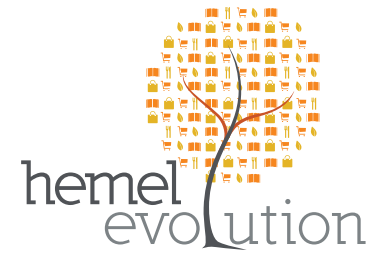


APPENDIX 1

MARLOWES SHOPPING ZONE FINAL DESIGN - MEMBERS PRESENTATION



BroadwayMalyan^{BM}

Architecture Urbanism Design

MARLOWES SHOPPING ZONE

STAGE E DETAILED DESIGN - PRESENTATION TO MEMBERS



Allan Cox
Director of Landscape Architecture



Danny Crump
Associate Director of Landscape Architecture

Stage E Members - Presentation

- Recap on Brief Objectives / Stage D Proposals
- Stakeholder Consultation Summary and Findings
- Stage E General Arrangement Plan

Packages:

- Materials
- Trees and Tree Pits
- Play on the way
- Lighting
- Water Feature
- Canopy and Performance Area
- Street Furniture
- Costings
- Procurement Route
- Timeline
- Maintenance Implications



Objective 1.

Regenerate the original New Town buildings and the ramped area with a series of **design interventions** which aim to provide a more **integrated 'High Street'**, together with a **core mix of uses to attract vitality to the heart of the town** day and night.

Objective 2.

Employ **excellent urban design practice** to create a safe and **clean pedestrian streetscape** and provide **coherent connective streetscape** design throughout the town centre.

Objective 3.

Improve the core shopping facility to tackle the economic downturn with a **programme to enhance vacant shop fronts**.

Objective 4.

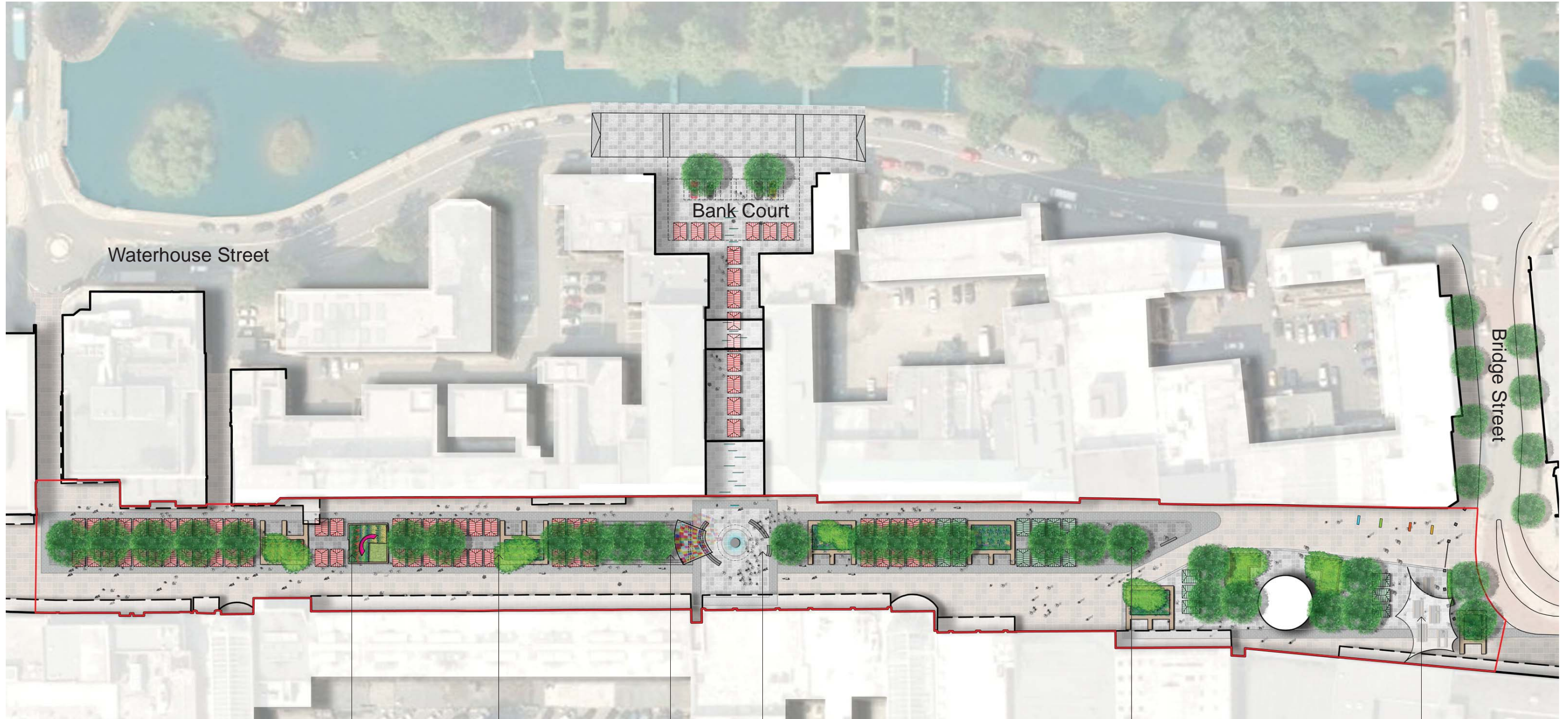
Embrace the night time economy with a **lighting strategy** and work towards the Purple Flag status.

Objective 5.

Provide a **range of innovatively designed activities** to engage with all ages and abilities within the local community

Objective 6.

Develop a **sense of pride and ownership** by commissioning a series of **local public artworks, projects and creative interventions** to raise the profile of the cultural life and heritage of the Borough.



Retained Rainbow artwork with new plinth to match POTW

Play on the way planter with retained existing trees

Proposed Tree Bosque with raised edge to create stage area. New Coloured glass canopy provides performance area

New Town Square. Refurbished Water Play interactive water feature. Urban bench contains water spread.

Band stand relocated. Market extends along MSZ and formalises the square as the social hub of the town.

Food Court Zone. Softened by Tree Planting. Space for new food market under tree canopy. New timber benches allow for family eating.

STAKEHOLDER CONSULTATION SUMMARY

- Officers / TCM and Management and Maintenance : Ongoing meetings and workshops
- Herts County Council: Ongoing meetings and workshops
- Neighbours: Landlords / Retailers / TCP / Market Traders / NA Group / Immediate Residents : Invited event with recorded comments
- Families, Public and Children : 2 x Public Event with recorded comments : Paper and Web based
- Town Centre Partnership : Direct Presentations and workshops
- Riverside : Direct Presentations and workshops
- *Ongoing*: Equalities Groups : Equalities Impact Assessment work with DBC Equalities Officer
- *Ongoing*: School Children and NEETS : Engagement ongoing through the DBC NA Group team

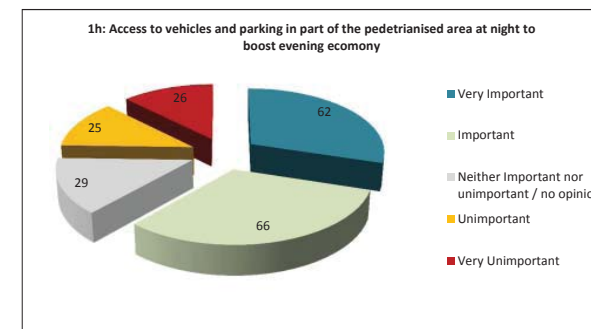
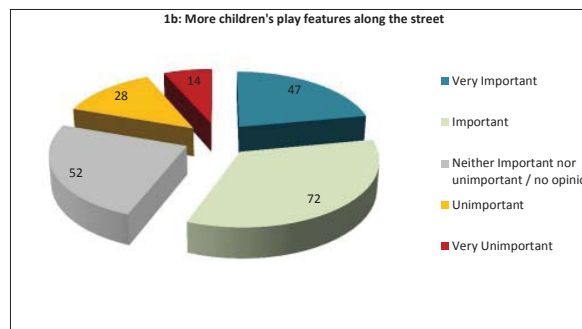
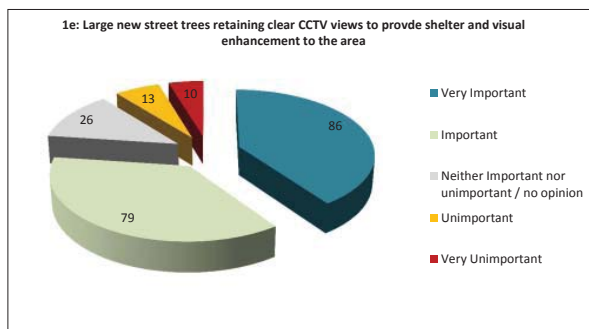
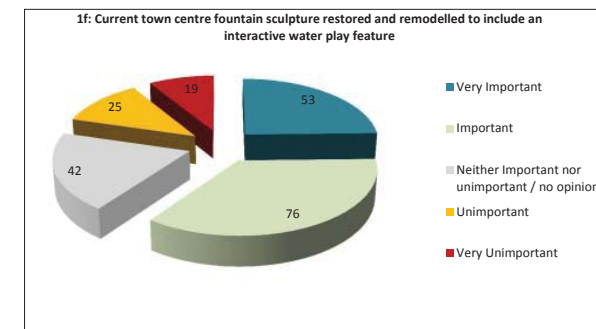
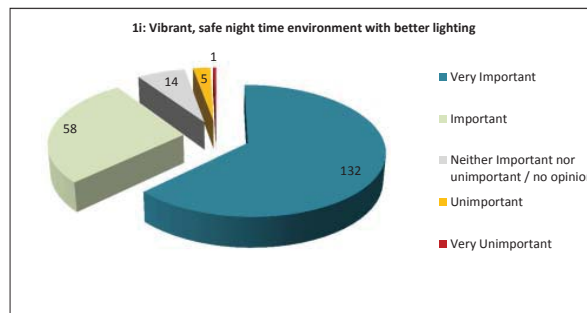
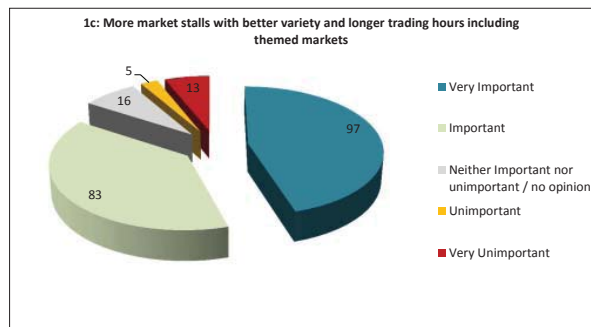
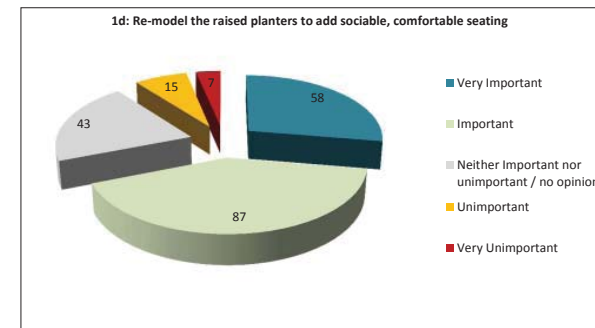
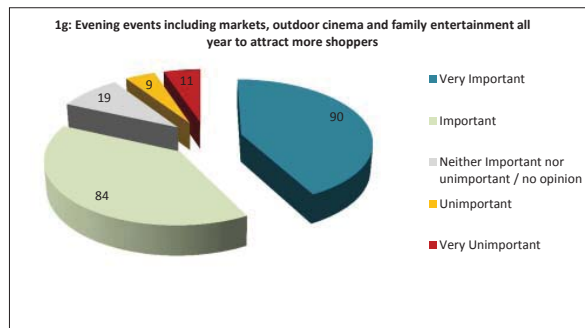
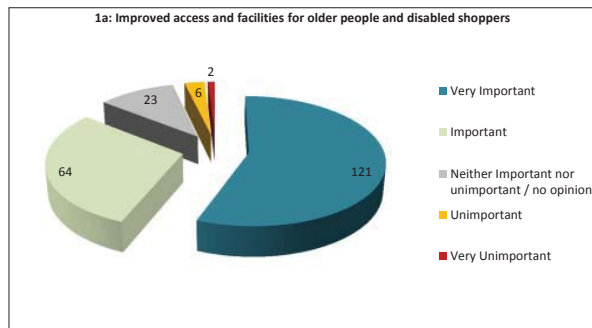


Stakeholder Consultation Undertaken

Summary of Public consultation responses on key project elements.

Based on 218 response from the public gathered online and at public events on 10.08.13 / 15.09.13

Public Results are very encouraging around principles of the design with the majority of those consulted supportive of the key project objectives.



Stakeholder Summary - Public Input

Summary of public consultation responses to question:

Is there anything else you would like to comment on with regards to improving Hemel Hempstead Town Centre?

23 of those consulted made commented on the **lack of particular retail or food offer within the town centre.**

Designer Response: The creation of a more pleasant environment for all residents and visitors increases number of visits to the town. Improved Public Realm increases dwell times of users. Both interventions have the potential to attracts retailers to the town.

11 of those consulted made commented on the **lack of order within the market or requesting improved facilities** for the market traders.

Designer Response: Proposals allow for improved market facilities and a formalised layout. Pop up power facilities will be provided.

10 of those consulted made commented on the **conflict in the town between pedestrians and bicycles.**

Designer Response: Both motorcycle and Cycling parking parking facilities will be improved and located at 'gateways' to the MSZ to discourage conflict within pedestrianized area.

6 of those consulted made commented on the **appearance of the buildings along the MSZ.**

Designer Response: The proposals and cost plan allow for: Jet washing buildings; Replacing mosaic on Mosaic supermarket and Shop Frontage improvement grants which will be available through this project.

