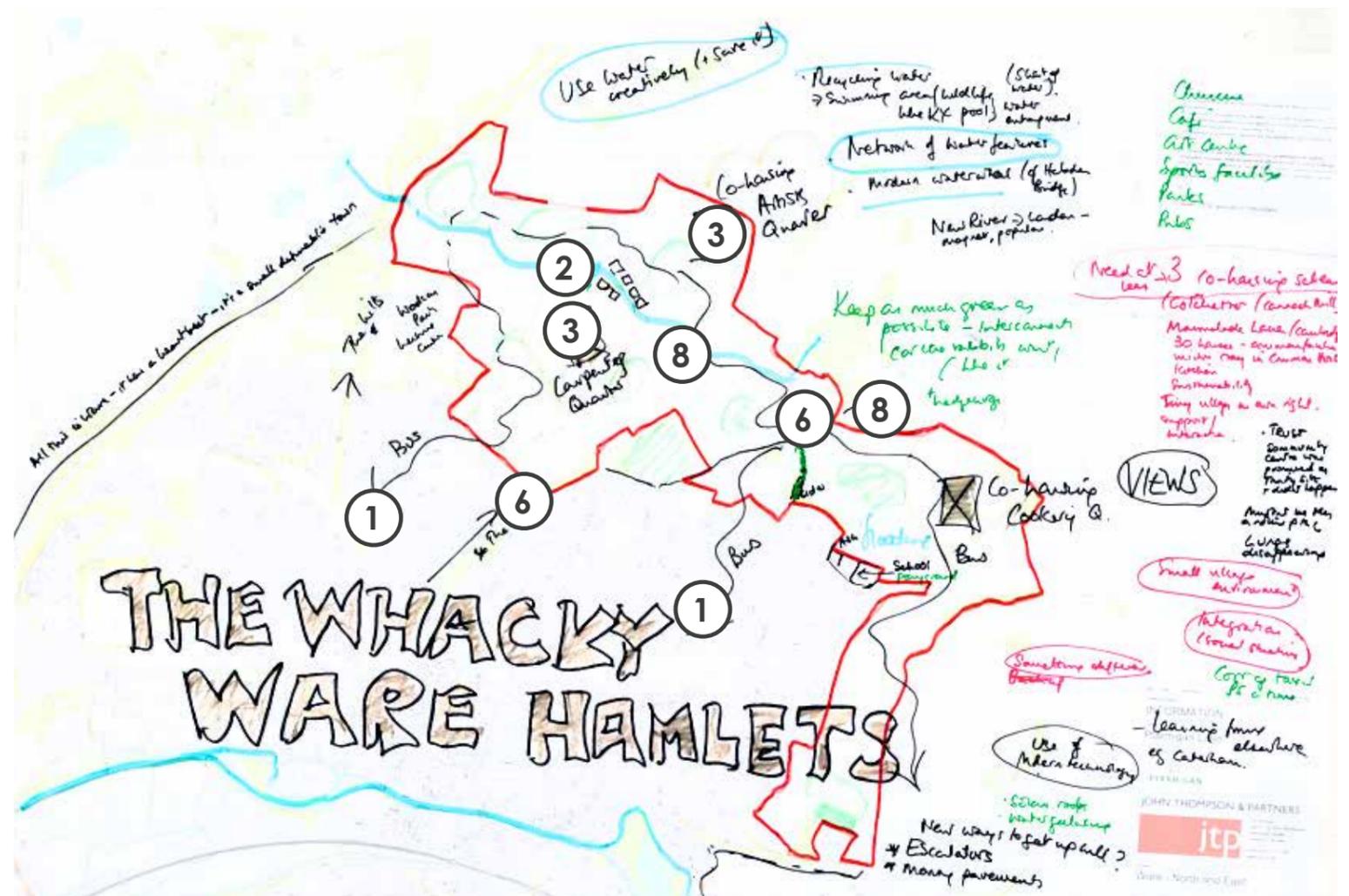
Team Site Visit



Chauncy School Workshop



Post-it Workshop



“ There has to be change...
we know there have to be more houses...
but you must keep the Cowfields community space. ”

- ① Bus links into town
- ② Use water creatively to mitigate flooding
- ③ Need at least three separate co-housing schemes throughout the development
- ④ A small village environment
- ⑤ Community trust to run the community facilities
- ⑥ Link footpaths to community assets around town
- ⑦ Make transport fun and move away from car use
- ⑧ A series of hamlets/villages interspersed with green space

4. The Engagement Process

Community Engagement

Community Planning Workshops Key Themes

After the Community Planning Workshops, the design team analysed and summarised the ideas people had, in order to start shaping the proposals. The following key themes are a summary of the various discussions and design workshops that have taken place to date.

Shaping The Best Possible Proposals

Although many local people resisted the principle of development, it is now generally accepted that it will happen and that community participation is important to shape the best possible proposals and to maximise the benefits for Ware. Many people attended the community planning event to ask questions, raise issues and co-design ideas for the future of the site.

Respecting Local Heritage

Ware began as an ancient settlement on the River Lea and has built up a rich physical and cultural heritage over the centuries, with a strong and active community. Those who live and work in Ware are passionate about the town and keen that new development should respect the town's local distinctiveness, its historic heart and their quality of life.

The Cowfields

The Cowfields is a natural, community space used for the annual Rotary Club fireworks display, dog walking, blackberry picking, hedgerow exploration, and as a place for children to sledge in winter (when there is snow). It was emphasised by all age groups that Cowfields is an important and well-used space that should be retained.

Neighbourhoods Set In Landscape

People feared the construction of a single, amorphous 'estate', which could impose a change of character on the area. Rather than an isolated 'estate', ideas emerged for a carefully designed framework of places and spaces to respond sensitively to the context of the rural edge location, including to adjacent properties, and integrate with the neighbouring communities and Ware as a whole. The new development should comprise distinct neighbourhoods set in the landscape, with mixed-use community hubs connected by sustainable green links.

Traffic, Parking & Getting Around

Traffic is both an existing and future concern as Ware's road network is often congested at peak times and made worse by on-street parking and unloading of deliveries. The new development will be planned to encourage sustainable and active transport and brings with it the potential for significantly improved bus, pedestrian and cycling provision, including to the town centre, the train station and Wodson Park Leisure Centre. The car will need to be accommodated and the routing and timing of the new link road will be important.

Open Space & Rights Of Way

Participants were worried that existing paths and rights of way may be blocked by the new development. Planning a network of green and blue open spaces and corridors will help maintain a 'rural' character for the new development and foster active lifestyles. A network of footpaths and cycleways should be designed to encourage sustainable movement and link the new neighbourhoods to rural tracks, local facilities and the rest of Ware.

Drainage

Participants reported problems with water run-off and ground water drainage in certain locations. Many ideas emerged of how to plan water infrastructure and management to create attractive and bio-diverse habitats. Through the masterplanning process possible on-site drainage solutions will be assessed.

