

# Land North & East of Ware Pre-Application Exhibition

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## Introduction & Welcome

Thank you for visiting this exhibition. This is your chance to get involved and continue to shape the future vision of the land North and East of Ware. Please give us your feedback on all the emerging ideas represented on these boards as they are all at an early stage and will be developed further following your feedback.



# Land North & East of Ware Pre-Application Exhibition

## Background & Previous Engagement

### Background

Land North & East of Ware has been allocated in the adopted District Plan for a residential-led, mixed-use development of 1,000 homes, with a further 500 homes subject to suitable highways mitigation measures. Ptarmigan Land and JTP are keen to work closely with the local community to help contribute to development of an Outline Planning Application (OPA) and the potential for a hybrid application for the site.

In May 2019 we facilitated a full Community Planning process which provided direct input into the emerging proposals. These were then presented at a Report Back Exhibition in July 2019.

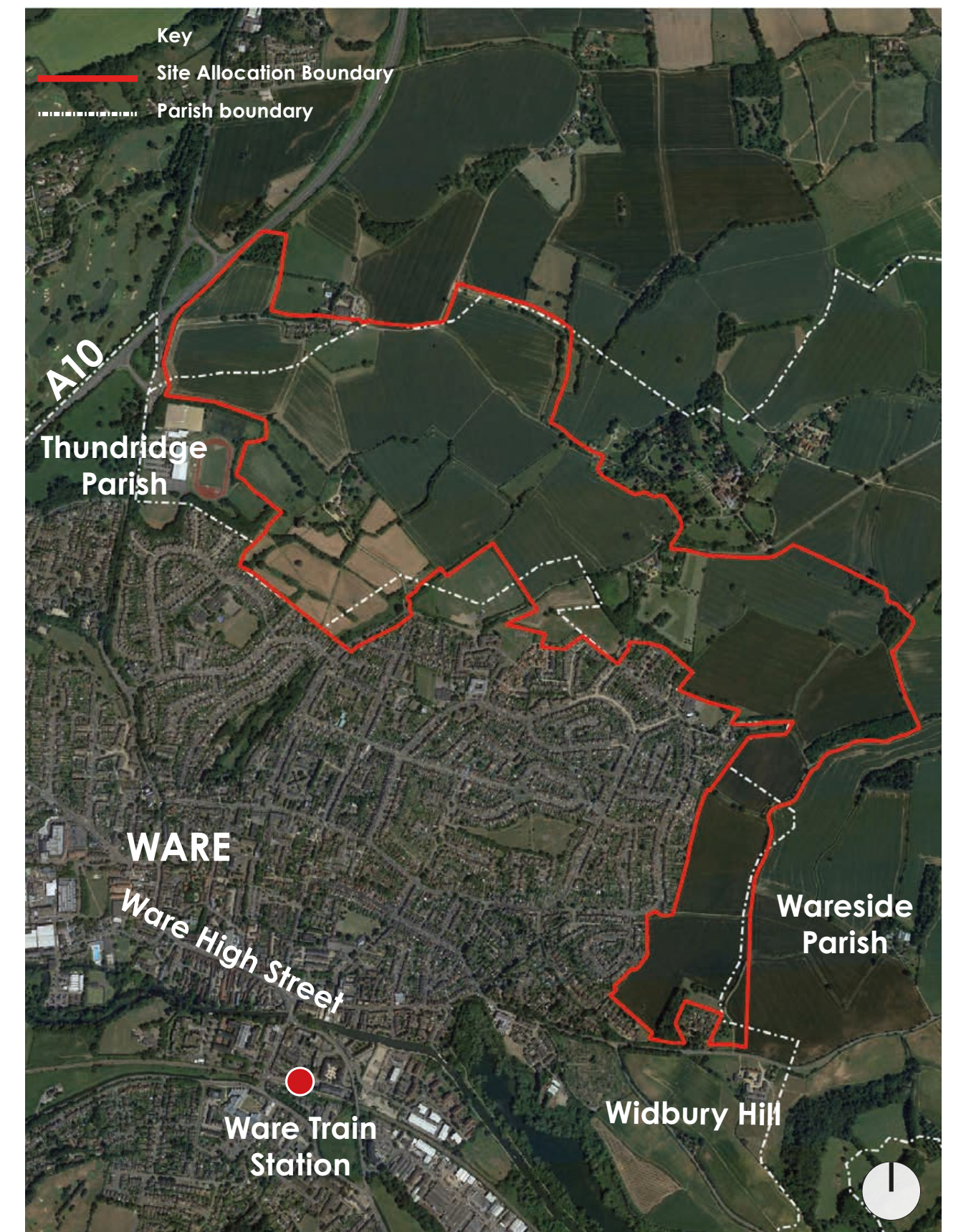
The feedback was used to shape the Masterplan Framework Document (MFD) which was submitted to East Herts Council and approved on the 23rd October 2019.

The global pandemic has affected progress since 2019 but we are pleased to now be re-engaging with the community and local stakeholders, and providing an update on the proposals.

### Engagement

We have been working closely with the local community since January 2019 to develop a concept plan to help shape the new development. So far we have:

- Met with local parish councils, community groups and individuals in Ware
- Held workshops with local schools
- Sent over 9,000 invitation flyers to households and businesses in Ware and surrounding villages for the Community Planning Weekend
- Also promoted the process via local social media
- Held a co-design Community Planning Weekend, Friday 17 and Saturday 18 May 2019
- Sent over 9000 addressed postcards to households and surrounding villages for the subsequent Masterplanning Framework Consultation
- Publicised and held the Masterplan Framework Consultation exhibition on 16 & 18 July 2019





# Land North & East of Ware Pre-Application Exhibition

## Where We Are In The Process...

**1.**

We would now like your feedback into the design development of the project. We are working towards an Outline Planning Application for the site in 2022.

**2.**

An Outline Planning Application establishes the scale and nature of a proposed development. These are set out in a number of parameter plans and accompanied by a Design & Access Statement.

**3.**

An Outline Planning Application would be followed by a number of Reserved Matters Applications for areas of the site.

