

APPENDIX 02

HEMEL HEMPSTEAD TOWN CENTRE VISION

URBAN ANALYSIS

DOC 005 - 09.02.2023

DRAFT

HEALTH AND
WELLBEING

SKILLS,
SCHOOL &
TECHNOLOGY

SUSTAINABLE
TRANSPORTS

SAFETY

RESILIENCE

HEMEL IS A FAMILY OF WELCOMING
NEIGHBOURHOODS AND THRIVING
COMMUNITIES. WORKING
TOGETHER WE WILL SHAPE OUR
FUTURE WITH CONFIDENCE.

ENTERPRISE
AND ECONOMY

DBC CORPORATE VISION:

WORKING IN PARTNERSHIP TO
CREATE A BOROUGH WHICH
ENABLES THE COMMUNITIES
OF DACORUM TO THRIVE AND
PROSPER

SUSTAINABILITY

DIGITAL
TRANSFORMATION

BIODIVERSITY

**CELEBRATING
EXISTING
ASSETS**

**SOCIAL
VALUE**

MMC

**HIGH-QUALITY
HOMES**

MEANWHILE


COMMUNITY COHESION



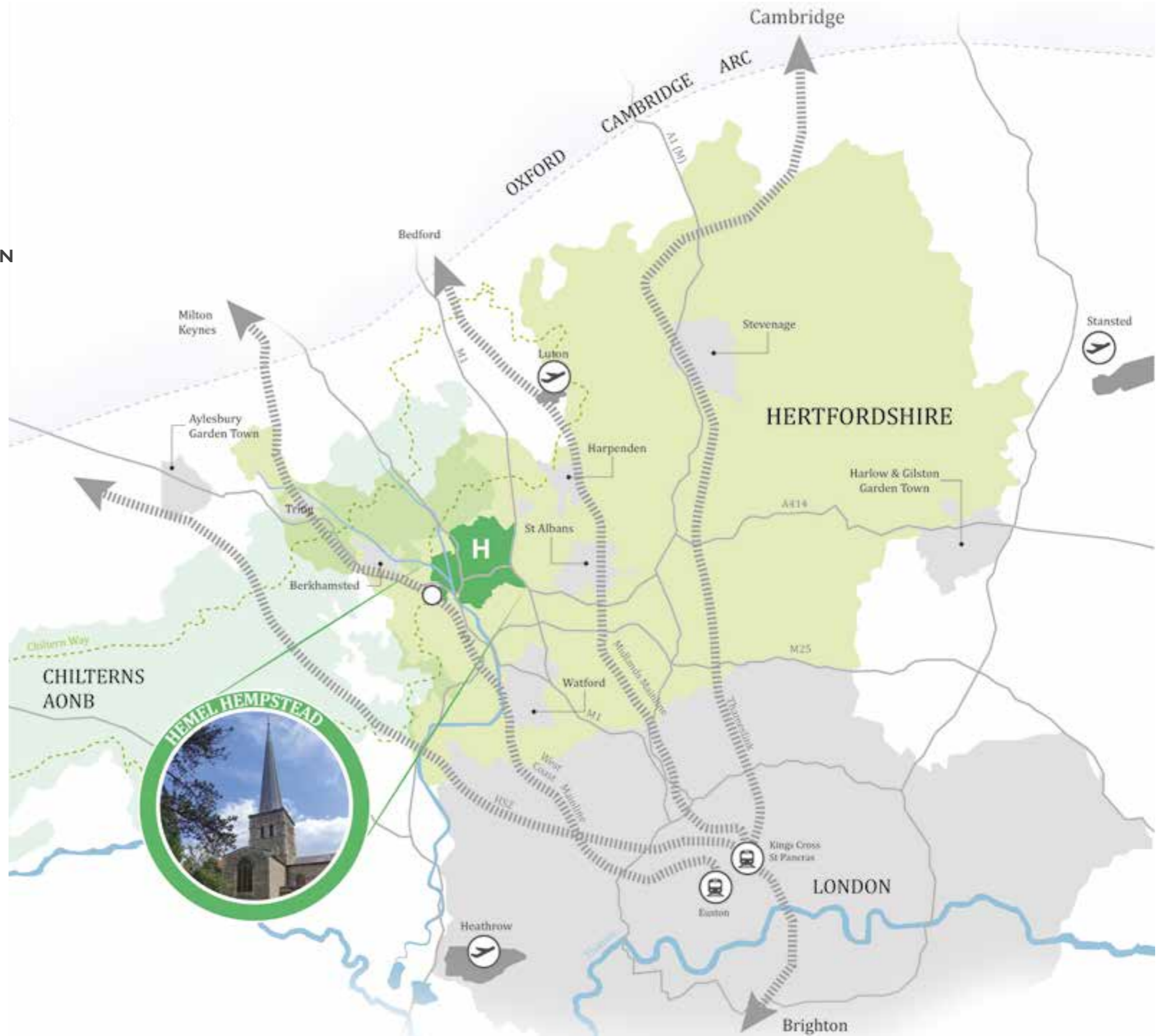
24 MILES NORTH-WEST OF LONDON

1539 HENRY VIII GRANTED A CHARTER OF INCORPORATION TO HEMEL HEMPSTEAD

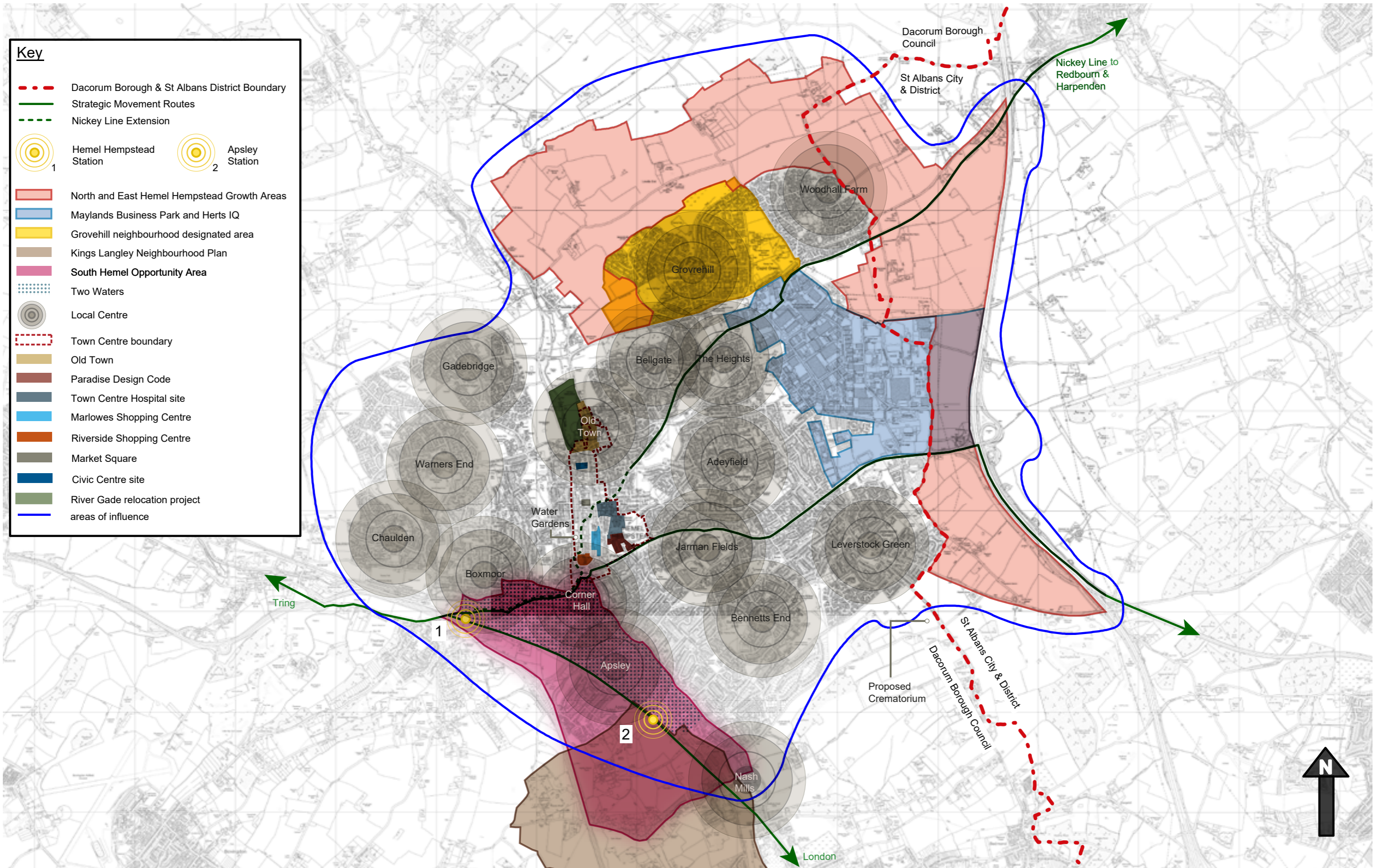
93,591  H E M E L H E M P S T E A D POPULATION*

30 MINUTES  EUSTON STATION

25 MINUTES  LUTON AIRPORT



*Dacorum Borough Council Data Dashboard - Hemel Hempstead total population in 2019



Hemel Hempstead Town Centre was established in the 1950s and 1960s as part of the Masterplan for the Hemel Hempstead New Town. The centre is linear in form and runs north to south along the valley floor. Geoffrey Jellicoe created the original plan based around the idea of a town in a park with generous open spaces in and around the town centre and the residential neighbourhoods. Whilst his Masterplan was substantially modified by the Development Corporation, his vision for the town centre was largely retained.

The main shopping area of the town centre was remodelled in the 1990s to include a pedestrianised area along Marlowes with an indoor shopping centre. Service yards flank Marlowes to the east and west.

To remedy this situation specific issues need to be addressed including the poor quality public realm characterised by dated frontages, surfaces and street furniture, and access and movement difficulties such as relate to pedestrians, cyclists, buses, taxis and private vehicles. The town centre has an underdeveloped evening and leisure economy and is failing to make the most of its natural and cultural assets. Regeneration and upgrading of key sites together with restoration of heritage assets is required to help secure the town centre's long-term prosperity and to create an appealing, attractive and sustainable location with a high quality environment.

By 1962 the New Town Masterplan was substantially complete. Today, Hemel Hempstead rivals Watford as Hertfordshire's largest town with a population of around 94,000.



aerial view of Hemel Town Centre



view of the High Street in Hemel Old Town



view of Marlowes pedestrian area in the new town centre

The Local Planning Framework Core Strategy identified seven distinct but interlinked zones with the town centre, each with a clear identity and character. These comprise the Old Town, the civic and educational area of the college and public sector uses along with the Market Square, the original area of Marlowes, the primary retail area along Marlowes, the Hospital and light industrial area of Paradise, the Water Gardens and the large scale buildings around the Plough roundabout. Accordingly, these seven areas are identified as individual “Character Zones” within the Core Strategy.