Community Facilities & Employment

The provision of local, inter-generational community facilities (shops, healthcare, community, employment, village greens, etc) will help build community and minimise vehicle use. However, shops and businesses within the neighbourhoods should complement, not compete with, Ware's town centre uses. Other suggested provision included space for worship, community orchards, gardening and food production, outdoor gym, crafts centre and 'sheds for men'. It was felt that employment use could be distributed throughout the new neighbourhoods, rather than one single location, and that community infrastructure should be phased in tandem with housing.

Housing

Housing should be well designed, in keeping with the context and with sustainability built-in. A mix of style, size and tenure is important to build a balanced community. The provision of affordable housing is key, and the suggestion was made that the development offers the opportunity to think creatively about variety of residential provision, perhaps incorporating self-build, bungalows, co-communal housing, supported living for appropriate young people and even a dementia village.

Trust & Delivery

Some participants were sceptical about the community participation process and whether proposals that emerge will actually be delivered. Trust in the process is important and will need to be built over time, so that the community can see that engagement can genuinely help shape viable, contextual proposals that will be delivered. Exploring how this planning process can lock in quality and delivery is key.

Continued Community Engagement

Many participants appreciated the opportunity to be involved at the early stage in helping shape the Vision for Land North and East of Ware and are keen to stay involved and informed. The masterplanning process includes regular liaison with the broadly based Masterplanning Steering Group and the wider community.

4. The Engagement Process

Community Engagement



Masterplanning Framework Consultation



Masterplanning Framework Consultation



Masterplanning Framework Consultation



Masterplanning Framework Consultation

Masterplanning Framework Consultation

A consultation exhibition was held on the 16th and 18th July which provided an opportunity to report back to the local community on how the Key Themes from the Community Planning Workshops had been addressed in the evolving Masterplanning Framework. Over 950 people attended the two day event and over 200 comments and emails were received. Below is a summary of the comments received:

Principle of Development

- General support for new housing with additional community facilities

Getting Around

- Extra cars would have a negative impact on existing roads that are already at capacity
- Exit from proposed junction at Widbury Hill would be dangerous due to fast moving traffic along Widbury Hill
- Concern that link road will lead to more congestion
- New bus service should start early, end late, run on time and be integrated with the existing bus service to encourage use
- Concern there won't be enough space on streets for combined cycle/pedestrian routes
- Ensure adequate space for on street/private parking

Community Facilities

- Desire to see a range of new facilities that cater for the whole community

Drainage

- Identified flooding and drainage issues at Beacon Road and other locations

Green Space & Cowfields

- Ensure protection/relocation of existing trees/wildlife
- Support for the retention of Cowfields
- Cowfields should be left as natural as possible, lightly maintained and run by the community

Health

- Ware will need an increased GP provision

Impact

- Ensure minimal overlooking of existing homes on boundary
- Maintain a landscape buffer

Housing

- A desire to see a mixed tenure for all ages including affordable/ social for local people, provision of self-build plots

Phasing

- Infrastructure and services should be completed before/in parallel with first phase of new homes

Retail

- Retail should complement and not compete with Ware town centre
- New retail should be varied and meaningful including local independent grocery stores

Schools

- Schools should be located away from main roads to minimise exposure to pollution

Consultation Shaping the MFD

The Key Themes have informed the Framework Objectives set out on page 3. Feedback from both the Community Planning Workshops and Masterplanning Framework Consultation have fed into the development of the Masterplanning Framework.

“ If it's done well it could be quite beneficial to the town. ”

5. The Masterplanning Framework

This section of the document illustrates how an understanding of the site and its opportunities has developed a series of structuring elements which will form the layers of the Masterplanning Framework. The structuring elements ensure the Illustrative Layout Options respond to and connect with the surrounding context, linking to Ware and the wider countryside. These elements establish design principles for a new community, a series of distinct neighbourhoods with vibrant centres structured by their landscape setting.

The section concludes with three Illustrative Layout Options, each underpinned by the structuring elements. These options show alternative possible locations for the secondary school site, which will serve the wider Hertford and Ware area.

The Illustrative Layout Options show three potential locations for the proposed secondary school. The suitability of each school site will be considered further as part of ongoing design development and will be informed by further site survey information.

Ongoing consultation with East Herts Council (EHC) and the education authority will determine the school size, appropriate location, phasing and delivery required.

The Masterplanning Framework Illustrative Layout Options provide flexibility to deliver the education requirements for the site as set out in policy whilst meeting the needs of EHC.

The first three structuring elements seek to recognise and respond to the existing key features of the site, the existing landscape features, local heritage assets and the Cowfields community greenspace.

Elements four and five illustrate how the existing landscape features can be reinforced and enhanced to create a strong green and blue network.

The final two structuring elements illustrate the design principles for establishing a vibrant new place; four distinct neighbourhoods each with a mixed use centre connected by green corridors and a link road.



