



AGENDA ITEM: 9
SUMMARY

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| Report for: | Cabinet |
| Date of meeting: | 27 November 2012 |
| PART: | 1 |
| If Part II, reason: | |

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| Title of report: | HEMEL HEMPSTEAD TOWN CENTRE REGENERATION – HEMEL HEMPSTEAD TOWN CENTRE MASTERPLAN |
| Contact: | Councillor Terry Douris, Portfolio Holder for Planning and Regeneration Author/Responsible Officers: James Doe, Assistant Director, Planning, Development and Regeneration Nathalie Bateman, Team Leader, Strategic Planning and Regeneration - Town Centres, Neighbourhoods and Green Spaces |
| Purpose of report: | <ol style="list-style-type: none">1. To inform Cabinet of changes made to the Hemel Hempstead Town Centre Masterplan following public consultation.2. To seek approval of the amended version in order to take to Council for endorsement in Jan 2013. |
| Recommendations | <ol style="list-style-type: none">1. That Cabinet approves the amended Hemel Hempstead Town Centre Masterplan SPD (Supplementary Planning Document).2. That Cabinet recommends Council to approve and adopt the Hemel Hempstead Town Centre Masterplan Supplementary Planning Document. |
| Corporate objectives: | The project to regenerate Hemel Hempstead Town Centre has been identified as a priority for the Council. |

| <p>Implications:</p> <p>'Value For Money Implications'</p> | <p><u>Financial</u></p> <p>1. <u>Expenditure to date</u></p> <table border="1" data-bbox="539 327 1428 1133"> <thead> <tr> <th data-bbox="539 327 1142 394">Project</th> <th data-bbox="1142 327 1428 394">Expenditure</th> </tr> </thead> <tbody> <tr> <td data-bbox="539 394 1142 510">Access and Movement Study</td> <td data-bbox="1142 394 1428 510">Stage 1 : £ 6,633 Stage 2 : £13,671 Stage 3 : £ 4,522</td> </tr> <tr> <td data-bbox="539 510 1142 611">Major Land Use Study</td> <td data-bbox="1142 510 1428 611">£26,174</td> </tr> <tr> <td data-bbox="539 611 1142 748">Draft Heritage Improvement Study</td> <td data-bbox="1142 611 1428 748">£20,833 (costs include conservation area report)</td> </tr> <tr> <td data-bbox="539 748 1142 848">Charette Workshop and Report 2011</td> <td data-bbox="1142 748 1428 848">N/A, Funded by DC CABE</td> </tr> <tr> <td data-bbox="539 848 1142 949">Stakeholder Workshop and Report 2012</td> <td data-bbox="1142 848 1428 949">£4,465.82</td> </tr> <tr> <td data-bbox="539 949 1142 1133">Water Gardens Study, Hemel Hempstead – Report by Allies and Morrison Urban Practitioners and The Landscape Partnership, October 2011</td> <td data-bbox="1142 949 1428 1133">£19,742.50</td> </tr> </tbody> </table> <p><u>Value for Money</u> The efficient use of public resources is being managed in the following ways:</p> <p><u>Town Centre Masterplan</u> – in-house production using establishment officer resource and selective use of expert consultancy input only where necessary.</p> | Project | Expenditure | Access and Movement Study | Stage 1 : £ 6,633 Stage 2 : £13,671 Stage 3 : £ 4,522 | Major Land Use Study | £26,174 | Draft Heritage Improvement Study | £20,833 (costs include conservation area report) | Charette Workshop and Report 2011 | N/A, Funded by DC CABE | Stakeholder Workshop and Report 2012 | £4,465.82 | Water Gardens Study, Hemel Hempstead – Report by Allies and Morrison Urban Practitioners and The Landscape Partnership, October 2011 | £19,742.50 |
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| Project | Expenditure | | | | | | | | | | | | | | |
| Access and Movement Study | Stage 1 : £ 6,633 Stage 2 : £13,671 Stage 3 : £ 4,522 | | | | | | | | | | | | | | |
| Major Land Use Study | £26,174 | | | | | | | | | | | | | | |
| Draft Heritage Improvement Study | £20,833 (costs include conservation area report) | | | | | | | | | | | | | | |
| Charette Workshop and Report 2011 | N/A, Funded by DC CABE | | | | | | | | | | | | | | |
| Stakeholder Workshop and Report 2012 | £4,465.82 | | | | | | | | | | | | | | |
| Water Gardens Study, Hemel Hempstead – Report by Allies and Morrison Urban Practitioners and The Landscape Partnership, October 2011 | £19,742.50 | | | | | | | | | | | | | | |
| <p>Risk Implications</p> | <p>Risk Assessment completed as part of the Hemel Hempstead Town Centre Regeneration Project Implementation Document.</p> | | | | | | | | | | | | | | |
| <p>Equalities Implications</p> | <p>An equality impact assessment has been completed as part of the Hemel Hempstead Town Centre Regeneration Project Implementation Document. As the plans move forward, further assessments will be carried out as necessary.</p> | | | | | | | | | | | | | | |
| <p>Health And Safety Implications</p> | <p>None</p> | | | | | | | | | | | | | | |
| <p>Monitoring Officer/S.151 Officer Comments</p> | <p>Deputy Monitoring Officer:</p> <p>The Deputy Monitoring Officer has no comments to add to the report.</p> <p>S.151 Officer</p> | | | | | | | | | | | | | | |

