

~~RSP15~~
REP4

The following comments are made in the context of the Police and Crime Commissioner for Hertfordshire being a landowner, and Stakeholder with the local authority in seeking to encourage future development that secures agreed community objectives. Whilst supportive of the Plan, it is considered that the policies should be revised to ensure that landowners are fully able to participate in the redevelopment of this area. Overall, the concern is that the Plan may not be taking full advantage of its historic profile, and not encouraging as wide a range of development that may be possible. This is likely to adversely impact on land values and could delay the release of privately held sites that will be central to realising the objectives of the Plan.

1. Core Strategy CS22. We have commented separately on the need for development related CIL payments and note that you have published a draft charging schedule. Whilst this has been the subject of a viability assessment we are concerned that it will not encourage developers to come forward with innovative schemes for the area, and that higher density development would enable greater flexibility with regard to the level of individual developer contributions, and encourage schemes to come forward more quickly than might otherwise happen.
2. Strategic Vision. We note that the EWC is to provide for 800 residential units, and that, 'development will be of the scale, height and quality to denote the importance of the area...'. Given that the intention is to promote a variety of tenures we consider that the AAP objectives would be better served by a higher density which will enable prospective developers to promote a wider range of viable schemes than will otherwise be the case. High density development in this location would be sustainable through support for local businesses generated by the resident population and reduced dependence on the car. The EWC is we believe capable of satisfying a greater proportion of the local authorities projected housing growth, and would support the district wide objectives of protecting Green Belt land by relieving pressure for land release.
3. EWC2 Comprehensive Development. Land assembly by developers will be critical to the realisation of the Plan objectives. We are not sure how holding costs are reflected in the CIL viability assessment but again would encourage greater flexibility in terms of development density than is proposed in order that schemes can properly take account of market requirements and development costs.
4. Table 1 Development density by Zone. The approach to the EWC is to be commended. However, it is considered that the density ranges are overly cautious and conservative, and that they could be significantly increased, with the highest being a minimum of 250 – 300 dph, rather than the 180dph as the highest proposed. Work by Urban Initiative, Llewellyn Davies and others, has indicated that in similar metropolitan areas the introduction of a far wider range of densities will enable developers to put forward exemplar schemes rather than projects which struggle to secure profitability and which will result in a standardised mediocre development in the EWC.
5. EWC4 Housing Mix. The policies of the AAP are restrictive and likely to result in a monotone development both in terms of appearance, house unit size and social structure.

6. EWC5 Supporting Community Structures. The AAP rightly seeks to encourage a range of appropriate community services. It is considered, however, that the overall Vision is too restrictive and likely to promote only a limited range of support facilities which will prove difficult to sustain because of the absence of a critical mass, and which could place demands for a level of public sector financial support that will not be available. Given the potential for housing growth in the district and the difficulty of preserving Green Belt land we would consider that the local authority should revise their density figures for the EWC and ensure these are increased accordingly.
7. EWC7 Design. Good design can only be secured at a price, and without developments having sufficient scope to be viable it is unlikely that the EWC will produce a sustainable and high quality development.

In addition to the above comments, it is welcomed that the AAP includes references to the need for developments to incorporate design features that will enhance property security.

8. We are pleased to see Policy EWC1 refers to designs and layouts which minimise the opportunity for crime and more so to see under Para 6.38 that developers are being instructed to look towards 'Secured by Design', to design out crime in all development schemes. We would not object to Safety and Security being a Policy i.e. EWC10 Safety and Security.

In addition to what has been included in the AAP, we would be pleased to advise developers on the design of secured car parks, and would be able to provide advice and assessment for the Park Mark scheme operated on behalf of the Association of Chief Police Officers by the British Parking Association.

We further note your intention to undertake monitoring of development and would be pleased to provide data relating to the numbers of individual properties which have been accredited to Secured by Design in a calendar year. We can also provide similar data for car parks that have the Park Mark accreditation.

We welcome the opportunity to comment on the local authorities proposals and would be pleased to discuss any of the above points further as the Plan progresses.

Kind regards,
Laurence Jones, MRICS, MRTPI
Estates Surveyor

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Elstree Way Corridor Area Action Plan



Hertsmere Borough Council is inviting comment on the draft Elstree Way Corridor Area Action Plan (AAP). The AAP and associated consultation documents can be seen on our website www.hertsmere.gov.uk. The documents are also available at the Civic Offices and all and at public libraries throughout the Borough.

If you would like a hard copy, please contact us.

Please mark your response, and provide any additional comments.