## Next Steps

### Engagement Timeline

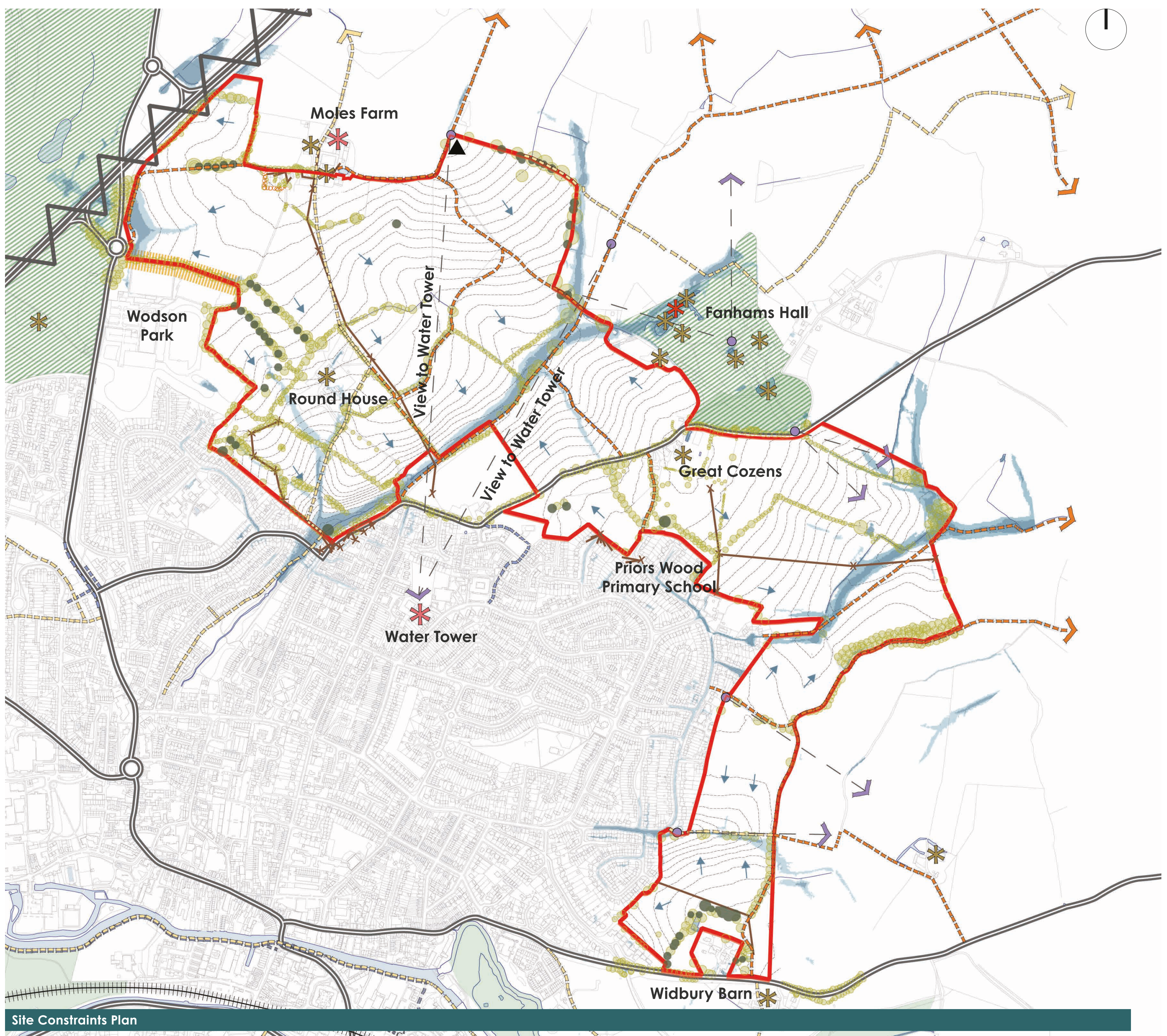




# Land North & East of Ware

## Pre-Application Exhibition

### Existing Site Constraints and Characteristics



- The site has a network of woodland and tree belts providing a strong landscape character. A full tree survey has identified key trees which should be retained where possible within the Masterplanning Framework.
- The western edge of the site is affected from road traffic noise from the A10.
- Overhead power lines cross the site from Fanhams Hall Road to Moles Farm and cross east-west to the north of Priors Wood Primary School.
- There are a number of listed buildings parks and gardens within the vicinity of the site. The Masterplanning Framework will respect the setting of these heritage assets and consider views to landmark features such as the Water Tower and the Gatehouse at Fanhams Hall.
- An assessment of the flood risk considered the site to be generally at a low risk from flooding as the majority of the land is located within Flood Zone 1.
- Congestion in the town centre is a key issue for local residents and the development should seek to not exacerbate this problem.

	Site Allocation Boundary		Floodlights
	Site Contours (1m)		Drains/Ditches
	Listed Buildings		Surface Water Flow
	Sensitive Views		100 YR Surface Water Flood Extent
	Registered Gardens		1000 YR Surface Water Flood Extent
	Wildlife Sites		Public Footpath
	Existing Trees/Hedgerows		Public Bridleway
	Notable Trees/Hedgerows		Public Cycle Lane
	Overhead Cables		High Point
	Noise		



# Land North & East of Ware Pre-Application Exhibition

## The Community Planning Process so far...

Over 700 people took part in the Community Planning Workshops, which provided an opportunity for local people to share local knowledge and help shape the future plans for the area, through workshops, walkabouts and hands-on planning (HoP) groups.

Each day began with a discussion workshop. Local people were invited to share what they particularly liked and didn't like about the area; their dreams for the neighbourhood and what they thought would make this an even better place to live.

This was followed by themed hands-on planning workshops where local people worked with the architects to sketch out how their ideas could be incorporated into the proposals for the Land North and East of Ware. A representative of each group then fed back to the whole room on what they had discussed and the possible solutions they had come up with.

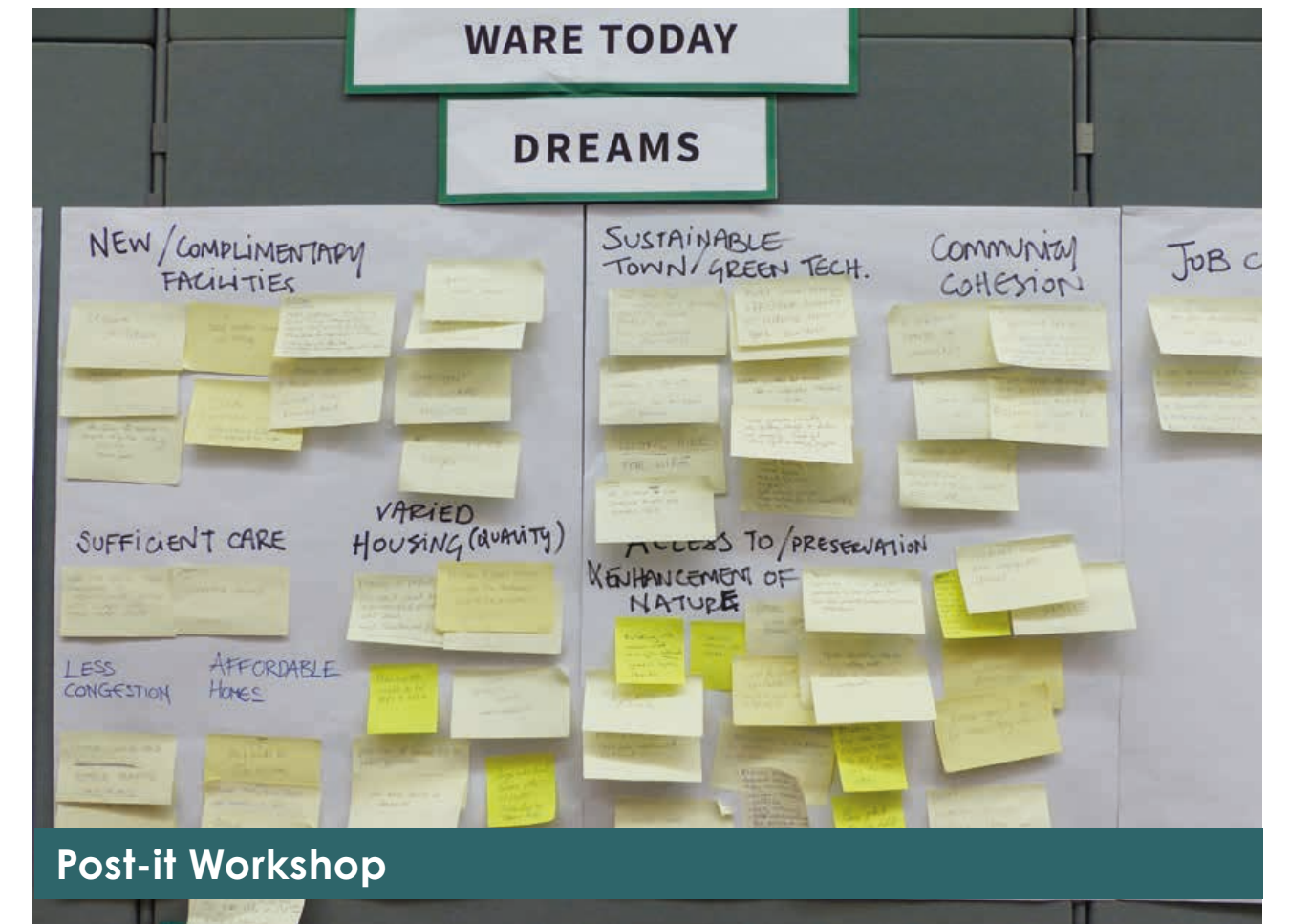
The following boards show some of the key themes raised during the events. All quotes are from participants in the process.



Community Planning Event



Team Site Visit



Post-it Workshop



Chauncy School Workshop



Community Planning Event



Background Exhibition

“ We discussed the strategy: what's necessary, how do we do it, how do we link everything up? ”



# Land North & East of Ware Pre-Application Exhibition

## Key Themes From The Community Planning Process

### Open space and rights of way

Participants were worried that existing paths and rights of way may be blocked by the new development. Planning a network of green and blue open spaces and corridors will help maintain a 'rural' character for the new development and foster active lifestyles. A network of footpaths and cycleways should be designed to encourage sustainable movement and link the new neighbourhoods to rural tracks, local facilities and the rest of Ware.

**“We must have ways in which people can access the countryside outside the new development, using footpaths and bridleways.”**

### Drainage

Participants reported problems with water run-off and ground water drainage in certain locations. Many ideas emerged of how to plan water infrastructure and management to create attractive and bio-diverse habitats and through the masterplanning process possible on-site drainage solutions will be assessed.

**“Tap into the poor drainage. Water can be a benefit – why not create a pond or a lake?”**



Young People Report Back

### Community facilities & employment

The provision of local, inter-generational community facilities (shops, healthcare, community, employment, village greens, etc) will help build community and minimise vehicle use. However, shops and businesses within the neighbourhoods should complement, not compete, with Ware's town centre uses. Other suggested provision included space for worship, community orchards, gardening and food production, outdoor gym, crafts centre and 'sheds for men'. It was felt that employment use could be distributed throughout the new neighbourhoods, rather than one single location, and that community infrastructure should be phased in tandem with housing.

**“Give the development a community focus...have lots of village greens, lots of opportunities for people to congregate together.”**

### Housing

Housing should be well designed, in keeping with the local context and with sustainability built-in. A mix of style, size and tenure is important to build a balanced community. The provision of affordable housing is key, and the suggestion was made that the development offers the opportunity to think creatively about variety of residential provision, perhaps incorporating self-build, bungalows, co-communal housing, supported living for appropriate young people and even a dementia village.