4 of those consulted made commented on the **removal of the bandstand**

Designer Response: Activity/Performance is proposed to be centralised along the MSZ, opposite bank court, creating a social hub. Performance space will be more relevant to modern day use with a plug and play facility. It is understood that the Bandstand will be relocated by DBC to a more appropriate location in the county

3 of those consulted made commented on the **poor state of the pavements**

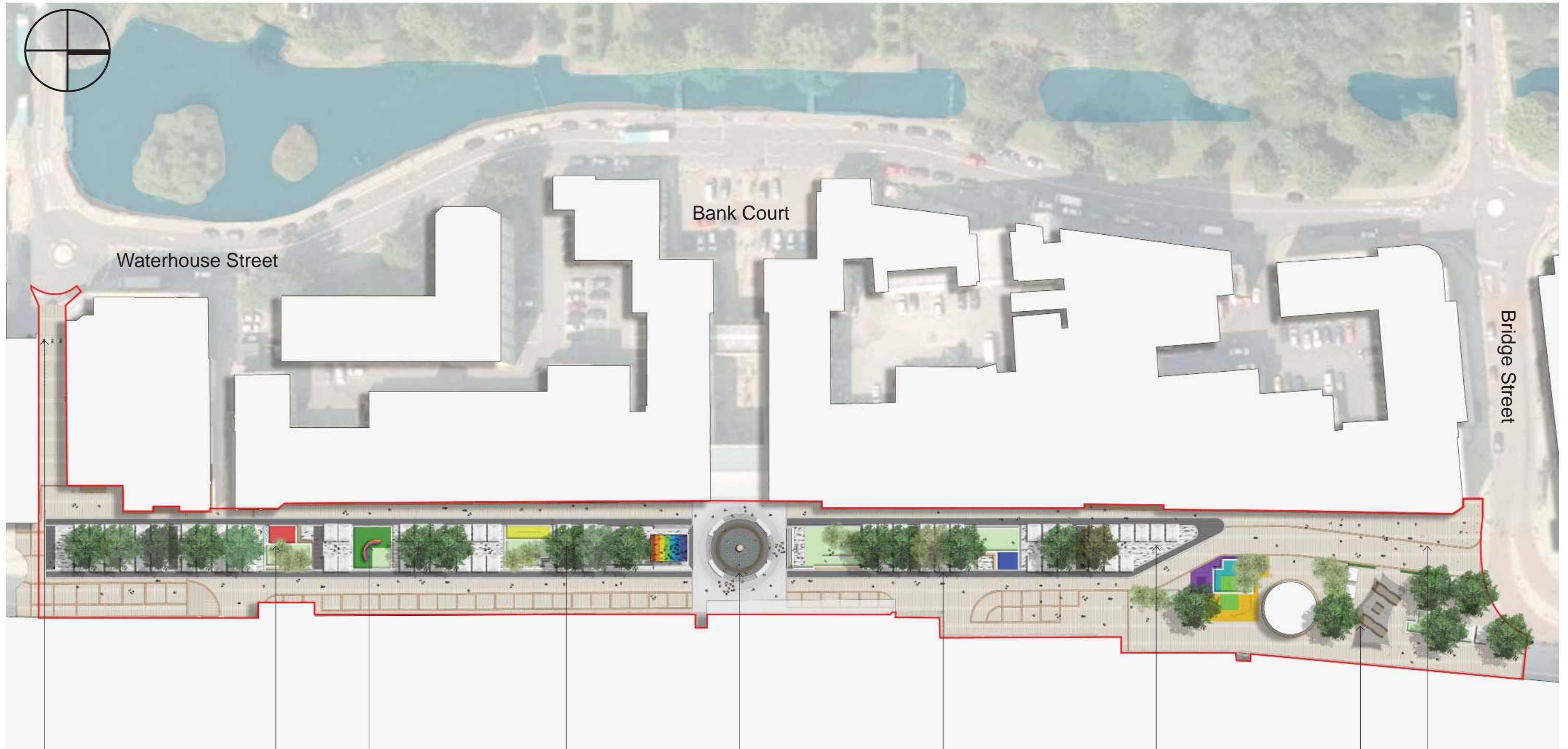
Designer Response: New paving is proposed along the central spine of the proposals. Any failing areas of paving remaining will be repaired.

3 of those consulted made comment requesting **improvements to the foodcourt**

Designer Response:It is proposed that the food court has new robust social seating/tables. The area will be enclosed with planting. Facilities for increased food trading opportunities form part of the design.

2 of those consulted requested **better facilities for children**

Designer Response:Play on the way features are proposed to be located along the MSZ increasing the opportunities for play and providing improved modern facilities on those currently available.



Access Controlled at North and South of Street

Play and facilities located along street

Retained remembrance garden

Bosque of trees planted in urban tree pits (and trenches where possible)

A new town square forms the Social Hub of the street, incorporating a refurbished water feature, an LED information screen and a new performance canopy and stage

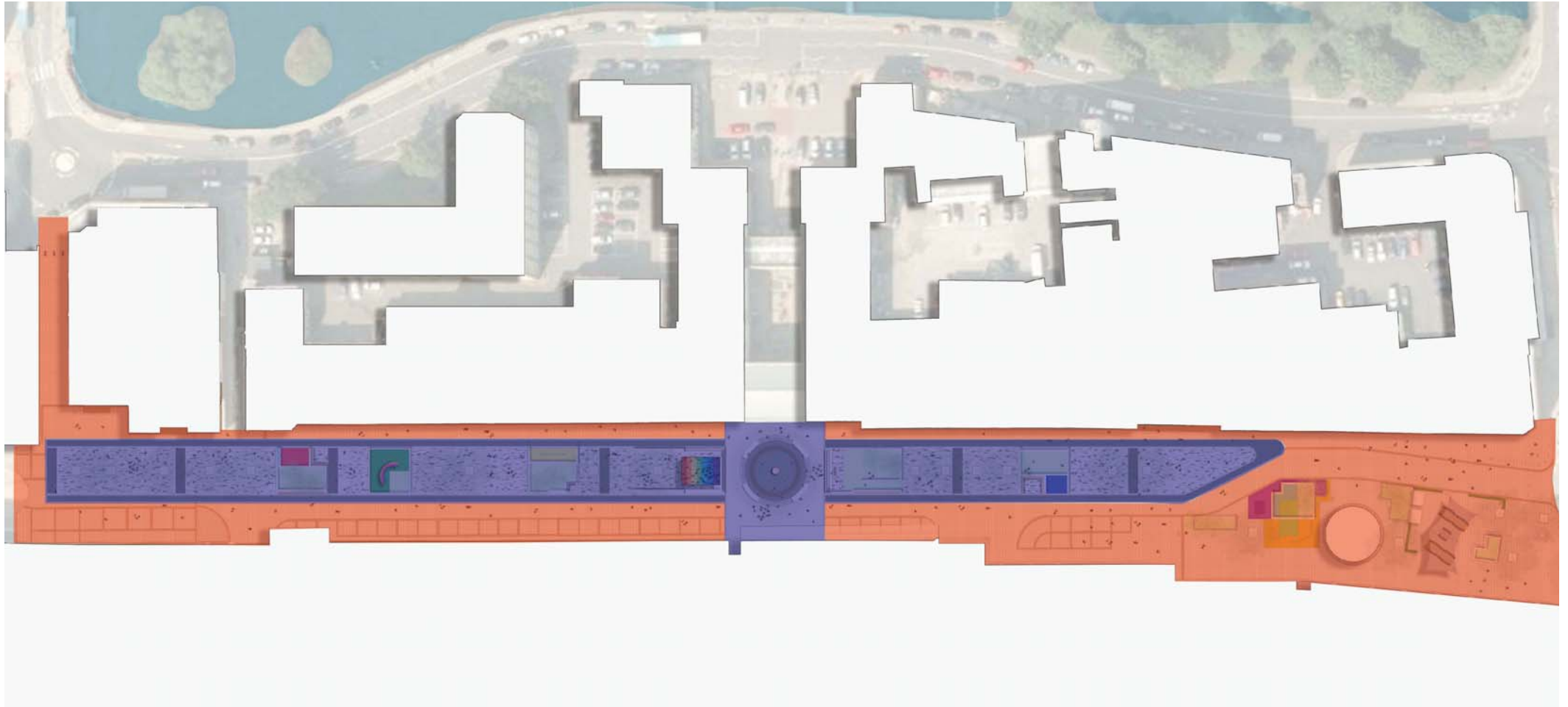
Market stalls arrangement formalised and facilities improved 68 stalls + 5 stalls in the Food Court area

New paved area to spine of MSZ, patch and mend elsewhere (circa 5%)

Food Court experience improved and enhanced

New lighting proposed along street including column lighting and feature lighting

PAVING MATERIALS



New Paving

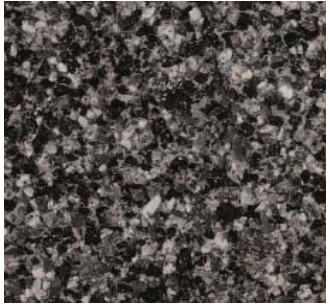


Patch and Mend

Proposed Concrete Paving for Linear Central Zone



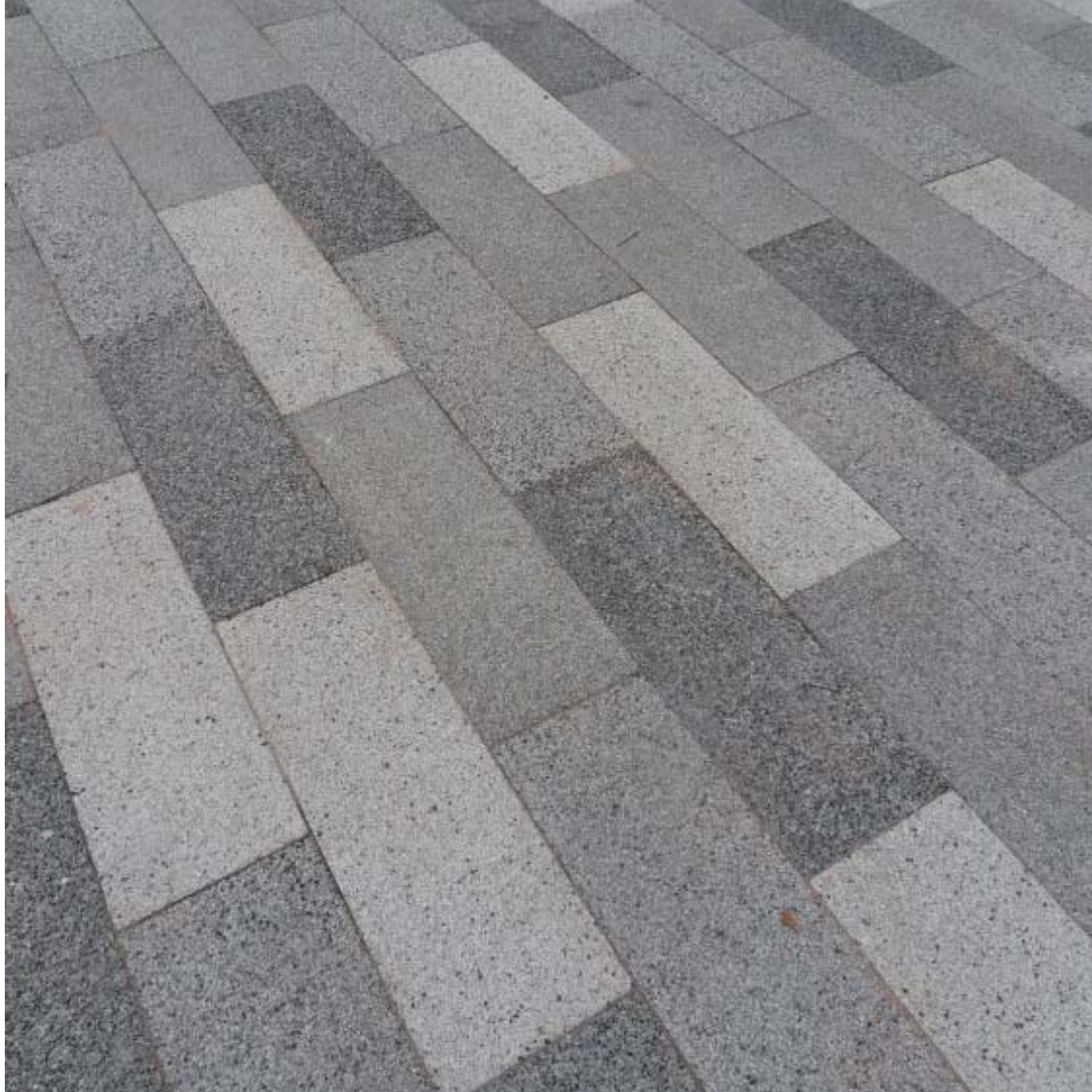
Tagenta B



Tagenta C



Tagenta E



Kellen Breccia Tagenta

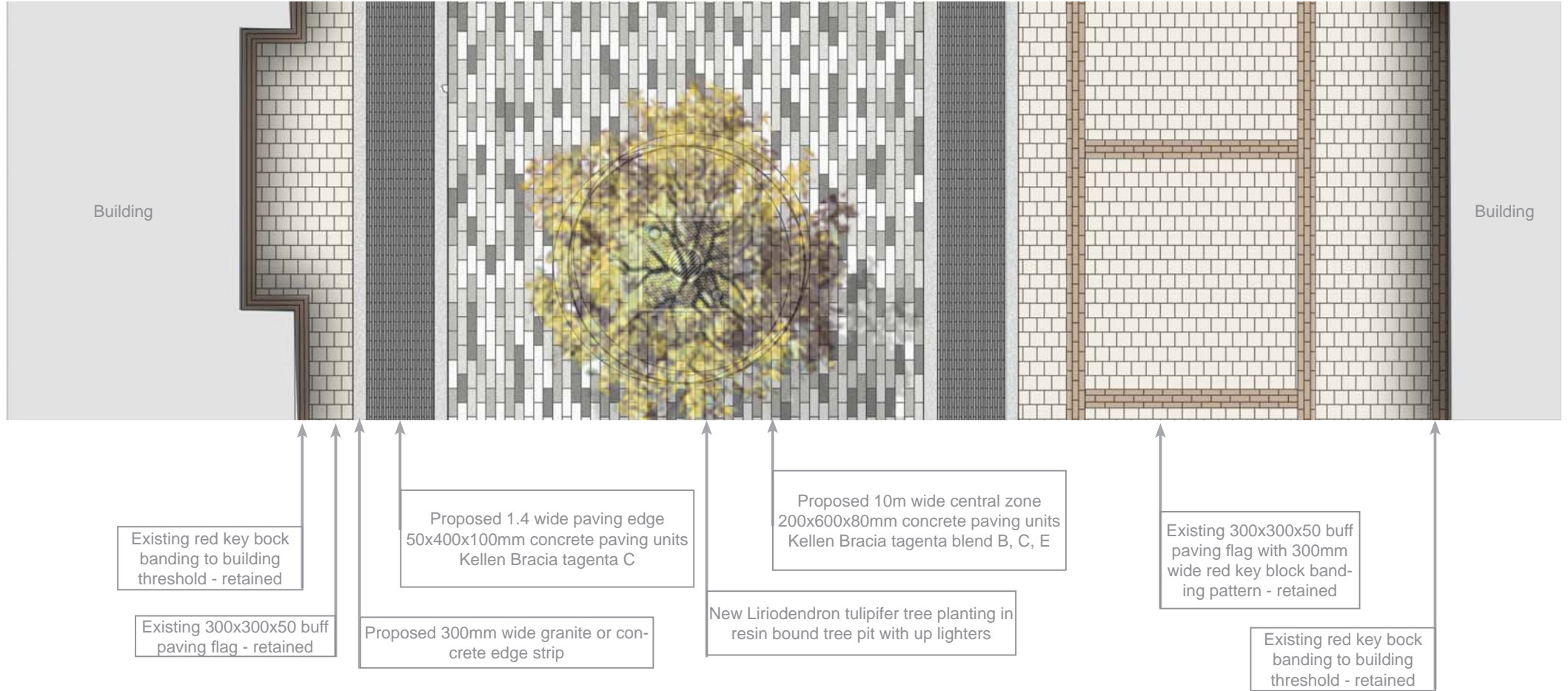
Product name: Kellen Bracia Tagenta

Blend colours: Tagenta B (50%), Tagenta C (20%)

