

KEY ISSUES, SAFEGUARDS, CAPACITIES AND OPPORTUNITIES

The key issues arising from the urban design assessment are put forth here with the recommended safeguards, opportunities and capacities. The safeguards refer to considerations which should be made in order to protect existing strengths or regulate the existing built environment. Opportunities refer to the potential for improvements that can be made in reference to particular issues. Capacities call for a greater degree of examination than the opportunities in order to consider potentially larger developments or changes.

MAKING PLACES	Criteria	Issue number	Issue	Safeguards	Opportunities	Capacities	Agency Responsible (where not solely Dacorum Borough Council)	
	MPI: Materials and Textures	MP1A	Based on its long history and large size, Hemel Hempstead has a diversity of materials in its built environment.	Develop consistency of materials in particular areas to develop local distinctiveness within neighbourhoods.	Apply high-quality materials that are consistent with the specific areas within Hemel Hempstead.			
		MP1B	Hemel Hempstead consultation participants preferred traditional materials and styles, including Victorian brickwork, knapped flint and timber framing.	Protect existing stock of traditional materials. Avoid low-quality application of traditional styles.	Apply and encourage high-quality usage of traditional materials in modern styles.			
		MP1C	Hemel Hempstead consultation participants expressed an interest in the use of new materials and innovative styles.		Apply and encourage high-quality usage of new materials in modern styles.			
		MP1D	Many Hemel Hempstead participants referred to much of the New Town materials (yellow buff brickwork primarily) as dull and unimaginative.		Develop examples of how to enrich the existing buildings of these materials (i.e., rendering the bricks, landscaping, etc)	Explore capacity for refurbishing the local centres with more modern materials and styles.		
		MP1E	There is a diversity of paving materials used in the New Town centre, the Old Town and local centres.	Preserve variety where the diversity of paving is successful.	Develop the distinctiveness of materials for local centres, the Marlowes and the Old Town. Develop further the overall paving strategy for Hemel Hempstead.			
	MP2: Listed buildings and conservation areas	MP2A	There is only one conservation area in Hemel Hempstead, which includes the old town centre and part of Gadebridge Park.	Protect and enhance the Old Town Centre. Hemel Hempstead's one conservation area is extremely small given the size of the town, and its heritage must be protected.	Develop signage and streetscaping materials that enhance the Old Town Centre. Encourage economic viability of existing businesses.			
		MP2B	There are very few listed buildings in Hemel Hempstead outside of the old town.		Consider more buildings outside of the Old Town as key historical sites (particularly in Boxmoor and Apsley)			
		MP2C	There are aspects of the New Town Centre which could be given consideration as listed buildings.		Develop an understanding of how the original New Town buildings should be evaluated for historical importance.			
	MP3: Building heights*	MP3A	There are few tall architectural landmarks in zones 2, 3 and 4.	Investigate and reserve sites for potential significant landmark buildings. Ensure sufficient sunlight penetration with any planned high-rise development and protection of important view corridors		Explore the capacity for architecturally significant landmark buildings along the Marlowes.		
MP3B		The two sides of the streets in zone 2 are asymmetrical in terms of building heights and the building line.		Develop an understanding of how the eastern and western sides of zone 2 in the town centre should interrelate.				

*Town centre only

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	Criteria	Issue number	Issue	Safeguards	Opportunities	Capacities	Agency Responsible (where not solely Dacorum Borough Council)
MAKING PLACES	MP4: Density	MP4A	Each neighbourhood has a range of housing unit types, including detached housing, terraced units, and flats, typically two or three-storey buildings.	Preserve the diversity in housing stock.		Explore the capacity for a variety of unit and housing types to maximise housing choice and costs.	
		MP4B	The variation in unit types creates some variation in densities.		Develop an understanding of the degree of success with each housing type, particular the blocks of flats.		
		MP4C	The configuration of these units creates three typical street conditions: consistent building line (flats and terraces), inconsistent building line (detached houses), and linear pedestrianised courtyards (terraced units facing the courtyard).	Promote street patterns that encourage walking, permeability and street/community life.	Develop an understanding of the degree of success with each street type.		
		MP4D	Flats and terraces are built with entryway gaps to maintain a strong building line.	Maintain the building line where possible.			
	MP5: Topographical studies	MP5A	Hemel Hempstead's topography creates a number of significant views into and out of the town.	Develop specific view corridors that protect the vistas toward the Kodak Building and St Mary's Church.		Explore the capacity for architecturally significant buildings along the Marlowes that may create an additional orientation point.	
		MP5B	The presence of the river valleys has shaped the town's morphological development with industrial and commercial growth along the river valleys and residential development along the valley slopes.		Develop the canal and river as more significant open spaces with better connections.	Explore the development of mixing residential uses within the other 'valley' uses.	

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CONTINUITY AND ENCLOSURE	Criteria	Issue number	Issue	Safeguards	Opportunities	Capacities	Agency Responsible (where not solely Dacorum Borough Council)	
	CE1: Town morphology	CE1A	Hemel Hempstead's neighbourhoods primarily have curvilinear streets with distributor roads at their periphery to provide permeability throughout the town while discouraging cut-through traffic.	Maintain the street hierarchy of the neighbourhood unit.				DBC & HCC
		CE1B	There is significant open space distributed throughout Hemel Hempstead.	Protect the distribution of open space throughout the settlement.				
	CE2: Town centre morphology	CE2A	The three southernmost blocks on the western side of the Marlowes have poor service-orientated conditions on the Waterhouse Street sides.			Explore the capacity for improving the building façade and re-orientating building frontages to Waterhouse Street.		
		CE2B	The western side of the Marlowes by the civic and educational institutions was designed without a clear block structure.			Explore the capacity for developing clear block perimeters with active cross streets between the Marlowes and Waterhouse Street and the River Gade.		
		CE2C	The western side of the Marlowes by the civic and educational institutions is impermeable due to the car park conditions.			Explore the capacity for redesigning the civic and educational zone so that open space is not dominated by car parks.		
	CE3: Building lines/setbacks/gaps	CE3A	Waterhouse Street has several gaps and setbacks, creating a barrier to usage.			Explore the capacity to generate a regular building line with active uses along Waterhouse Street.		
		CE3B	The civic and educational buildings on the Marlowes were designed to be set back from the street to create open space around the structures.			Explore the capacity for developing clear block perimeters or open public space along the Marlowes.		
		CE3C	There is an extended setback created by an elevated pavement along the retail shops on the eastern side of the Marlowes.		Develop an understanding of the success of this elevated pavement.			
		CE3D	The small car park by Market Square is the only major setback in the Old Town Centre.			Explore the capacity for regular and frequent temporal (weekend and summer evenings) uses in this space that recall the historical markets.		

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CONTINUITY AND ENCLOSURE	Criteria	Issue number	Issue	Safeguards	Opportunities	Capacities	Agency Responsible (where not solely Dacorum Borough Council)
	CE4: Building front/back orientation	CE4A	Waterhouse Street operates primarily as a service street for the Marlowes and has few active frontages.	Minimise the impact of service vehicles (i.e., encourage specific delivery times).	Encourage an increase in footfall which will create new active retail frontages.	Explore the capacity to develop more active frontages on Waterhouse Street.	
		CE4B	Both the Marlowes and the High Street have almost entirely active frontages along their length.	Maintain the active frontages on the Marlowes and the High Street.	Clarify uses on the eastern side of the Marlowes in the civic and educational zone.		
		CE4C	Bridge Street has active frontages, creating a positive lock perimeter.	Maintain active uses on Bridge Street.			
		CE4D	Combe Street has few active frontages, and the existing frontages are for institutional buildings.		Encourage active uses along Combe Street.	Explore the capacity to create new public space along the River Gade on the north side of Combe Street.	
	CE5: Designated open spaces	CE5A	There are key open spaces which have sites of historical interest.	Continue to protect the historical sites along the canal and in Gadebridge Park.			
		CE5B	Many of the open spaces in the neighbourhoods have schools in them and conform to initial 'neighbourhood unit' principles of being at least five acres.	Maintain the size of the neighbourhood open spaces.	Enrich open spaces with complementary facilities where appropriate.	Maintain the open space considerations in any potential new neighbourhoods.	
		CE5C	Boxmoor forms a significant open space that bridges the Town Centre and the station.	Protect Boxmoor.	Make Boxmoor a key gateway open space into Hemel Hempstead.	Explore the capacity for a bicycle path through Boxmoor which links the station to the town centre.	
		CE5D	The Water Gardens and adjacent green space are not officially designated open space.	Safeguard open space for future designation.	Develop an understanding of the River Gade's significance and potential within the Town Centre, including its length from the Magic Roundabout to Gadebridge Park.		