**“Why not introduce co-housing - which could be a pioneering part of the scheme?”**

”



Saturday Exhibition

### Trust & delivery

Some participants were sceptical about the community participation process and whether proposals that emerge will actually be delivered. Trust in the process is important and will need to be built over time, so that the community can see that engagement can genuinely help shape viable, contextual proposals that will be delivered. Exploring how this planning process can lock in quality and delivery is key.

**“Make sure that you actually listen to what we say, and act on it.”**

### Continued community engagement

Many participants appreciated the opportunity to be involved in helping shape the Vision for Land North and East of Ware and are keen to stay involved and informed through all stages of the design and delivery of the scheme.

**“We need to know the time line and be kept informed by a regular progress report. We must know what is happening.”**







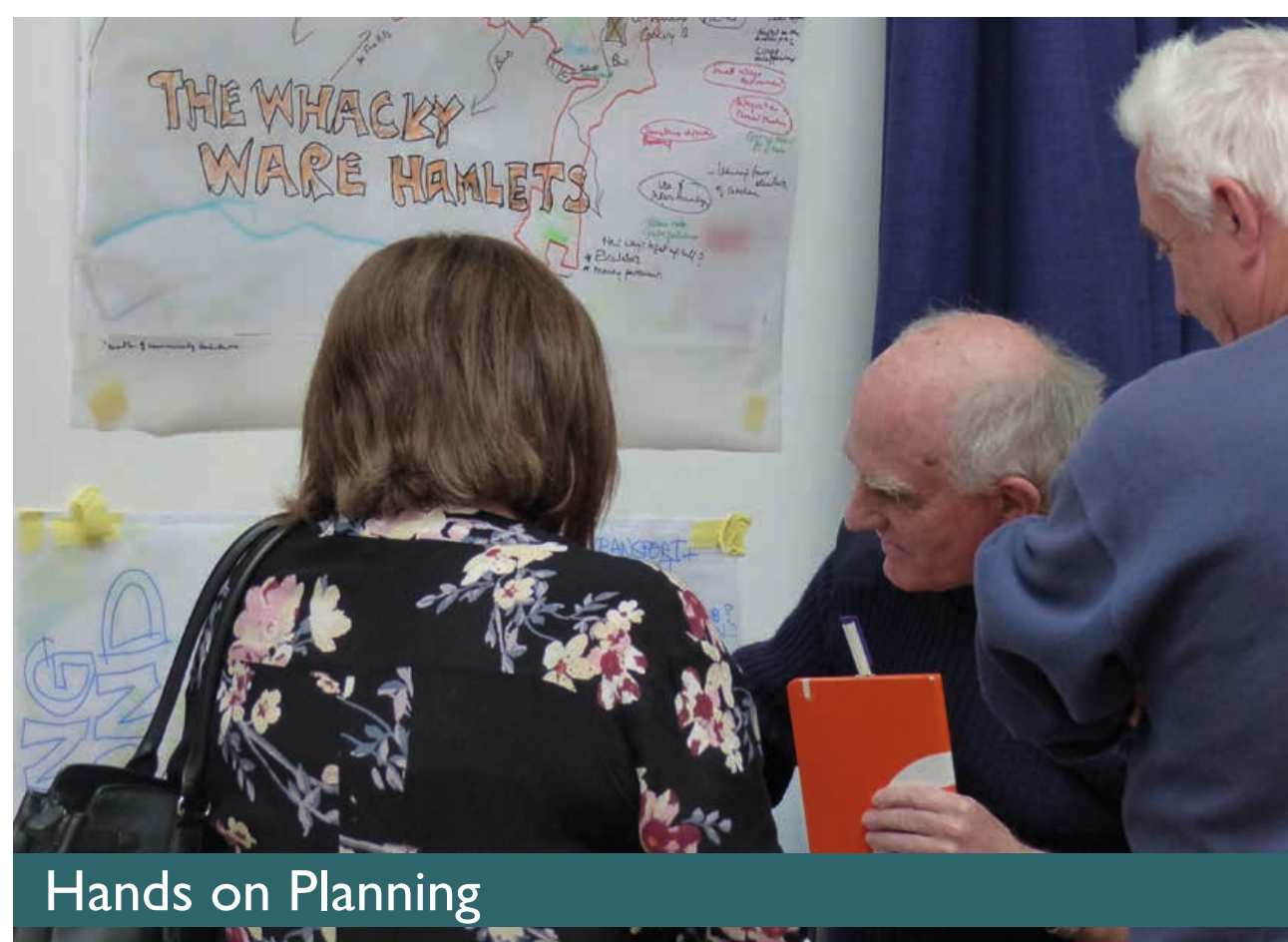


# Land North & East of Ware Pre-Application Exhibition

## Key Themes From The Community Planning Process

After the Community Planning Workshops, the design team analysed and summarised the ideas people had, in order to start shaping the proposals. The following key themes are a summary of the various discussions and design workshops that have taken place to date.

**“ The new edge of the Site must be part of the surrounding landscape and not the end of someone’s garden. ”**



Hands on Planning

### Shaping the best possible proposals

Land North & East of Ware has been allocated in the adopted District Plan for a residential-led, mixed-use development based on Garden City principles, with 1,000 homes initially, and a further 500 homes subject to suitable highway mitigation measures being agreed. Although many local people resisted the principle of development, it is now generally accepted that it will happen and that community participation is important to shape the best possible proposals and to maximise the benefits for Ware. Around 700 people attended the community planning event to ask questions, raise issues and co-design ideas for the future of the Site.

**“If it’s done well it could be quite beneficial to the town.”**

### Respecting local heritage

Ware began as an ancient settlement on the River Lea and has built up a rich physical and cultural heritage over the centuries, with a strong and active community. Those who live and work in Ware are passionate about the town and keen that new development should respect the town’s local distinctiveness, its historic heart and their quality of life.

**“Ware has a unique history which must be respected.”**

### The Cowfields

The Cowfields is used as a natural, community space including for the annual Rotary Club fireworks display, dog walking, blackberry picking, hedgerow exploration, and as a place for children to sledge in winter (when there is snow). It was emphasised by all age groups that Cowfields is an important and well-used space that should be retained.

**“Cowfields is so important for recreation, wellbeing and environment.”**

### Neighbourhoods set in landscape

People accepted that there is housing need, especially to enable young families to get on the housing ladder, but feared the construction of a single, amorphous ‘estate’, which could impose a change of character on the area. Rather than an isolated ‘estate’, ideas emerged for a carefully designed framework of places and spaces to respond sensitively to the context of the rural edge location, including to adjacent properties, and integrate with the neighbouring communities and Ware as a whole. The new development should comprise distinct neighbourhoods or ‘hamlets’ set in the landscape, with mixed-use community hubs connected by sustainable green links.

**“Shared use and overlap is important, we need integration between and within.”**

### Traffic, parking & getting around

Traffic is both an existing and future concern as Ware’s road network is often congested at peak times and made worse by on-street parking and unloading of deliveries. There is a perceived lack of town centre car parking and residents of nearby villages are concerned about potential future rat-running. However, the new development will be planned to encourage sustainable and active transport and brings with it the potential for significantly improved bus, pedestrian and cycling provision, including to the town centre, the train station and Wodson Park Leisure Centre. The car will need to be accommodated and the routing and timing of the Transport Corridor will be important.