The deadline for responses is **18 February 2013, 5pm**

Question 1

We have set out a boundary for the Elstree Way Corridor in the AAP which extends from the Tesco roundabout on Shenley Road to the double roundabouts on Elstree Way. Are there any additional areas you think should be added? *(The boundary is illustrated on page 5 of the AAP and within the consultation leaflet)*

☐ Yes ☐ No

If yes, please tell us where:

No comment

Question 2

Our vision is for the redevelopment of the Elstree Way Corridor and improvements to the area's connections with the town centre. Do you agree with the vision and objectives for the Elstree Way Corridor AAP? *(The vision and objectives are outlined on page 4 of the AAP, and also summarised in the consultation leaflet.)*

- ☐ Agree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Don't know

Please provide your comments:

Broadly agree overall vision subject to comments in attached statement

Question 3

The AAP seeks the redevelopment of the Elstree Way Corridor in a coordinated and managed way based upon a set General Development Principles. What do you feel about these? *(The Development Principles are outlined on pages 6 and 7 of the AAP)*

- ☐ Agree
- ☐ Agree with some
- ☐ Disagree
- ☐ Not sure

Please provide your comments:

Agree with objectives but do not consider the AAP will be able to achieve coordinated redevelopment due to lack of flexibility in development criteria, as commented on in attached statement

Question 4

The AAP sets out a series of design principles to guide new development within the Elstree Way Corridor, these include guidance on building heights, layout and parking requirements. Do you agree with the design strategy proposals within the AAP?
(The Design Principles are outlined on pages 16–22 in the AAP)

- ☐ Agree
- ☐ Agree with some
- ☐ Disagree
- ☐ Not sure

Please provide your comments:

We are pleased that reference is made to secure by design issues. Further comment on this is contained in the attached statement

Question 5

The AAP seeks highway and connectivity improvements as part of the area's redevelopment. This is set to include improvements for pedestrian and cycle movement, signalling of junctions and the possible removal of Shenley roundabout and replacement as a signalised junction. Do you agree with the initial proposals?
(Further details on the initial proposals are outlined on pages 13–15 of the AAP).

- ☐ Agree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Don't know

Please provide your comments:

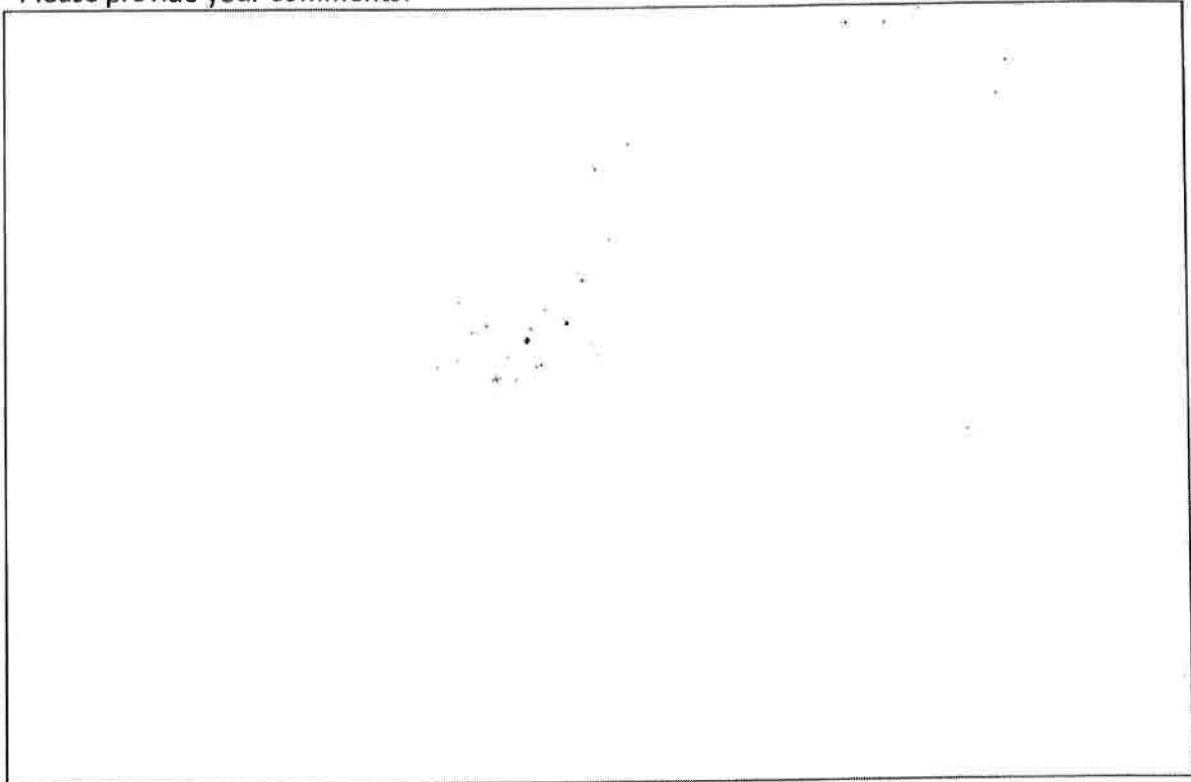
Infrastructure improvements are an essential part of effective policing. We have previously commented on this issue as part of the consultation procedure for the CIL charging schedule

Question 6

Is there anything else you think should be included in the AAP ? or do you have any other comments?

- ☐ Yes ☐ No

Please provide your comments:

A large, empty rectangular box with a thin black border, intended for the user to provide their comments. It occupies the lower half of the page.