MAKING PLACES

MATERIALS AND TEXTURES

MAKING CONNECTIONS	Criteria	Issue number	Issue	Safeguards	Opportunities	Capacities	Agency Responsible (where not solely Dacorum Borough Council)	
	MC1: Land use*	MC1A	Waterhouse Street is an incoherent mix of land uses.			Establish an understanding of how Waterhouse Street should be used and explore the Water Gardens as a significant amenity for these potential new land uses.		
		MC1B	The Marlowes Shopping Area has very few restaurant and pub options.			Encourage more food and café-related uses.		
		MC1C	There are no major food retailers on the Marlowes.	Ensure that mass transit is coordinated with any new food retailer and ensure that car parks do not detract from the town's character.			Explore the capacity for both major food retailers and periodic high quality farmers markets along the Marlowes, particularly if the planned residential development occurs.	
		MC1D	There are no major community, leisure, or cultural buildings in the town centre.				Explore the capacity for major cultural and recreational uses within the town centre area.	DBC & other public/private landowners
		MC1E	The eastern side of Marlowes in zones 2 and 3 have an incoherent mix of land uses.			Clarify uses on the eastern side of the Marlowes.		
	MC2: Circulation demand and link-ages	MC2A	There are several significant footpaths and highly-trafficked pedestrian pavements.	Protect existing key pavements and footpaths.		Improve specific footpaths to enable cyclist usage.		DBC & HCC
		MC2B	There is a significant disconnection between the town centre and the area to the south (Boxmoor, Grand Union Canal and the station).				Explore the capacity for a bicycle connection between the town centre, the Grand Union canal and the train station.	HCC and DBC
		MC2C	There are no connections from the town centre to the Nicky Line.			Improve the signage to the Nicky Line.	Explore the capacity for an on-road cycle path between the Nicky Line and the town centre.	DBC & HCC
		MC2D	Hemel Hempstead has a well-planned system of major roads and local distributor roads.	Maintain Hemel Hempstead's street hierarchy.				HCC
MC2E		Hemel Hempstead can become subject to local congestion during school opening and closing times and regional congestion during rush hour times as commuters look for cut-through routes.			Encourage walk-to-school programmes and consider school busing schemes.	Explore traffic mitigation measures to reduce rush hour cut-through routes.	HCC & schools	

*Town centre only

KEY ISSUES, SAFEGUARDS, CAPACITIES AND OPPORTUNITIES

MAKING CONNECTIONS	Criteria	Issue number	Issue	Safeguards	Opportunities	Capacities	Agency Responsible (where not solely Dacorum Borough Council)
	MC3: Circulation demand and linkages (town centre)	MC3A	There are weak east-west pedestrian connections between the Marlowes and Waterhouse Road/the Water Gardens, particularly north of Combe Street.	Encourage active uses along the east-west connections.	Improve built environment, including signage and streetscape elements along the east-west connections between the Water Gardens and the Marlowes.	Explore the capacity to connect the Marlowes to the River Gade north of Combe Street.	
		MC3B	There are poor pedestrian connections between the town centre and the area to the south of the Magic Roundabout.			Explore the capacity to remove the flyover to the Kodak Building. Explore alternatives to the current subway underneath the Magic Roundabout.	HCC and DBC
		MC3C	Waterhouse Street is used primarily as a service road for the Marlowes and the bus terminal.	Minimise the impact of service vehicles (i.e., encourage specific delivery times).			Private retailers
		MC3D	Bridge Street and Combe Street are used as access points to car parks.			Explore options which would create alternative access point to these car parks (i.e., access from Leighton Buzzard Road)	HCC
	MC4: Parking	MC4A	Town centre car parking occupies significant valuable open space and areas along the Marlowes.			Explore options for redesigning (i.e., creating new uses on top of them) or relocating the existing car parks. Consider multi-storey parking schemes.	
		MC4B	The car parks are heavily used.	Maintain the currently capacity for car parking.	Improve mass transit options.		HCC & DBC
		MC4C	A disabled car park occupies a key pedestrian gateway between Waterhouse Street and the Marlowes.			Explore capacity for relocating this disabled car park to open up usable land.	HCC & DBC
		MC4D	Institutional parking on the western side of the Marlowes creates a significant barrier to open space.			Explore the capacity to redesign the institutional car parking.	Will happen as part of Civic Zone redevelopment
MC5: Wayfinding signage	MC5A	Hemel Hempstead's key entry points lack gateway signage.		Improve gateway signage.		HCC & DBC	
	MC5B	The town centre's wayfinding signage is outdated and underplays key pedestrian gateways.		Consider the redesign of the Marlowes Shopping Area's existing streetscape elements.			
	MC5C	The High Street and Gadebridge Park has little wayfinding and heritage signage that focuses on the area's history.		Develop a heritage signage and wayfinding scheme for the Old Town Centre.			

KEY ISSUES, SAFEGUARDS, CAPACITIES AND OPPORTUNITIES

QUALITY OF THE PUBLIC REALM	Criteria	Issue number	Issue	Safeguards	Opportunities	Capacities	Agency Responsible (where not solely Dacorum Borough Council)	
	QPR1: Streetscape elements	QPR1A	Consultation participants described the town centre's streetscaping elements as outdated.			Consider the redesign of the Marlowes Shopping Area's existing streetscape elements.	Explore the capacity to integrate streetscape elements with new uses, such as cafes and information kiosks.	
		QPR1B	The New Town local centres were described by consultation participants as 'bland'.			Consider the redesign of the local centres, particularly with an aim to create neighbourhood distinctiveness.		
		QPR1C	Newer streetscaping elements, such as the public toilets in Apsley, are of much better quality and provide important public amenities.	Encourage higher quality design of streetscape elements.				
	QPR2: Natural elements	QPR2A	Boxmoor forms a significant gateway to Hemel Hempstead from the south.	Protect and enhance Boxmoor as a key Hemel Hempstead feature.				
		QPR2B	The Water Gardens is a significant feature in the town centre but there are poor connections to it from Marlowes.			Improve pedestrian connections between the Water Gardens and the Marlowes.		
		QPR2C	The River Gade is a neglected natural feature north of Combe Street.				Explore the capacity to create new public space along the River Gade and connect the Marlowes to the River Gade north of Combe Street.	HCC & DBC
		QPR2D	The Hemel Hempstead Railway line (Nicky line) is an important amenity which lacks signage or connections from the town centre.			Improve the signage to the Nicky Line.	Explore the capacity for an on-road cycle path between the Nicky Line and the town centre.	
	QPR3: Safety/security measures	QPR3A	Security CCTV cameras often detract from place-making as currently located.			Locate CCTV cameras in appropriate and discreet locations.		

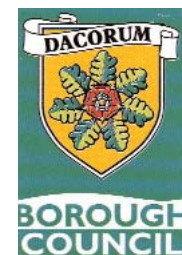
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	Criteria	Issue number	Issue	Safeguards	Opportunities	Capacities	Agency Responsible (where not solely Dacorum Borough Council)	
LEGIBILITY	LE1: Vistas, views, gateways	LE1A	There are several interesting views of the church spire and the High Street.		Develop specific view corridors that protect the vistas toward St Mary's Church.			
		LE1B	The Kodak Building can be viewed from all the major approach roads to Hemel Hempstead, with particularly strong views across the Boxmoor.		Develop specific view corridors that protect the vistas toward the Kodak Building.			
		LE1C	Due to the topographical changes there are good views from Hemel Hempstead into the surrounding countryside.		Develop specific view corridors that protect the vistas into the Green Belt.			
	LE2: Edges, paths, nodes, landmarks, districts	LE2A	St Mary's Church and the Kodak Buildings are the two critical orientation points for Hemel Hempstead.	Ensure that new development works within these view corridors.				
		LE2B	Leighton Buzzard Road and the A414 are Hemel Hempstead's two most significant vehicular paths which - as currently laid out - cut off the town centre to the Bulbourne Valley to the south.			Explore the capacity to remove the flyover and alter the Magic Roundabout to facilitate better connections to and visibility of the Grand Union canal and the Boxmoor.	HCC, DBC & private landowners	
	LE3: Edges, paths, nodes, landmarks (town centre)	LE3A	The key gateway to the Marlowes Shopping Area at Bridge Street and Waterhouse Street privileges vehicles over pedestrians at the roundabout.			Explore the capacity to alter the roundabout at Bridge Street and Waterhouse Street and/or limit vehicular use of Bridge Street.	HCC and DBC	
		LE3B	The flyover and the Magic Roundabout present major barriers to movement south of the town centre.			Explore the capacity to remove the flyover and alter the Magic Roundabout to facilitate better connections to and visibility of the Grand Union canal and the Boxmoor.	HCC, DBC & private landowners	
		LE3C	Waterhouse Street has several architectural edges which discourages users.	Encourage all new buildings (or the refurbishment of existing buildings) to have active frontages on Waterhouse Street with high quality facades and entries at the pavement level.				