**“With the best will in the world, people will want to use their cars. Teenagers get cars as soon as they turn 18...”**

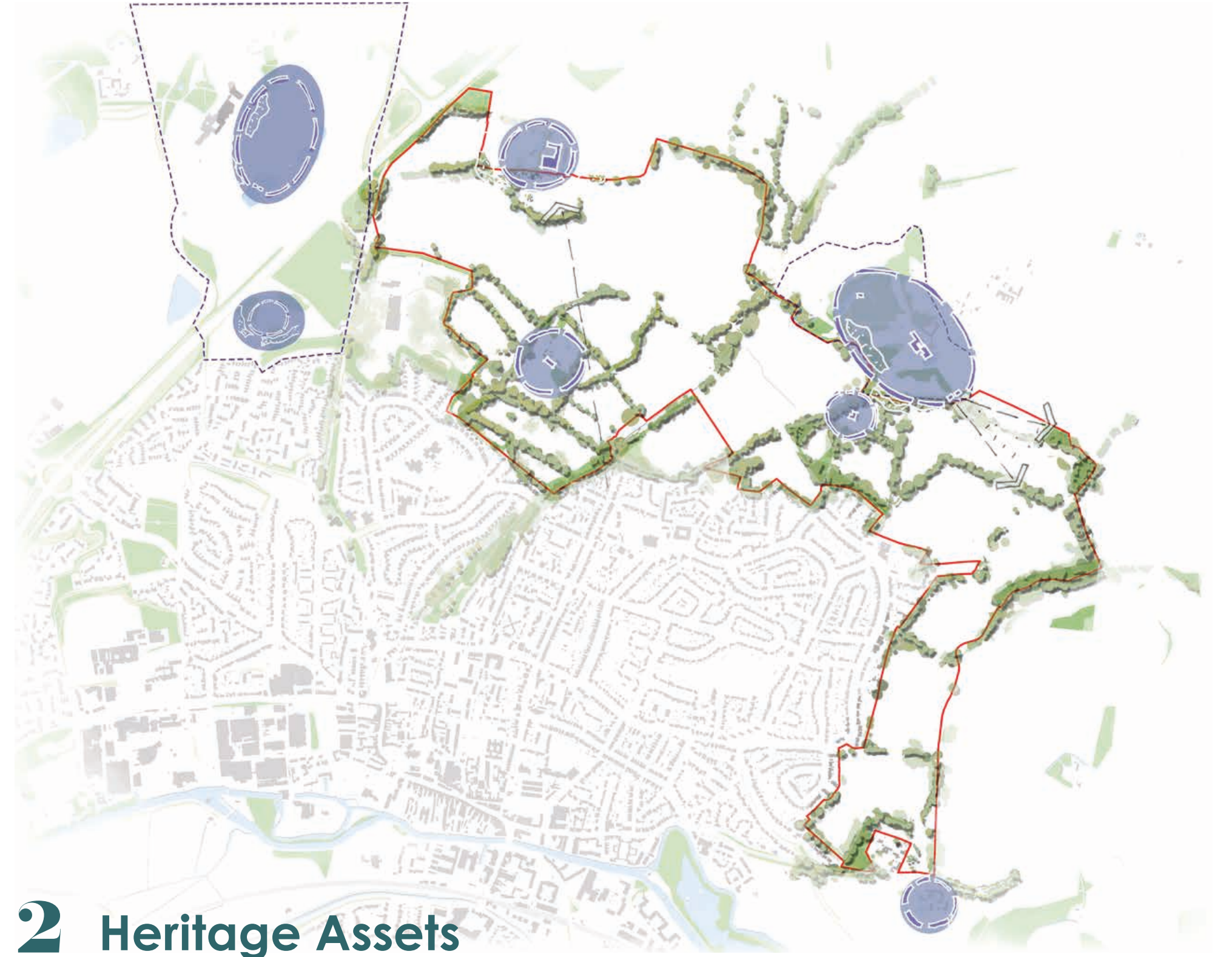


Walkabout Group







# Land North & East of Ware Pre-Application Exhibition

## Layering the Vision (Masterplanning Framework Document) Understanding the existing assets



### KEY

-  Site Allocation Boundary
-  Existing Green features
-  Heritage Assets
-  Cowfields






# Land North & East of Ware Pre-Application Exhibition

## Layering the Vision (Masterplanning Framework Document) Emerging Ideas for Green and Blue Infrastructure



### KEY

-  Site Allocation Boundary
-  Green Connections to town and Green Belt
-  Water Attenuation features

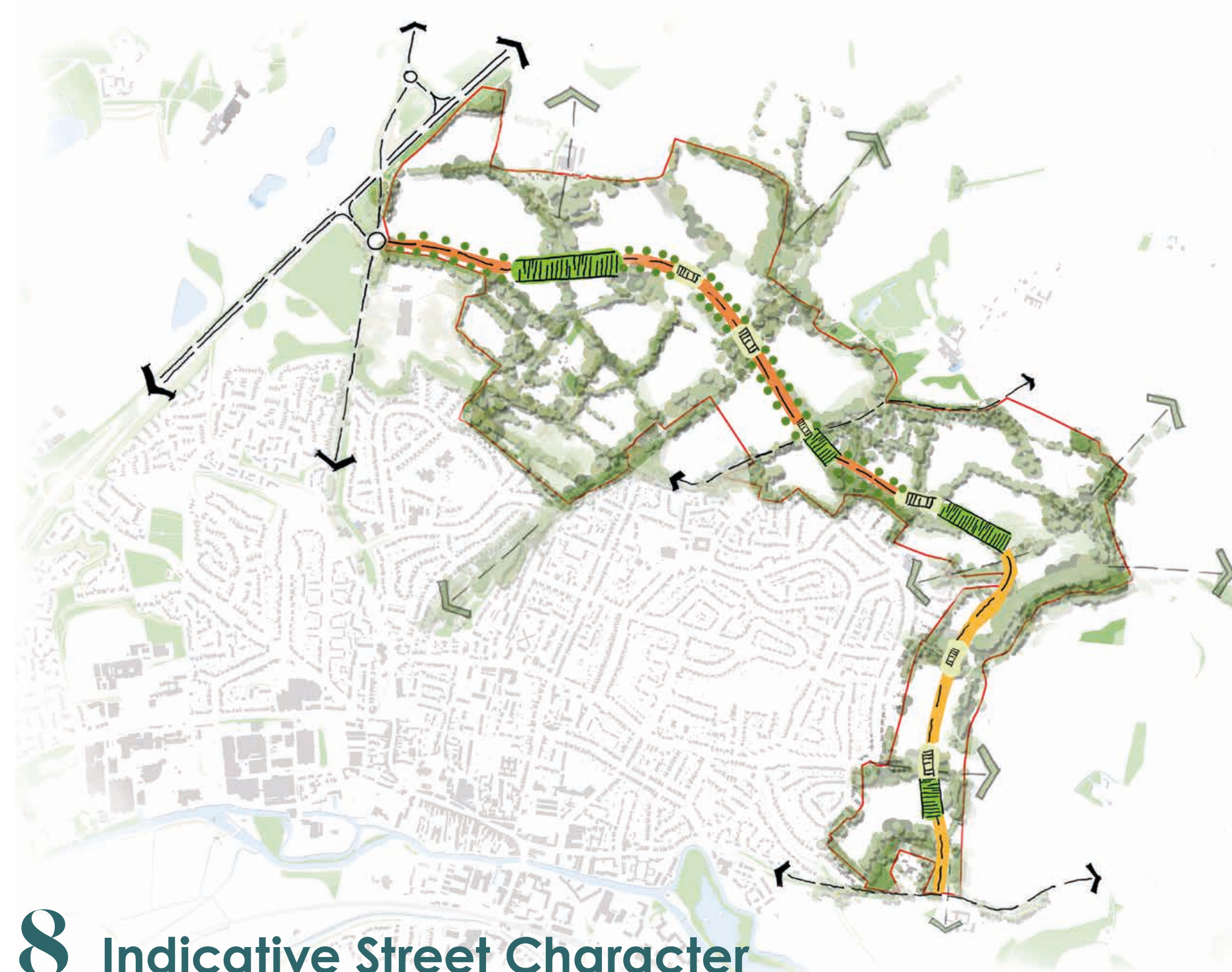


# Land North & East of Ware Pre-Application Exhibition

## Layering the Vision (Masterplanning Framework Document) Emerging Ideas of the Masterplan Concept



7 Local Centres



8 Indicative Street Character



9 Character Neighbourhoods

### KEY

- Site Allocation boundary
- Community hub
- Mixed use
- School
- Employment
- Travelling Show People
- Moles Farm neighbourhood
- Fanhams neighbourhood
- Priors Wood neighbourhood
- Widbury neighbourhood
- Village centre street
- Tree lined street
- Residential street
- Green Route
- Existing road network



# Land North & East of Ware Pre-Application Exhibition

## Masterplanning Framework Objectives

The Vision is founded on three key themes:

- Landscape Links
- Connected to Town & Countryside
- Placemaking

Each is supported by Framework Objectives.

### Landscape Links



#### A landscape led approach

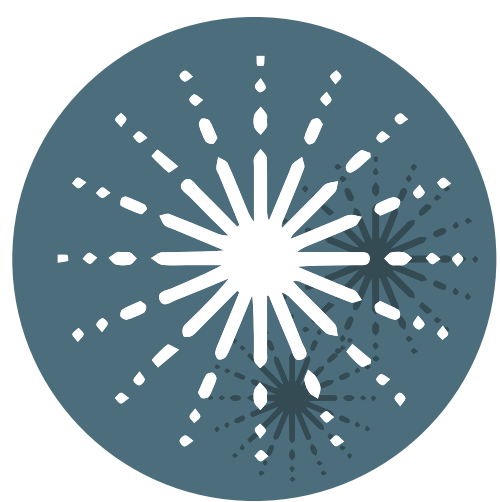
Reconnect and enhance the existing natural landscape features through a green network of woodland, trees, open spaces, rivers and brooks. create a thriving living landscape, one that is bio-diverse and ecologically rich.



#### Defining the Green Belt edge

Create a new Green Belt edge for Ware responding to its surroundings. Define a robust and recognisable interface to the countryside. Respect the setting of Fanhams Hall and frame views with new planting within the site.