KEEPING YOU INFORMED

If you would like to be kept informed of future consultation and submission of this document please complete your details. The information you provide will be used for this purpose only. It will be held and stored securely and not be used for any other purpose, nor passed to a third party.

Name:	Laurence Jones, Estates Surveyor, MRICS, MRTPI
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Agents/Clients name (if applicable)	n/a
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Thank you for taking the time to fill out this response form.

Please return your form to:

Area Action Plan Consultation
Planning Policy Team
Hertsmere Borough Council
Civic Offices
Elstree Way
Borehamwood
Hertfordshire
WD6 1WA



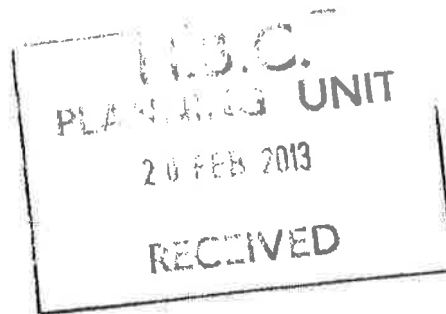
~~REP 16~~
REP5
armstrong rigg
planning

Ref: LR/00313/L0002

18th February 2013

By Email & Post

Area Action Plan Consultation
Planning Policy Team
Hertsmere Borough Council
Civic Offices
Elstree Way
Borehamwood
Herts WD6 1WA



Dear Sirs

**Elstree Way Corridor Area Action Plan
Representations on behalf of Taylor Wimpey North Thames**

We refer to the above document and are pleased to enclose representations prepared using your standard questionnaire on behalf of our clients, Taylor Wimpey North Thames.

As an occupier of the Elstree Way Corridor, and an active developer within it, Taylor Wimpey is grateful for the opportunity to comment on the emerging strategy. It firmly supports the Council's aspirations for its development and regeneration and is keen to see the proposed residential led development realised. However, as a housebuilder with active experience of developing in the Corridor Taylor Wimpey believes changes are required to the document to ensure the vision is capable of being realised. These are set out in the accompanying representations.

The regeneration of the EWC has been a long held ambition but to date progress is realising it has been slow, principally due to land ownership and economic climate. These are obstacles that will remain going forward and the AAP and its provisions must have regard to this if it is to be deliverable. The vision and objectives set out are ambitious ones and if the plans are to be realised there is a real need for flexibility and an awareness of how fragile the viability of development schemes is and the impacts that the proposed planning requirements both individually, and cumulatively, will have.

The requirements of the AAP are many, and Taylor Wimpey based upon its experience does not believe that the overall objective of securing at least 800 dwellings is achievable unless additional land is released and brought within the corridor and the provisions, particularly for car parking and amenity space, are applied flexibly.

We trust the provision of these views are helpful and will be given due regard in the progression of the AAP. Should you have any queries or require any further information, please do not hesitate to contact me.

Yours faithfully

A handwritten signature in black ink, appearing to read 'Lynsey Rigg'.

Lynsey Rigg (lynsey.rigg@arplanning.co.uk)

Director

Armstrong Rigg Planning

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Elstree Way Corridor Area Action Plan



Hertsmere Borough Council is inviting comment on the draft Elstree Way Corridor Area Action Plan (AAP). The AAP and associated consultation documents can be seen on our website www.hertsmere.gov.uk. The documents are also available at the Civic Officers and all and at public libraries throughout the Borough.

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Please mark your response, and provide any additional comments.

The deadline for responses is **18 February 2013, 5pm**

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Question 1

We have set out a boundary for the Elstree Way Corridor in the AAP which extends from the Tesco roundabout on Shenley Road to the double roundabouts on Elstree Way. Are there any additional areas you think should be added? *(The boundary is illustrated on page 5 of the AAP and within the consultation leaflet)*

☒ Yes ☐ No

If yes, please tell us where:

In general terms, we support the proposed boundary for the Elstree Way Corridor (EWC), in particular the proposed inclusion of the Gemini House and Studio Plaza sites. Residential permissions have now been granted on these sites, with development well underway on Studio Plaza, and their proposed removal from the Elstree Way Employment Area and inclusion within the defined EWC properly reflects the altered role of these sites and their relationship to the Corridor.

We do consider however that some changes should be made to the boundaries of both the Identified Opportunity Area (IOA) and the Elstree Way Corridor to accurately reflect the position on the ground and other opportunities which exist and could make a valuable contribution towards meeting the aspirations for the Corridor. Indeed, there are other suitable, available and deliverable sites that should be included to maximise the prospects of the Strategic Vision being achieved.

These are as follows:

Identified Opportunity Area

- The IOA should be amended to remove the **IBIS Hotel, The Venue and Foster House** sites, which have already been developed and will not therefore be brought forward for residential led development. These sites should simply sit within the EWC.
- The IOA should be expanded to include within it the southern area of Taylor Wimpey's **Oaktrees Site**. This part of the Oaktrees site has an extant consent granted in 2010 for a 1,500m² college building intended for use by Oaklands College. As confirmed by a subsequent application in 2011, which sought to replace the college building with residential use, the site no longer meets the needs of the College. The College, who vacated the site in 2010 taking space at the Kinetic Centre, is in the process of securing alternative accommodation on a long term

basis within Borehamwood, which better meets the needs and aspirations of the town's student population, as confirmed by a recent review of educational needs by the College. On this basis a new application seeking the residential use of the site is due to be submitted imminently. The College is committed to retaining its presence in Borehamwood, and therefore, the redevelopment of the site for residential purposes will not result in any net loss in education facilities in the town, would better integrate with the residential character of the immediate area and make an additional contribution to the provision of new housing.