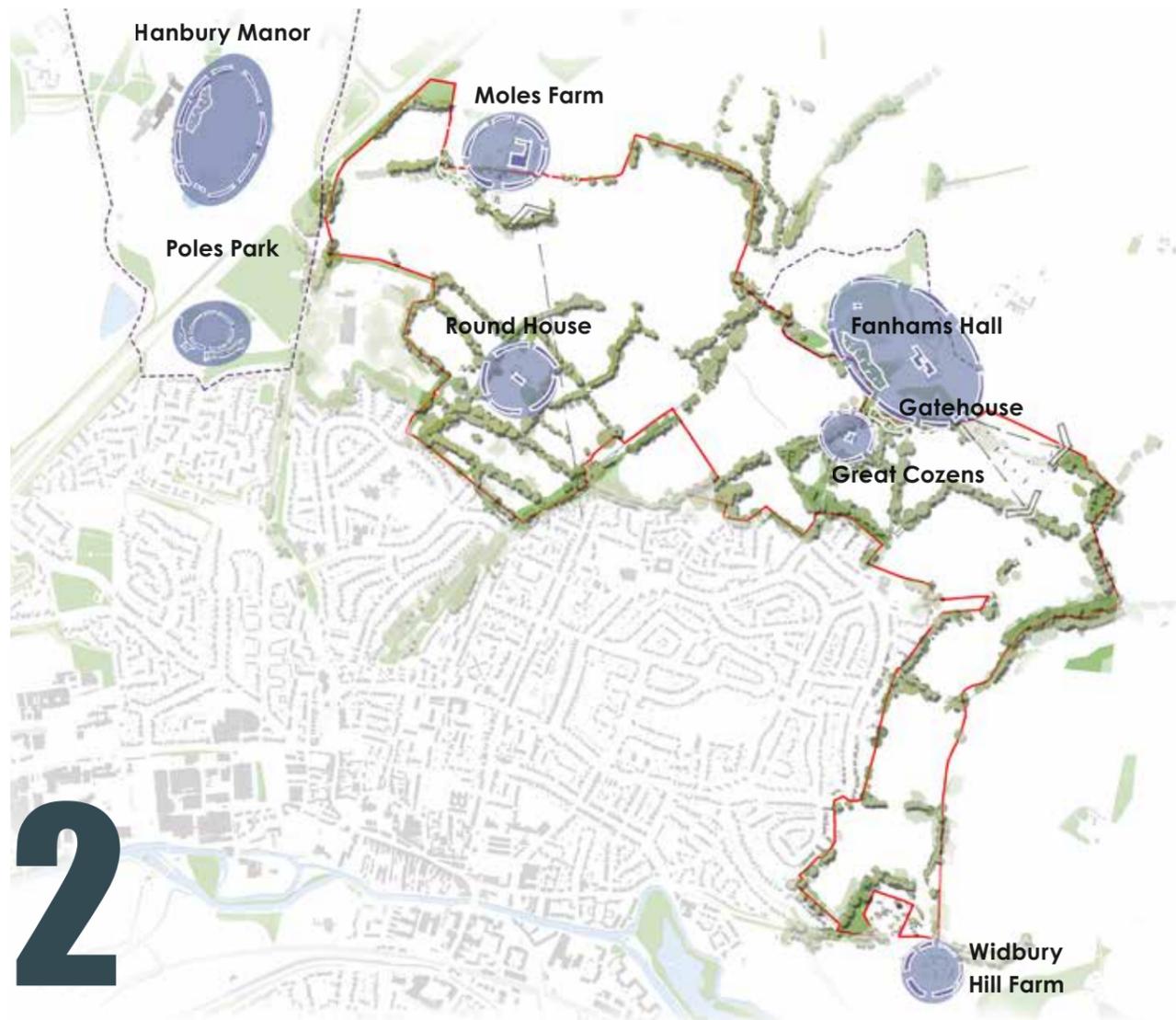
Existing Landscape Features

Retain existing hedgerows, native woodlands and mature trees within the structure of the new community. There are a high number of veteran oak trees which will contribute to the landscape setting of the proposed neighbourhoods.



5. The Masterplanning Framework

Structuring Elements



2

Respect Heritage Assets

Respect the setting of heritage assets and listed buildings within and surrounding the site. Protect the views and sightline from Fanhams Hall and the Gatehouse across the north-eastern edge of the site.



Heritage assets



3

Celebrate Cowfields

Retain Cowfields as a natural greenspace central within Ware, accessible to existing and new residents. Celebrate Cowfields as a focal destination open space used for community gatherings, dog walking, leisure and recreation.



Cowfields

5. The Masterplanning Framework

Structuring Elements



Green Connections

Reinforce and enhance the existing north-south landscape features, connecting trees and woodlands to create links between Ware town centre and the countryside. Introduce east-west green links connecting to the north-south green corridors, creating a strong landscape framework.

-  Existing green features
-  Proposed green features



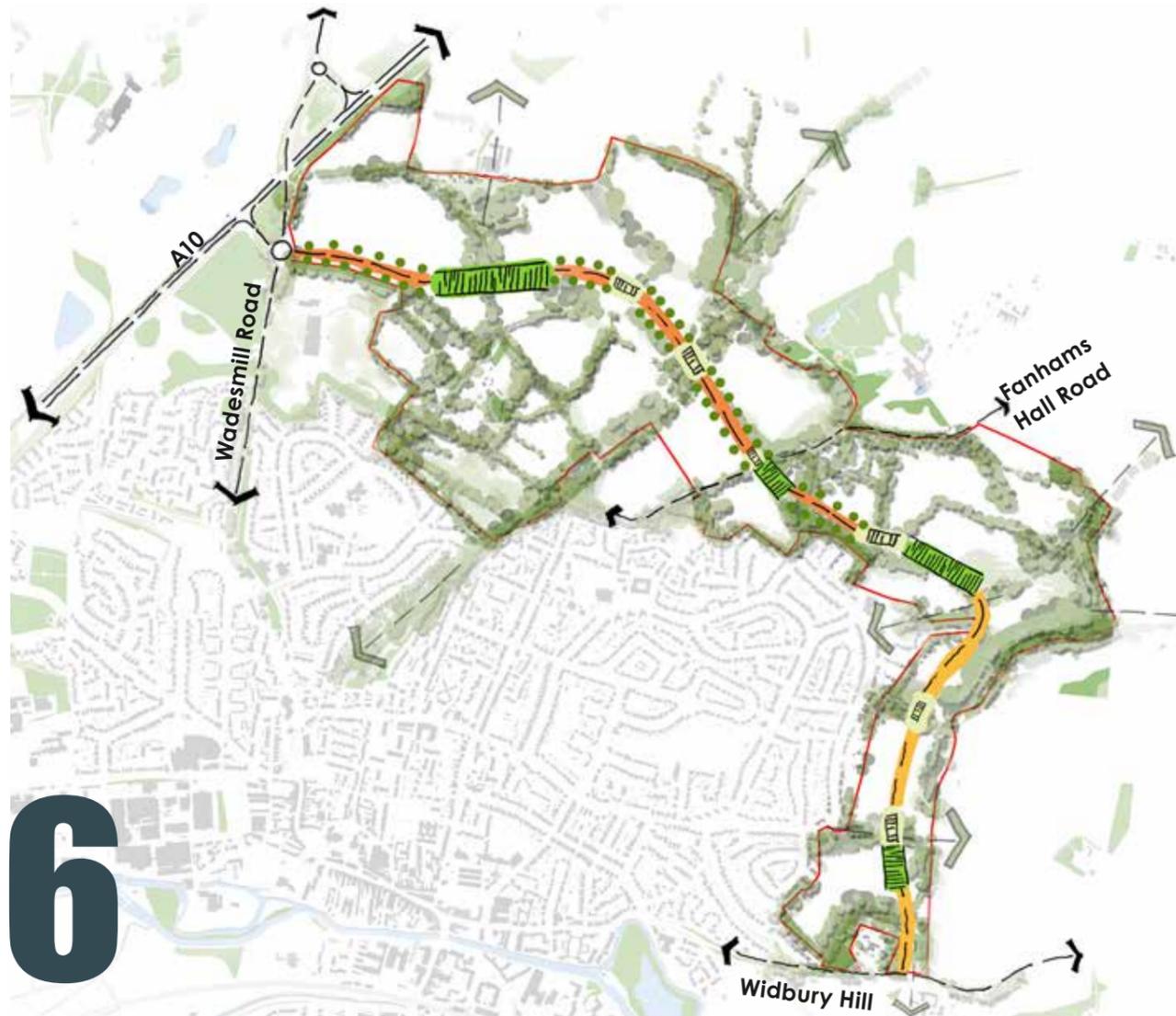
Blue Infrastructure

Retain The Bourne flowing through the central north-south green link. Incorporate the existing watercourse and ditch network into the landscape framework and introduce SuDs such as attenuation ponds and swales.

-  Green connections to town and Green Belt
-  Water attenuation features

5. The Masterplanning Framework

Structuring Elements



6

Street Character

Deliver a low speed link road from Widbury Hill to the A10 providing access to the new community and linking the four neighbourhoods. The street will change in character along its route, travelling through neighbourhoods, squares and greenspaces.

- Neighbourhood centre street
- Tree lined street
- Residential street
- Green Route
- Existing road network



7

Distinct Neighbourhoods with Community Hubs

Establish a mix of uses, including schools, employment and local facilities forming a community hub within each of the four neighbourhoods. Neighbourhood centres will have complimentary uses and be accessible to existing and new communities. Each neighbourhood with a distinct character and identity.