### Connected To Town & Countryside



#### Celebrate the local community spaces

Retain Cowfields and provide links to Wodson Park Sports and Leisure Centre as focal destinations for community gathering and activity. Create spaces for existing and new communities to come together for year-round leisure, activity and outdoor enjoyment.



#### Connecting to the context

Retain and enhance existing footpaths and bridleways whilst also establishing a new well-connected network of streets, footpaths and cycleways to encourage sustainable and active travel, connecting the new neighbourhoods with Ware and with the wider countryside.

### Placemaking



#### A planned extension for Ware

Deliver a new sustainable community integrated with the existing settlement of Ware, exemplifying the Garden City Design Ethos. Provide new homes for everyone, of the right types and tenures to meet the varying needs of the community. Establish a thriving place where people are proud to live.



#### A vibrant & distinctive place

Create a distinctive place whilst respecting and celebrating Ware's local heritage and character. Form a series of new neighbourhoods with community hubs at their heart, establishing community spirit and vibrancy from the outset.

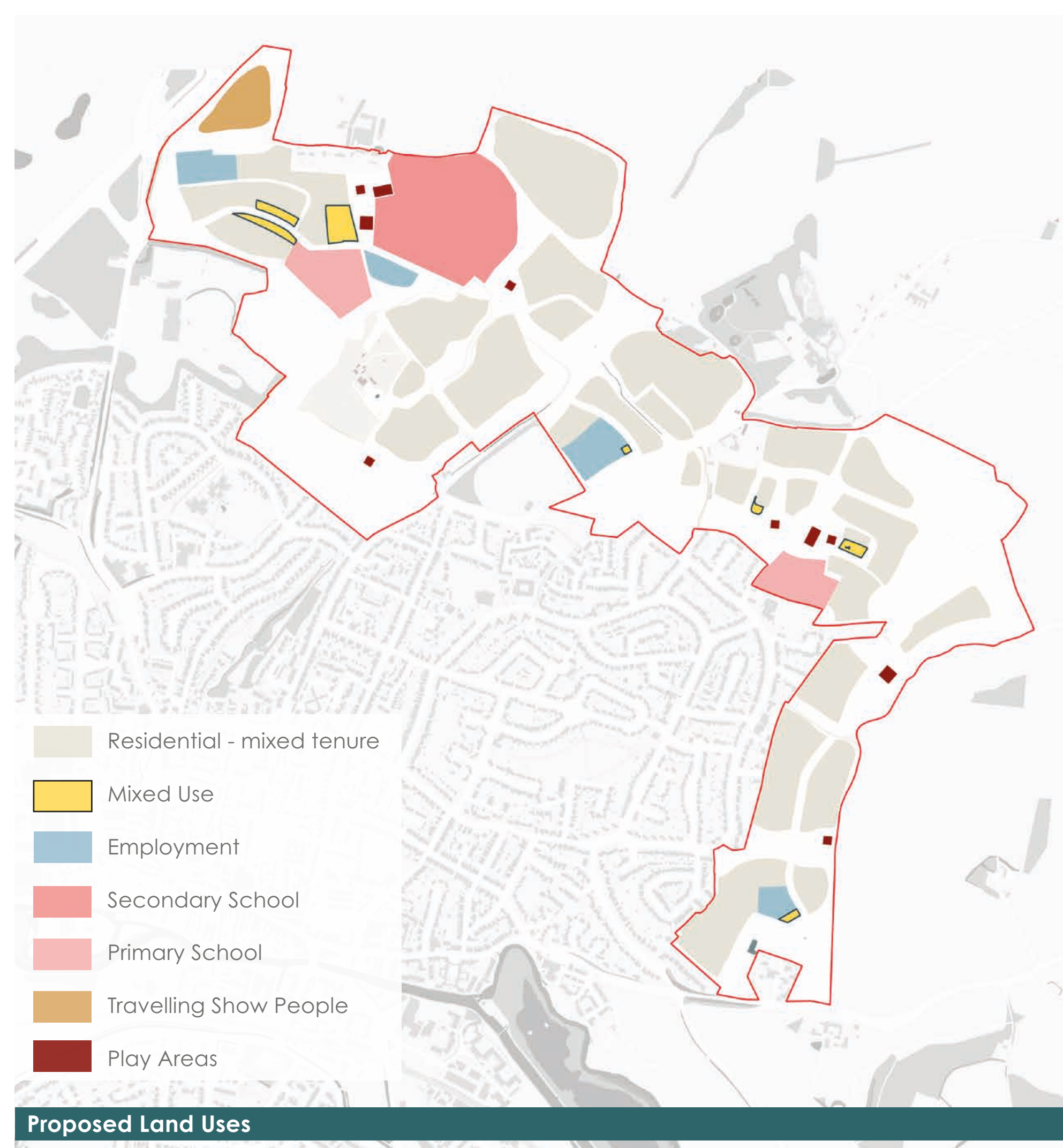
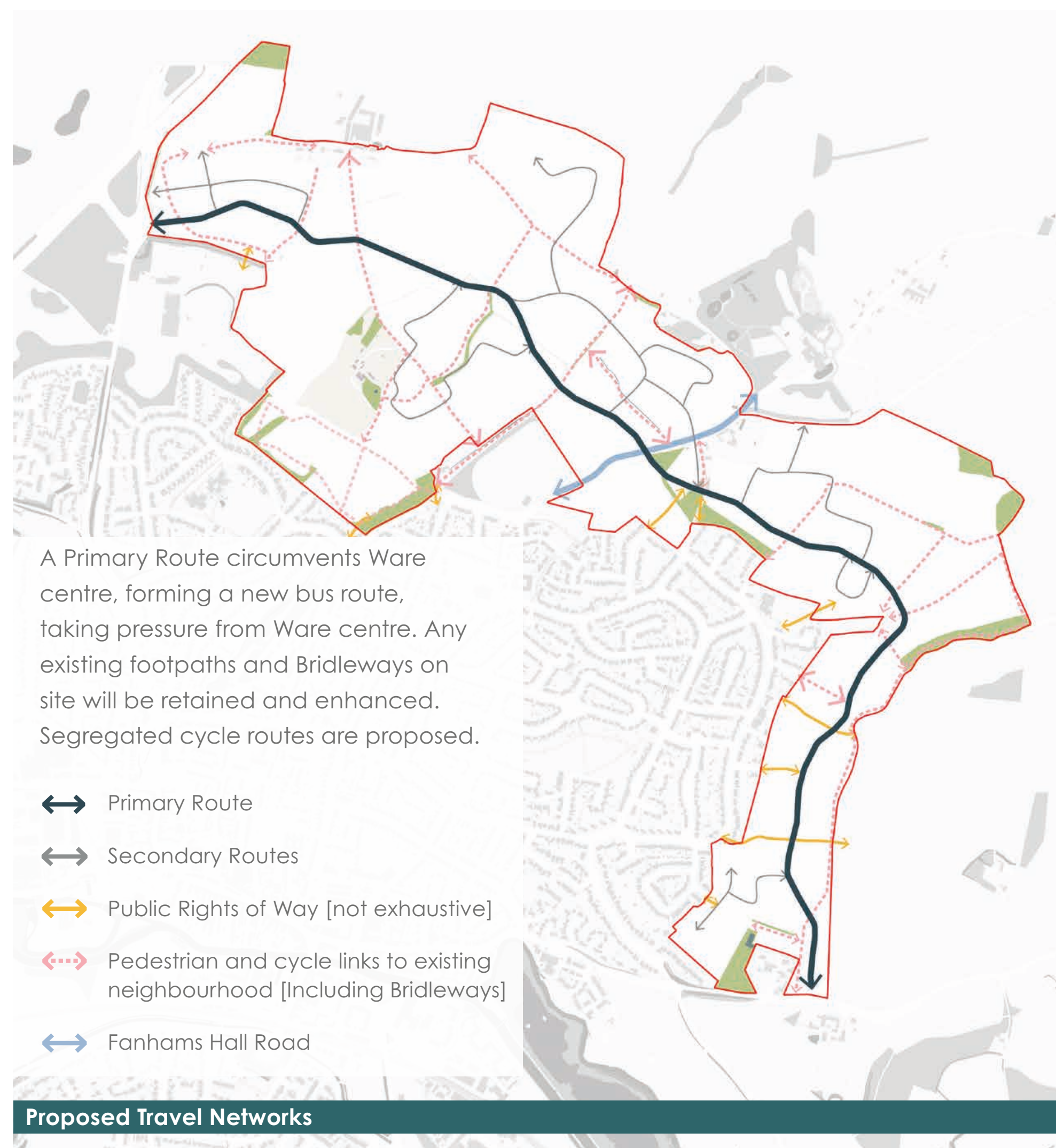
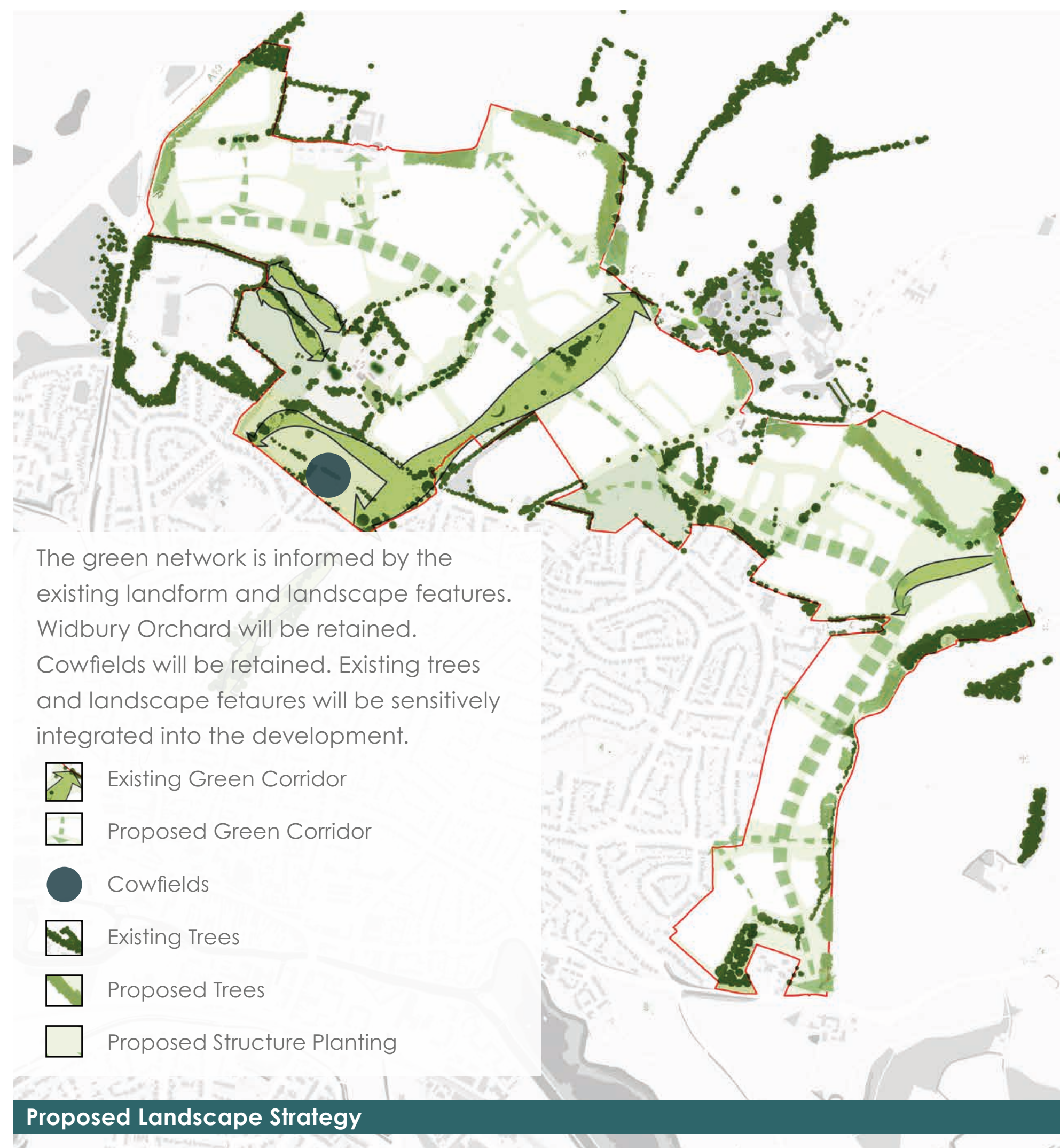