Elstree Way Corridor

- The EWC boundary should be extended beyond Gemini House to include within it **Meteor House**, which for the following reasons represents an available and suitable housing site:
 - It is currently vacant and has been for a year.
 - Since becoming vacant it has been marketed for sale/ lease/ redevelopment by no less than 4 different agents (local and national - Stimpsons, Claridges, Lambert Smith Hampton and King Sturge) with no Interest having been registered over this period.
 - The marketing campaign has, and continues to, demonstrate that the site is no longer suitable or viable for continued employment use and that to insist it be retained for such will simply serve to sterilise available previously developed land, which has no reasonable prospect of coming forward in the foreseeable future.
 - The site is located immediately adjacent to the proposed new Corridor boundary and represents an underuse of available previously developed land, which could make a valuable contribution to meeting the aims of the AAP.

Taylor Wimpey welcome the aspiration for 800 dwellings to be provided across the EWC, considering it to represent a suitable and sustainable location for new residential development. However, as a housebuilder with recent experience of gaining planning permission and building within the Corridor, they consider that it is unlikely that development within the IOA/EWC as currently defined will yield this level of development and that additional land will be required. Indeed, Taylor Wimpey has with their architects undertaken their own feasibility exercise using the provisions of the AAP, which has shown this to be the case.

In view of the decision taken by the Council to safeguard an area of land between the A1 and Rowley Lane for employment use in anticipation that some sites within the defined Elstree Way Employment Area will over the plan period be used for alternative purposes, we believe that in the interests of proper planning and ensuring that the aspirations of the AAP are sound and deliverable, consideration should be given to extending the EWC boundary to include the properties running along the western side of Manor Way to the rear of Gemini House. This would readily enable the redevelopment of those sites, such as Meteor House, which is currently vacant, and others, which have been promoted and are included in the Council's Strategic Housing Land Availability Assessment (SHLAA) as having potential for housing development, such as Instacom House a few sites south of Meteor House, as they become available.

Manor Way represents a natural/physical boundary between the Corridor and the main Employment Area and to do as suggested would provide a more defensible boundary to the employment area, better relationship with existing residential properties and better enable the aspirations for the Corridor to be achieved, particularly as it is considered that it is unrealistic to assume that 800 dwellings can be accommodated as proposed without further land.

Question 2

Our vision is for the redevelopment of the Elstree Way Corridor and improvements to the area's connections with the town centre. Do you agree with the vision and objectives for the Elstree Way Corridor AAP? *(The vision and objectives are outlined on page 4 of the AAP, and also summarised in the consultation leaflet.)*

- ☒ Agree
- ☐ Disagree
- ☐ Neither agree nor disagree
- ☐ Don't know

Please provide your comments:

As both an occupier of premises (Imperial House) and developer of residential sites (Oaktrees and Gemini House) within the EWC, Taylor Wimpey very much welcome the planned redevelopment of the Corridor considering it to be a suitable and appropriate location for residential led development.

While the vision and objectives seem in themselves appropriate, Taylor Wimpey has real concerns regarding the extent to which they are deliverable. The regeneration of the EWC has been a long held aspiration and to date progress in realising this has been slow, due primarily to the difficulties associated with the release of existing land uses, and the difficult economic climate, which has significantly affected the viability of development. These are issues that will endure the plan period.

The vision and objectives set out in the AAP are ambitious ones, which if they are to be achieved will be costly. The EWC is an eminently appropriate location for new housing, but even so, it is extremely unlikely that 'at least 800 dwellings' will be achieved in the defined area, while meeting all of the policy requirements set down in the APP, including the provision of significant infrastructure improvements (highways, open space, public realm). Indeed, those improvements are themselves not only financially costly but are also land hungry.

Having undertaken their own feasibility of the AAP based upon its experience of developing in the EWC, Taylor Wimpey believe it is extremely unlikely that the level of development proposed will be achieved within the area defined. Firstly, if the proposed development standards (i.e. car parking, amenity spaces) are to be met additional land will be required, and secondly, given the nature and extent of infrastructure improvements sought developers are likely to experience difficulties in achieving viable schemes such that progress will continue to be slow. Prior to adopting the AAP we would urge that careful consideration be given to the cumulative impacts of the requirements of the AAP and how they sit within the commercial realities of developing in the EWC.

Taylor Wimpey supports the involvement of a 'Development Partner' considering this to be vital if development is to occur in a co-ordinated and viable manner cognisant of commercial realities.