There is a marked difference between the Old Town in the north and the new town centre to the south. The Old Town is centred upon the High Street with its rich heritage and historic character. The High Street contains a concentration of listed buildings and is protected as a key part of the Old Town Conservation Area. In contrast, the primary shopping area focussed at the southern end of the town centre along Marlowes and the adjacent Water Gardens (registered in 2010 as a Garden of Special Historic Interest) exhibit a strong New Town character.



view of the Walled Gardens in Gadebridge Park looking north towards the spire of St Mary’s Church



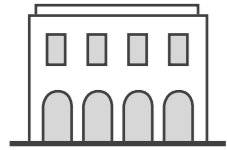
view of Jellicoe Water Gardens looking south toward the Kodac tower

TOWN CENTRE - CHARACTER ZONES



7

CHARACTER ZONES



HIGH STREET IN THE OLD TOWN IS RICH OF HERITAGE AND HISTORIC CHARACTER

1947

POST WWII HEMEL HEMPSTEAD WAS SELECTED AS ONE OF THE FIRST TO BE DESIGNATED AS A NEW TOWN



PRIMARY SHOPPING IN MARLOWES SHOPPING CENTRE AREA

The Local Planning Framework Core Strategy identified seven distinct but interlinked zones with the town centre, each with a clear identity and character. These are:

- ① Old Town Centre
- ② Original Marlowes Zone
- ③ Gade Zone
- ④ Jellicoe Water Gardens Zone
- ⑤ Hospital Zone
- ⑥ Marlowes Shopping Centre
- ⑦ Plough Zone



Hemel Hempstead Town Centre - character zones*

--- Town Centre boundary

*The information shown in the diagram above is extracted from 'Hemel Hempstead Town Centre Masterplan 2011-2021 - Adopted January 2013'



TOWN CENTRE HERITAGE ASSETS

A key task of the Hemel Place and Town Centre Strategy is to promote the integration and understanding of Hemel Town Centre heritage assets, providing an understanding of the historic significance of the town centre as a whole.

76 LISTED BUILDINGS*
5 PUBLIC ART PIECES
1 CONSERVATION AREA

key

- Listed building
- Building of interest
- Building of merit
- Old Town conservation area
- Public art
- ① The Old Town Centre
- ② The original Marlowes
- ③ Sir Rowland Emmett's mosaic mural to the Hillview Road elevation of the car park to the corner of Hillview Road and Marlowes
- ④ Watergarden Street
- ⑤ The Bank Building
- ⑥ Architectural detailing to buildings in Bridge Street
- ⑦ The New Town Centre

Hemel Hempstead Town Centre - heritage asset **

**The information shown on this diagram is extracted from 'Hemel Hempstead Heritage Improvement Study' dated November 2021

--- Town Centre boundary

*<https://britishlistedbuildings.co.uk/england/dacorum-hemel-hempstead-town-ward-dacorum-hertfordshire#.YZTTIU7P2UK>

TOWN CENTRE GREEN AND BLUE INFRASTRUCTURE



DESTINATION PARKS IN HEMEL HEMPSTEAD:

- Gadebridge Park
- Bunkers Park
- Boxmoor



JELlicOE WATER GARDEN

GARDENS OF SPECIAL HISTORIC INTEREST FROM 2010

£3.5M

RESTORATION OF JELlicOE WATER GARDEN IN 2017

key

- ① River Gade
- ② Jellicoe Water Garden
- ③ Riverside green area
- ④ Waterhouse Street
- ⑤ The Walled Garden
- ⑥ Gadebridge Park
- ⑦ Paradise Fields
- ⑧ Heath Park

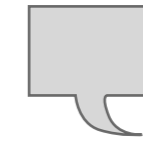


Hemel Hempstead Town Centre - green and blue infrastructure

--- Town Centre boundary



TOWN CENTRE HEAT MAP



479 CONTRIBUTIONS*



187 RESPONDENTS*

key

- Negative
- Mostly negative
- Neutral
- Mostly positive
- Positive

Hemel Hempstead Town Centre - sentiment heat map*

*The information shown on this diagram is based on Commonplace interviews reported on the following website: <https://yourhemelhempstead.commonplace.is/>