HEMEL HEMPSTEAD



Consultation Workshop



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CONSULTATION

Hemel Hempstead Urban Design Workshop, 13 July 2005

The Hemel Hempstead Urban Design Assessment Day was held on Wednesday 13 July 2005 at Dacorum Civic Centre, Marlowes Hemel Hempstead.

The purpose of the event was to examine the community's perceptions of Hemel Hempstead and to record how people use the town in their daily lives. The event was comprised of three workshop sessions, each focusing on a different issue in relation to Hemel Hempstead, from the character and textures that create a unique local identity, to personal perceptions of the town, to the mapping of each resident's commonly used routes and connections. In addition, Urban Practitioners gave a presentation on the 'elements of urban design,' showing how they would be conducting their study.

The event was attended by around 21 local stakeholders and was introduced by Laura Wood, Senior Planner at Dacorum Borough Council. Adam Lubinsky of Urban Practitioners explained the programme for the day.

The format of the day involved three workshop sessions, outlined to on this page:



DACORUM URBAN DESIGN ASSESSMENT HEMEL HEMPSTEAD

RECORD OF ATTENDANCE

The following people attended the event:

Saga Arpino, Urban Practitioners
Mrs S Ashton, Briery Underwood Residents Association
Bob Bell, Local stakeholder
Sr Pastor Bob Bennet, Hemel Hempstead Community Church
Joan Blackman, Local stakeholder
Michael Blackman, Hemel Hempstead Rambling Club
John Buteux, Hemel Hempstead Local History Society
Lorna Clarke, Dacorum Borough Council
Sharon Cloughton, Donaldsons
Councillor Margaret Coxage, Hertfordshire County Council & Hemel North East
Mr J Culverhouse, Piccotts End Residents Association
Mrs J Culverhouse, Piccotts End Residents Association
Edna Eckett, Street Block Voice
Colin Farrar, Dacorum Borough Council
Jessica Ferm, Urban Practitioners
Eve Griffin, Heather Hill Residents Association
Councillor Stephen Holmes, Dacorum Borough Council
Lynette Kaye, Urban Practitioners
Peter Lardi, Longdean Park Residents Association
Adam Lubinsky, Urban Practitioners
Chris McGuire, Dacorum Borough Council
Mansour Moini, Dacorum Borough Council
Grahame Richardson, Hemel Hempstead Community Church
Peter Snow, Dacorum Borough Council
Arno Steen Andreasen, Woodhall Farm Community Association
Sally Taylor, North End Residents Association
Mrs W L Whitefield, Briery Underwood Residents Association
Graham Winwright, Dacorum Borough Council
Laura Wood, Dacorum Borough Council

JANUARY 2006

URBAN DESIGN ASSESSMENT DAY

Date Wednesday 13 July 2005

Time 11.30am-2.30pm

Venue Hemel Hempstead Civic Centre

PROGRAMME

11.30am Registration and buffet lunch

11.50am Introduction
Laura Wood, Senior Planning Officer
Adam Lubinsky, Urban Practitioners

12noon What Surrounds Us? Neighbourhood Character and Textures

12.30pm Does It Work For Us? Neighbourhood Perceptions

1.15pm Break

1.30pm Where Are We Going? Routes and Connections

2.15pm Feedback

2.25pm Summing Up and Next Steps

2.30pm Close

WORKSHOP I - WHAT SURROUNDS US?

How well do you know your village? Neighbourhood character and textures

An initial 'ice breaking' exercise was undertaken in the form of a quiz based on the textures, materials and landmarks in Hemel Hempstead. Participants worked in small groups and were issued with a worksheet containing snapshots of photographs from around the town and were asked to identify what these images were of and where they were located. Following this, participants were asked to identify whether a series of photographs were of publicly or privately-owned areas. Finally, participants were asked to identify local features and their function.

Ten groups took part and in the first section, all of the groups were able to correctly identify the location of the market stalls (image 3), the footpath (image 4) and the public art (image 8). Many of the groups were also able to locate the gateway in image six and Heath Park in image seven. Over half of the groups were able to recognise the location of all of the remaining images. The final image in the section of a set of benches was identified by the fewest groups.


In the second part of the workshop, the groups were asked to identify whether particular spaces were public or private areas of the town, based on their appearance. The groups were more easily able to identify which of the spaces were publicly owned. All of the groups were correctly identified that the open space in image D was public space and many more were also able to recognise that images B and F were also publicly owned. Few groups correctly identified that the spaces in images A and E were in private ownership. Key factors in determining whether a space was publicly or privately owned were discussed and it was noted that some people considered that public spaces more frequently contained litter and municipal elements such as street lights. Private spaces were thought to be identifiable through the choice of materials and defined by fences.


The third section required the groups to identify the function of local features. The function of the coaching arch was identified by the majority of groups and as were the shelters in the town centre. Fewer groups correctly identified the function of the servicing gates in the first image, designed for security and access.


How well do you know your town?


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HEMEL HEMPSTEAD


**Recognise these features?
Can you map them by their number?**





















































**Recognise these features?
Are they public &/or private?**

A

B

C

D

E

F

**Recognise these features?
What are their function?**

1

2

3

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Workshop 2: Participants worked together in small groups to identify local features.



Workshop 2: A quiz based exercise was used to identify textures, materials and landmarks.



Workshop 2: The groups were asked to identify the function of local features.

WORKSHOP 2 - DOES IT WORK FOR US?

Neighbourhood perceptions

A short presentation was given to the group by Adam Lubinsky of Urban Practitioners about why certain aspects of the built environment have evolved in a particular way. The presentation examined the relationship between the built form and streetscape of an area and the paths that people chose to move around. In addition, the relationship between building density and street form, building heights and views were also discussed within the presentation.

Following the presentation, participants were asked to identify what they liked about their town by looking at a series of photographs examining building materials, shop signs, footpaths and boundaries. Participants were asked to consider four photographs under each heading and assign each one a mark between one and five to indicate which ones they liked the most (with five representing those that were liked the most). In addition, participants were asked to write a word or phrase to describe how they felt about the image.

The following pages outline participants' responses to each of the images and the words that were selected to describe them. Beneath each image and the number scale are the total number of participants that allocated the image that particular score.

What do you like about your town?

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URBAN DESIGN ASSESSMENT

HEMEL HEMPSTEAD

Consider the architectural elements and materials in the photographs below. Give each one a mark from 1-5, where 5 indicates those that you like most. Below each image write a key word to describe how you feel about it.

When you have completed the sheet, please return it to a member of the Urban Practitioners team

BUILDING MATERIALS					
	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	
	SHOP SIGNS				
		5 4 3 2 1	5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
		FOOTPATHS			
5 4 3 2 1			5 4 3 2 1	5 4 3 2 1	5 4 3 2 1
BOUNDARY					
	5 4 3 2 1		5 4 3 2 1	5 4 3 2 1	5 4 3 2 1

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WORKSHOP 2 - DOES IT WORK FOR US?