- Community hub
- Mixed use
- School
- Employment
- Travelling Showpeople
- Moles Farm neighbourhood
- Fanhams neighbourhood
- Priors Wood neighbourhood
- Widbury neighbourhood

5. The Masterplanning Framework

Illustrative Layout Options

The Illustrative Layout Options show three potential locations for the proposed secondary school. The suitability of each school site will be considered further as part of ongoing design development and will be informed by further site survey information.

Ongoing consultation with East Herts Council (EHC) and the education authority will determine the school size, appropriate location, phasing and delivery required.

The Masterplanning Framework Illustrative Layout Options provide flexibility to deliver the education requirements for the site as set out in policy whilst meeting the needs of EHC.

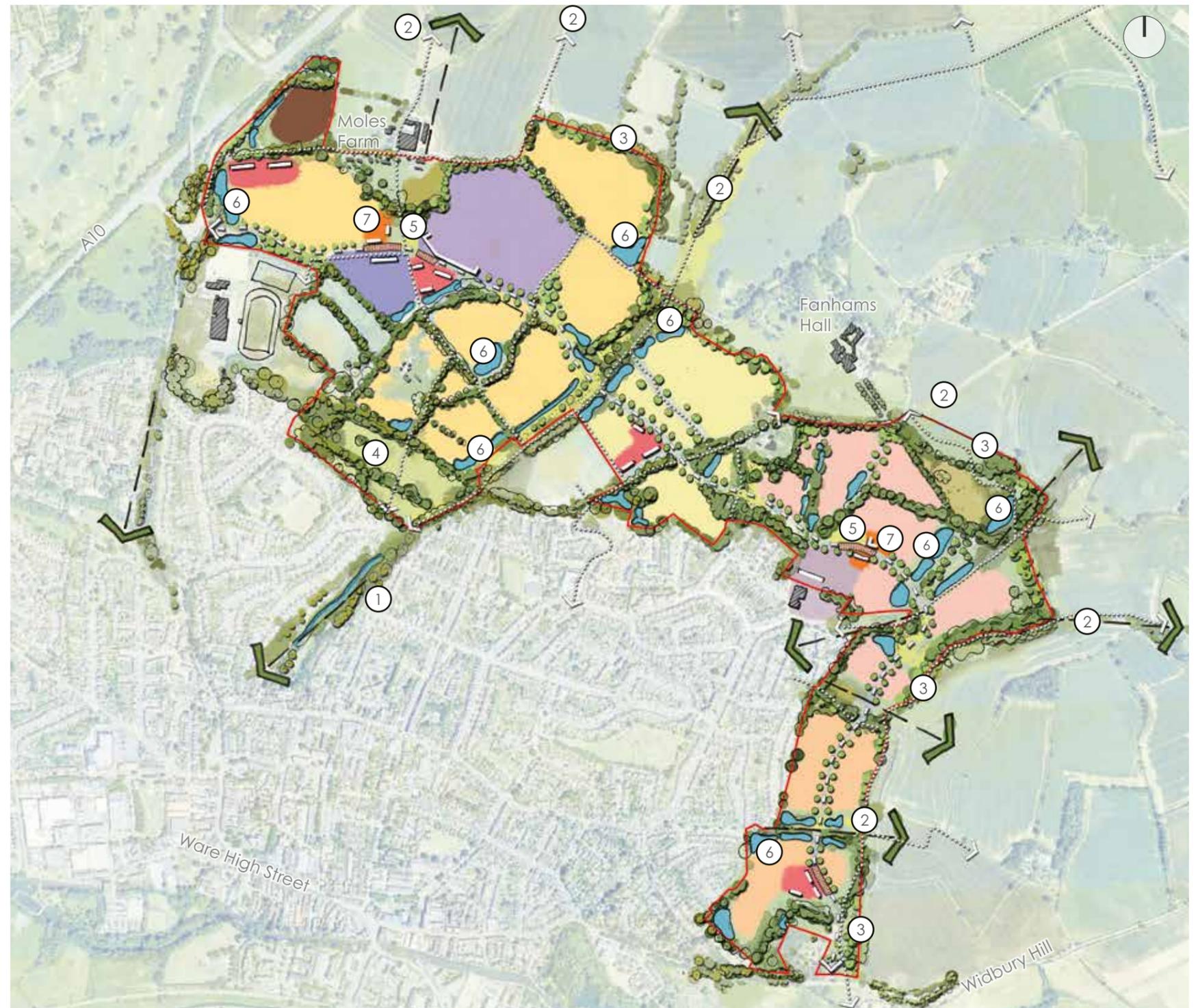
Option 1

This Illustrative Layout comprises four neighbourhoods with community hubs. These include small flexible employment spaces, a mix of shops, health and a community centre.

A new primary school is proposed adjacent to the main hub to the north-west of the development, in addition to the Priors Wood primary school being extended. A new secondary school is located to the north of the site within walking distance of Wodson Park Sports and Leisure Centre to allow shared use of sports facilities. (There are three options for the location of the new secondary school. This plan shows option one.)

A Travelling Showpeople site is proposed close to the A10. Public footpaths are retained and enhanced, providing strong links into the town and the countryside. The Cowfields greenspace is retained, celebrating the community gathering space for the town. A new Green Belt edge is defined for Ware.

- | | | | |
|---|--------------------------------------|---|---|
|  | Mixed use (including residential) |  | Connections to The Bourne |
|  | Employment |  | Connections to the Green Belt |
|  | New primary school |  | New Green Belt edge |
|  | New secondary school |  | Retained Cowfields |
|  | Priors Wood Primary School expansion |  | Neighbourhood green |
|  | Travelling Showpeople |  | Ponds and attenuation features |
|  | Moles Farm neighbourhood |  | Neighbourhood hub |
|  | Fanhams neighbourhood |  | Indicative Corridor for Link Road including footpath and cycleway |
|  | Priors Wood neighbourhood |  | Footpaths / Cycleway |
|  | Widbury neighbourhood | | |