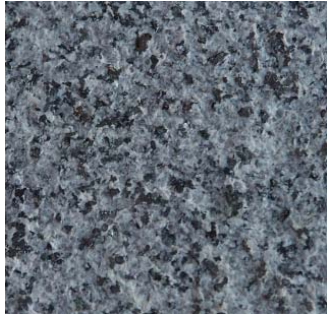
Tagenta E (30%)

Block size: 200x600x80mm (main central strip) and

50x400x80 (2m wide edge strips)



Proposed Granite Paving for Town Square / Water Feature



Classic Flamed



Kobra Flamed



Kobra Green Flamed



Mist Flamed



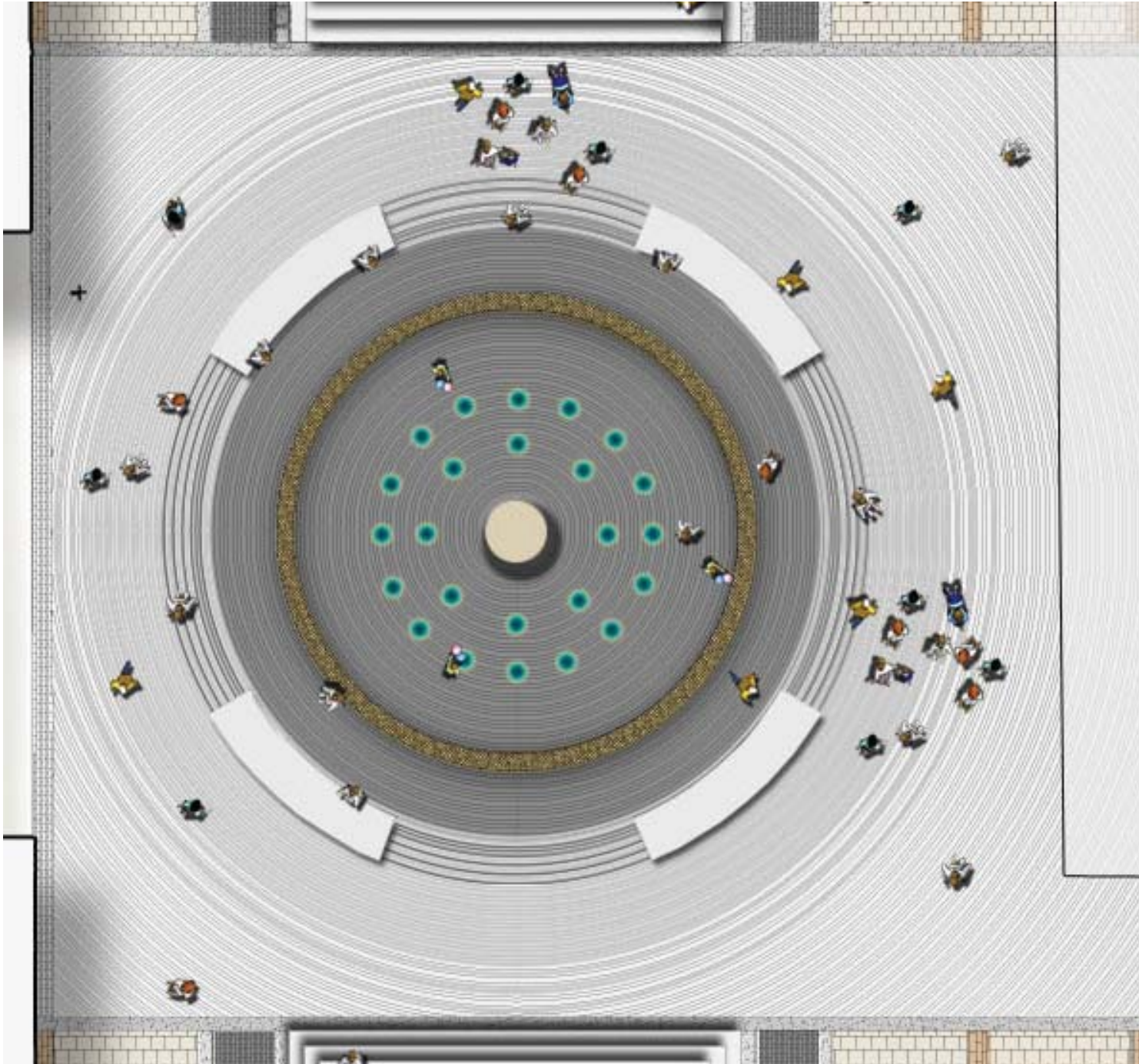
New Rustenburg
Flamed



Granite proposed for Water Feature area and Town Square - example of feathered pattern



Proposed Granite Paving for Town Square / Water Feature



TREES

Trees for the proposed bosque

Liriodendron Tulipifera :Tulip Tree - single species planted to form a linear 'green spine' along the Marlowes

Size at time of planting:

- 50-60cm girth,
- approx 9-10m tall,
- 3m clear stem
- Quantity - No. 22

Selected following extensive debate/discussion with officer and especially Clean Safe Green Team

Qualities:

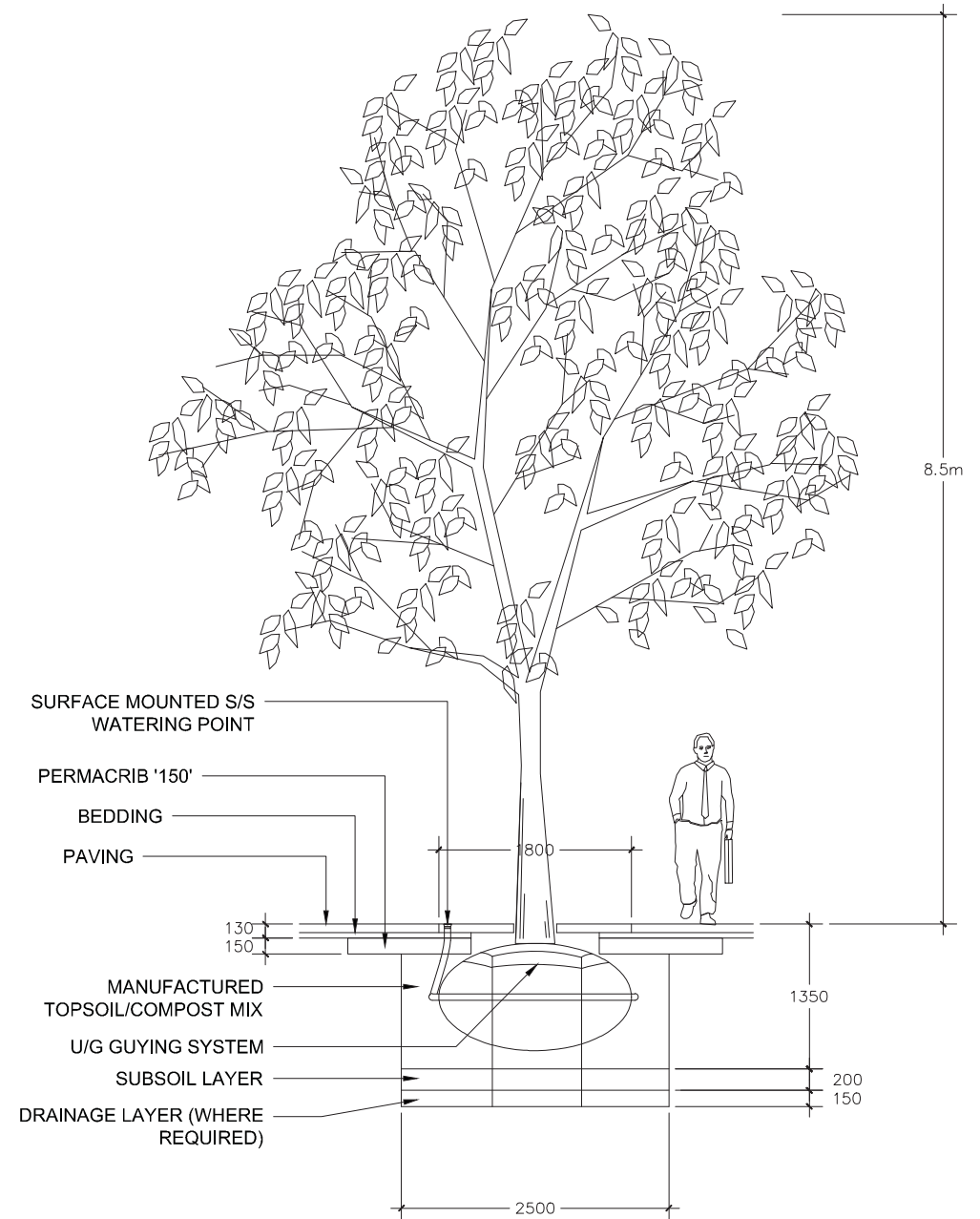
- Aesthetically pleasing: Good form and Seasonal interest, unusual flower, distinctive leaf shape and good autumn colour
- Large/Full raised canopy
- Fast growing
- Suitable to local soils
- Good wind abatement form
- Excellent urban tree - thrives in town environment and pollution tolerant
- Pest and disease free
- Good wildlife value
- Low maintenance



Tree Pit Construction

Full urban tree pit construction and irrigation system to include the following:

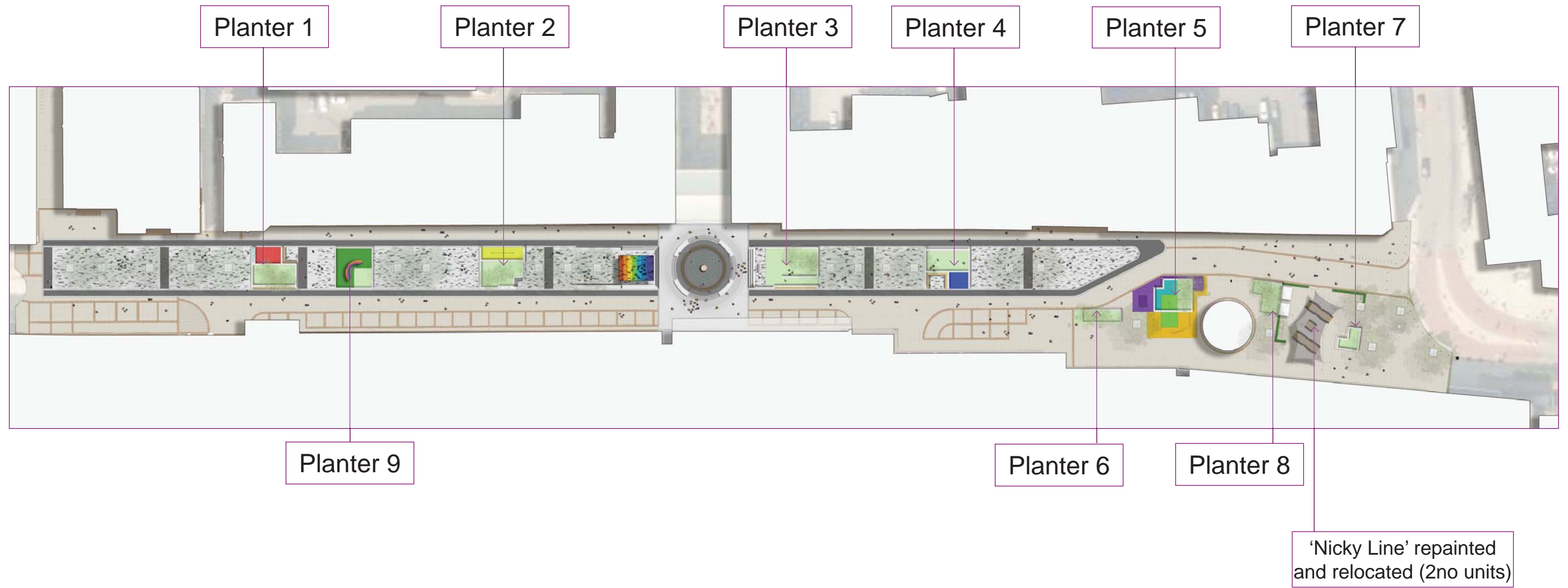
- Permavoid Raft (reinforcement below paving for trafficable areas)
- Linked irrigation system
- Underground guying system
- Top soil (Growing Medium : 5 -10m3)
- Subsoil
- Root barrier
- Arbour resin infill