BUILDING MATERIALS



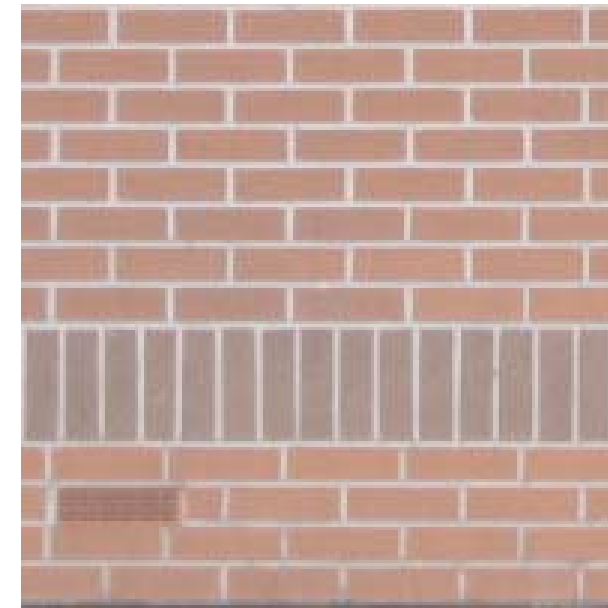
The moulded brickwork in this image received a mixed response from workshop participants. Some people found the style and materials elaborate and historic whilst others considered them as fussy and 'over the top'. The scores given to the style reflect these mixed comments and whilst the most common score was three, many people also gave the moulded brickwork scores of five or two.

COMMENTS	
Over the top	Textured
Elaborate	Unsuitable
Victorian	Workmanship
Old	Character
Elaborate	Art
Fussy (x2)	Ornate
Decorative	Dated
Historic	Historic
Tradition	Uninteresting
Confusing	Interesting
Rough	Different



The modern timber and metal construction in this image also received a mixed response and whilst some people thought they style was dull and bland, others found it innovative, friendly and smart. In addition, two references to the European nature of the materials and design were also made. Scores varied from one to five, and a score of two was given by the highest number of participants.

COMMENTS	
Modern (x7)	Plain
Trendy	Quality
Simple	Poland
Scandinavian	Dull
Smart	Innovative
Unimaginative	Fresh
Minimal	Clean
Friendly	Landscape
Diverse	Friendly
Boring	Clean
Bland (x2)	



The red brick stretcher bond design with a purple soldier course was most frequently given a score of three indicating that the majority of people did not feel strongly in favour for or against it. Many people described the materials as ordinary and found them functional and uninspiring. Other comments about the brickwork reflected that some people considered it warm and the style 'excellent'.

COMMENTS	
Neutral	Warm
Practical	Ordinary (x3)
Strong	Nondescript
Modern	Excellent
Boring (x3)	Cladding
Pleasant	Warm
Functional	Dull
Bland (x2)	Utilitarian
Clean/nice	Blends well
Neat	Standard
Prison	



The napped flint and redbrick in this image was the most popular material in this section and the majority of people gave it a score of four or five. The style was frequently described as traditional and other comments included 'tactile', 'interesting' and 'typically Hertfordshire'.

COMMENTS	
Ancient	Character
Expensive	Different
Natural Look	Poor
Cottage	Typical of
Traditional (x5)	Hertfordshire
Historic	Interesting (x3)
Tactile	
Hard	
Age	
Good	
Exciting	

WORKSHOP 2 - DOES IT WORK FOR US?

SHOP SIGNS



5 4 3 2 1
 LIKE DISLIKE
 5 9 7 2 0
 NUMBER OF RESPONSES

The traditional style shop sign in this image was quite popular with workshop participants who generally gave it a score of four or three. Many people thought the sign was high quality using adjectives such as 'classy', 'elegant' and 'appealing' to describe it.

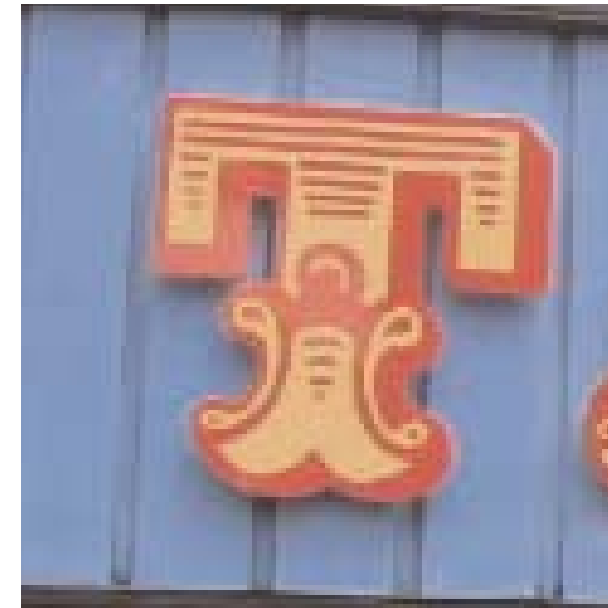
COMMENTS	
Tasteful (x2)	Neat
Traditional (x5)	Vague
Posh	Understated
Old fashioned	Unclear
Quality	Conformist
Distinctive	Clear
Elegant	Old style
Classic	Pleasing
Appealing	Pleasant
Pseudo	
Classy	



5 4 3 2 1
 LIKE DISLIKE
 1 3 7 9 4
 NUMBER OF RESPONSES

The nightclub sign in this image was unpopular and it was given a score of two or three by the highest number of people. A wide range of comments were made in relation to the sign, including 'cryptic', 'modern' and 'domineering'.

COMMENTS	
Dramatic	Pretentious
Prominent	Tasteful
Graphic	Obscure
Modern	No-no
Cryptic	Interesting
Loud	Ok
Exciting	Bold
Brash	Different
Domineering	Modern
Modern (x3)	Overdone
Ugh!	



5 4 3 2 1
 LIKE DISLIKE
 0 2 3 7 10
 NUMBER OF RESPONSES

The lettering in this shop sign was very unpopular and the majority of people gave it a score of one or two. It was described as gaudy, cheap and loud by a number of people although others found it amusing and different. In addition, some people thought that the sign reminded them of a fairground or circus.

COMMENTS	
Gaudy (x2)	Brash
Fairground	Clear
Circus/arcade	Cheap
Grand	Tacky (x2)
Garish	Dated/over the top
Loud (x2)	
Amusing	Neo-Victorian
Circus	Different
Outlandish	Grand
Ugh!	
Cheap (x3)	



5 4 3 2 1
 LIKE DISLIKE
 0 7 11 1 3
 NUMBER OF RESPONSES

The final shop sign in this section was favoured by some people and scores of three and four were predominantly given. The sign was generally considered as ordinary and functional and some people thought it was clear and informative.

COMMENTS	
Unnatural	Trying (x2)
Informative	Boring
Clear	Ordinary (x2)
60s	Functional (x2)
Quirky	Visually clear
Traditional	Uninteresting
Plain	Easy to read
Tasteless	Reasonable
Neutral	
Clear	
Ok (x2)	

WORKSHOP 2 - DOES IT WORK FOR US?

FOOTPATHS



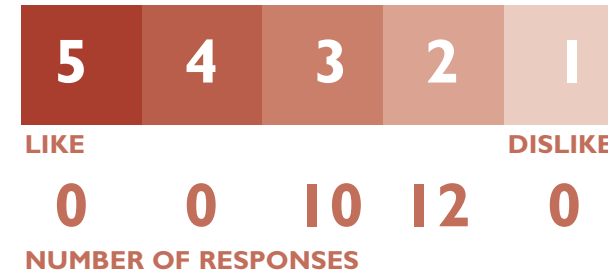
This footpath at the edge of a local shopping centre was unpopular with many people and a score of one or two was given by the majority of workshop participants. It was perceived as an ideal environment for muggers and some people thought it was threatening. Other comments about the footpath included that it was functional and practical although obstructed.