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| | <p>This report proposes minor amendments to the Hemel Hempstead Town Centre Masterplan submitted to, and approved by, Cabinet on 19 March 2011 and there are no immediate financial implications arising. However, implementation of the Masterplan will require commitment of expenditure as detailed in Cabinet reports on 29 November 2011 and 24 July 2012, including the matching element of Heritage Lottery Funding and other potential bids for external funding should these prove successful. The financial impact of each separate development under the Masterplan will need consideration as each individual scheme is brought forward.</p> |
| <p>Consultees:</p> | <p>David Austin, Assistant Director, Neighbourhood Delivery Alex Chrusciak, Group Manager Development Management and Planning Chris Taylor, Group Manager Strategic Planning and Regeneration Mike Evans, Group Manager, Commercial Property and Assets Fiona Webb, Assistant Team Leader, Development Management (Conservation and Design) Matt Wood, Property Service, HCC Sanjay Patel, Jenny Applestone and James Dale, Highways HCC Steve Barnes, Vinci Parking, DBC Guy Brigden, HCC Paul Newton, Team Leader, Development Management and Planning Cllr Terry Douris, Portfolio Holder for Planning and Regeneration</p> |
| <p>Background papers:</p> | <p>Access and Movement Study Major Land Use Study Draft Heritage Improvement Study Charette Report 2011 Stakeholder Workshop Report 2012 Hemel Evolution Consultation Analysis Hemel Hempstead Town Centre Masterplan Draft Report 2012 Hemel Hempstead Town Centre Regeneration Phase 1 Proposals and New Public Service Quarter – Report by DTZ, November 2011 Hemel Hempstead Feasibility Study – Report by GL Hearn Property Consultants, October 2011 Marlowes Shopping Zone Improvement Strategy – JMP Consultants Report to Cabinet 19 October 2010 Report to Cabinet 29 March 2011 Report to Cabinet 29 November 2011 Report to Cabinet 24 April 2012 Water Gardens Study, Hemel Hempstead – Report by Allies and Morrison Urban Practitioners and The Landscape Partnership,</p> |

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| | October 2011 Report to Cabinet 24 July 2012 Sustainability Appraisal July 2012 Amended Hemel Hempstead Town Centre Masterplan Consultation Analysis with reasoned DBC decisions |
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1.0. Executive Summary