01 TREE PIT- STANDARD DETAIL

Scale: 1:50 @ A3

PLAY ON THE WAY

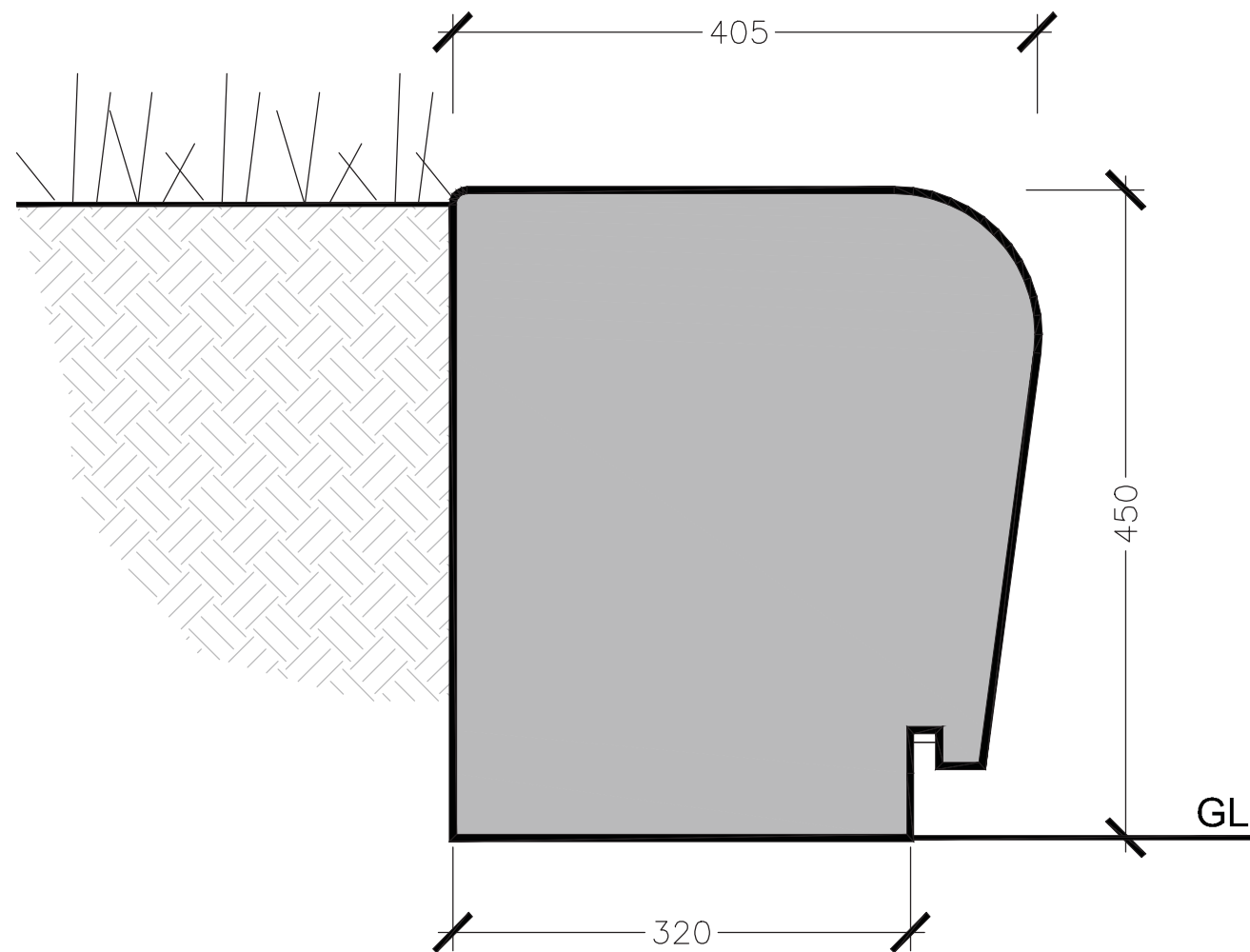


Planter 1 - Water Play
Planter 2 - Tightrope & Thrones
Planter 3 - Stage Play
Planter 4 - Balancing Balls
Planter 5 - Super Play Zone

Planter 6 - Retained, repaired as necessary
Planter 7 - Modified to allow space in the Food Court area
Planter 8 - Retained, repaired as necessary
Planter 9 - Existing Rainbow Sculpture' planter and Remembrance Garden retained

Granite Walls and Seating units

- 450mm height for seating
- 100mm radius bullnose to deter skateboard/BMX grinding
- Granite for durability
- Flamed finish for durability and practicality: non slip
- Timber seating/benches for comfort
- Modular units for cost efficiency
- Material contrast but complements paving materials
- Concealed LED lighting



'Classic' granite with flamed finish



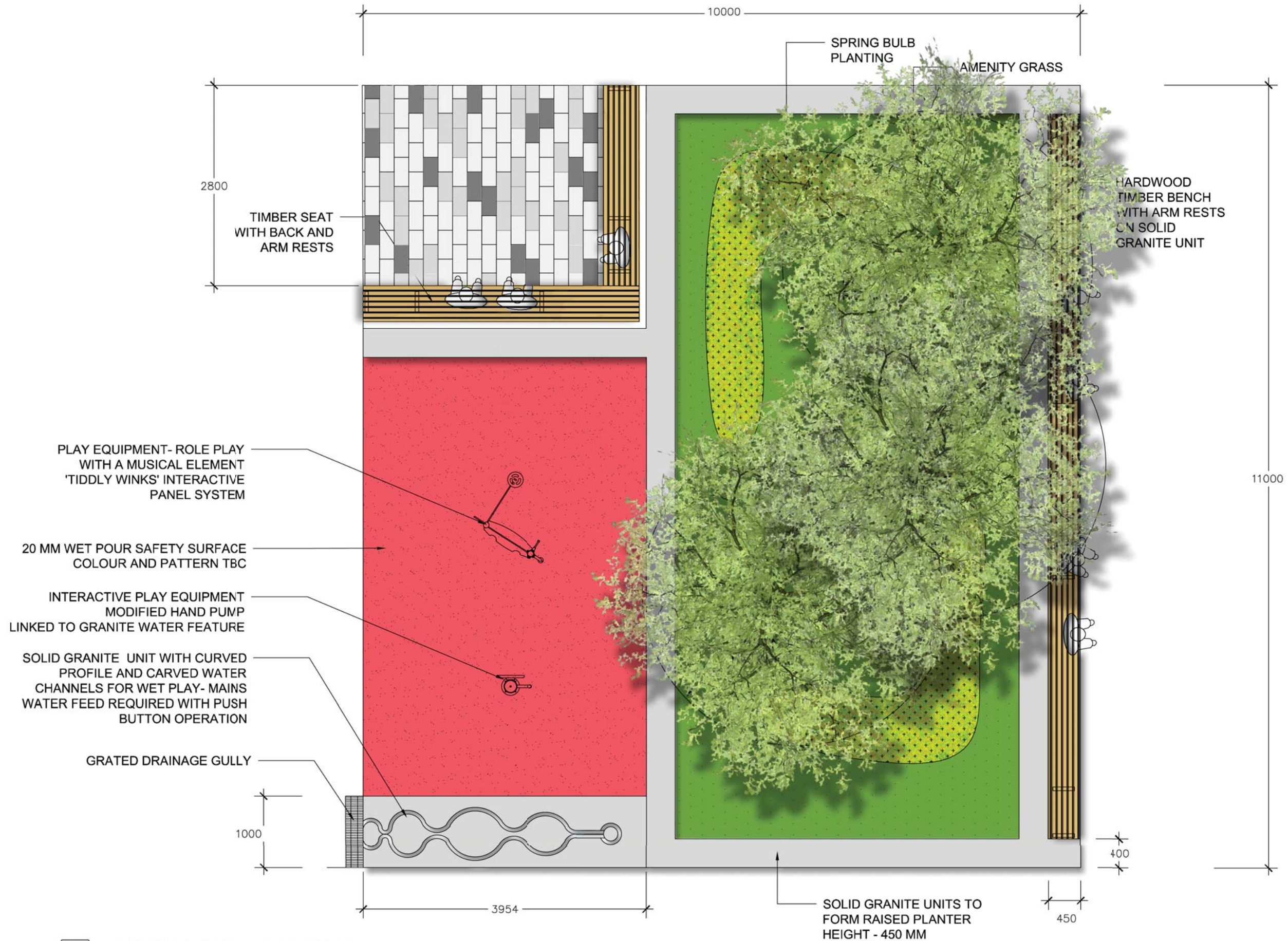
Curved edges and anti-skate details



Timber bench and seating units with integrated arm rests

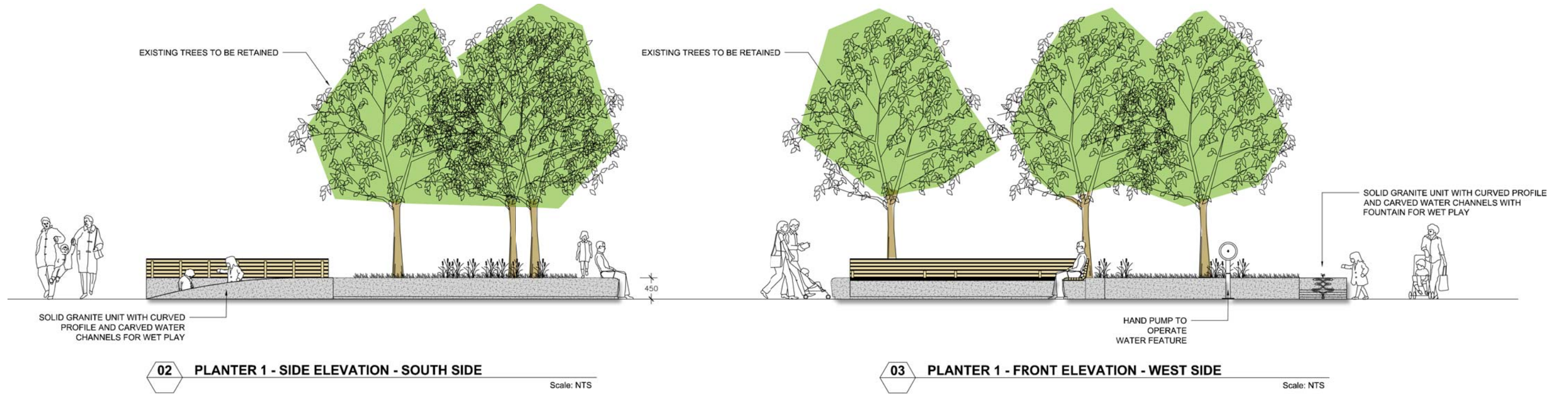
01 PLANTER WALLS- TYPICAL SECTION

Scale: 1:5 @ A4



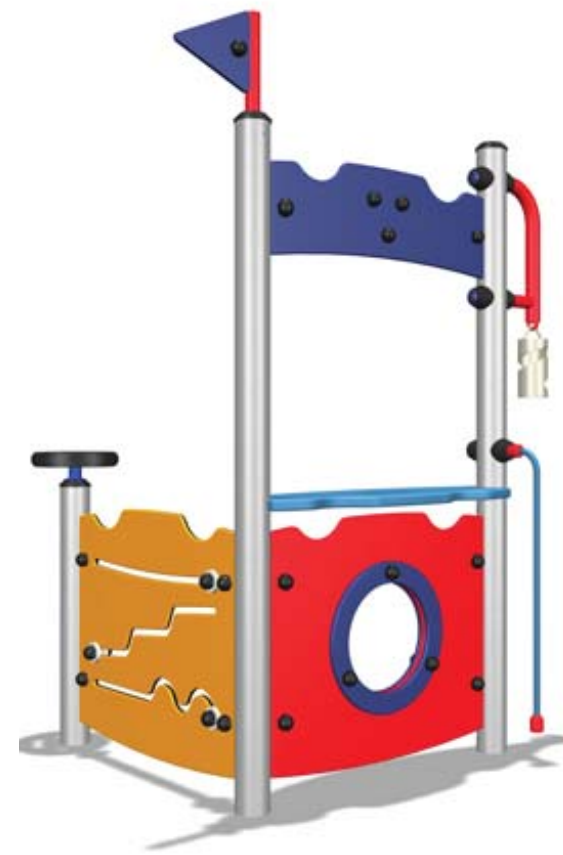
01 PLANTER 1 - PLAN VIEW

Scale: 1:50 @ A3

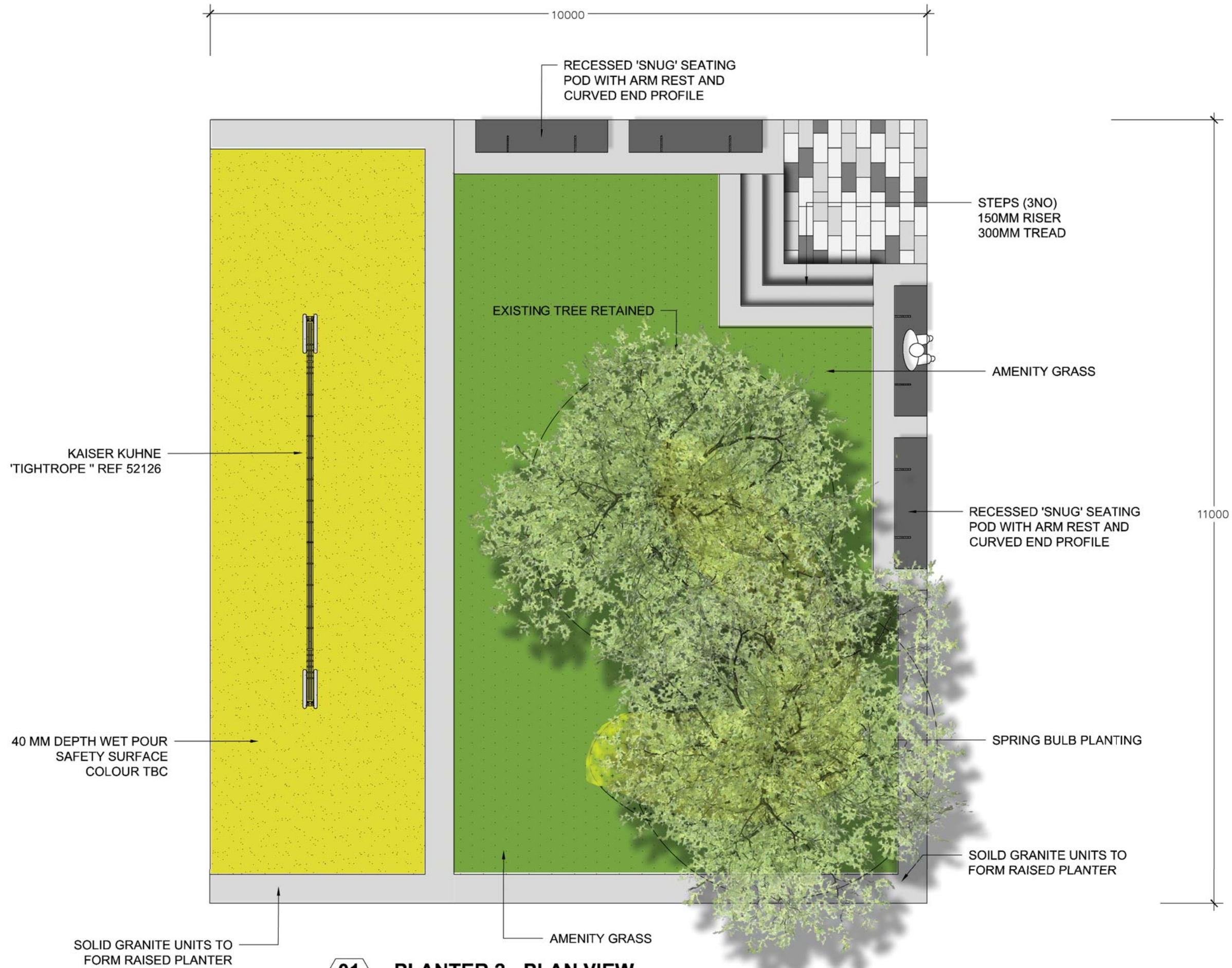


Active and reactive play opportunities...