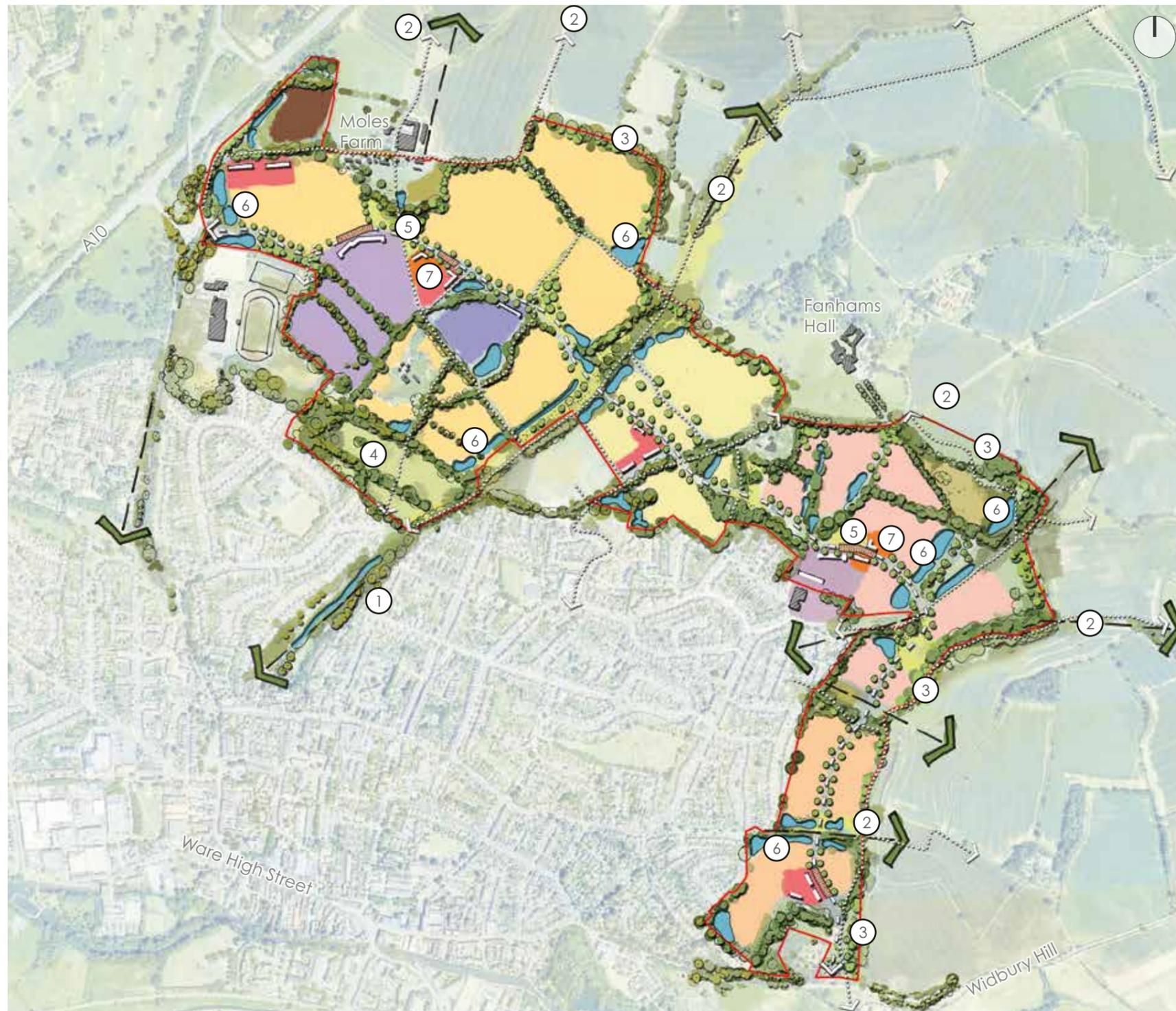
5. The Masterplanning Framework

Illustrative Layout Options

Option 2

There are three options for the location of the new secondary school. This plan shows option two.

The main difference to the first option is that a new secondary school is located adjacent to Wodson Park Sports and Leisure Centre. This option maximises the relationship between the two, and enhances community cohesion through shared facilities and premises.



- | | | | |
|---|--------------------------------------|---|---|
|  | Mixed use (including residential) | ① | Connections to The Bourne |
|  | Employment | ② | Connections to the Green Belt |
|  | New primary school | ③ | New Green Belt edge |
|  | New secondary school | ④ | Retained Cowfields |
|  | Priors Wood Primary School expansion | ⑤ | Neighbourhood green |
|  | Travelling Showpeople | ⑥ | Ponds and attenuation features |
|  | Moles Farm neighbourhood | ⑦ | Neighbourhood hub |
|  | Fanhams neighbourhood |  | Indicative Corridor for Link Road including footpath and cycleway |
|  | Priors Wood neighbourhood |  | Footpaths / Cycleway |
|  | Widbury neighbourhood | | |

5. The Masterplanning Framework

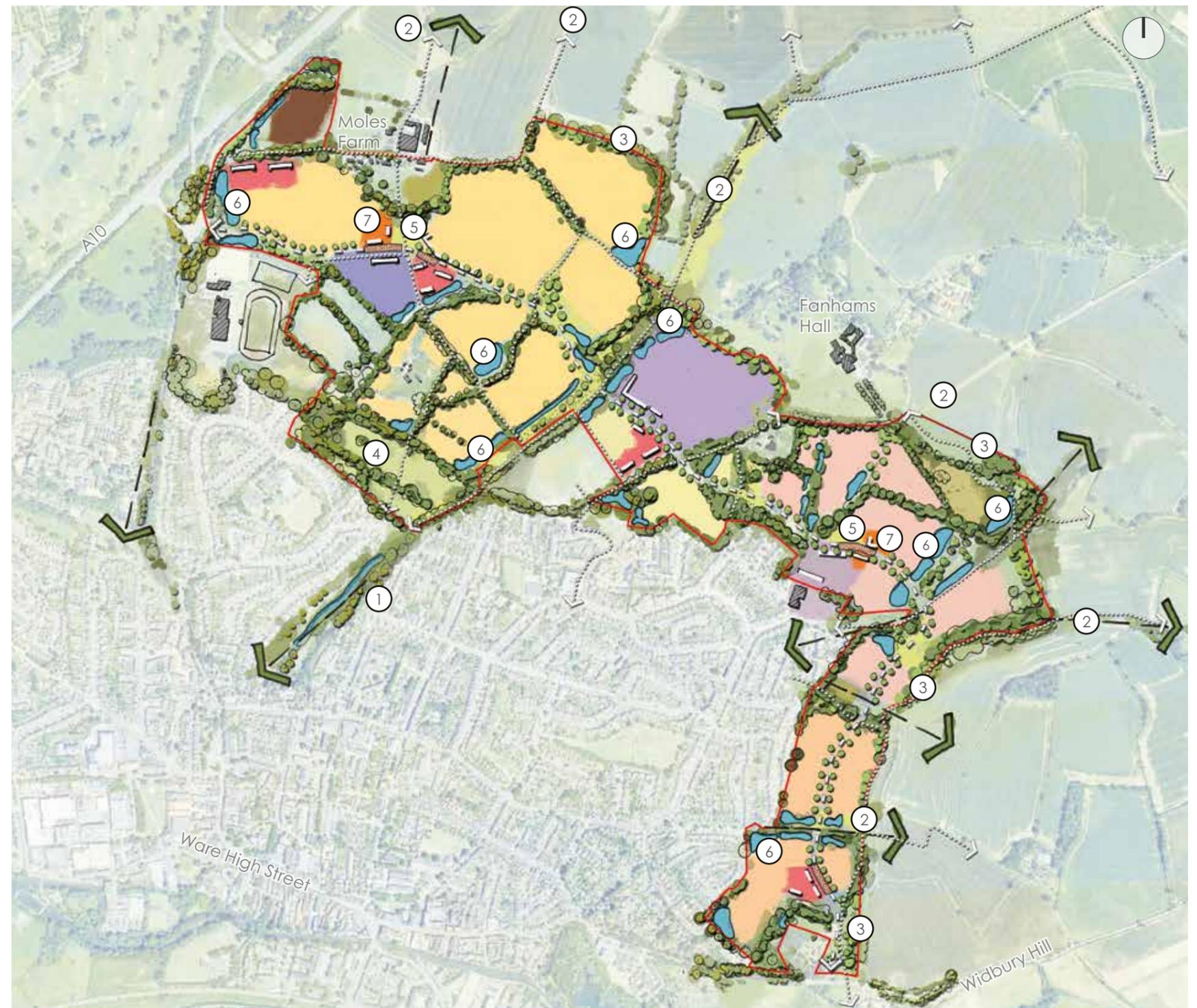
Illustrative Layout Options

Option 3

There are three options for the location of the new secondary school. This plan shows option three.