Question 3

The AAP seeks the redevelopment of the Elstree Way Corridor in a coordinated and managed way based upon a set General Development Principles. What do you feel about these?
(The Development Principles are outlined on pages 6 and 7 of the AAP)

- ☐ Agree
- ☒ Agree with some
- ☐ Disagree

☐ Not sure

Please provide your comments:

The aspirations for the Corridor are not new and an adopted Planning Brief for the Corridor has been in existence for over 10 years. Implementation has been extremely slow with recent development actually taking place outside the currently defined Corridor area. It is clear therefore that flexibility is required if development is to come forward, and as advised by the NPPF (paras 187 & 188), the AAP must ensure that it does not place barriers in the way of viable development. In this context Taylor Wimpey supports the decision not to establish a fixed masterplan, but to adopt a more flexible approach which sets a framework based upon the principles (Para 3.2).

So far as the proposed development principles are concerned, while these are considered to be consistent with the vision, the ability for development to achieve all of these is highly questionable. The viability of schemes is, and will continue to be, the single largest determining factor in realising the regeneration of the EWC. Although the principles assume that maximum use will be made of land within the EWC, this will not overcome the fact that there is a ceiling to residential values in Borehamwood and that the financial 'pot' available to contribute to any planned infrastructure improvements once all development standards have been met, will be limited.

The improvements proposed at Policy EWC1 (e) and (f) to the highway, public realm and open space are considerable and will result in contributions significantly greater than those sought on schemes to date. Based upon recent experience on other sites within the EWC (e.g. Gemini House) where it was not possible to balance the cost associated with high quality design (including basement car parking and amenity space podiums) and infrastructure costs such that a viability case in favour of reducing the S106 package, was necessary, Taylor Wimpey consider that the level of improvement aspired to is simply not supportable and needs to be re-evaluated having regard to schemes that have taken place.

To achieve the high quality and sustainable regeneration of the EWC, a co-ordinated approach is required. While the preference may be for sites to be brought forward together, past experience and the lack of progress in implementing the previous plans within the Corridor demonstrate the need for flexibility. This is evidenced by the fact that of the 4 key sites brought forward for housing on the Elstree Way since the 2002 planning brief was adopted 2 of these have actually fallen outside the current defined Corridor (Gemini House and Studio Plaza). It is key therefore that while any sites should be planned taking a comprehensive view they should not be prevented from coming forward individually. To do so could result in viable opportunities being missed and development impetus lost.

Question 4

The AAP sets out a series of design principles to guide new development within the Elstree Way Corridor, these include guidance on building heights, layout and parking requirements. Do you agree with the design strategy proposals within the AAP?
(The Design Principles are outlined on pages 16–22 in the AAP)

- ☐ Agree
- ☒ Agree with some
- ☐ Disagree
- ☐ Not sure

Please provide your comments:

Based upon their experience of securing planning permission and developing in the EWC, Taylor Wimpey believe that it will not be possible for schemes to comply with all of the design principles and deliver at least 800 dwellings within the area identified. While it is clear from the guidance on building heights and density that proposals will be expected to make maximum use of sites, which is supported, the requirements for car parking and amenity space will not allow the full development potential of sites to be realised.

Taylor Wimpey has undertaken its own feasibility exercise to ascertain what could be realistically achieved within the EWC if the principles proposed by the AAP are applied. The car parking and amenity space requirements, alongside the requirements for significant highways and public realm improvements, will represent significant constraints – both financially and in terms of land take.

Parking Requirements: Notwithstanding the recognised sustainable location of the Corridor and its connection with the town centre and railway station the AAP seeks to impose minimum requirements of 1 space per one bed, 1.25 per two bed, 1.5 per 3 bed and 2 spaces per 4 and 5 bed units. The imposition of minimum standards is not only not reflective of the EWC's accessible location, and therefore, principles of sustainable development, but will significantly affect the level of development that can be accommodated on any one site. To achieve the level of development sought will necessitate basement car parks, which while beneficial in streetscape terms, have a disproportionate impact on the viability of schemes. Given the accessible location it is considered inappropriate to impose minimum standards. We would suggest that the word 'minimum' be removed and that the standards are left as guidance with the exact level proposed as part of development proposals to be considered on their individual merits having regard to the scheme itself, the type and mix of units and other benefits offered.

Amenity Space Requirements: To impose minimum standards on amenity space provision will again affect the level of development likely to be achieved and the viability of schemes. The principles set by the AAP will generally encourage flatted schemes. Experience has shown that in such schemes the only way to achieve the requirements for amenity space is via expensive roof gardens and podium decks. Those who choose to live in the EWC are likely to be commuters choosing the location specifically for its proximity to the town centre and station with the provision for amenity space much less of a priority. It is nonetheless accepted that different types and sizes of units bring with them different requirements and therefore it is considered again that flexibility is required and requirements for amenity space should be considered on a site by site basis having regard to the proposals and likely end users.

So far as other principles are concerned proposed Policy EWC4 encourages variation in mix, including the provision of 3 bed family units within schemes above 25 dwellings. The wish to achieve a mix of housing types is understood but building at the densities sought is unlikely to lend itself to this, with the majority of development likely to be flatted. Taylor Wimpey's experience is that it is not feasible to have 30% 3 bed units in primarily flatted developments as they have a major impact on density as they are traditionally family units requiring gardens. Consideration should be given to releasing additional land specifically for family housing.