Turning the wheel of the hand crank/ winding mechanism causes water to emerge from the top of the bespoke granite fountain and flow through carved rills before disappearing into the ground.

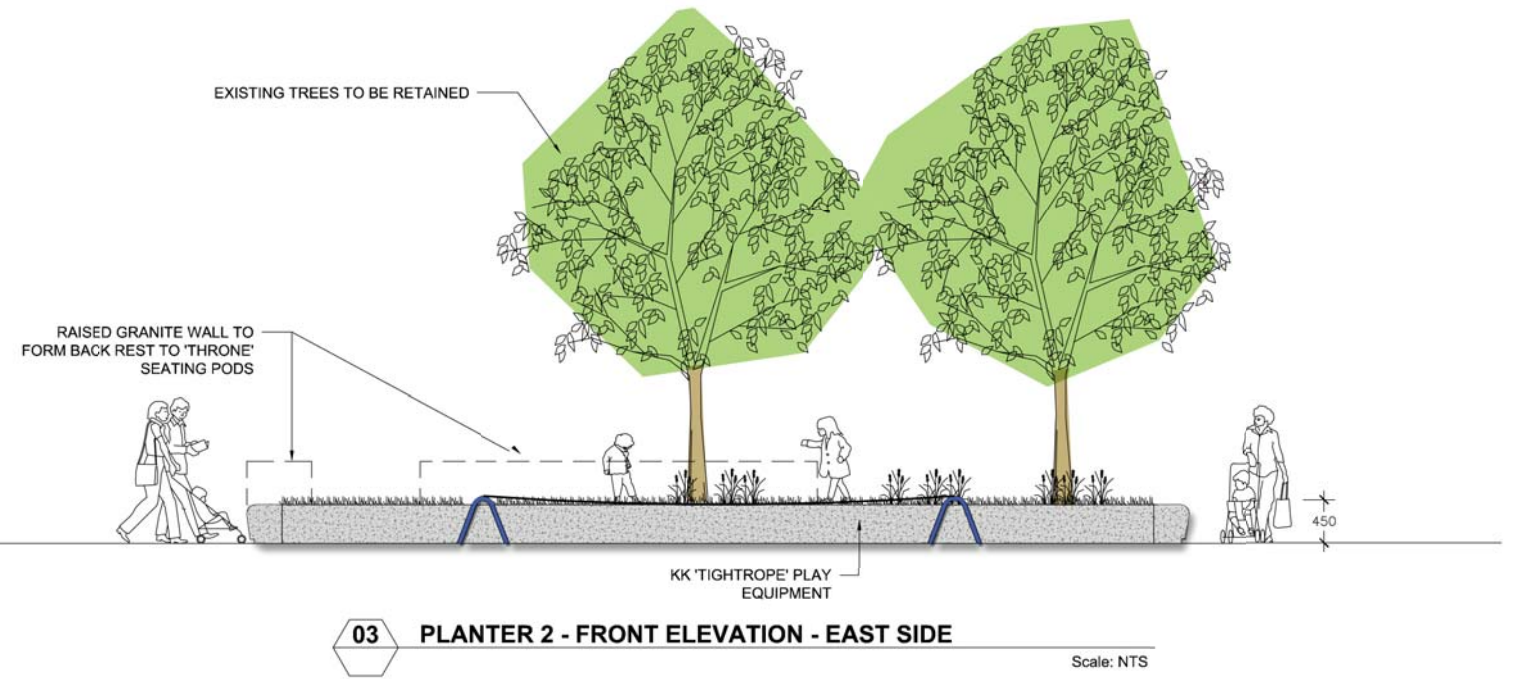
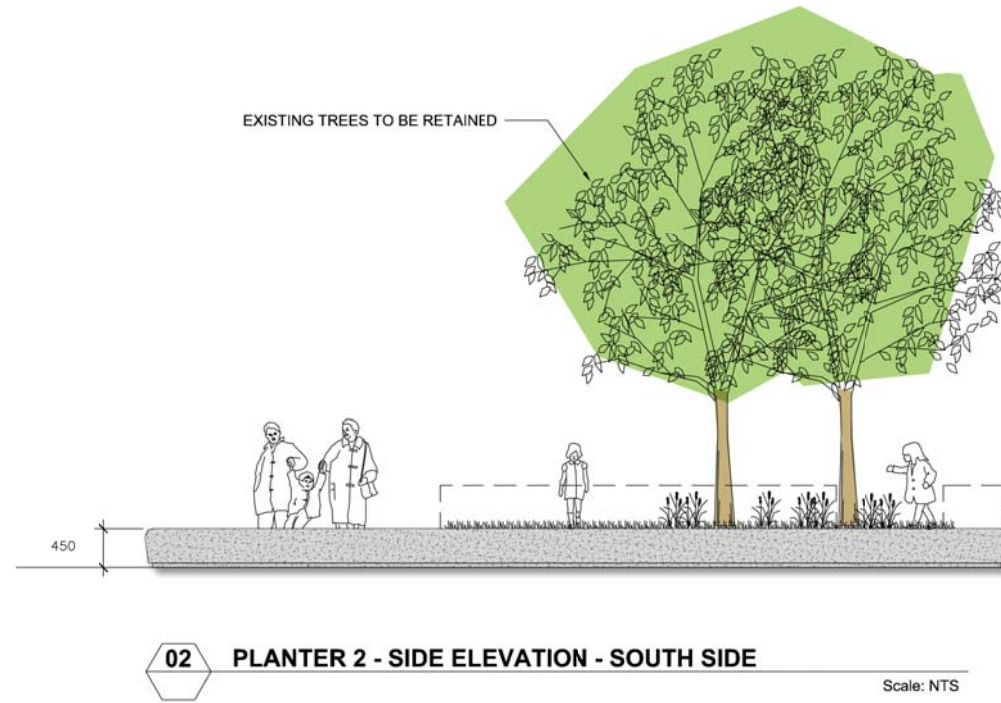


Planter 2 - Tightrope and Thrones



01 **PLANTER 2 - PLAN VIEW**

Scale: 1:50 @A3



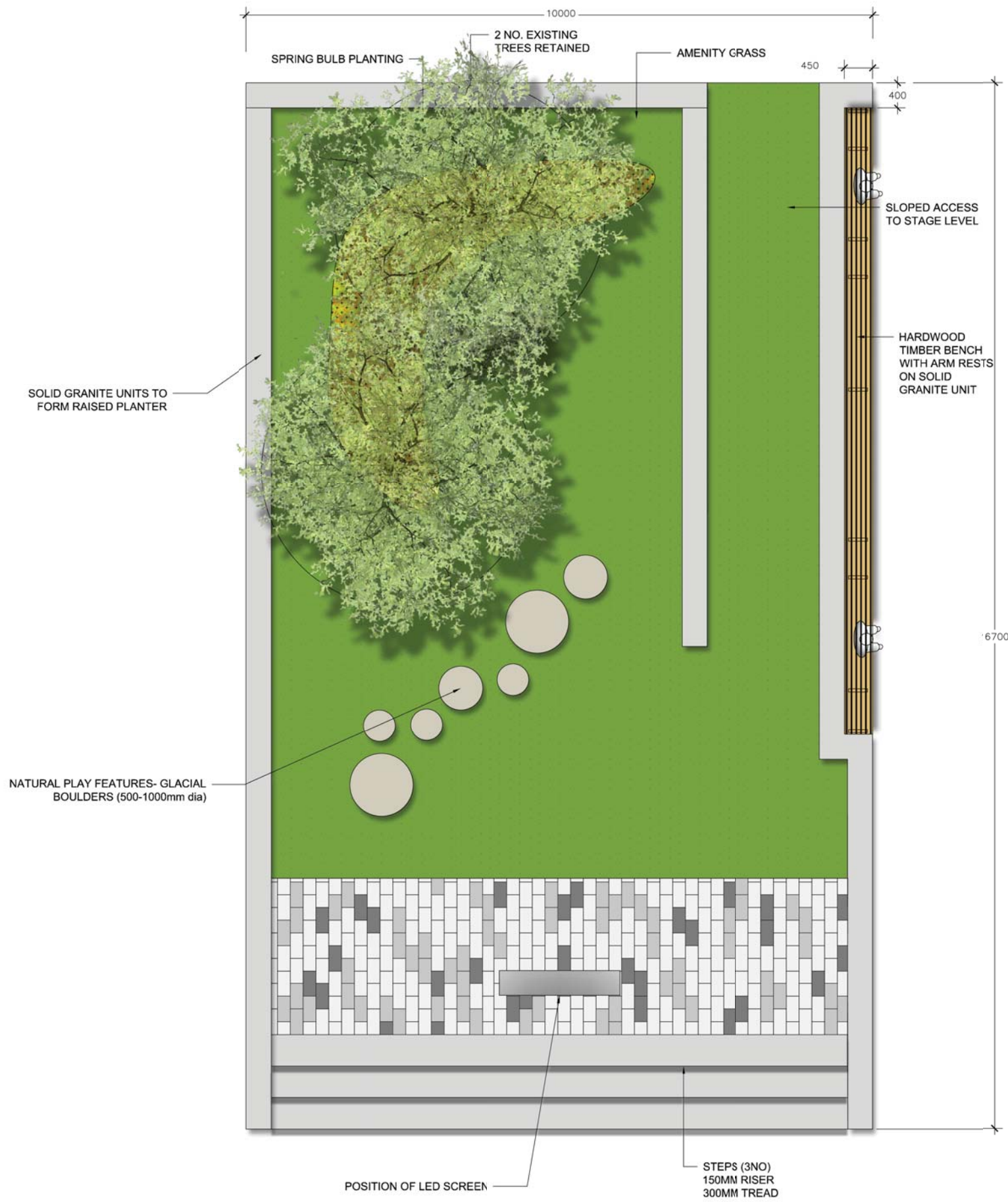
Balance and imagination...

...walk the tightrope to capture the kingdom and take your place on the throne.

Robust play equipment with reinforced tightrope helps children to improve their balance and use their imagination. The bespoke granite throne seats offer opportunities for imaginative play.



Planter 3 - Stage Play



01 PLANTER 3 - PLAN VIEW

Scale: 1:50 @ A2

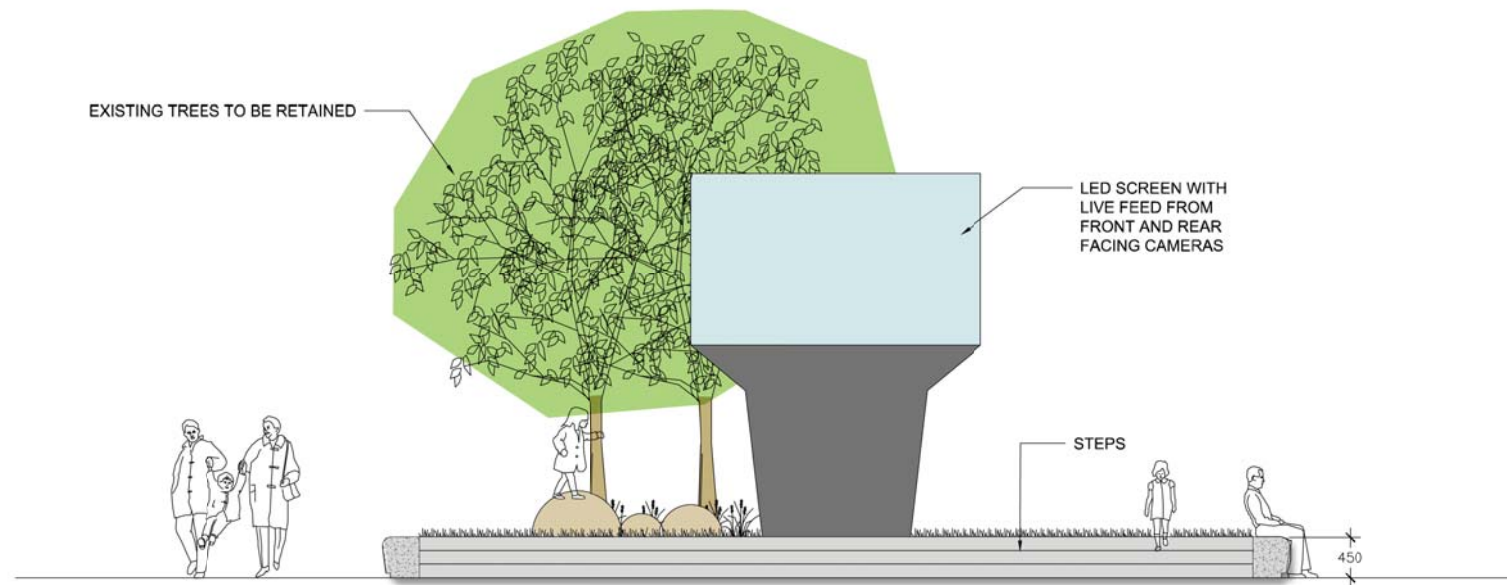
All the world's a stage...

Performance opportunities- mini stages for children to stand tall and perform to their audience.

Live feed from cameras fixed to the front and rear of the the LED Screen to capture the action.