The only difference to the first option is that a new secondary school is located centrally within the Illustrative Layout. It serves to minimise walking distances for all residents and remains within walking distance of Wodson Park Sports and Leisure Centre to allow shared use of sports facilities.

- | | | | |
|---|--------------------------------------|---|---|
|  | Mixed use (including residential) |  | Connections to The Bourne |
|  | Employment |  | Connections to the Green Belt |
|  | New primary school |  | New Green Belt edge |
|  | New secondary school |  | Retained Cowfields |
|  | Priors Wood Primary School expansion |  | Neighbourhood green |
|  | Travelling Showpeople |  | Ponds and attenuation features |
|  | Moles Farm neighbourhood |  | Neighbourhood hub |
|  | Fanhams neighbourhood |  | Indicative Corridor for Link Road including footpath and cycleway |
|  | Priors Wood neighbourhood |  | Footpaths / Cycleway |
|  | Widbury neighbourhood | | |





Artists Impression of Cowfields

6. Framework Objectives

This section of the document illustrates how the Framework Objectives (set out on page 5) have been met in the development of the masterplan options.

Framework Objectives:

Landscape Links

- A landscape led approach
- Defining the Green Belt edge

Connected to Town and Countryside

- Celebrate the local community spaces
- Connecting to the context

Placemaking

- A planned extension for Ware
- A vibrant & distinctive place



- Primary green route
- Secondary green route
- Community green
- Potential Green Belt buffer
- Cowfields
- Wodson Park

Landscape Framework

6. Framework Objectives

Landscape Links



Artists Impression of The Bourne Green Link

A Landscape Led Approach

The new neighbourhoods are set within a rich landscape network made up of a sequence of green spaces connected by green corridors.

Green corridors link north-south and east-west creating an interconnected living landscape of woodlands, trees, hedgerows and waterways where people can live close to nature. Three green corridors will incorporate a variety of sustainable drainage systems to mitigate the potential risk of flooding and through innovative design will seek to promote water efficiency as part of a comprehensive landscape strategy to enhance the sustainability of the site.

Defining the Green Belt Edge

The new community is wrapped by a new Green Belt edge. This comprises a variety of different treatments responding to the surroundings.

Structure planting is proposed on the northern boundary, respecting the nearby listed buildings. Landscaping and planting, both within the site and peripheral, responds to the existing landscape and complements the development, as appropriate, providing a defined and recognisable boundary to the Green Belt.

“ Reconnect and enhance the natural landscape. ”



6. Framework Objectives

Connected to Town & Countryside

Celebrate the Local Community Spaces

Cowfields

Cowfields is retained as a natural community greenspace located where the new community meets the town of Ware. Highly valued by the local community Cowfields will be a space where new and old residents can enjoy the outdoors for gatherings, leisure and recreation.

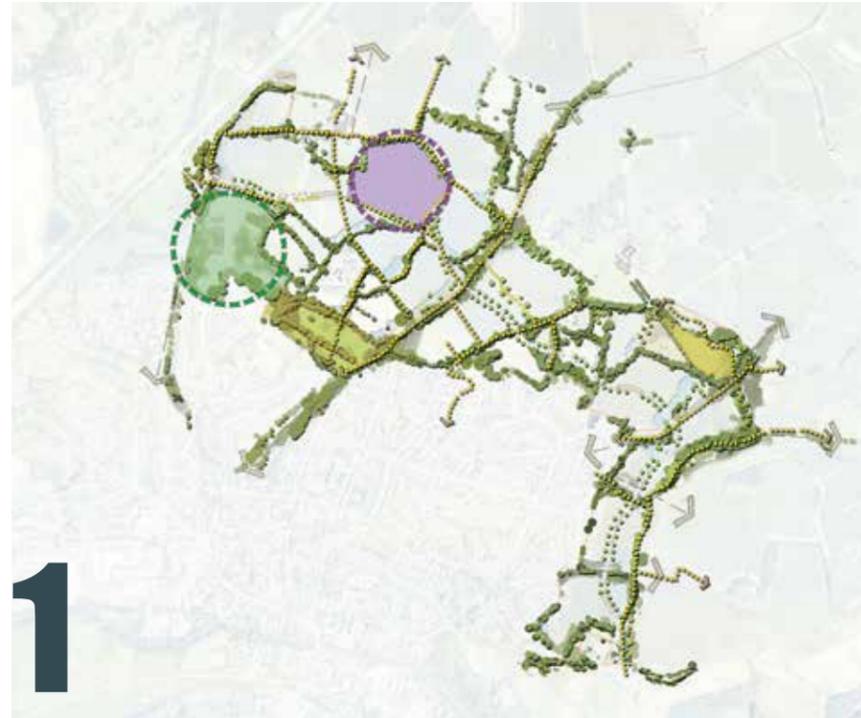
Situated on The Bourne corridor, Cowfields is one of a sequence of green spaces which lead from the town centre of Ware through the new community to the countryside.

Wodson Park Sports and Leisure Centre

Wodson Park Sports and Leisure Centre is a strong community asset located adjacent to the site. It includes indoor sports halls and fitness facilities and outdoor sports facilities including an athletics track, netball and tennis courts and 3G artificial turf football pitches.

The Masterplanning Framework provides footpath and cycle links to Wodson Park from the new neighbourhoods encouraging sustainable transport modes and healthy lifestyles.

All three illustrative layout options provide an opportunity for shared use of sports facilities between Wodson Park and the proposed secondary school. Access to additional sports provision for both existing and new residents will integrate the new development within Ware and encourage community cohesion.