TOWN CENTRE GROUND FLOOR USES



LACK OF CULTURAL AND LEISURE FACILITIES IN TOWN CENTRE



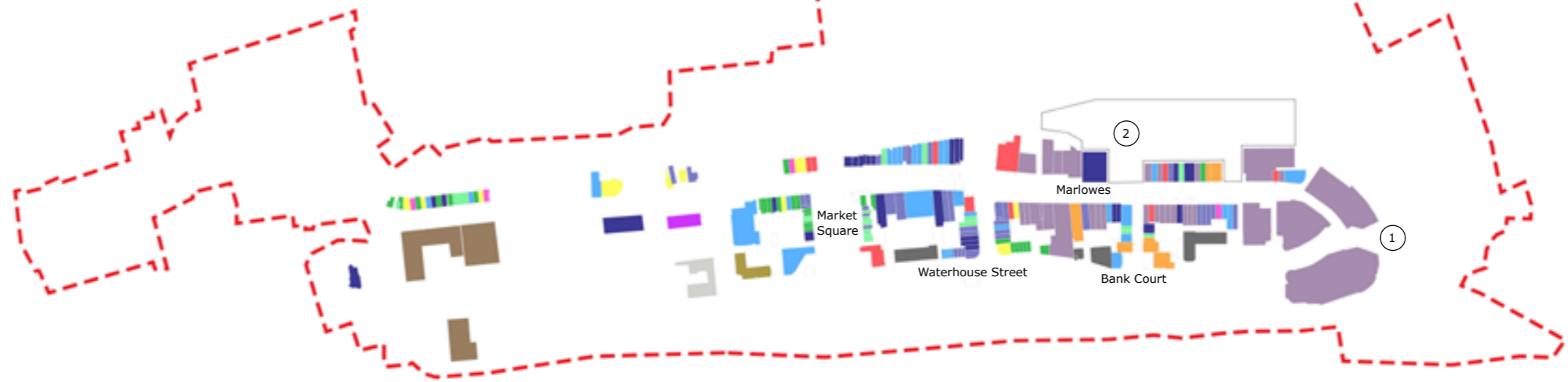
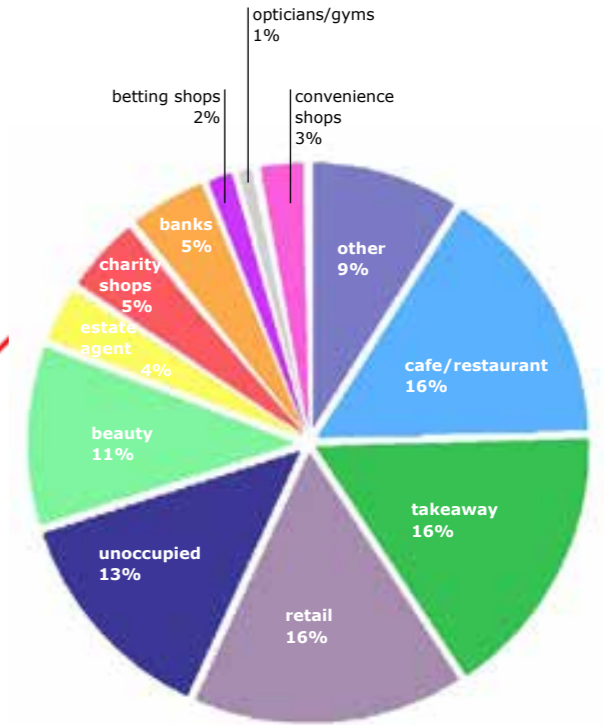
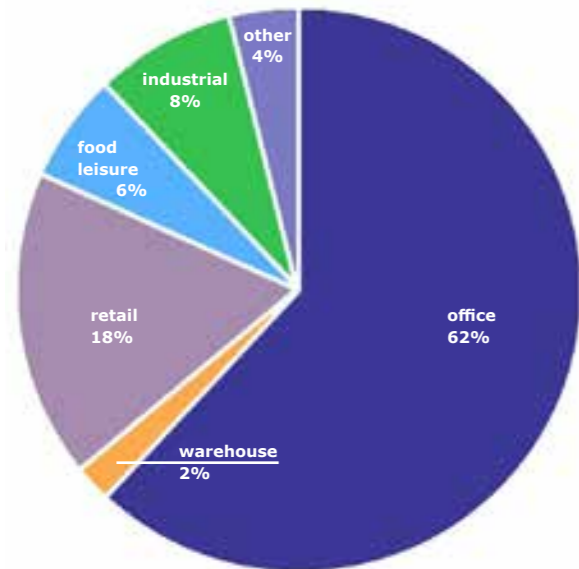
REAL OPPORTUNITY TO DEVELOP THE NIGHT TIME ECONOMY



BUSINESSES NEED SUPPORT AND A NEW PURPOSE FOR STREET LEVEL ACTIVITIES AND BUSINESS OPPORTUNITIES NEED TO BE DEVELOPED

key

- retail
- takeaway
- café/restaurant/pub
- charity shop
- estate agents
- bank
- nail/hair/beauty salons
- ① Riverside Shopping Centre
- convenience shop
- other
- college
- residential
- police station
- job centre
- ② Marlowes Shopping Centre



--- Town Centre boundary

Recommended mix of uses in strong city centres as Hemel Hempstead Town Centre - ground floor uses (diagram dated November 2021) indicated in research report prepared by KPMG in 2021

art.4

Recent changes in planning rules mean that a range of commercial premises could be converted to houses or flats without the need for planning permission.

Dacorum Borough Council (DBC) consider that these changes could potentially have a negative impact on the vitality and viability of Hemel Hempstead town centre, by impacting its ability to retain and attract businesses and jobs, as well as impacting the level of services available locally for Dacorum's residents, workers and visitors.

Consequently, DBC have made an Article 4 Direction covering parts of Hemel Hempstead town centre that will require any changes of use to residential to require planning permission. This Direction came into force on Thursday 29 July 2021.

An Article 4 Direction is now in place across parts of Hemel Hempstead town centre. A consultation was held in August 2021. The Direction has now been confirmed by the Council and remains in effect until it is modified or cancelled.



Hemel Hempstead Town Centre - first floor uses (diagram dated January 2022)

source: <https://www.dacorum.gov.uk/home/planning-development/planning-strategic-planning/article-4-directions>