- 1.1. A key aspiration of the Council is to enhance the quality of offer and environment of Hemel Hempstead Town Centre. The Council is focused on revitalising the town centre with the ultimate goal of increasing its prosperity and celebrating and conserving its heritage for future generations.
- 1.2. At its meeting on 19 October 2010, Cabinet agreed a strategy of incremental regeneration based on a comprehensive Masterplan for Hemel Hempstead town centre. A project plan was agreed for taking work forward. The scope and content of The 10 Year Masterplan was subsequently agreed on 29 March 2011.
- 1.3. Since this time, the Council's Strategic Planning and Regeneration team has been working with stakeholders to produce a draft Masterplan document. A Masterplan Stakeholder workshop was held in January 2012 and a public consultation event was held in Hemel Hempstead Town Centre for two days in early May. The event updated the public on the Council's future regeneration proposals for each of the seven character zones.
- 1.4. A draft Hemel Hempstead Town Centre Masterplan was presented to Cabinet in July 2012 for consideration and was approved for a formal 6 week public consultation.
- 1.5. The purpose of the Hemel Hempstead Town Centre Masterplan is to provide a long-term vision for the future of the town centre, building upon policies in the Core Strategy which focus on the need to regenerate the town centre. Once adopted, the Masterplan will provide strategic guidance for new development and public realm improvements in the town centre. It will be a major new step towards the achievement of the Council's regeneration goals.
- 1.5 Following a public consultation between 15 August and 25 September 2012, which included an exhibition in the Marlowes Shopping Centre on 13 September, an amended Hemel Hempstead Town Centre Masterplan has been produced. The amended report includes some minor modifications as a result of the responses generated by the consultation.
- 1.6 The modifications include the following:
 - Details on the significance of a much broader range of historic and natural assets including the New Town heritage, the River Gade and Paradise Fields open space;
 - More detail on the approach that will be taken to protecting and enhancing the town centre's natural and historic assets;
 - A new objective of enhancing the town centre's natural assets (as opposed to making best use of them);
 - A new regeneration challenge that commitment must be established to managing and maintaining an enhanced town centre environment;

- The Council's commitment to ongoing partnership working to deliver key proposals is more explicitly stated; and
- Additional detail on partnership working in connection with the redevelopment of the hospital site and wider hospital zone, the restoration of the Water Gardens and the delivery of a new bus interchange

2.0 Background

- 2.1 The Council recognises as a priority that the regeneration and prosperity of Hemel Hempstead Town Centre is critical to the prosperity of the Borough as whole. Following the demise of the Waterhouse Square plans in 2010 due to adverse market conditions, work has continued to plan for the future.
- 2.2 At its meeting on 19 October 2010, Cabinet agreed a strategy of incremental regeneration based on a comprehensive Masterplan for the town centre. This would build on the framework of the seven character zones that make up the town centre, as set out in the submitted Core Strategy. Cabinet also agreed a project plan for taking work forward.
- 2.3 A substantial amount of work has been carried out in connection with the phase one programme for town centre regeneration that Cabinet endorsed on 29 November 2011. This agreed proposals aim to kick start regeneration in Hemel Hempstead town centre through redevelopment of the southern end of the Gade Zone. A subsequent opportunity arose to achieve a more effective and comprehensive regeneration scheme and was agreed by Cabinet on 24 April 2012. This involves collaborating with West Herts College to develop the majority of the Gade Zone to deliver a new college, a major food store and a new Public Service Quarter providing a range of public and voluntary sector services.
- 2.4 A policy statement for the Gade Zone has been produced which builds on the proposals in the draft Masterplan. This was agreed by Cabinet on 24 April 2012 and will guide future development in the Gade Zone. It indicates where various uses including the college, supermarket and Public Service Quarter might best be located.
- 2.5 Further information and evidence supporting the Masterplan is listed at the front of the report. Key documents include the Major Land Use Study, an Access and Movement Study and a Draft Heritage Improvement Study.
- 2.6 The Final Hemel Hempstead Town Centre Masterplan 2011-2021 has now been amended following a 6 week consultation and is being presented to Cabinet with this report for consideration.