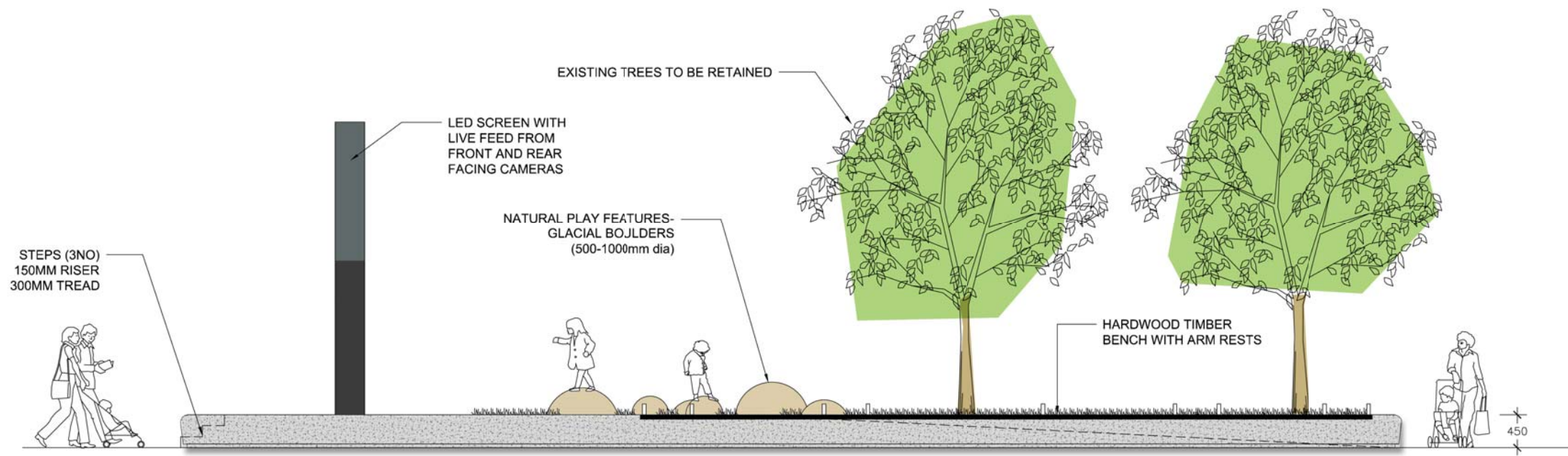
Steps to the front of the planter offer additional informal seating for watching events taking place under the performance canopy.





02 PLANTER 3 - SIDE ELEVATION - SOUTH SIDE

Scale: NTS



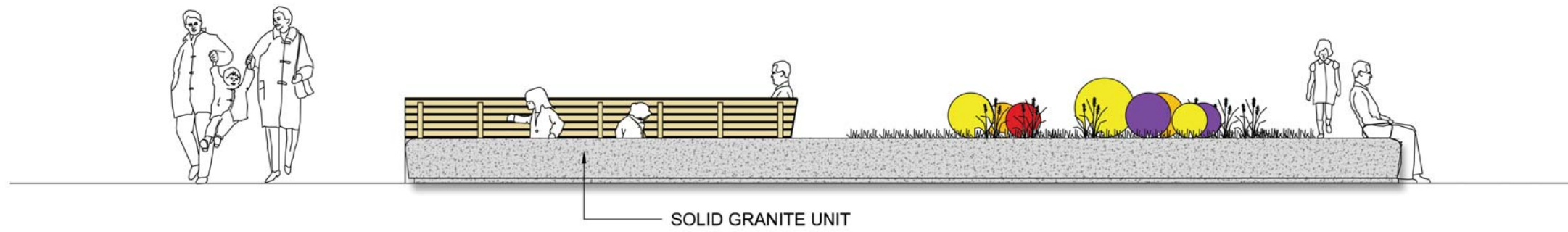
03 PLANTER 3 - SIDE ELEVATION - EAST SIDE

Scale: NTS

Planter 4 - Balancing Balls

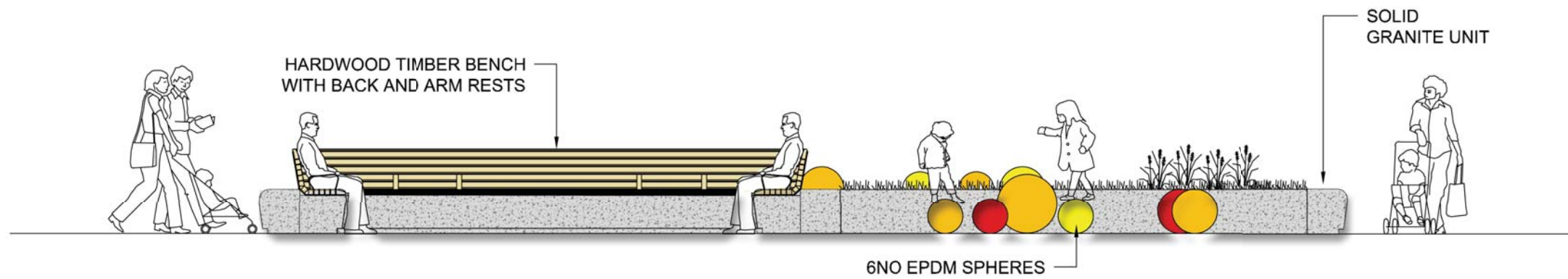
Balance and imagination...

Imagine you're on an interplanetary quest and test your balance whilst stepping between these brightly coloured spheres. The 'rubber' balls add a fun element to the streetscene and act as informal seating.



02 PLANTER 4 - SIDE ELEVATION - NORTH SIDE

Scale: NTS

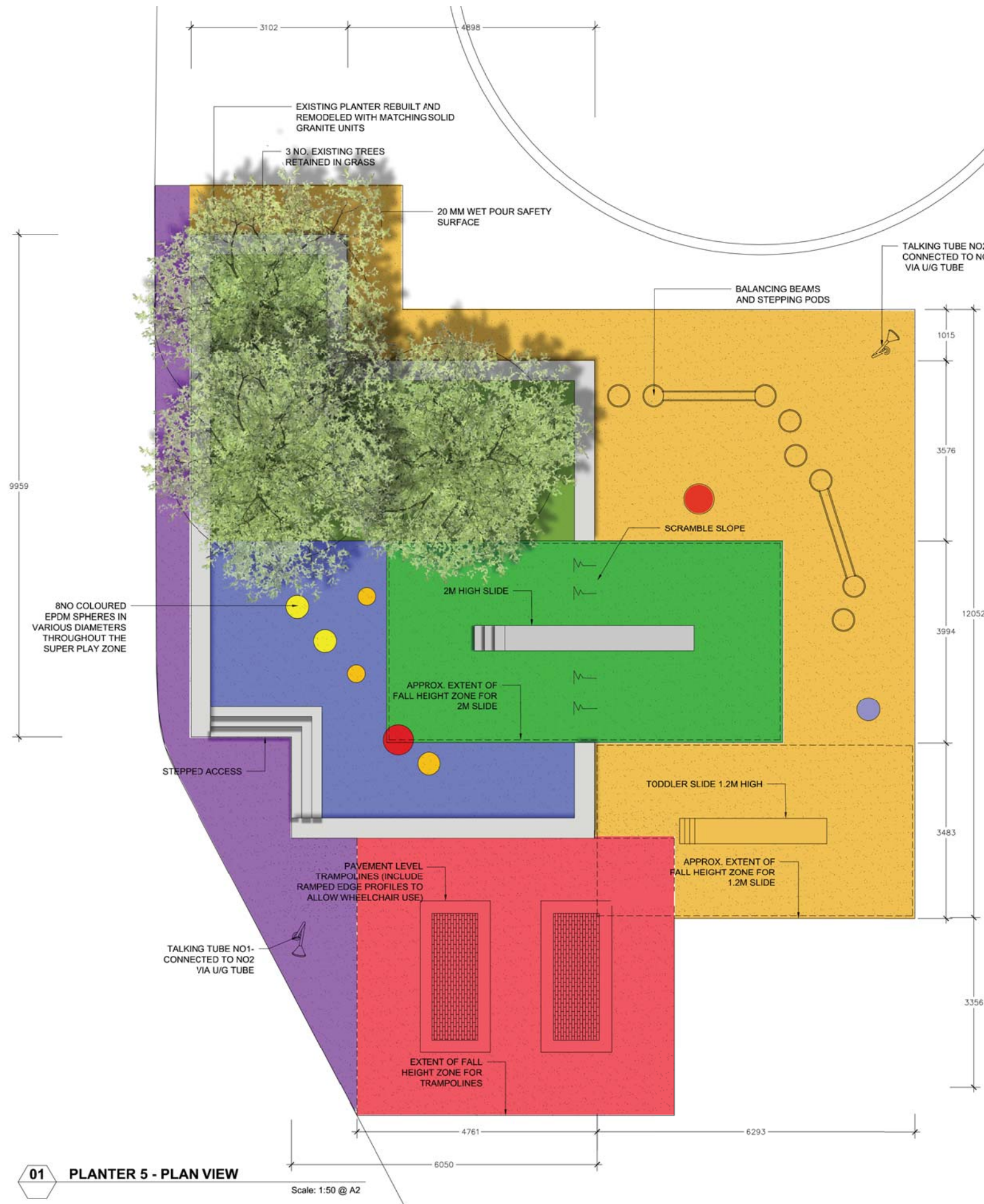


03 PLANTER 4 - FRONT ELEVATION - EAST SIDE

Scale: NTS



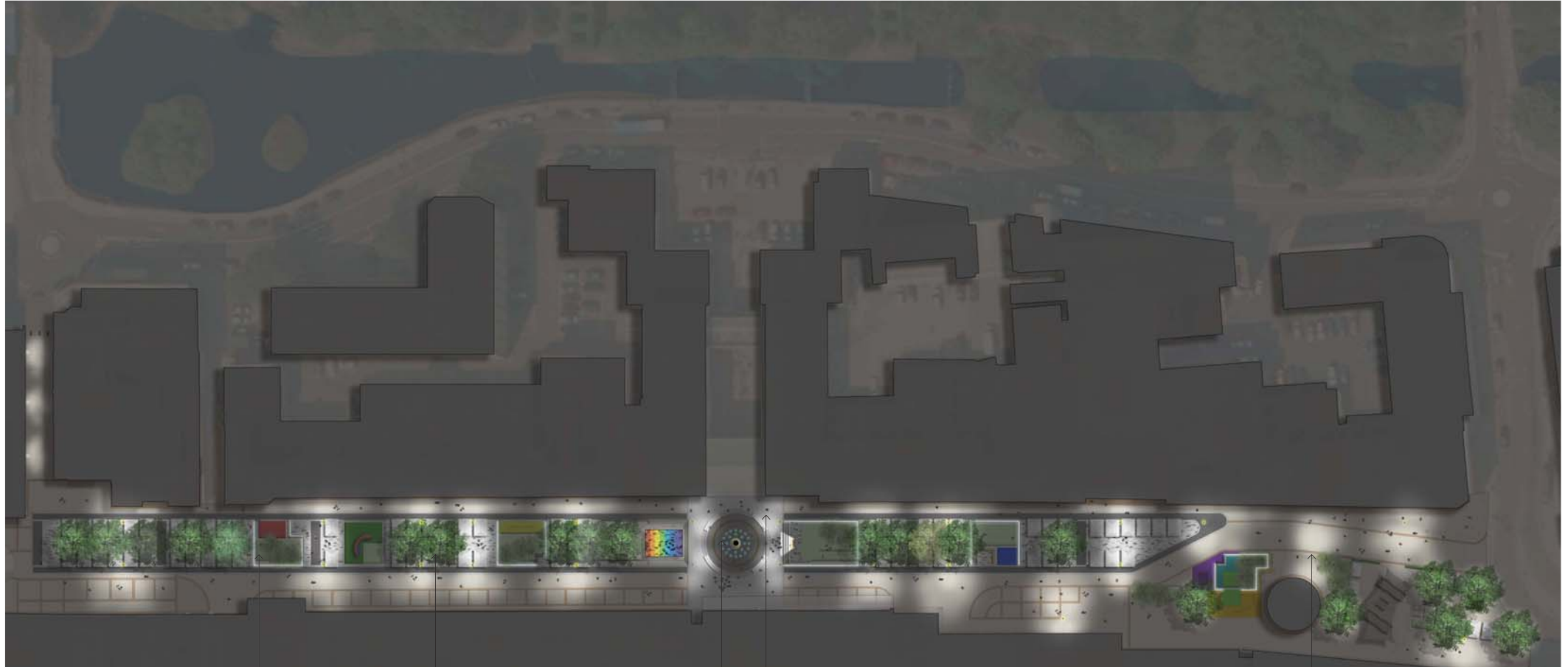
Planter 5 - Super Play Zone



Active and inclusive play environment with a variety of equipment in differing colours materials and textures.



LIGHTING



Play on the way
planter float on a
halo of light.
White Light

Proposed Tree
Bosque is illuminated
with in ground
uplighters.
White Light

Water Feature - 26 fully
programable colour
changing up lights

New Town Square Feature - a
multitude of colour changing in
ground spots fully programable,
with the potential to connect to
the Water Gardens through bank
court

Column Lights
provide statutory
and cctv illumination
levels
White Light

Lighting Columns

- Contemporary columns in a variety of aesthetic configurations
- Elegant and Organic - reed like
- Ideal for pedestrian walkways, functional lighting, street and potential highways use
- Single or double luminaires
- Variety of column heights
- Variety of column base finishes
- Wall mounted option