# Land North & East of Ware

## Pre-Application Exhibition

### Responding to Feedback & Design Development

Please give us your feedback on these emerging layers of the masterplan





# Land North & East of Ware, East Hertfordshire

## Outline Planning Application & Background Consultation

### Early Sketch Illustration Showing Current Masterplan Ideas

Please give us your feedback on this sketch masterplan ideas.

This illustrative masterplan is for approximately 1500 homes, arranged around 3 community hubs. These include a variety of employment spaces, retail and entertainment area as well as a potential health and community building. A new Primary school is proposed adjacent to the main hub to the northeast of the development, in addition to the Priors Wood Primary School being extended. A new secondary school is located in the north-western part of the site. A Travelling Showpeople site is proposed close to the A10. Public footpaths are retained and enhanced, proposing strong links into the town and the countryside. The Cowfields area is retained, celebrating the heritage of the site, while a new Green Belt edge is defined for Ware.

- KEY**
- 1 Proposed Primary School
  - 2 Proposed secondary school
  - 3 Proposed land for extension of Priors Wood Primary School
  - 4 Mixed Uses
  - 5 Employment
  - 6 Community Orchard
  - 7 Play Areas
  - 8 Proposed Formal Sports
  - 9 Community allotments
  - 10 Existing PROW
  - 11 Proposed pedestrian and cycle links
  - 12 Proposed vehicular links
  - 13 Proposed route for Transport Corridor
  - 14 Elements of Sustainable Drainage
  - 15 Connecting Landscape Strategies
  - 16 Travelling Showpeople



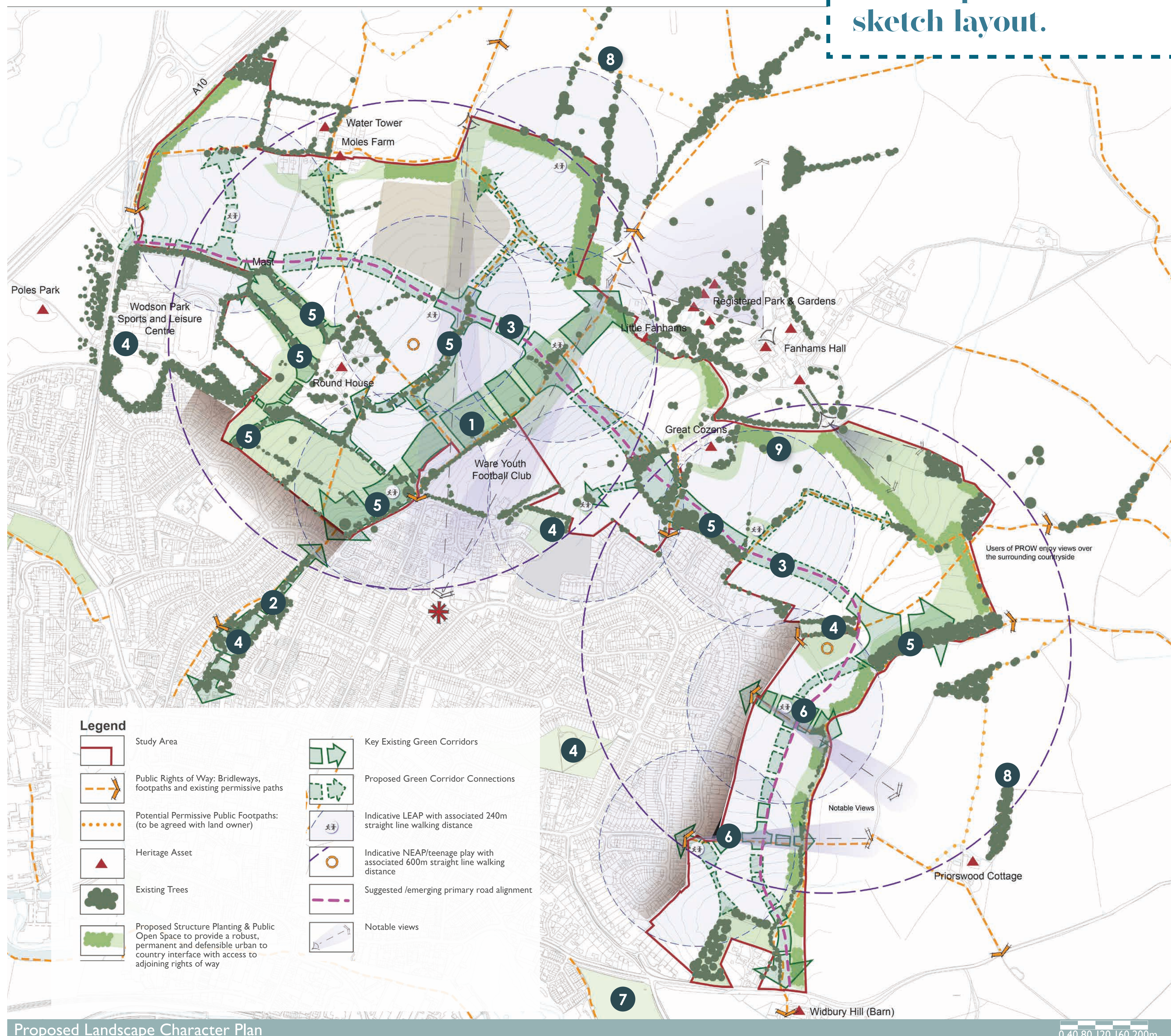


# Land North & East of Ware

## Pre-Application Exhibition

### Landscape Character

Please give us your feedback on this landscape character sketch layout.