1



2

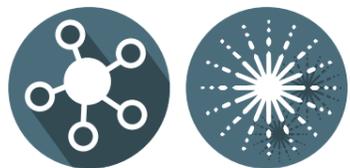


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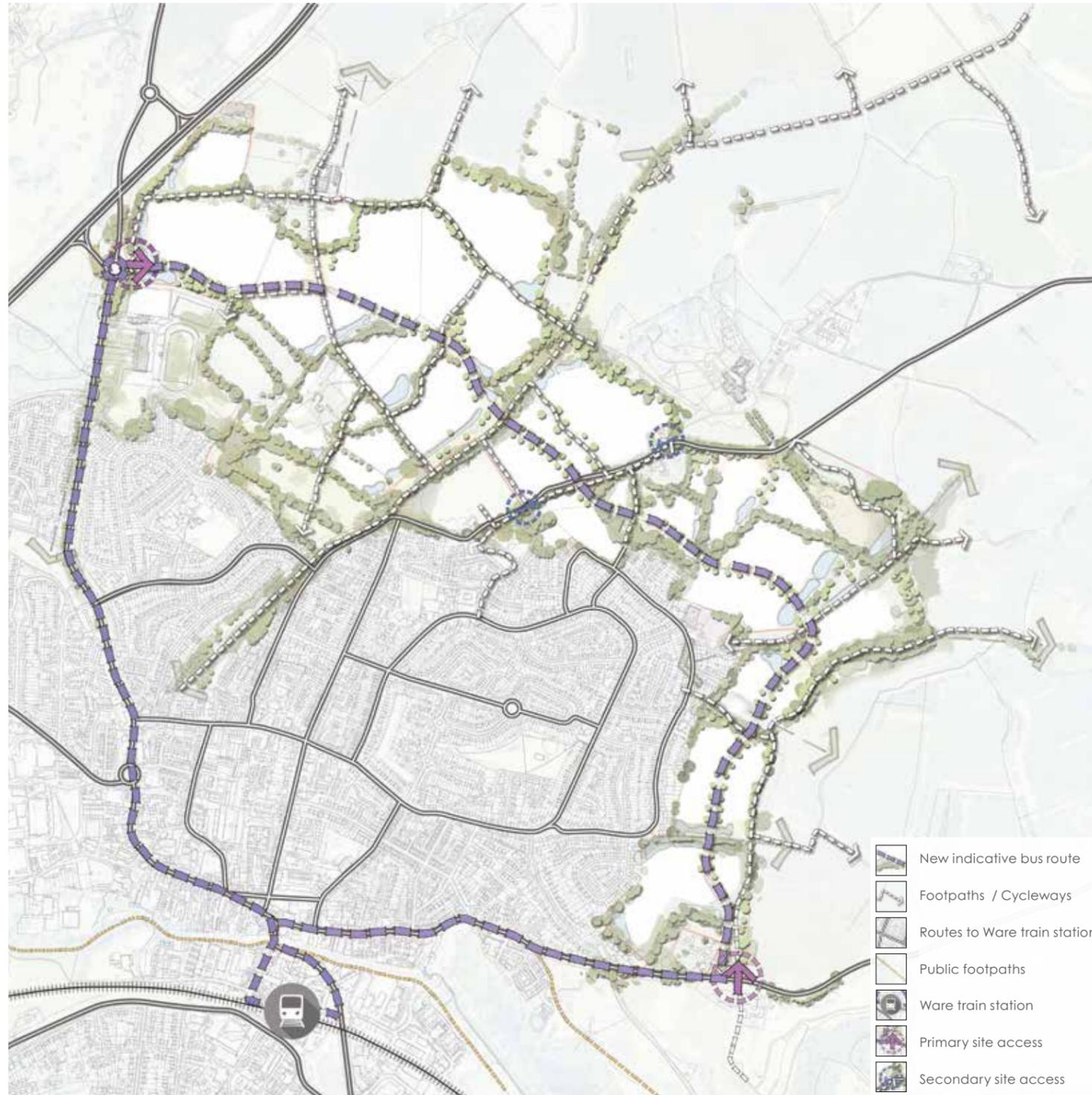
-  New secondary school
-  Wodson Park
-  Cowfields
-  Open space
-  Footpaths / Cycleways

“ Retain Cowfields for community gathering and celebration. ”

“ Provide links to Wodson Park as a focal destination. ”



Connected to Town & Countryside



Movement Framework

Connecting to the Context

Movement Strategy

A link road is proposed between Widbury Hill and the A10 to serve the new community and mitigate congestion elsewhere in the town. The alignment is indicative only at this stage of the design process. The exact route will be designed in detail as part of future planning applications, in accordance with the Hertfordshire Design Guide and Manual for Streets.

Design principles for the link road include designing for low vehicular speeds, providing bus priority and creating a high quality pedestrian and cycle environment, increasing opportunities for sustainable travel.

The link road will be designed to accommodate a bus route with all homes within walking distance of a bus stop. Bus stops will include real time bus information with buses timed to rail station departures encouraging modal shift and providing improved infrastructure and connections to Ware Railway Station and the town centre via a circular route running in both directions.

Comprehensive travel plans will be prepared as part of future planning applications, including travel plans for the new schools, residential dwellings and workplaces.

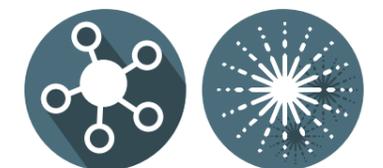
Walking & Cycling

The extensive network of existing public rights of way and bridleways are retained and the network is extended with new footpaths and cycleways through the site. New routes follow desire lines to neighbourhood centres, connect back to Ware and the Lee Valley Regional Park, encouraging sustainable movement.

The Masterplanning Framework will promote a permeable network of streets which consider the healthy streets indicators to facilitate behavioural change. Walking and cycling will be promoted through guided rides and walks, route signage and bicycle parking.

An electric bicycle scheme and electric vehicle charging points will be investigated further as part of the sustainable transport plans for the development.

“ A well-connected network of streets, footpaths & cycleways to encourage sustainable & active transport. ”



6. Framework Objectives

Placemaking

A planned Extension for Ware

Four new neighbourhoods are proposed each with a distinct character, providing a sense of ownership and belonging for the new residents. The new development will deliver a range and mix of dwellings including affordable housing to be planning policy compliant.