key

- G
- G+1
- G+2
- G+3
- G+4
- G+5
- G+6
- G+7
- G+8
- G+9
- G+21



Hemel Hempstead Town Centre - building height in Town Centre

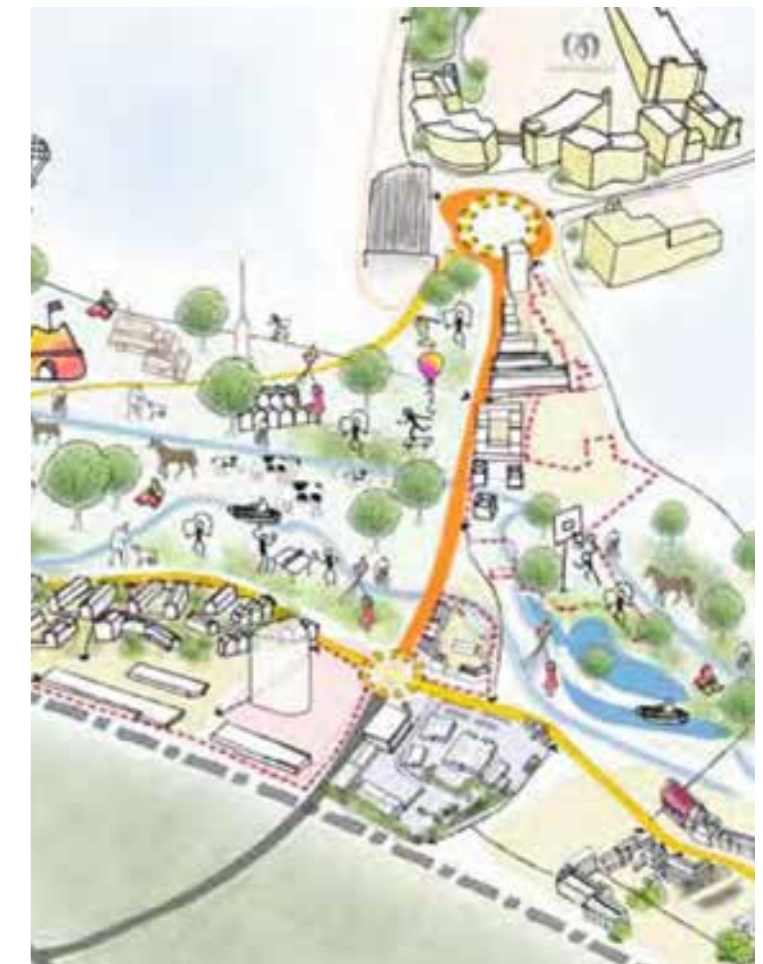
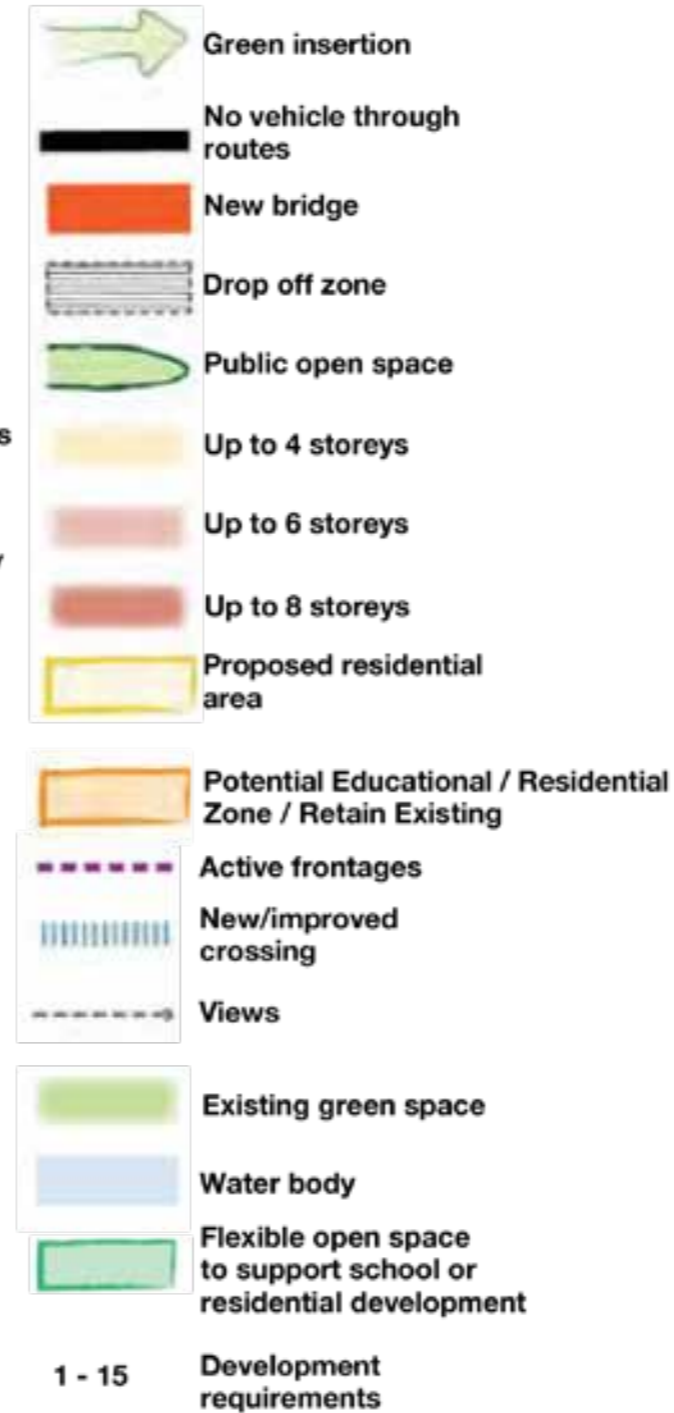
--- Town Centre boundary



Site 4 design principle and development requirements - diagram extracted from 'Two Waters - Draft Masterplan Guidance, June 2017'