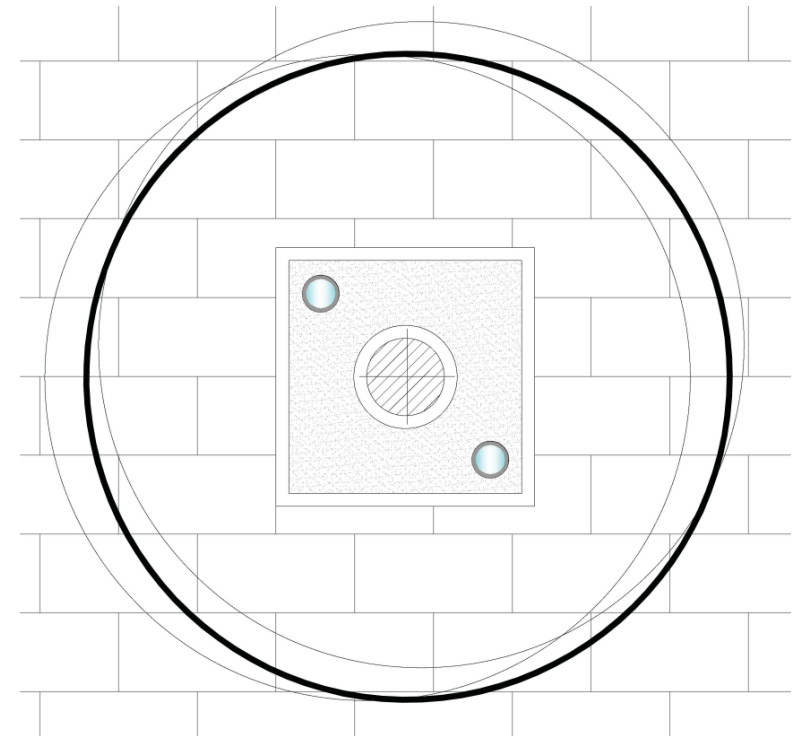


Urbis - Noctis Uplighter for new tree planting

LED

Stainless steel ring

Frosted glass to diffuse light - white light





Acorn Electrical Supplies

Low level fitting - impression of floating on halo of light

Recessed / hidden fitting. Anti Tamper

Warm white

Controlled from TCM office



LED uplighters for interactive water jets



Town Square Lighting Feature



Geo - Woodhouse

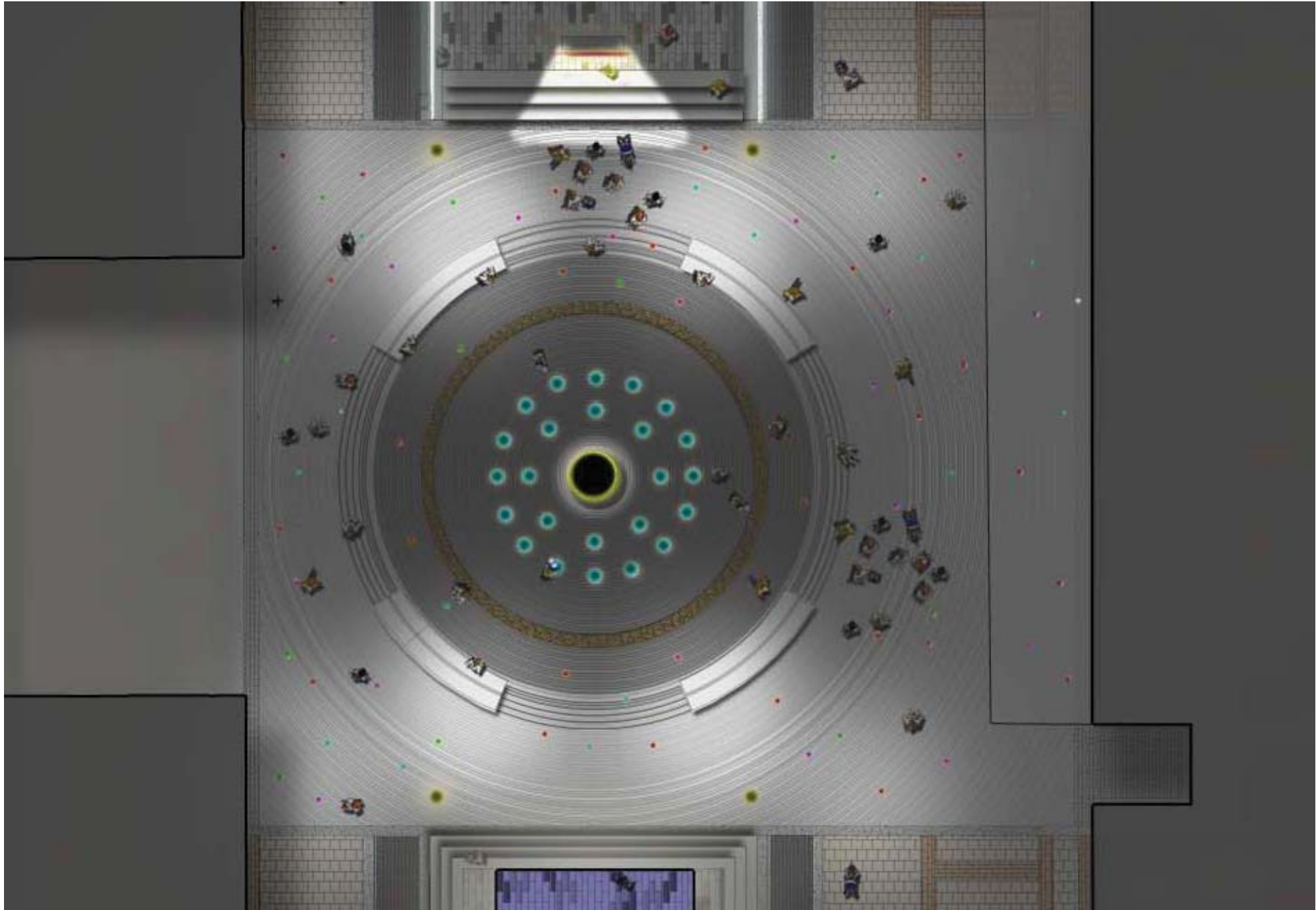
Flush to ground - sits in paving pattern.
Colour changing programmable fitting

Way finding trail of lights between the watergardens and MSZ

Scattered crumbs

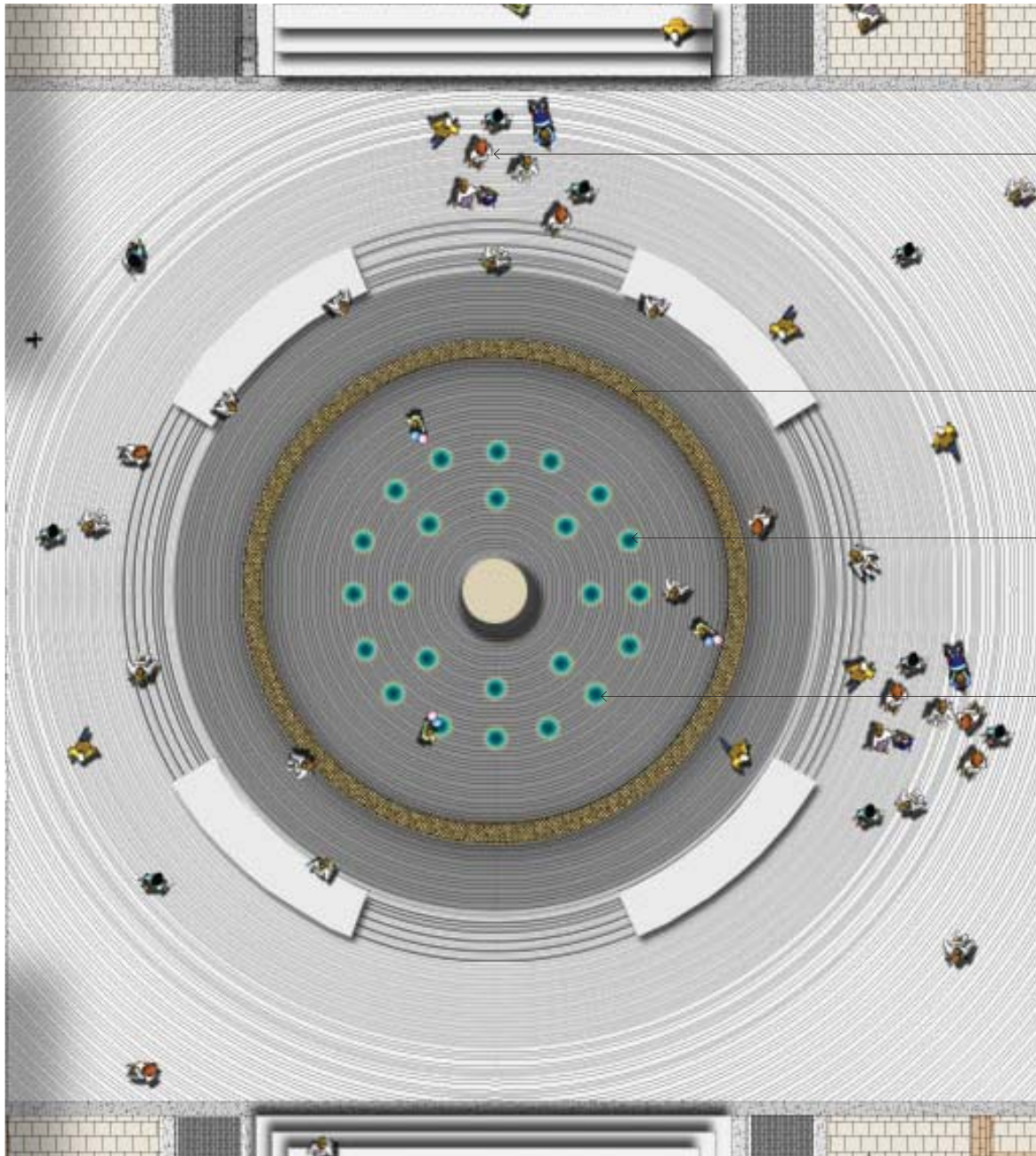
Marlowes Shopping Zone | Lighting







WATER FEATURE



Control panel located in TCM office

Wind control system - local to feature

Plant room located in below ground container - re-use, extend existing or install new.

System to make jets respond to music

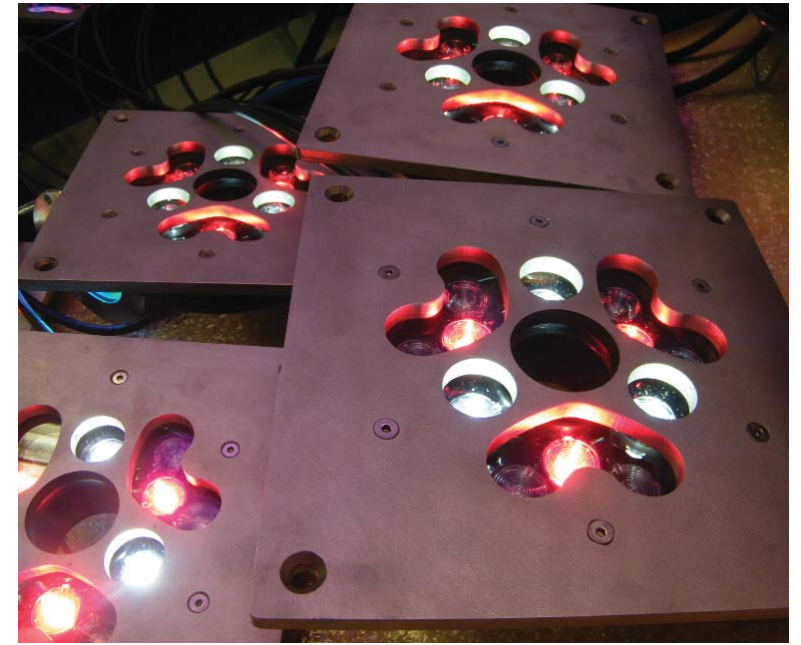
Splash Zone - 1.5 x height of jet stream
Drainage and filtration system located here

26 Individually programmable jets with Upright / straight jet, Clear stream, 14mm dia. Colour LED lighting integrated into jet