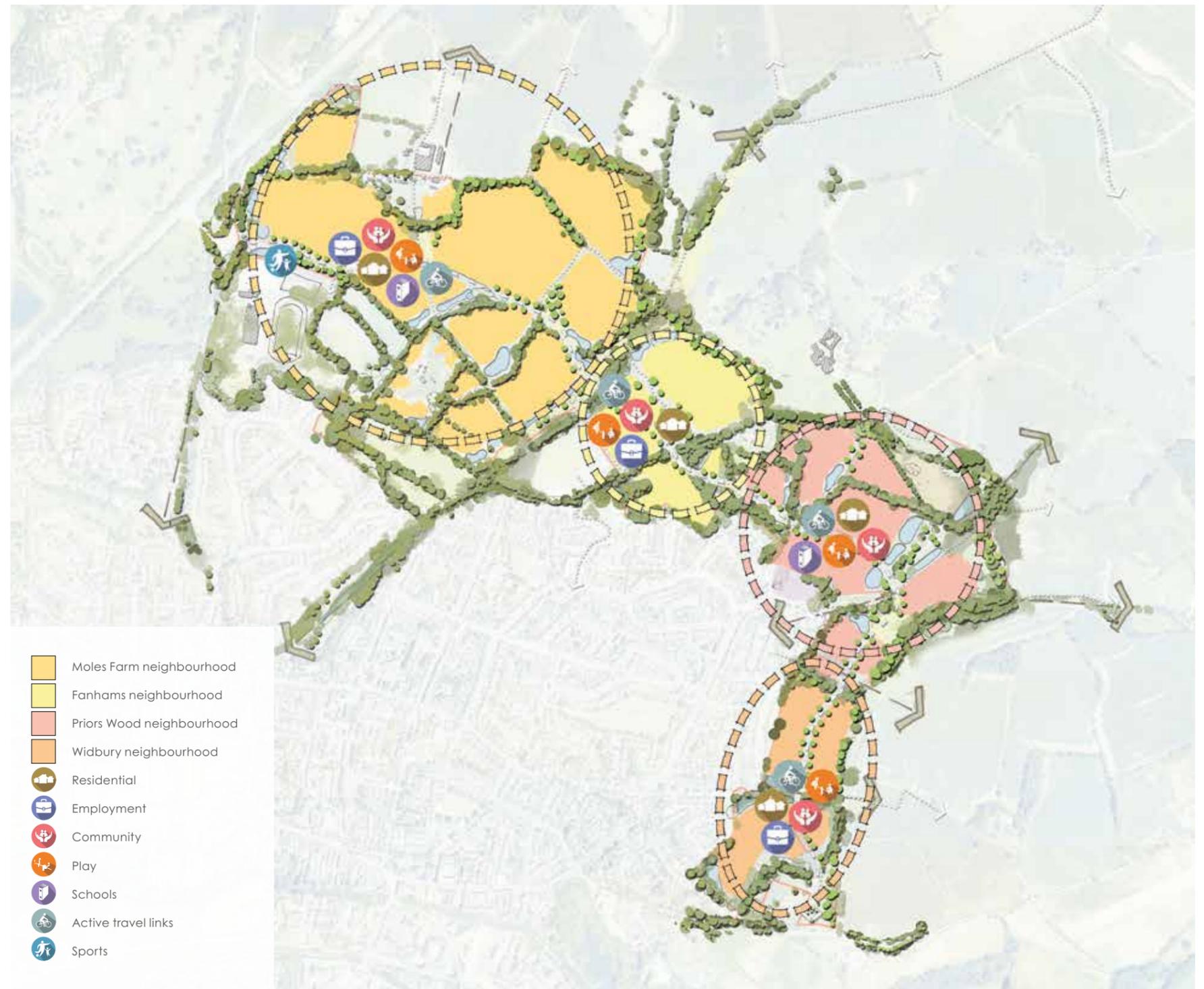
Moles Farm Neighbourhood

Moles Farm neighbourhood is the gateway from the north via the A10. The community hub at the heart of the neighbourhood includes a mix of uses; education, employment, local shops and a doctor's surgery. The neighbourhood centre is arranged around a village green with children's and young people's play areas, existing footpaths connect back into the town centre passing through Cowfields on the way or northwards to the countryside.

Fanhams Neighbourhood

Fanhams neighbourhood lies centrally within the new community, located either side of Fanhams Hall Road. Fanhams community hub is formed around a small scale employment area, referencing the character of the nearby Great Cozens farmstead buildings with regard to building form and character.

“ New neighbourhoods with community hubs at their heart. ”



Neighbourhood Framework

6. Framework Objectives

Placemaking



Priors Wood Neighbourhood

Priors Wood neighbourhood is formed around the extension to the existing Priors Wood Primary School on the northern edge of Ware.

The Priors Wood community hub fronts onto a green link between Ware and Fanhams Hall, including education and a community centre with indoor and outdoor sports provision.

Widbury Hill Neighbourhood

Widbury Hill neighbourhood forms the gateway to the new community from the south-east. A small scale employment area lies at the entrance to the neighbourhood, a cluster of barn buildings will reflect the character of the Widbury Barns to the south of the site.

A green corridor through the centre of the neighbourhood, with play areas, attenuation ponds and an existing public right of way provides a landscaped link from Cozens Road on the edge of Ware to the open countryside.

Character Areas

Each neighbourhood will comprise character areas which will be defined by the masterplanning context:

- the relationship with green corridors, woodland and the open space network,
- the density of the development including the mix and variation in house types,
- the activity and mix of uses including proximity to the neighbourhood centres.

Existing landscape character and features will help to shape the distinct character and function, and unique nature of each neighbourhood. These features will in turn define the distinct characters and the choice of materials.

Each character area will reflect the local character of Ware and its surroundings, referencing building style, architectural features and local materials reinforcing local distinctiveness, creating a 'sense of place' and identity for new residents. Further detail on the design of character areas will be provided in future planning applications.

“ A thriving place where people are proud to live. ”



7. Summary

Our vision is to deliver a comprehensively planned extension for the town of Ware meeting the needs of a growing community. The scheme seeks to promote sustainable practices throughout the design, construction and occupation of the site. The Land North and East of Ware provides:

- A new place sensitively shaped by the rich landscape fabric of the site, integrating woodland, trees and hedgerows into a green network connecting Ware and the countryside;
- A community comprising four distinct neighbourhoods, each with focal points at their heart. Hubs with a mix of shops, flexible employment spaces, schools, health and community centres establishing vibrant and thriving neighbourhoods;
- A connected place, knitted into the town through a network of green corridors providing safe walking and cycling routes. An interconnected sequence of green gathering spaces for relaxation and recreation, with Cowfields retained as a central focal natural greenspace in Ware.

Please note that the various proposed drawings and diagrams included in this document are at design concept stage and therefore do not provide precise representation of existing or proposed features at the land North and East of Ware.

Scheme Benefits

The proposals will deliver a number of economic, social and community benefits for the new residents and community of Ware.

Landscape Links

1. The eventual delivery of around 1500 new high quality dwellings within a landscaped setting and with a strong sense of identity
2. The reinforcement and enhancement of the existing natural environment
3. A landscape led approach through the provision of a high quality landscape framework.
4. An integrated network of public open spaces.
5. A comprehensive SuDs strategy
6. Children's play areas within the landscaped setting

Stewardship and Governance

The delivery of the Land North and East of Ware includes a mechanism for:

- securing the long term stewardship, protection and maintenance of the parkland, open spaces, play areas and community assets;
- managing the construction process to address potential impacts on existing and future communities;
- encouraging a successful and active community, including an innovative approach to create the conditions for local resident participation in the design and stewardship of their new communities.

Connected To Town & Countryside

1. Well defined streets travelling through neighbourhoods, squares and greenspaces
2. An improved network of cycle and footpath links in and around the site
3. New bus service connecting the development to the town centre and train station which will run in both directions
4. Alternative modes of sustainable transport to be explored, which may include; car clubs, charging points and electric bikes
5. The retention of Cowfields as a natural community greenspace
6. Linkages to Wodson Park and shared use of sports facilities with proposed secondary school

Placemaking

1. The inclusion of different character areas throughout the site that reflect the features of the surrounding area
2. A new secondary school, a new primary school and land for the expansion of Priors Wood primary school
3. Neighbourhood centres including a vibrant mix of uses creating distinctive hubs
4. The delivery of affordable housing to be policy compliant and meet local needs
5. Buildings that frame and overlook the main streets and open spaces providing active frontages
6. Sustainable design and construction methods developed from the Building Futures Sustainable Design Toolkit
7. Opportunities for accommodating renewable energy will be explored
8. Smart Homes with fibre to the premises (FTTP) to be provided throughout the site
9. As per the requirement of Policy, the provision of a burial site on or close to the site will be explored.



ISSUED ON 17 SEPTEMBER 2019



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AAe