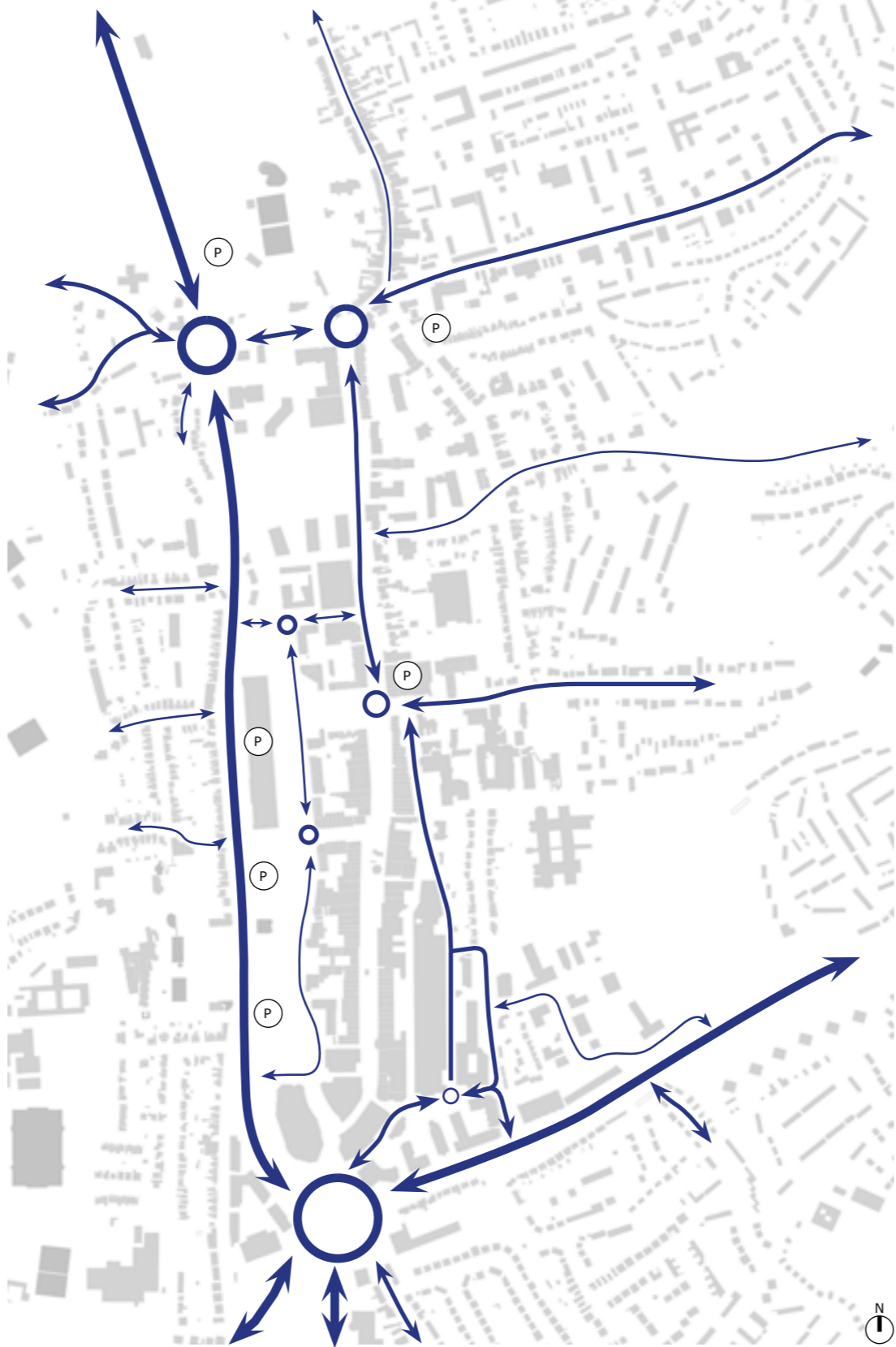
G+15

LANDMARK BUILDING UP TO 16 STOREYS PROPOSED AROUND THE PLOUGH ROUNDABOUT GATEWAY



The Vision for the Two Waters Masterplan - diagram extracted from 'Two Waters - Draft Masterplan Guidance, June 2017'

- key
- vehicular circulation
- vehicular roundabout
- parking area (P)
- bus route
- bus stop
- bus interchange (B)