Question 5

The AAP seeks highway and connectivity improvements as part of the area's redevelopment. This is set to include improvements for pedestrian and cycle movement, signalising of junctions and the possible removal of Shenley roundabout and replacement as a signalised junction. Do you agree with the initial proposals?

(Further details on the initial proposals are outlined on pages 13-15 of the AAP).

- ☐ Agree
- ☒ Disagree
- ☐ Neither agree nor disagree
- ☐ Don't know

Please provide your comments:

It is understood that the proposals represent the preferred scenario from the 2010 Elstree and Borehamwood Transport Study but are subject to further investigation. While the wish to secure community improvements as part of the area's redevelopment is understood, it is extremely difficult in the absence of a detailed scheme, its perceived benefits and the costings for its implementation comparative with other scenarios, to comment on the feasibility and appropriateness of the initial proposals.

The proposed highways improvements, and more particularly the contributions that will be sought from development schemes, to fund them will have a significant impact on the viability of developing in the EWC. The nature extent and need for any improvements must be set in this context.

At present in terms of 5.2 (a) there is likely to be a large gulf between the costs associated with retaining the Shenley Road roundabout and its removal and we would at this stage raise serious question over the need for its removal, together with the proposals at 5.2(b) and (d), which do not benefit from any justification either in the AAP itself or the accompanying Transport Statement.

Question 6

Is there anything else you think should be included in the AAP ? or do you have any other comments?

- ☐ Yes
- ☒ No

Please provide your comments:

KEEPING YOU INFORMED

If you would like to be kept informed of future consultation and submission of this document please complete your details. The information you provide will be used for this purpose only. It will be held and stored securely and not be used for any other purpose, nor passed to a third party.

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Agents/Clients name (if applicable)	Taylor Wimpey North Thames
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Thank you for taking the time to fill out this response form.

Please return your form to:

Area Action Plan Consultation
Planning Policy Team
Hertsmere Borough Council
Civic Offices
Elstree Way
Borehamwood
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WD6 1WA

RSP 21.
REP 6



Heronslea Group
Heronslea House
High Street Bushey
Hertfordshire
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15 February 2013

Matthew Wilson
Senior Planning Officer
Area Action Plan Consultation
Planning Policy Team
Hertsmere Borough Council
Civic Offices
Elstree Way
Borehamwood
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WD6 1WA

Elstree Way Corridor Area Action Plan Consultation Response

Dear Matthew,

Thank you for consulting Heronslea Group on the draft Area Action Plan (AAP). As an active developer in Hertsmere, Heronslea Group welcome the principle of the AAP and the commitment by the Council to deliver at least 800 homes in the Elstree Way Corridor. As you are aware we are currently preparing a planning application for a key gateway site in the corridor. Where opportunities arise Heronslea Group would welcome the opportunity to work closely with the council, the county council and other landowners in the corridor to ensure that development is brought forward in a comprehensive and credible way. If we can assist in any way please do not hesitate to contact us.

The AAP will put in place planning policies to guide development proposals along the corridor, along with details of how these proposals will be delivered. The draft document gives increased certainty to potential investors, and developers and sets a clear path forward. This is imperative to the success of the AAP.

The redevelopment of the Corridor is an opportunity to improve the physical fabric of the area as well as environmental improvements to existing buildings,

street and open spaces. As a key local developer with a vested interest in Hertsmere we welcome the aspirations of the council and those set out in the AAP and Core Strategy.

Question 1: We have set out a boundary for the Elstree Way Corridor in the AAP which extends from the Tesco roundabout on Shenley Road to the double roundabouts on Elstree Way. Are there any additional areas you think should be added?

We welcome the inclusion of Isopad and Hertsmere House within the area of the Area Action Plan. We are committed to bringing this forward, with the appropriate scale of development and a high quality design which is sought in the AAP.

Question 2 Our vision is for the redevelopment of the Elstree Way Corridor and improvements to the area's connections with the town centre. Do you agree with the vision and objectives for the Elstree Way Corridor AAP?

For the AAP to be successful it is imperative that the street scene and highway are improved to link the development area with the town centre. However, too much S106 placed on the developer to deliver such improvements could impact the scale and viability of development coming forward. As a result the scale of any contributions should be factored in viability testing and be proportionate to the development.

Question 3 The AAP seeks the redevelopment of the Elstree Way Corridor in a coordinated and managed way based upon a set General Development Principles. What do you feel about these?

We welcome the broad design principles in general. However, greater densities could be achieved on our Isopad and Hertsmere House site, particularly given the adjoining uses and their distances from the plot. This would assist the council meet the housing requirements set out in the Core Strategy.

EW4 seeks to include a percentage of three bedroomed units on all sites. It would perhaps be more appropriate to seek a proportion on those sites that will deliver town houses, i.e. those of a lower density. Within Borehamwood there is very little market for three bedroom flats. This will impact on the desirability of developments. In addition a requirement to deliver three bedroom flats will restrict the ability of sites to deliver the number of units required in the AAP and Core Strategy.