COMMENTS	
Mugger's ally	Unsafe(ugly)
Functional (x2)	Uninviting (x2)
Obstruction	Rubbish
Restrictive	Obstructed
Cluttered (x2)	Unattractive
Practical (x2)	Unsafe
Rubbish	Can be uneven
Inhuman	Neat
A bit threatening	Good
Cluttered	
Nasty	



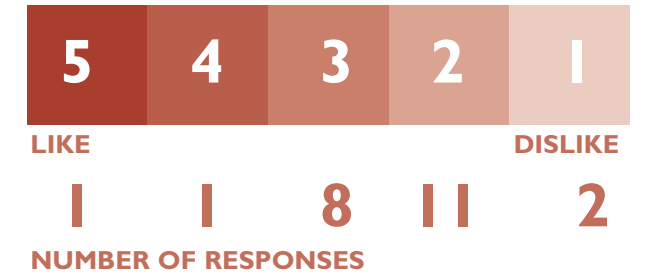
The green footpath in this image was overwhelmingly popular and all workshop participants gave it a score of four or five with the highest proportion choosing five. It was described as pleasant, enticing, relaxing and rural.

COMMENTS	
Pleasant (x7)	Ideal
Safety	Rural
Inviting	Inviting
Leafy	Expected
Calm	Attractive
Beautiful	Good (x2)
Enticing	
Open, friendly	
Relaxing	
Very good	
Inviting	



Opinions about this footpath tended towards the negative with comments highlighting that some people found it unsafe, uninviting and narrow. Scores of three and four were given by all people in relation to this image.

COMMENTS	
Uninviting (x3)	Safe
Maintenance	Unpleasant
Drab	Claustrophobic
Dangerous	Narrow
Messy	Unsafe (x2)
Narrow	Shortcut
Potential	Forbidden
Nice but	Mixed effects
dangerous	Cluttered
Disturbing	Not for the
Boring	disabled



This footpath was given a score of two or three by most workshop participants and comments about it reflected that people considered it to be practical and dull. Other opinions about the footpath described it as spacious and clinical.

COMMENTS	
Pragmatic	Spacious
Soulless	Uninteresting
Functional (x2)	Windswept!
60s	Clear
Bleak	Good
Simple	Daunting
Concrete	Unsure
Boring	Dull (x2)
Practical (x2)	Clinical
Useful	Dull
Ordinary	

WORKSHOP 2 - DOES IT WORK FOR US?

BOUNDARIES



LIKE DISLIKE

1 5 10 8 0

NUMBER OF RESPONSES

This boundary treatment received a mixed response and scores of two or three were largely given. Comments about the boundary revealed that people considered it unclear, undefined and confused. It was also thought to be suburban and dull by others.



LIKE DISLIKE

1 0 1 8 13

NUMBER OF RESPONSES

This concrete boundary area was very unpopular and the majority of participants gave it a score of one or two. The boundary treatment was described as untidy and poor quality, and some people found it dull and bland.



LIKE DISLIKE

7 13 3 0 0

NUMBER OF RESPONSES

The boundary in this recent development was popular and many people gave it a score of four. Descriptions about the boundary illustrated that workshop participants found it neat and attractive.



LIKE DISLIKE

7 7 5 4 0

NUMBER OF RESPONSES

The boundary in this image was given scores of two to five and a higher proportion of people gave it a score of four or five. Comments about the boundary described it as colourful and inviting as well as litter-prone and overgrown.

COMMENTS	
Tatty	Boring (x2)
Attractive	Undefined
Spatial	Suburban (x2)
Open (x2)	Parking
Vague	Unclear
Simple	Annoying - car blocking path
Dull	Ok
Bland	Confused
Private	Vehicular
Useless	
Unrestricted	

COMMENTS	
Aggressive	Grotty
Ghastly	Unsuitable
Functional, hard	Bland
Poor quality	Rugged
Crude	Obstacles
Dull (x2)	Functional
Awful	Concrete
Unthinking	Off-putting
Cold	Good
Unfriendly	Thoughtless
Untidy	Ugly

COMMENTS	
Attractive	Unpleasant
Human	Well kept
Modern	Great
Inviting	Pleasing
Clear	Subtle
Smart	Attractive (x2)
Good try	High
Family	maintenance
Neat (x5)	Well defined
Ordinary	Fair
Trying	

COMMENTS	
Alright	Litter-prone
Ownership	Neat
Attractive (x3)	Mature
Calming	Pleasant (x2)
Mixed	Clear
Soft	Encroaching
Pretty	Overgrown
Colourful (x2)	Pleasant
Desirable	Softens edges
Inviting	Pleasing
Unhelpful	

CONCLUSIONS

BUILDING MATERIALS

In relation to building materials, the workshop revealed that old, traditional styles were very popular. However, each of the examples of building materials in the section was popular with some people, reflecting the diversity of opinion in Hemel Hempstead. Whilst some people strongly disliked modern materials, many other people welcomed an innovative, fresh approach. A similar pattern was illustrated for other building materials - what appealed to some people did not appeal to all.

MOST POPULAR IMAGES



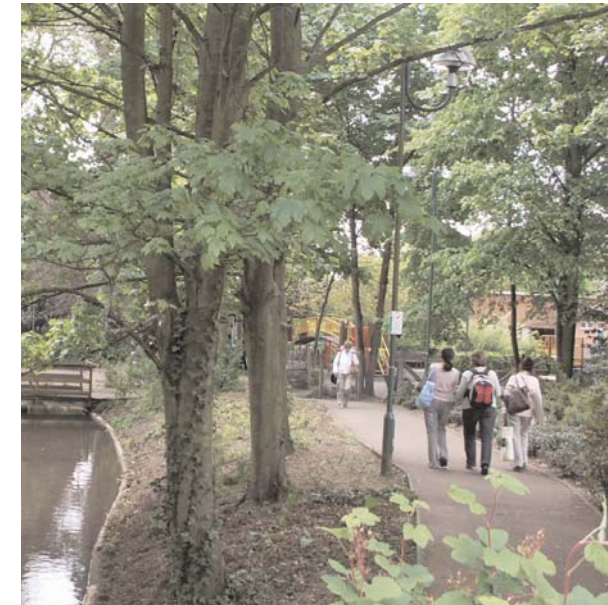
SHOP SIGNS

Many people preferred traditional shop signs in plain colours. Some people considered bright and modern signs garish and gaudy whilst others found them exciting and quirky. Overall, there was a diversity of opinion about shop signs and whilst the traditional was welcomed by a majority, a significant number of people were open to a range of different styles and materials.



FOOTPATHS

Green, natural footpaths were the clear preference for workshop participants. Open footpaths that complimented the natural environment were preferred to enclosed paths of concrete and brickwork. Cluttered footpaths were also unpopular and considered as a safety hazard.



BOUNDARIES

The most popular boundary treatments were those that included an element of well-maintained greenery and were well tended. Thoughtful use of good quality materials was also another important priority. Poorly defined boundaries where pedestrian and vehicular areas were unclear affected how people felt about the treatment.



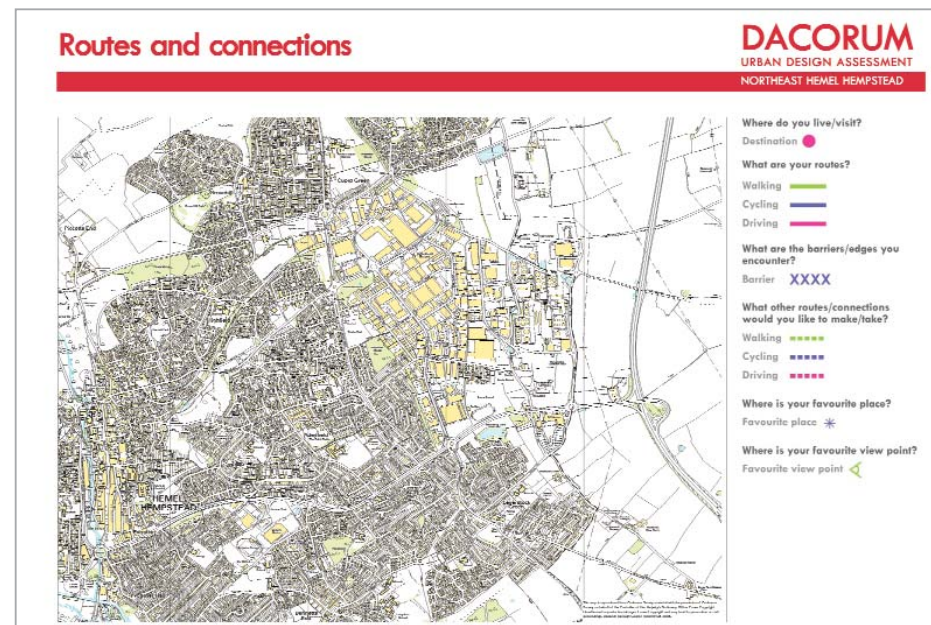
WORKSHOP 3 - WHERE ARE WE GOING?