Hemel Hempstead Town Centre - main vehicular circulation



Hemel Hempstead Town Centre - public transport circulation

£30M+

INVESTED IN IMPROVEMENT OF PUBLIC REALM IN OLD TOWN AND MARLOWES AND RESTORATION OF JELlicoe WATER GARDENS

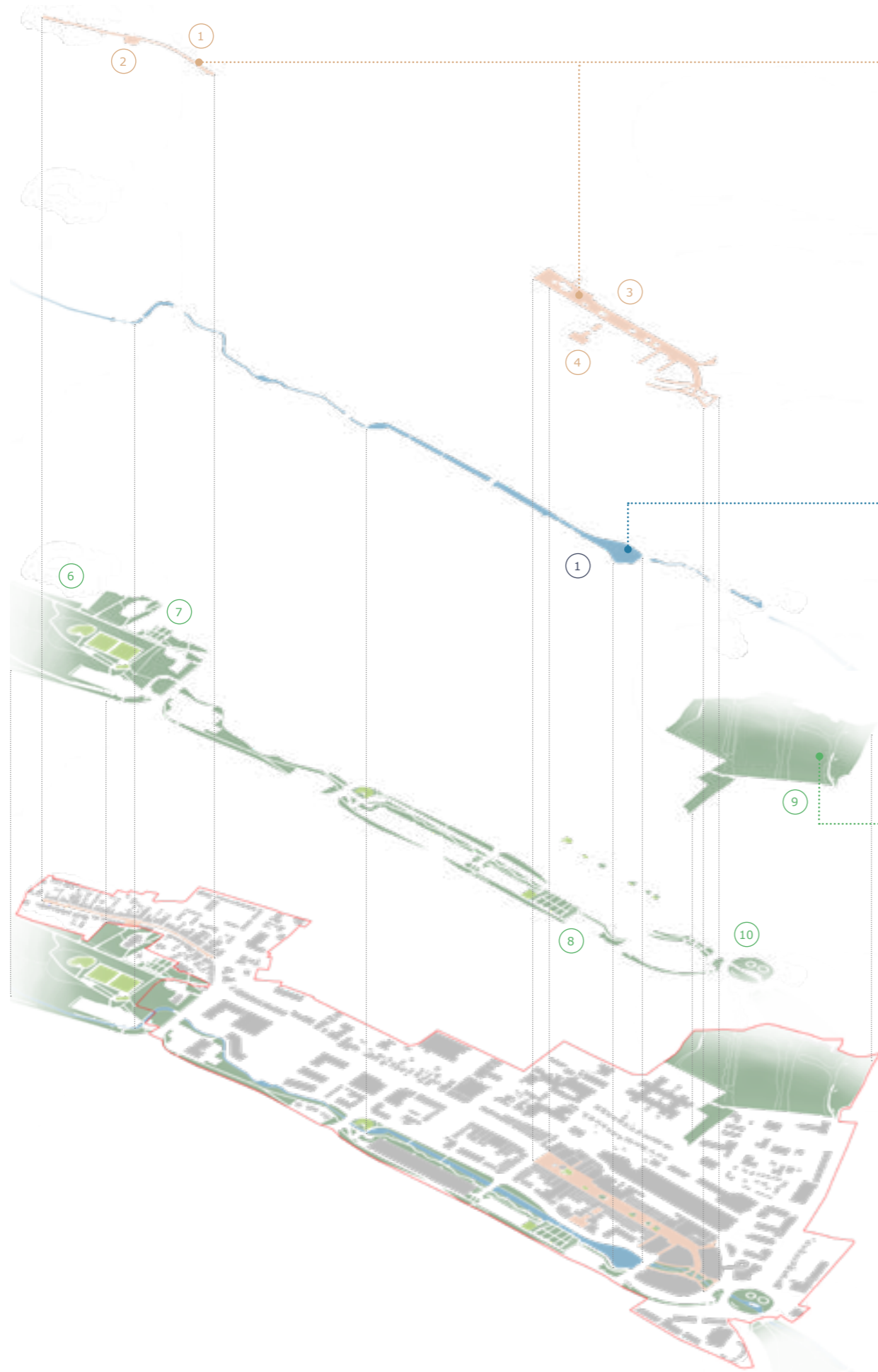


Hemel Hempstead Town Centre - cycle circulation



Hemel Hempstead Town Centre - pedestrian circulation

- key
- cycle path
 - cycle parking
 - pedestrian path
 - pedestrian underpass
 - pedestrian bridge
 - shared surface area



KEY ISSUES:

- ✗ Unpleasant pedestrian connection between the Marlowes Shopping Centre Area and the Old Town

KEY ASSETS:

- ① The Old Town shared surface
- ① The market shared surface
- ① The Marlowes shared surface
- ① The Bank Court shared surface

SHARED SURFACE



KEY ISSUES:

- ✗ Lack of active frontages and activities along the River Gade
- ✗ Presence of cars and delivery bays undervalue the walking experience along the canal

KEY ASSETS:

- ⑤ The River Gade

BLUE INFRASTRUCTURE



KEY ISSUES:

- ✗ Lack of east-west green permeability through the Town Centre
- ✗ Lack of well designed green spaces in the Marlowes Shopping Centre area

KEY ASSETS:

- ⑥ Gadebridge Park
- ⑦ The Walled Garden
- ⑧ Jellicoe Water Garden
- ⑨ Paradise Fields
- ⑩ The Plough Roundabout