3.0 Hemel Hempstead Town Centre Masterplan

- 3.1 The purpose of the Hemel Hempstead Town Centre Masterplan is to provide an aspirational yet realistic long-term vision for the future of the town centre, building upon policies in the Core Strategy, which focus on the need to regenerate the town centre. Once adopted, the Masterplan will provide strategic guidance for new development and public realm improvements in the town centre and the two parks to the north and south.

- 3.2 The development of the Masterplan began in January 2011 with the stakeholder workshop held at Felden Lodge. The event brought together a wide range of town centre business, organisation and community representatives, as well as Officers from Dacorum Borough and Herts County Councils. Three broad topic areas that sit at the heart of the Masterplan were addressed: urban design, sustainable economic development and access and movement.
- 3.3 Another stakeholder workshop was held in January 2012 with a focus on Major Land Use and Access and Movement issues. The event brought together a similar mix of stakeholders as the first event.
- 3.4 A public consultation on 'Hemel Evolution....your town centre is evolving' was held between 30 April and 25 May 2012. Two manned exhibitions were conducted in the Marlowes Shopping Centre and the adjacent Bank Court along the Marlowes on 3 and 5 May, as part of this consultation. The event sought views from the public on a number of issues regarding different character zones.
- 3.5 A 6 week public consultation took place between 15 August and 25 September. A one day public exhibition also took place in the Marlowes Shopping Centre where members of the public were given the opportunity to speak with Strategic Planning and Regeneration officers about planned regeneration of the town centre.
- 3.6 At the end of the consultation period a schedule of comments was collated. The Council considered each response in turn with officers recommending a number of minor modifications to the draft Masterplan. An amended Masterplan containing these modifications is presented to Cabinet for consideration.
- 3.7 The Masterplan has been developed and managed by the Council's Strategic Planning and Regeneration Team. Working Groups have brought together existing knowledge and expertise across the Dacorum Borough Council, Herts County Council and the Town Centre Partnership and have overseen the development of three key strategies which underpin the Masterplan. These are Retail and Major Land Use Study (Allies and Morrison Urban Practitioners), an Access and Movement Study (JMP consultants) and an Urban Design Strategy.
- 3.8 Other work has also been commissioned to help understand the historic significance of the Water Gardens, town centre heritage and the viability and phasing of the Masterplan.
- 3.9 Please refer to the cabinet report 24th July 2012 for more information regarding the structure and content of the Masterplan.

4.0 Recommended modifications to draft Masterplan

- 4.1 The following table sets out in detail the modifications contained within the updated Hemel Hempstead Town Centre Masterplan.
- 4.2 Modifications are all of a minor nature. The thrust of the document remains the same but wording is stronger in places and further clarification has been added as necessary.

Table 1

| Consultation Issue | Recommended modification |
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| <p>Protection of distinct heritage of the New Town</p> | <p>Additional detail has been added to the Masterplan as to the approach that will be taken to protecting the heritage of the New Town centre.</p> <p>Section 4.4 summarises the Council’s approach. The aim is to enhance key frontages of buildings within Areas of Special Character such as Bank Court and buildings around Bridge Street, when sites come forward for redevelopment.</p> <p>The Council will also seek to reinforce the New Town character within the Areas of Special Character. Proposals include plans to restore the Water Gardens, key frontage enhancements and the creation of high quality interconnected corridors of public realm between Waterhouse Street and the Marlowes at three strategic points; Bank Court, Bridge Street and Market Square.</p> |
| <p>Ecological status of the River Gade</p> | <p>The draft Masterplan sought to make best use of the town centre’s natural assets. This final report has a stronger aim of enhancing the town centre’s natural assets.</p> <p>Regeneration Objective 9 in section 3.4.1 has been amended as follows: “Ensure that future development enhances the town centre’s natural assets and builds upon and complements its unique identity and character.” The draft Masterplan</p> <p>The Regeneration Principle in section 3.5.4 has been amended in line with this as follows: “Enhance natural features including the River Gade and surrounding open spaces.”</p> <p>A Regeneration Challenge has been added to section 3.5.5 as follows: “Enhance the River Gade to ‘good ecological’ Water Framework Directive status whilst retaining and restoring the Jellicoe Water Gardens.” This follows concerns about the ecological status of the river and how this will be impacted by restoration of the Water Gardens.</p> <p>The following have been added to the Character Zone Strategy for the Jellicoe Water Gardens Zone :</p> |