Question 4 The AAP sets out a series of design principles to guide new development within the Elstree Way Corridor, these include guidance on building heights, layout and parking requirements. Do you agree with the design strategy proposals within the AAP?

The aspirations of the design chapter are acknowledged however, the impact of these policies has not been considered holistically. The potential impact on

development is quite significant. The parking and amenity space requirements when considered with the height and style requirement, in addition to the housing mix, places the ability to deliver at least 800 units at risk. To deliver all this on site, whilst limiting heights is quite restrictive.

Given the accessibility of the area, as illustrated in the Parking SPD, coupled with the Core Strategy aspiration to reduce car dependency, it would perhaps be better to encourage one parking space per unit, which is supported by cycle stores. This would allow future occupants some choice over their transport mode. The area is close to the railway station and bus interchange.

In addition given how well served the area is by public open space, the scale of amenity space requirements could be lowered, without limiting the opportunities for future residents. The AAP should consider the type of amenity space it is wishing to create on developments. We welcome the use of balconies, however the success of communal amenity space on developments is sometimes questionable. The delivery of high quality public open spaces in the corridor would have a greater impact on the lives of occupants.

In addition the council may wish to review how the building heights policy is implemented, to ensure there is variation in rooflines.

Question 5 The AAP seeks highway and connectivity improvements as part of the area's redevelopment. This is set to include improvements for pedestrian and cycle movement, signalling of junctions and the possible removal of Shenley roundabout and replacement as a signalised junction. Do you agree with the initial proposals?

Please see our response to Question 2.

Question 6 Is there anything else you think should be included in the AAP? or do you have any other comments?

It would be helpful for developers if the scale of contributions for development be set out, such as S106 and CIL, and this is supported with evidence of how the council intends to spend it, for example on the potential street scene and highway improvements. This should be supported with costings.

If there is any additional information you require, or any matters of clarifications you require on these representations please do not hesitate to contact me.

Yours sincerely,

James Craig

**Director
Heronslea Group**

james@heronslea.net
07957 234710

Matthew Wilson

Subject:

FW: Elstree Way Corridor AAP - Comments

~~RSP 1~~

REP 7

From: Jeremy van den Bergh [mailto:jeremy.van.den.bergh@hertsmere.gov.uk]
Sent: 05 January 2013 15:13
To: Core Strategy
Subject: Fwd: Elstree Way Corridor AAP - Comments

Dear Sir / Madam,

Having read the following documents:

- Elstree-Way-Area-Action-Plan-Jan-2013
- Sustainability-Appraisal
- Transport-Statement

I would like to thank you for welcoming comments by local residents and your well considered approach to the Elstree Way Corridor Area Action Plan.

Having lived in Borehamwood for a number of years now and travelling on a daily basis by foot or bicycle between the Studio Way roundabout and Elstree & Borehamwood Station I wanted to ensure that pedestrians and cyclists will be appropriately represented in the new plans.

I know that new on-road cycle routes are being considered which I definitely welcome and look forward to seeing and reviewing the final proposed design.

With regards to pedestrian routes in the DPD however, your documents are little less clear. As you probably already know there is only one safe pedestrian road crossing point (the traffic lights outside Borehamwood fire station) between the Tesco roundabout and the Studio Way roundabout. The only other pedestrian road crossing points are:

- The subway opposite Bullhead Road which is full of Graffiti and is generally unsafe to use particularly during non-daylight hours

A number of ad-hock traffic islands which are not ideal for use during non-daylight hours or by wheelchair or pram users

I sincerely hope that Hertsmere Borough together with AECOM take into consideration pedestrian crossings in the proposed designs and I look forward to having the opportunity to review the final proposed design(s).

Yours sincerely

Jeremy

Jeremy van den Bergh BEng. IEng.

United Kingdom

M: +44 (0)7941 725 474

T: +44 (0)203 524 99 00

Elstree Way Corridor Area Action Plan

Hertsmere Borough Council is inviting comment on the draft Elstree Way Corridor Area Action Plan (AAP). The AAP and associated consultation documents can be seen on our website www.hertsmere.gov.uk. The documents are also available at the Civic Offices and all and at public libraries throughout the Borough.



If you would like a hard copy, please contact us.

Please mark your response, and provide any additional comments.

The deadline for responses is **18 February 2013, 5pm**

RBP 28
REP8

Question 1

We have set out a boundary for the Elstree Way Corridor in the AAP which extends from the Tesco roundabout on Shenley Road to the double roundabouts on Elstree Way. Are there any additional areas you think should be added? *(The boundary is illustrated on page 5 of the AAP and within the consultation leaflet)*

☐ Yes ☐ No

If yes, please tell us where:

--

Question 2

Our vision is for the redevelopment of the Elstree Way Corridor and improvements to the area's connections with the town centre. Do you agree with the vision and objectives for the Elstree Way Corridor AAP? *(The vision and objectives are outlined on page 4 of the AAP, and also summarised in the consultation leaflet.)*