GREEN INFRASTRUCTURE



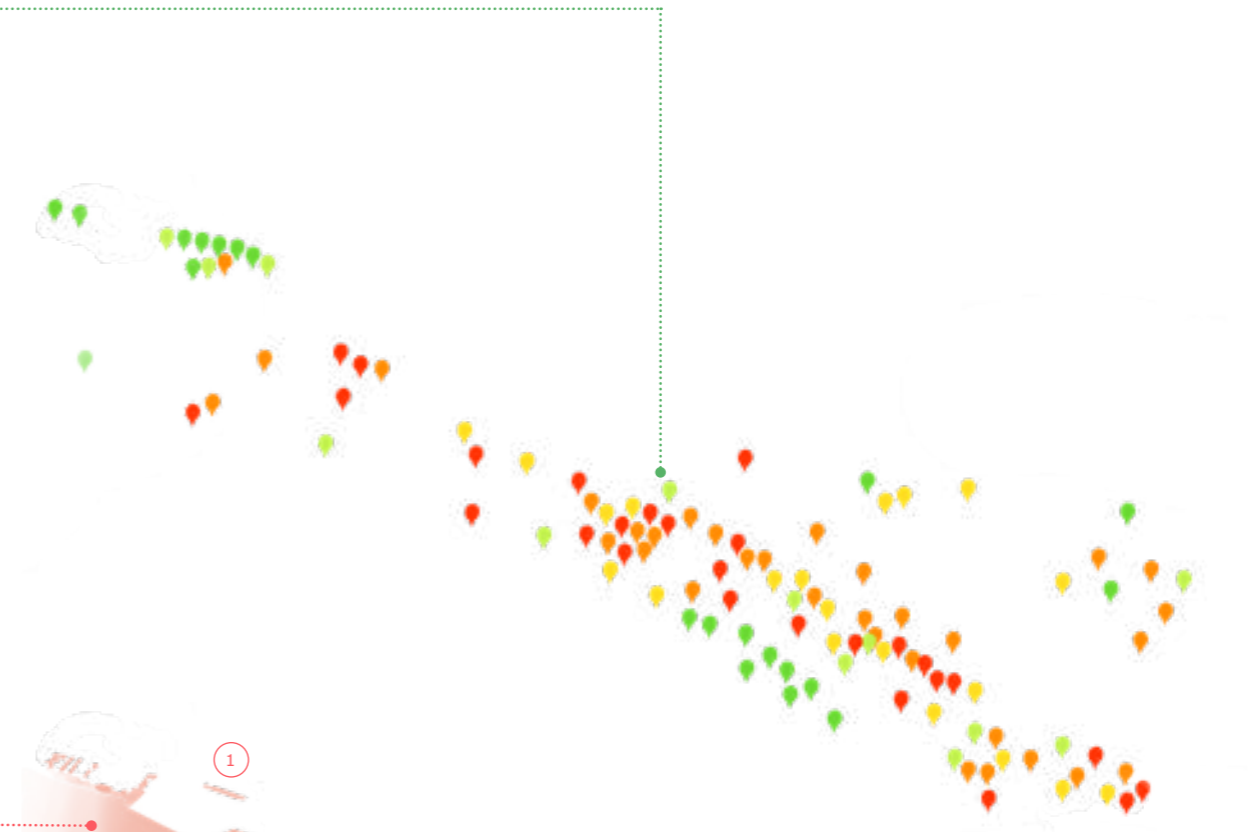


SENTIMENT HEAT MAP

- Positive ●
- Mostly positive ●
- Neutral ●
- Mostly Negative ●
- Negative ●

KEY ISSUES:

- Majority of people have a mostly negative or negative perception of the Town Centre ❌
- Most of the negative comments are in the Marlowes Shopping Centre area and Market Square ❌

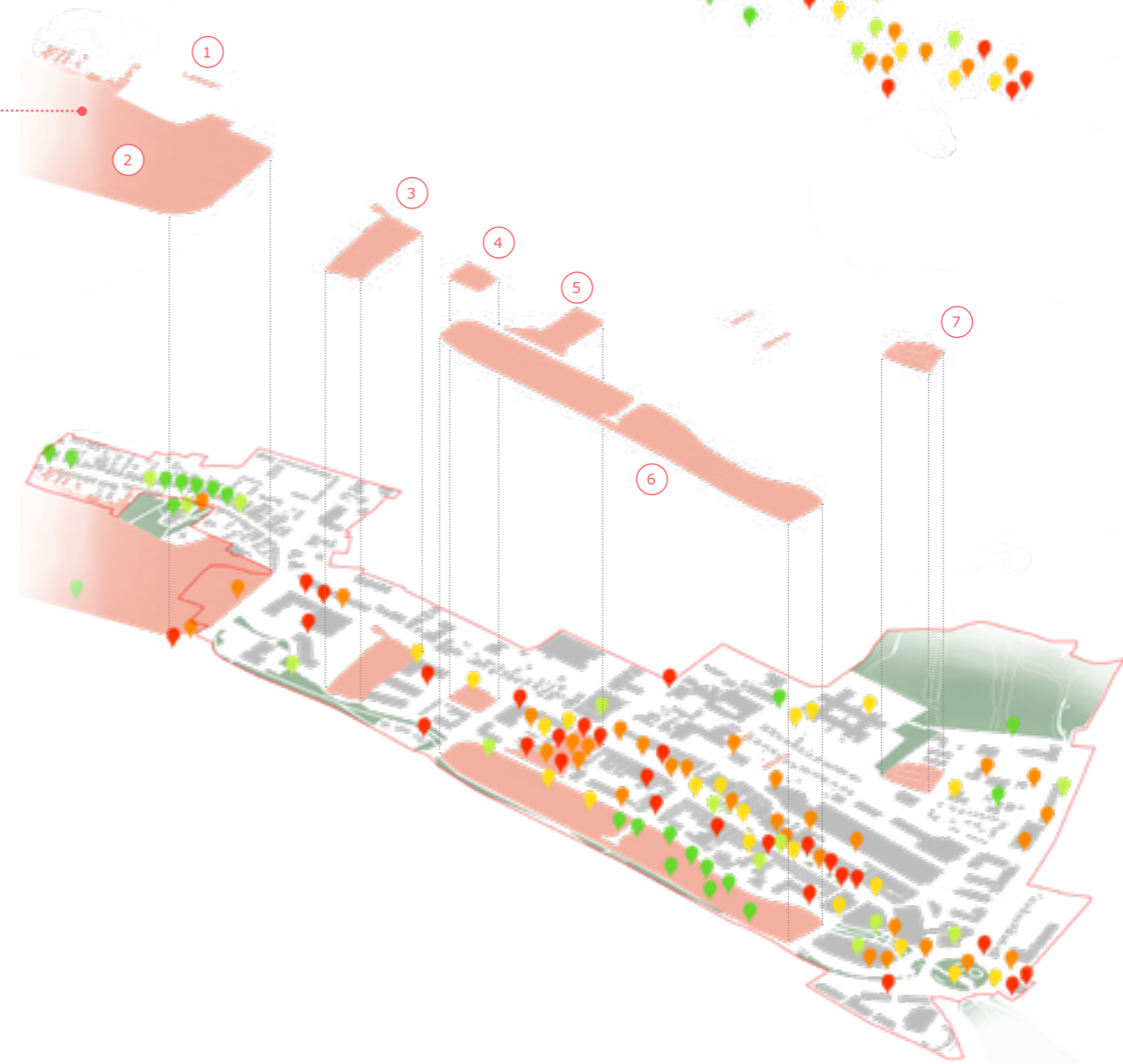


KEY ASSETS:

- Old Town Hall ①
- Gadebridge Park ②
- Civic Centre Site ③
- The Forum ④
- Market Square ⑤
- Water Gardens and Car Parks ⑥
- Paradise Lane ⑦

KEY ISSUES:

- Unexpressed potential of public land and buildings ❌



PUBLIC LAND AND BUILDINGS



WWW.THINKHEMEL.COM