Routes and connections

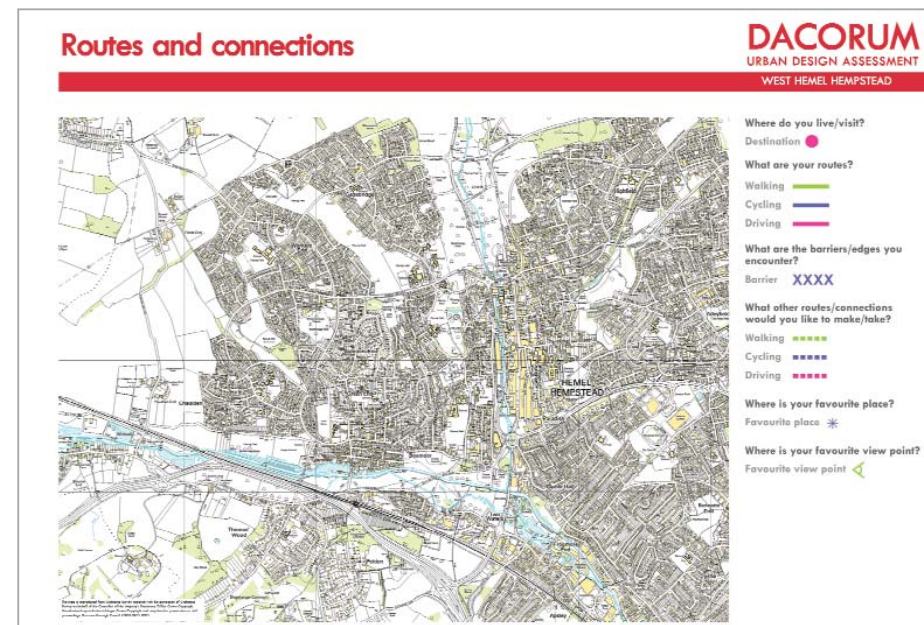
Participants again divided into small groups to discuss the routes that they use within the town and the barriers that they encounter on their journeys. Groups were divided geographically and each group was provided with a large scale plan of one particular area of Hemel Hempstead and different coloured pens. Each participant took a turn to annotate the plan with the routes that they regularly take on foot, by car or by bicycle. Participants then marked the plans with areas where they encountered barriers or edges to their journey. Barriers to movement were identified as not only physical constraints but also psychological barriers that discourage people from visiting place or taking particular routes. These barriers could include graffiti

that makes an area feel unsafe or traffic congestion on some roads during peak periods.

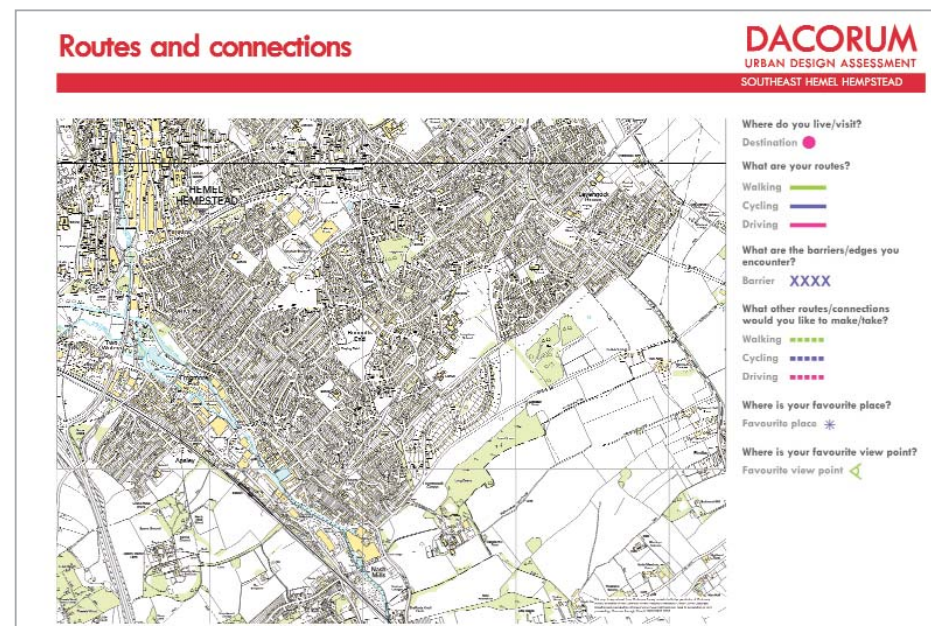
Next, participants used the pens to highlight the routes and connections that they would like to make within the town on foot, by car and by bicycle. Finally, they marked favourite views and places to visit.



Group 1



Group 2



Group 3

WORKSHOP 3 - WHERE ARE WE GOING?

North East Hemel Hempstead

Routes

The majority of journeys in this area were made by car and popular roads linking the wider area with the town centre included St Albans Road and Leighton Buzzard Road. Other frequently used roads included Bennetts End Road, Adayfield Road, Piccotts End Road and Leverstock Green Road.

Walking routes were confined to the pedestrianised town centre around the Marlowes and to local residential areas.

Barriers

Barriers to the movement of people around the area included congestion during rush hour. The congestion was noted to be exacerbated if an accident takes place on the M25 or M1.

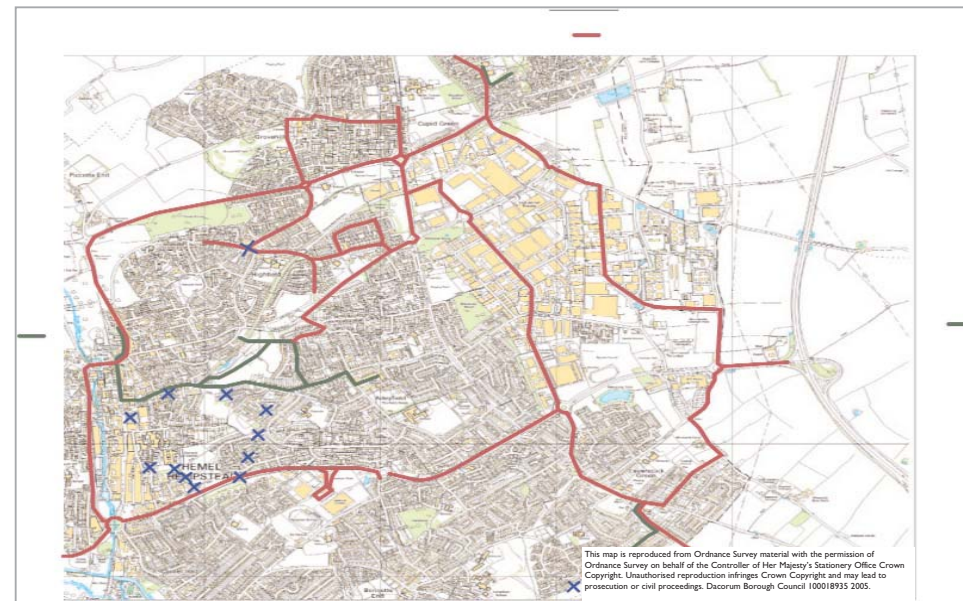
Visual barriers in the town centre included litter and some people commented that the shopping centre was poorly designed.

The shortage of parking in the town centre also acted as a deterrent to some people visiting the area.