16 (outer Circle) misting jets

Fountain Jet Imagery

Marlowes Shopping Zone | Water Feature





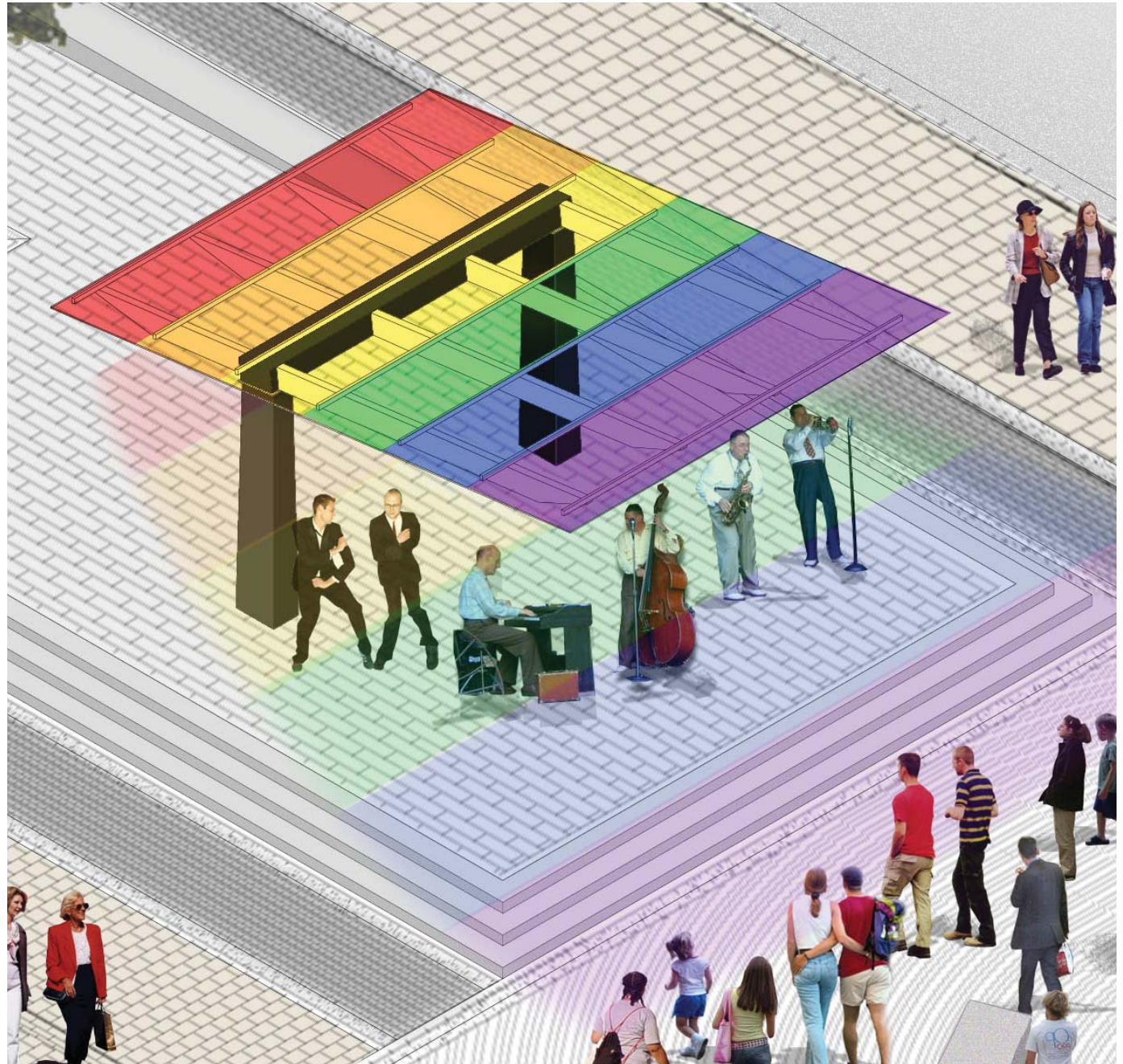


Granite plinth with sand blasted etching

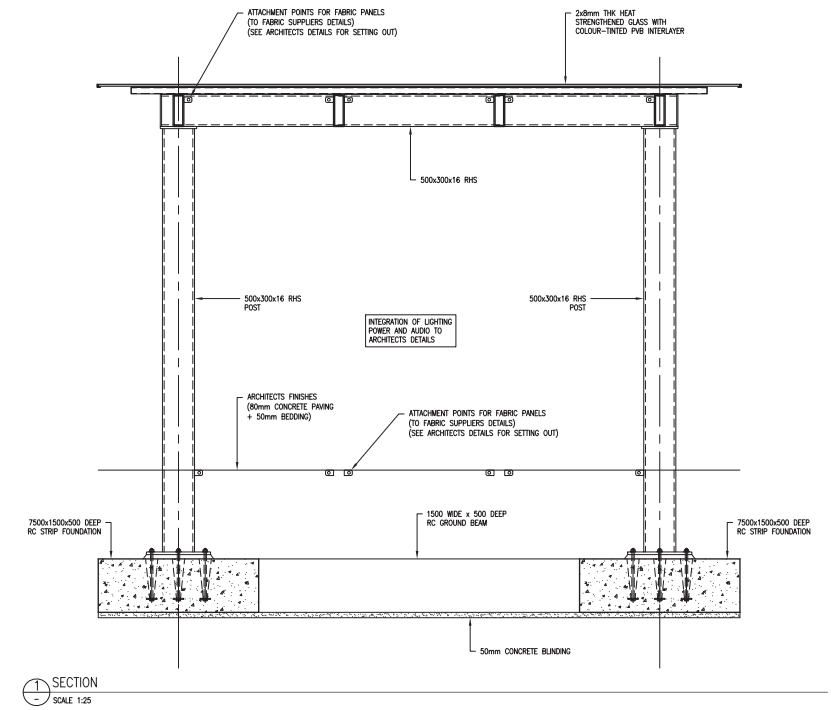
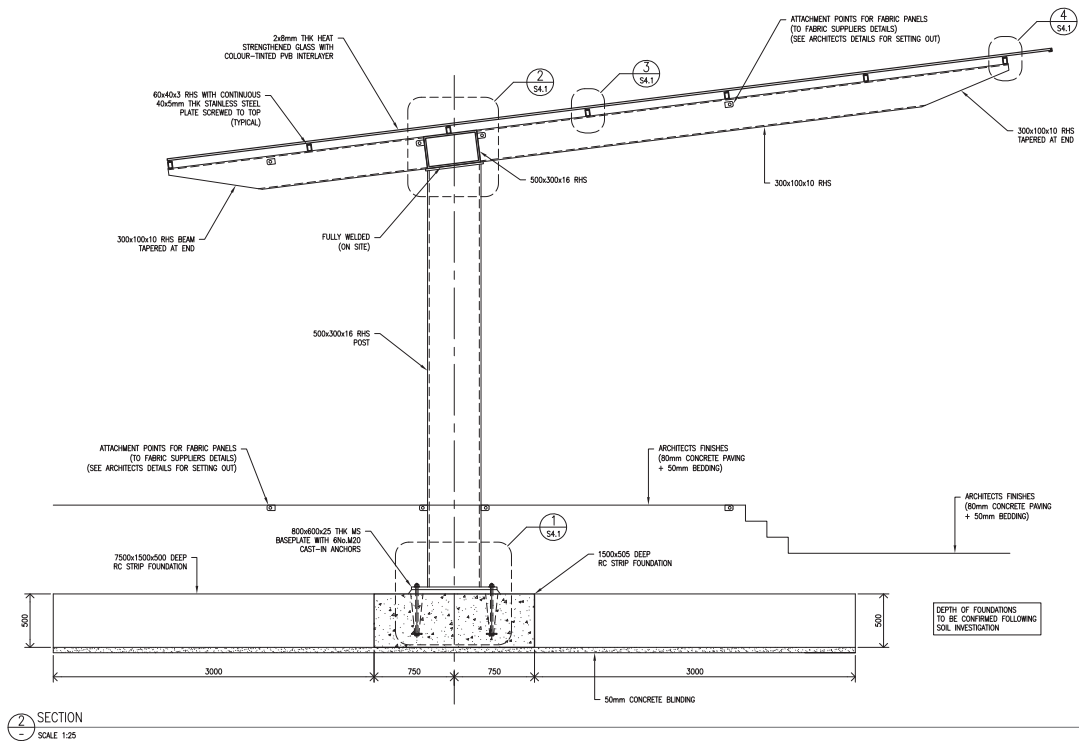
PERFORMANCE CANOPY

Canopy Progress - Functionality

- **Lightweight and Elegant** - 'Floating' Structure
- Consider Canopy as a piece of **public art**
- **Lighting** integrated
- **Power** connection point integrated
- **Noise level limiter** integrated to cut power
- **Pigeon Deterrent** - Use electric bird system
- **Difficult to climb** - deter through design
- Consider **Storage** - Within Stage construction
- **Weather proof panels** to be designed in.
- Spare panels - **maintenance** issues
- **Large Screen / Wifi** transmitter - To be separate to ensure a lightweight and elegant structure



Canopy Detail Design



Key Points:

- Free standing structure with cantilevered roof
- Toughened, laminated rainbow coloured glass panel roof
- Minimal structure to maximise 'lightweight' concept
- Slender posts, tapered to emphasise grounded structure, leaning skywards
- Tapered rafters reduce visual impact if canopy edges
- Demountable (Tensile fabric - carabina fixing) side screens incorporated for weather protection - manual installation required

Key Points:

- 5 m wide performance space below shelter.
- Stage area wraps seamlessly around columns to increase and maximise increased performance area.
- Integrated facilities panel incorporating:
 - Commando socket (3 Phase)
 - IP rated Sound limiter on power supply
 - Lighting

LED INFORMATION SCREEN | WIFI

Screen Design : Functionality

Content:

- Town/Council Information
- Video Feed (Live/ Music/Film)
- Advertising

Screen Specification:

- 3.2m x 1.92m 8mm Pixel Pitch - LED display
Aspect ratio preferred by advertiser industry.
- Nichia diodes @ 100k hrs (10yrs) to half bright - Note typically run at 50 % brightness day, 10% night
- Cabinet / face frame included
- Ventilation included
- Control equipment included
- Totem structure included
- Footings and Foundations included
- Installation included
- 2 WIFI access points are proposed at the Town Square and Foodcourt

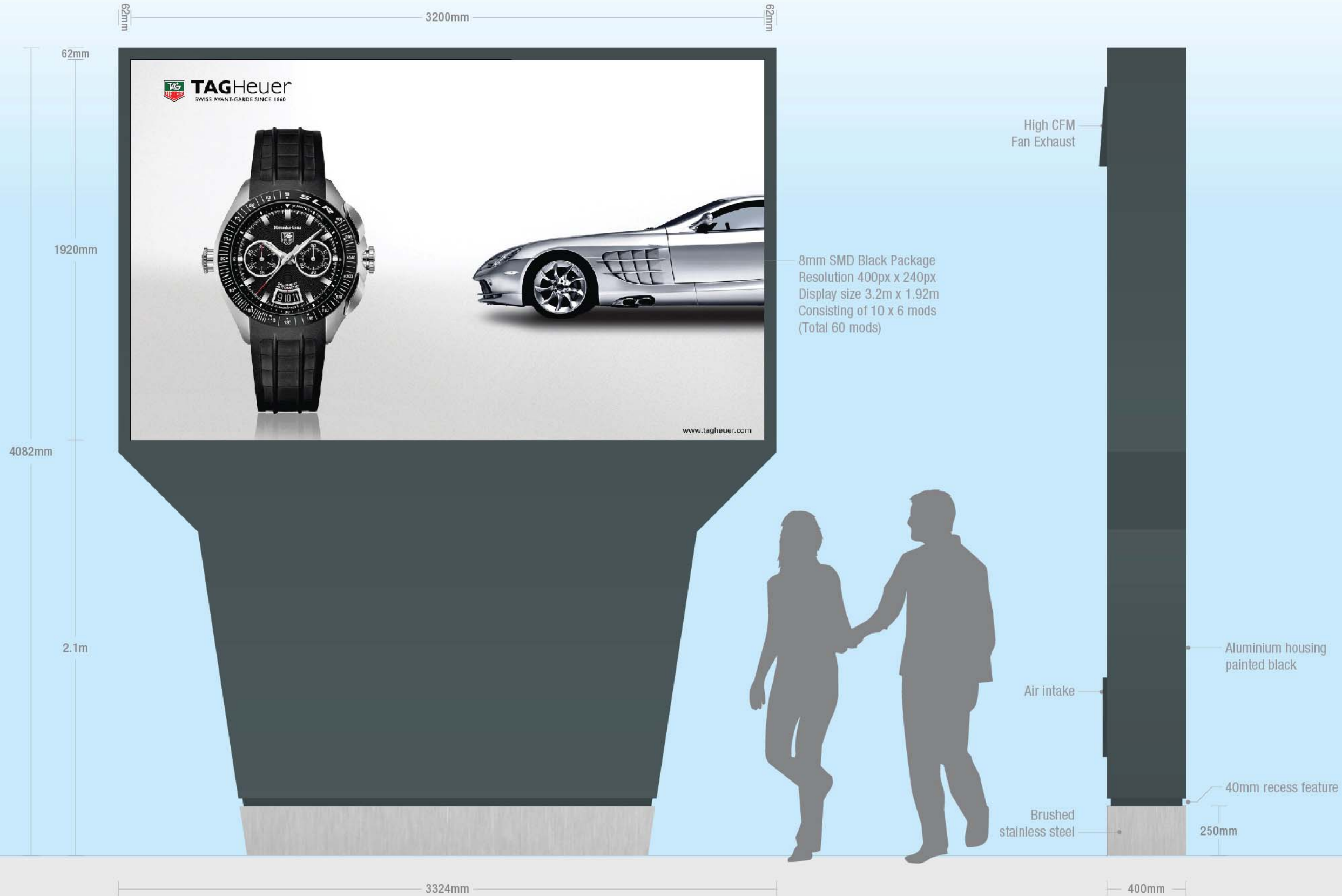


OPTION B 1 No. Single Sided Digital LED Display

Display casing from powder coated folded aluminium panel construction

Face View

Side View



Scale 1:20 @A3

FOODCOURT

Sketch Proposal



Food market stalls to capture passing customers to and from the bus interchange



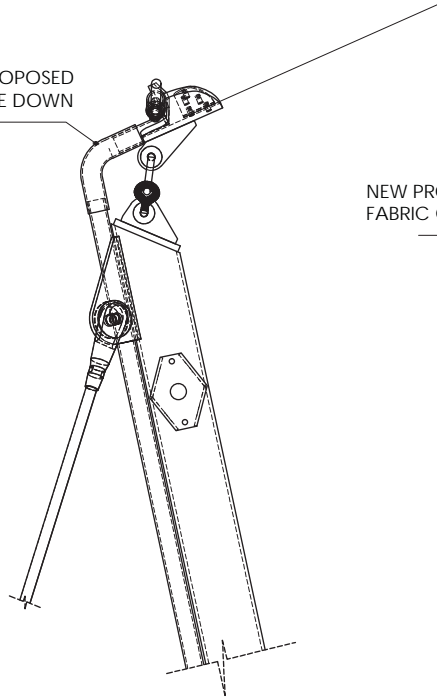
Provide hedge boundary to define food court enclosure and to soften predominately hard open space



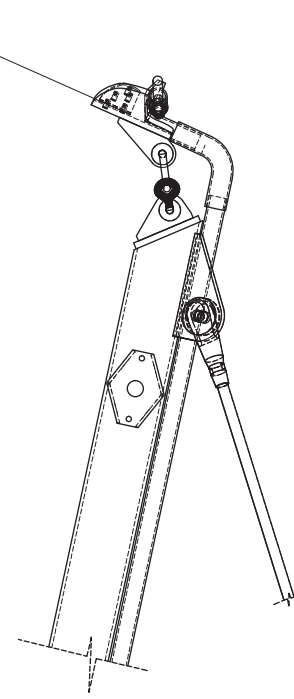
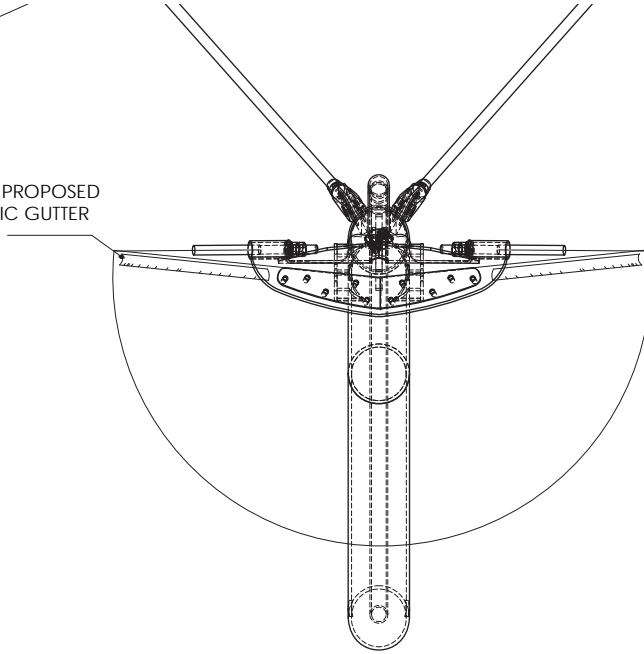
Provide communal food benches and seating

Additions - Modification to existing canopy to aid rain water runoff

NEW PROPOSED
BESPOKE
DOWN PIPE



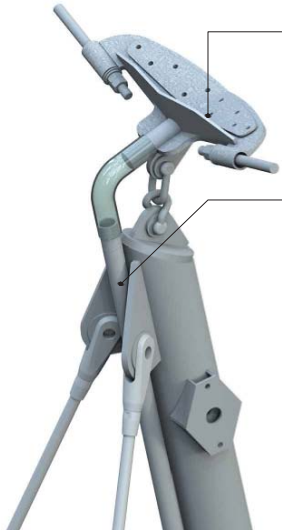
NEW PROPOSED
FABRIC GUTTER



SIDE VIEW :
SCALE 1:10

PLAN VIEW :
SCALE 1:10

SIDE VIEW :
SCALE 1:10



5mm PLATE WELDED TO EXISTING
MEMBRANE PLATE. FABRIC TO
HAVE WELDED SAUSAGES TO
DIRECT RUNOFF RAINWATER TO
LOWER MAST DOWNPIPES.

37.7 mm DOWN PIPE TO MATCH
EXISTING STRUCTURE WELDED TO
MAST.



STREET FURNITURE

Street Furniture



Marlowes Shopping Zone | Street Furniture