- ☐ Agree
- ☒ Disagree
- ☐ Neither agree nor disagree
- ☐ Don't know

Please provide your comments:

Question 3

The AAP seeks the redevelopment of the Elstree Way Corridor in a coordinated and managed way based upon a set General Development Principles. What do you feel about these?
(The Development Principles are outlined on pages 6 and 7 of the AAP)

- ☐ Agree
- ☒ Agree with some
- ☐ Disagree
- ☐ Not sure

Please provide your comments:

Question 4

The AAP sets out a series of design principles to guide new development within the Elstree Way Corridor, these include guidance on building heights, layout and parking requirements. Do you agree with the design strategy proposals within the AAP?
(The Design Principles are outlined on pages 16–22 in the AAP)

- ☐ Agree
- ☐ Agree with some
- ☐ Disagree
- ☐ Not sure

Please provide your comments:

Question 5

The AAP seeks highway and connectivity improvements as part of the area's redevelopment. This is set to include improvements for pedestrian and cycle movement, signalling of junctions and the possible removal of Shenley roundabout and replacement as a signalised junction. Do you agree with the initial proposals?
(Further details on the initial proposals are outlined on pages 13-15 of the AAP).

- ☐ Agree
- ☒ Disagree
- ☐ Neither agree nor disagree
- ☐ Don't know

Please provide your comments:

ROUNDABOUTS KEEP THE TRAFFIC MOVING
ESPECIALLY IN RUSH HOUR TIMES
TESCO WILL GET BLOCKED IN WITH
SIGNALS. MOST TRAFFIC STOPS AROUND
TESCOS BECAUSE OF PEOPLE GOING
OVER THE CROSSING ALIAS
SIGNALS WILL STOP THE TRAFFIC
FROM MOVING FREELY

Question 6

Is there anything else you think should be included in the AAP ? or do you have any other comments?

☒ Yes ☐ No

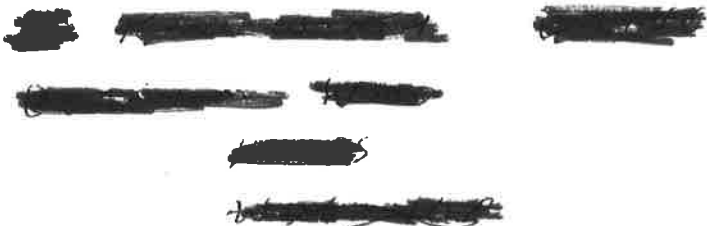
Please provide your comments:

YOU ARE GOING TO KNOCK DOWN
MAXWELL HALL. ALL THE GROUPS WILL
NOT FIT INTO THE NEW VILLAGE HALL
POTTERS BAR AND BUSHBY HAVE
SPORTS CENTRES WHERE WE SHOULD
HAVE A SPORTS CENTRE WE
HAVE A HOTEL, HERTSMERE DOES
NOT CARE ABOUT HERTSWOOD SPORTS
CENTRE. YOU TALK ABOUT LEISURE
FACILITIES IN THIS BOOKLET, BUT
ALL AS YOU ARE DOING IS TAKING
A LEISURE FACILITY AWAY AND
MOVING MORE PEOPLE INTO THE AREA
THE VILLAGE HALL SHOULD HAVE
BEEN BUILT ON MAXWELL PARK

WHICH WOULD OF HAD PARKING
SPACE AND A BIGGER BUILDING
MAXWELL HALL IS A WELL USED
BY THE PEOPLE OF BOREHAMWOOD
AND ELSTREE. TO BE TAKEN
AWAY BY A BLOCK OF FLATS
WHEN THE NEW PEOPLE COME TO
LIVE HERE AND ASK ABOUT
LEISURE THEY CAN BE TOLD IT
FOLDED UP WHEN MAXWELL HALL
WAS CLOSED DOWN
EVERYBODY IN BOREHAM WOOD SHOULD
HAVE RECEIVED A LETTER ABOUT
THIS PLAN NOT JUST A FEW

KEEPING YOU INFORMED

If you would like to be kept informed of future consultation and submission of this document please complete your details. The information you provide will be used for this purpose only. It will be held and stored securely and not be used for any other purpose, nor passed to a third party.

Name:	Mr STEPHEN CHOPPIN
Name of Organisation (if applicable)	
Agents/Clients name (if applicable)	
Address	
Postcode	
E-mail address	

Thank you for taking the time to fill out this response form.

Please return your form to:

Area Action Plan Consultation
Planning Policy Team
Hertsmere Borough Council
Civic Offices
Elstree Way
Borehamwood
Hertfordshire
WD6 1WA

Matthew Wilson

RSP 2
REP 9

From: Struan Power <Struan.Power@ThreeRivers.gov.uk>
Sent: 07 January 2013 13:35
To: Core Strategy
Subject: Elstree Way Corridor Area Action Plan Consultation

Thank you for consulting Three Rivers District Council on the Elstree Way Corridor Area Action Plan Consultation. I can confirm that the Council has no comments to make at this time.

Kind regards,

Struan Power
Planning Officer
Economic & Sustainable Development Service
Three Rivers District Council

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