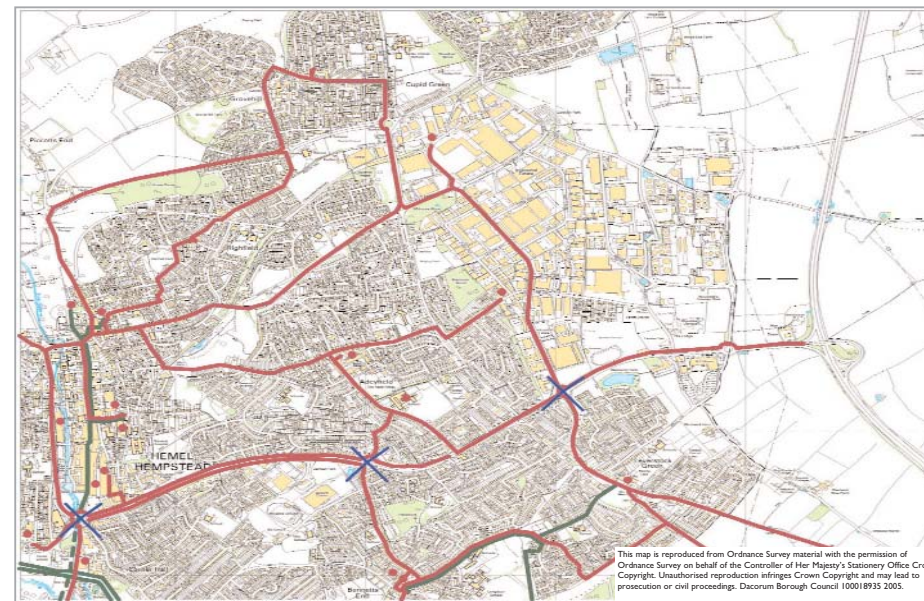
Destinations, favourite places and views

Destinations visited by workshop participants included the station, Sainsbury's and nearby towns such as St Albans, Watford, Apsley and Bunkers Park.

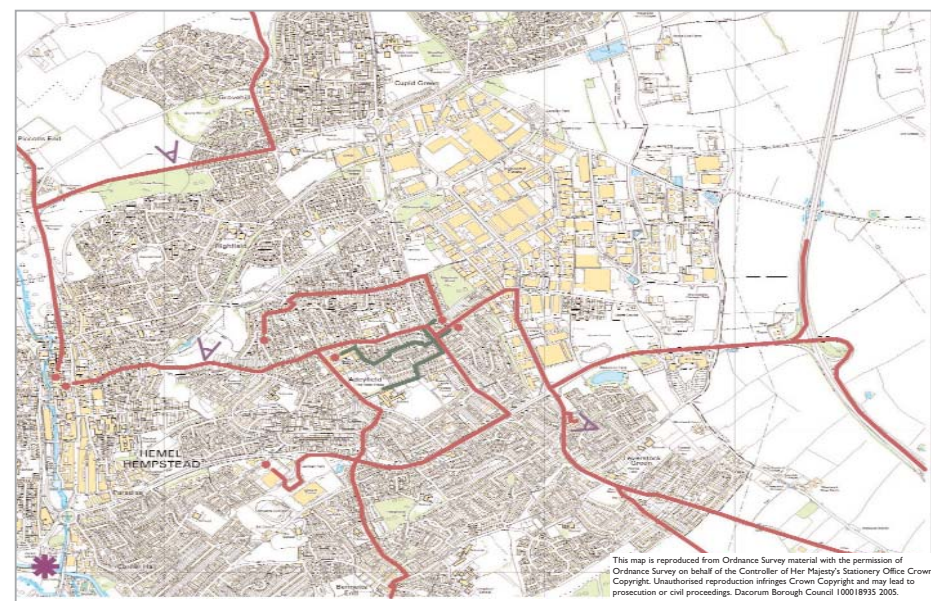
A popular local viewpoint was noted to be Gaybridge Park.



Group 4



Group 7



Group 8

Key

- Destination
- Routes**
- Walking
- Cycling
- Driving
- XXX Barriers
- Desirable routes/connections**
- Walking
- Cycling
- Driving
- ▲ Key view
- ✳ Landmark

WORKSHOP 3 - WHERE ARE WE GOING?

West Hemel Hempstead

Routes

The most commonly used vehicular routes in west Hemel Hempstead included St Alban's Road, London Road and Leighton Buzzard Road. The most popular roads for drivers travelling into the town centre were Leighton Buzzard Road, St John's Road whilst other routes connected local centres.

Some pedestrians walked along the River Bulborn and through Box Moor and around Shrub Hill Common and Northridge Park. Another pedestrian route used by

some people included the woodland to the north of the town, close to the River Gade. One person walked between the town centre and the River Bulborne.

Barriers

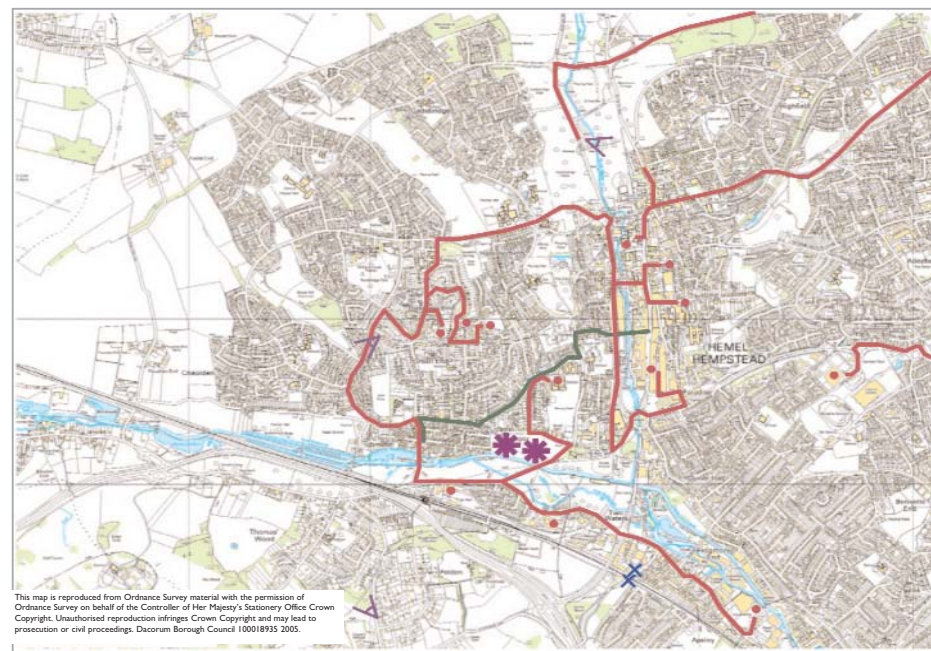
Congestion on many of the major roads across the town was considered a barrier by many participants.

Some people thought that Hemel Old Town was in decline and the traffic situation in the area was considered as a contributing factor.

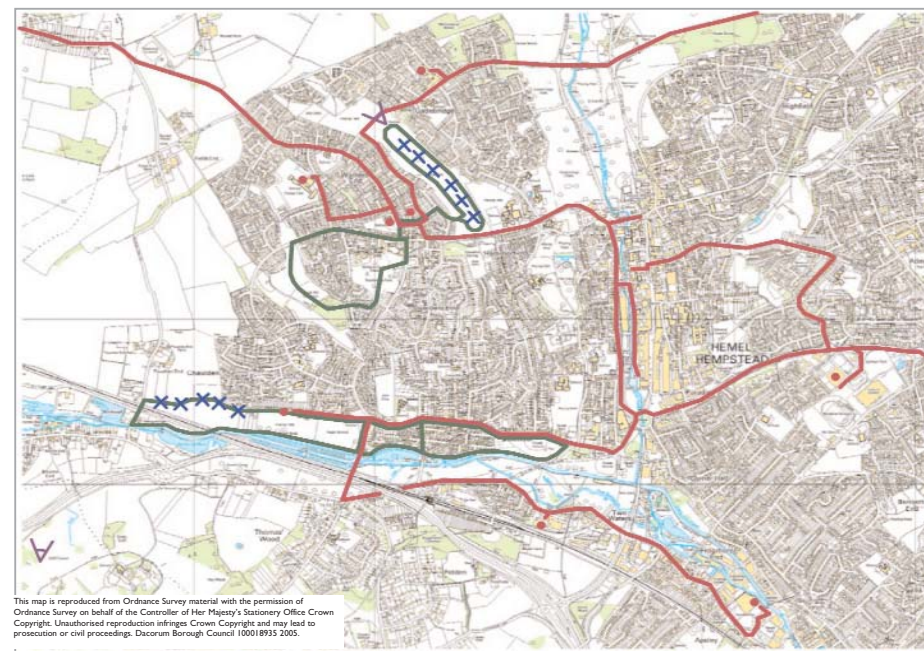
Destinations, landmarks and favourite places

The Kodak building in the centre of Hemel Hempstead was noted as a key landmark although people overwhelmingly commented on its unattractive appearance. Participants thought that the redevelopment of this key landmark could be an opportunity to create a high quality, well-designed node.