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| | <ul style="list-style-type: none"> • A local objective in section 5.3.2.2 to “Enhance the ecological status of the River Gade”. • A key opportunity in section 5.3.2.3 “To enhance the ecological status of the River Gade.” |
| <p>Protection of Paradise Fields</p> | <p>The draft Masterplan sought to make best use of the town centre’s natural assets. This final report has a stronger aim of enhancing the town centre’s natural assets.</p> <p>Regeneration Objective 9 in section 3.4.1 has been amended as follows: “Ensure that future development enhances the town centre’s natural assets and builds upon and complements its unique identity and character.”</p> <p>The Regeneration Principle in section 3.5.4 has also been amended in line with this as follows: “Enhance natural features including the River Gade and surrounding open spaces.”</p> <p>Local objective in section 4.1 has been amended to reflect the need to retain the majority of Paradise Fields as open space. This refers to the land identified as a Hertfordshire County Council Wildlife Site shown in the amended context diagram in Figure 10.</p> <p>Section 6.5 has also been amended to provide further information on delivery mechanisms for greater detail and mix of uses.</p> |
| <p>Future management of the town centre</p> | <p>The consultation raised a few issues in terms of future management of the town centre, particularly Paradise Fields open space. In response, a Regeneration Challenge has been added in section 3.5.5 as follows: “Commitment to managing and maintaining an enhanced town centre environment.”</p> |
| <p>Clarification required as to how partnership working will be taken forward in delivering key proposals, specifically the re-development of Hemel Hempstead hospital and regeneration of the wider zone, the regeneration of the Jellicoe Water Gardens balancing environmental and</p> | <p>The Viability and Phasing chapter of the Masterplan now states explicitly that the Council will bring together key stakeholders at an early stage to shape proposals and facilitate their delivery. Mention is made of the feasibility study that has been jointly commissioned with Hertfordshire County Council, the West Herts Hospital Trust and the HCA to consider options for redeveloping Hemel Hempstead Hospital and regenerating the wider Hospital Zone.</p> |

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| <p>heritage objectives and the creation of a new bus interchange on Marlowes</p> | <p>In addition the Council's commitment to ongoing partnership working to regenerate the Water Gardens and deliver a new bus interchange is stated. The Masterplan sets out that the Council will work with the Environment Agency and English Heritage to bring forward a scheme which improves the ecological status of the river whilst restoring the Water Gardens in line with the original Jellicoe design. It also outlines that extensive liaison will be carried out with Hertfordshire Highways and key public transport operators to deliver the bus interchange. The final report states that other partnerships will be cultivated as necessary to achieve the Masterplan objectives.</p> |
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5.0 Next Steps

- 5.1 The Masterplan is identified in the Council's approved Local Development Scheme and as such, can be considered as part of the emerging replacement for the adopted Local Plan. It has been prepared in the context of and taking account of the Council's evidence base for its emerging Local Development Documents, particularly the Core Strategy and as such, material consideration should be given to the document and considerable weight attributed to it. If approved by Cabinet the Masterplan will be considered by Full Council in January 2013. Once endorsed by Full Council, the Masterplan will be adopted as a Supplementary Planning Document.

Appendix 1

Hemel Hempstead Town Centre Masterplan 2011 - 2021 Final Report

Appendix 2

Sustainability Appraisal of Hemel Hempstead Town Centre Masterplan Final Report (being updated).