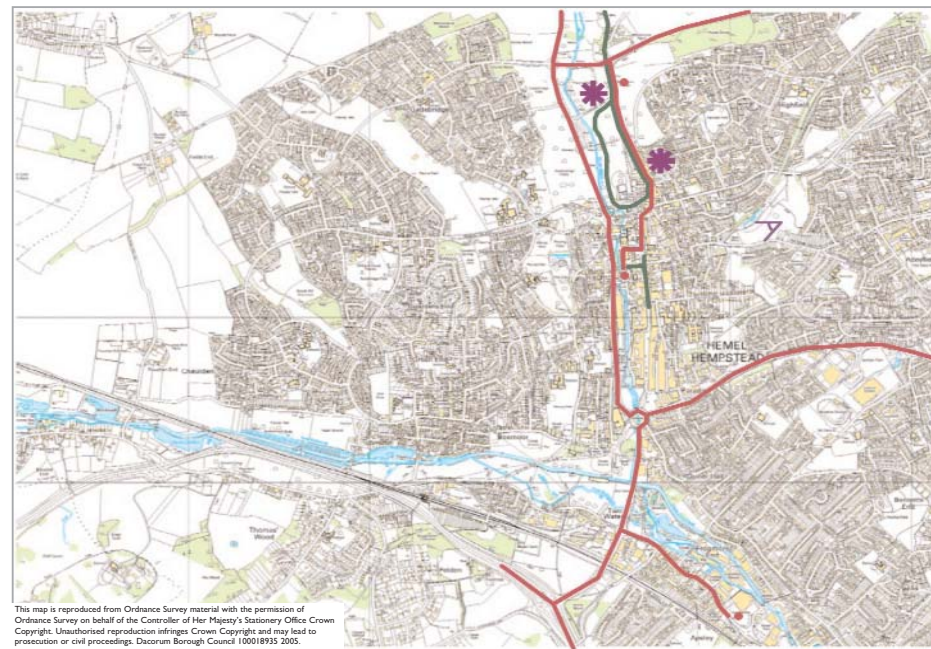
Destinations in the west of Hemel Hempstead included Sainsbury's, local schools and Tescos.



Group 1



Group 5



Group 6

Key

- Destination
- Routes**
- Walking
- Cycling
- Driving
- XXX Barriers
- Desirable routes/connections**
- - - Walking
- - - Cycling
- - - Driving
- △ Key view
- * Landmark

WORKSHOP 3 - WHERE ARE WE GOING?

Southeast Hemel Hempstead

Routes

The most popular routes in south Hemel Hempstead, by car were St Alban's Road, London Road, Nash Mills Road, Red Lion Lane and Bunkers Lane,

Pedestrians used routes around the nature reserve and Bunkers Farm.

Cyclists in both of the groups working on maps of southeast Hemel Hempstead used Everstock Green Road and other routes included Longfield and

Chambersbury Lane.

Barriers

The A414 was perceived by some people to be a barrier to pedestrians and the 'magic roundabout' in the town centre was also considered as a major barrier to pedestrian movement.

A physical barrier was noted in the Nature Reserve where the woodland is divided by a fence to separate the Hertfordshire Wildlife land from local farmland.

The carriageway on Bunkers Lane, to the west of the

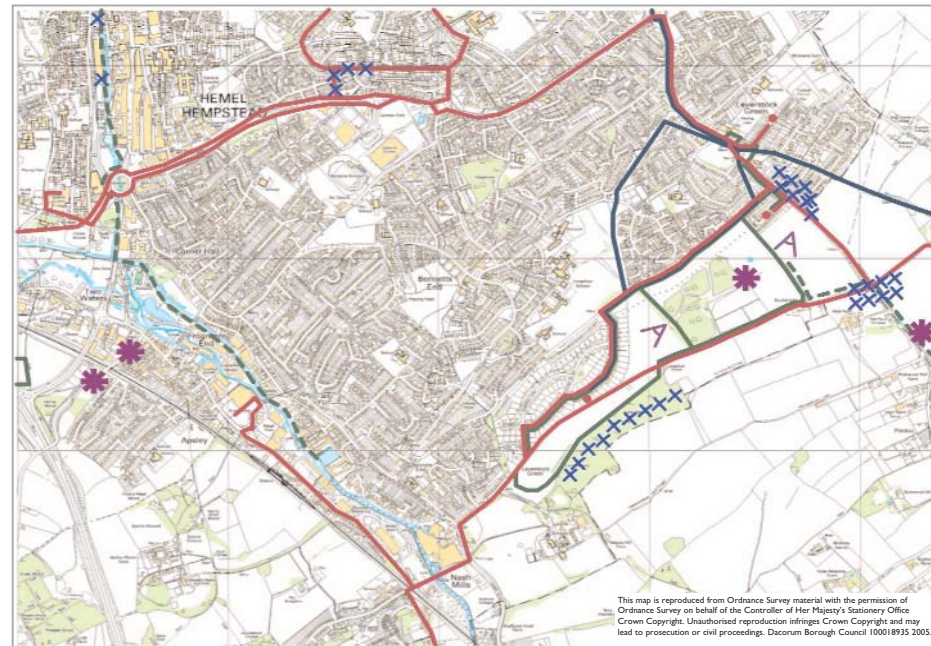
junction with Bedmond Lane was considered as a barrier for pedestrians as there is little space for those on foot.

Destinations, landmarks and favourite places

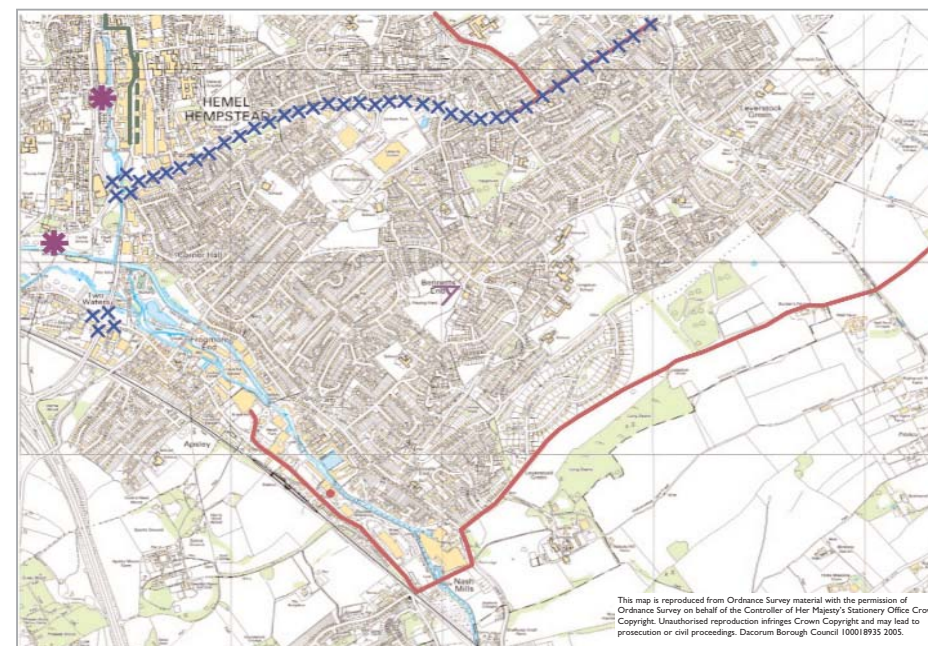
The Kodak building in the centre of Hemel Hempstead was noted as a key landmark although people overwhelmingly commented on its unattractive appearance. Participants thought that the redevelopment of this key landmark could be an opportunity to create a high quality, well-designed node.

Destinations in the west of Hemel Hempstead included Sainsbury's, local schools and Tescos.

Box Moor was a favourite place of some participants although it was noted that the Moor is under-utilised by local people.



Group2



Group3

Key

- Destination
- Routes**
- Walking
- Cycling
- Driving
- XXX Barriers
- Desirable routes/connections**
- - - Walking
- - - Cycling
- - - Driving
- △ Key view
- * Landmark