### Key

- 1 Proposed primary linear Green Infrastructure Link - green, blue and pedestrian/cycle corridor
- 2 Existing green corridor and pedestrian link in to town
- 3 Suggested primary road alignment with associated green & pedestrian/cycle corridor (alignment adjusted from previous layout to promote good connections between existing Green Infrastructure (GI) assets)
- 4 Existing POS/play space
- 5 Existing important green corridors/GI assets
- 6 Existing PROW/permissive path linkages enhanced
- 7 Existing allotments
- 8 Possible permissive footpath/bridleway links providing circuitous links/routes in the adjoining countryside
- 9 Area set aside to facilitate the widening of Fanhams Hall Road and the introduction of a link south onto the proposed primary road



# Land North & East of Ware Pre-Application Exhibition

## Artist's Impressions



Artists Impression of the Bourne Green Link



Artists Impression of Cowfields

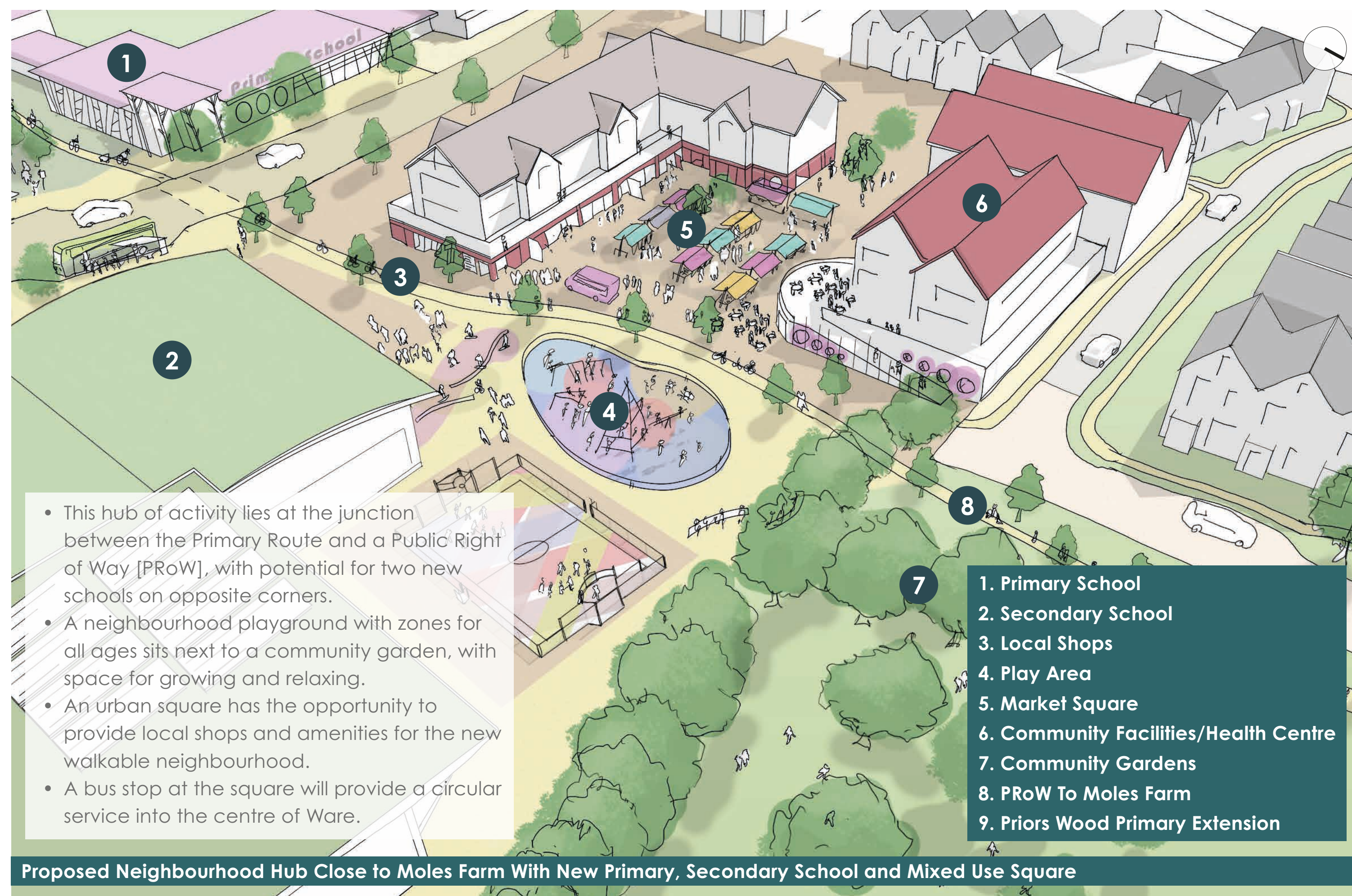


Artists Impression of The Cowfields Fireworks

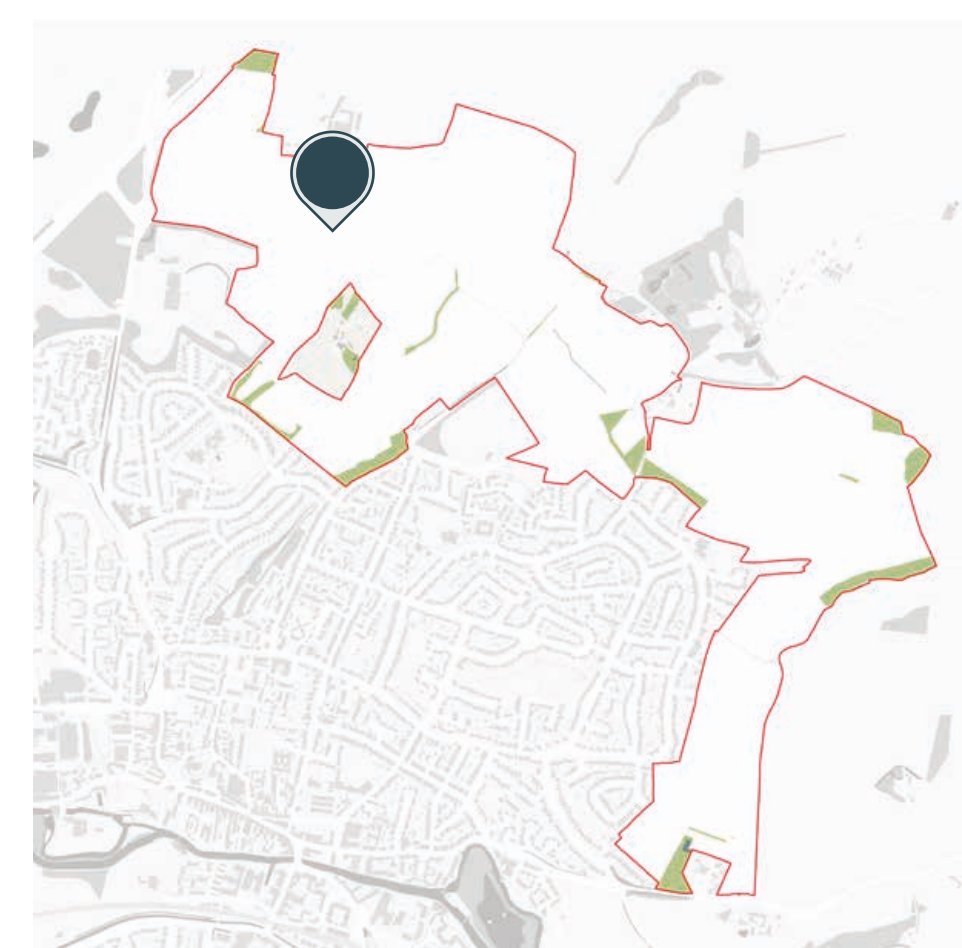


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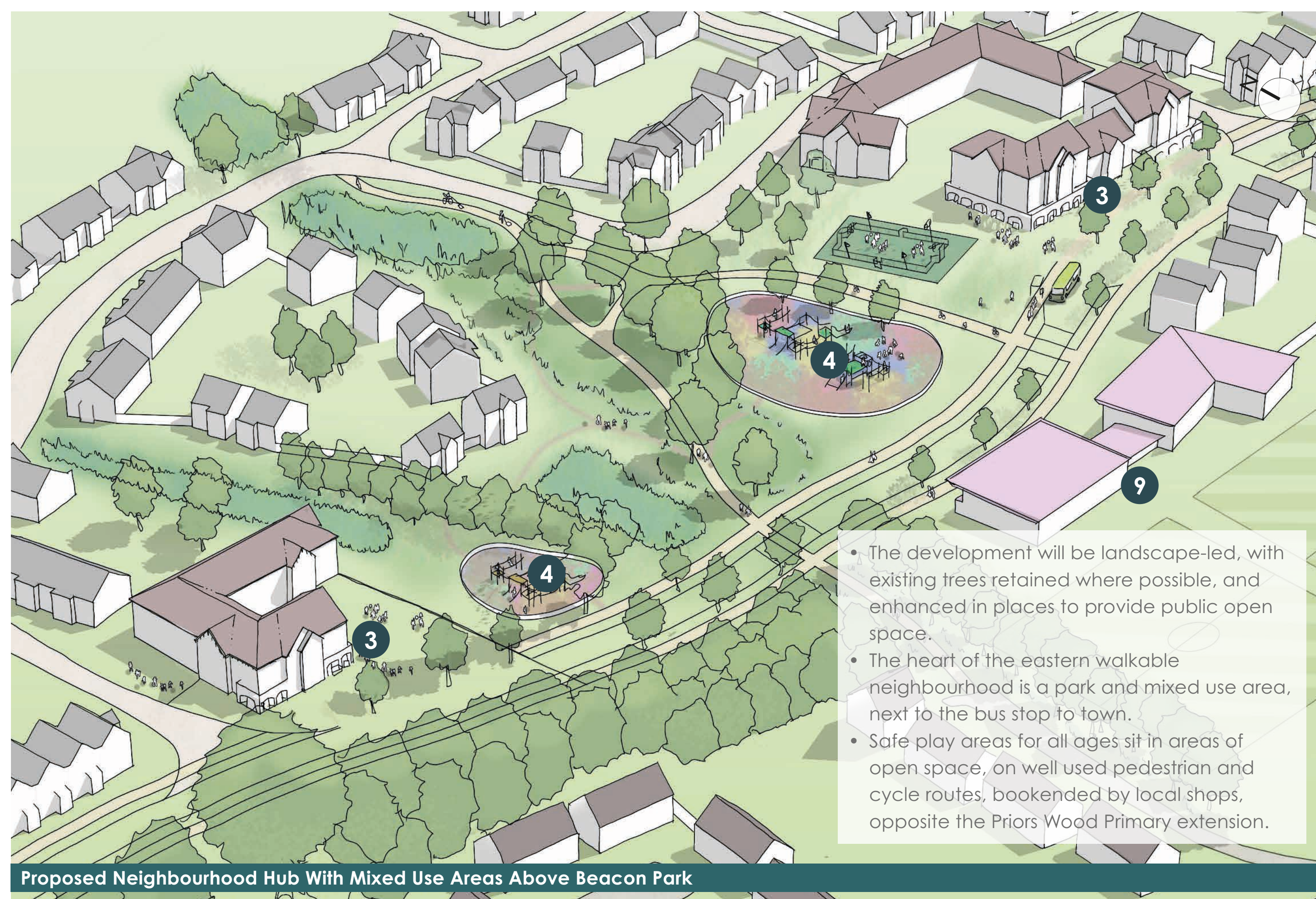
## Indicative Sketch Ideas for Neighbourhood Hubs



Dollman Farm



Key Plan locating Hub



Tuning Fork



Key Plan locating Hub

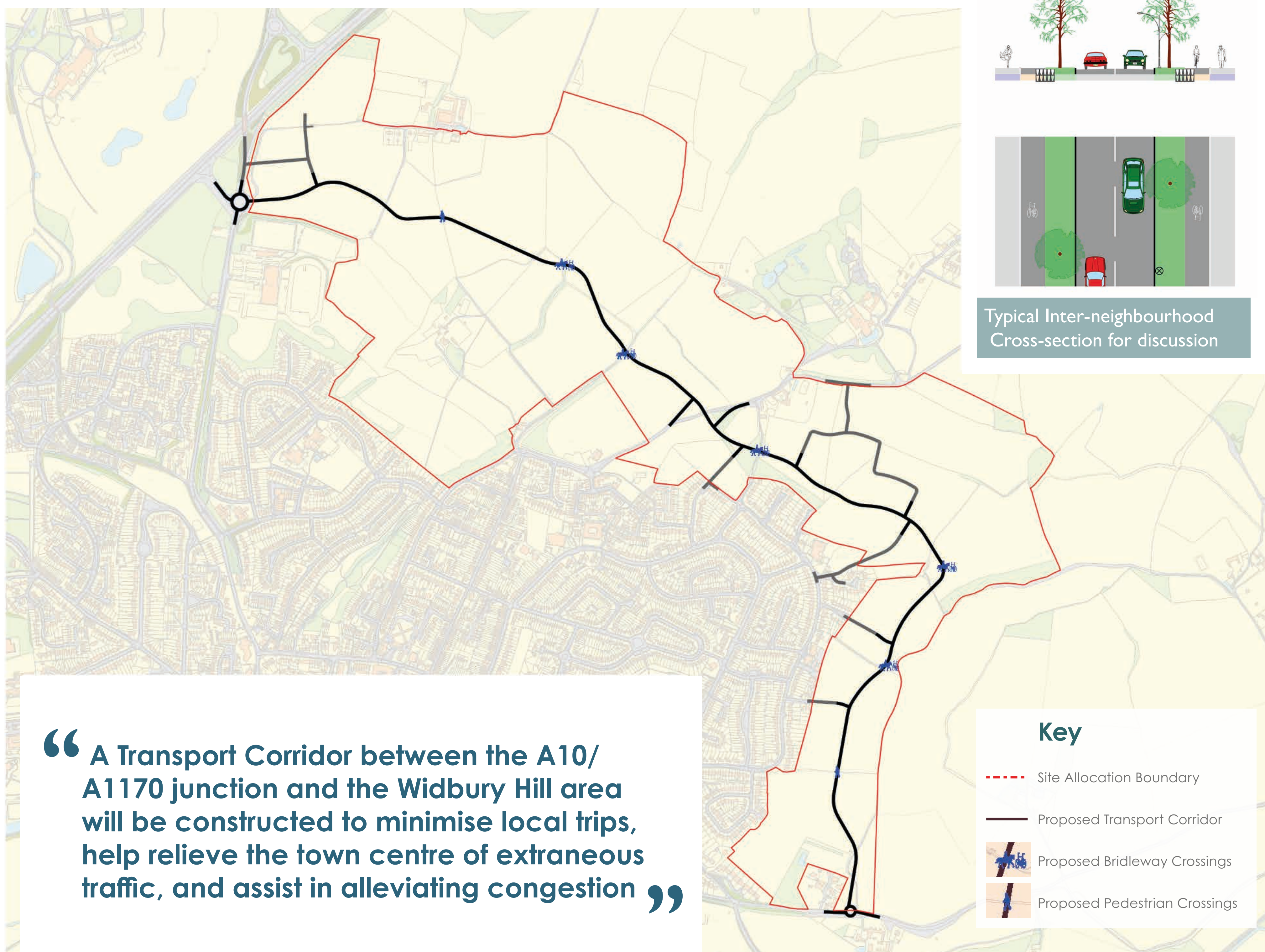
**Please give us your feedback on these sketch ideas of the neighbourhood hubs**



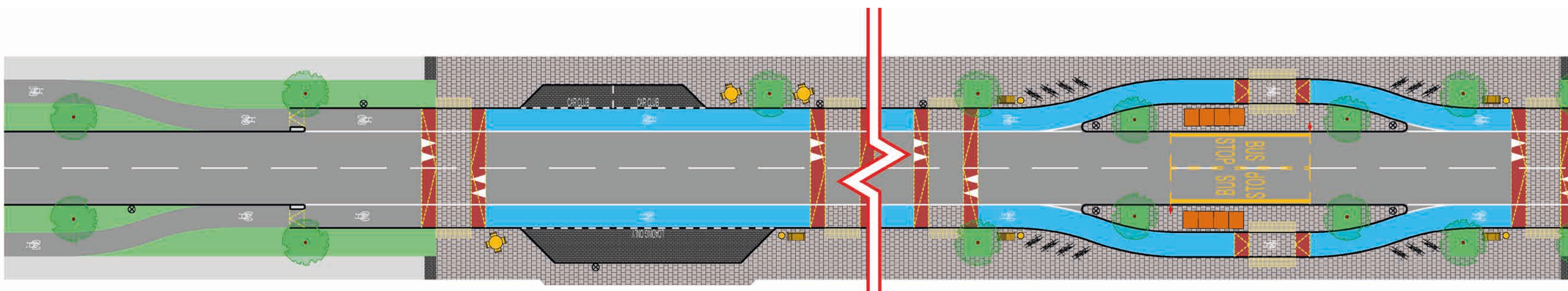
# Land North & East of Ware Pre-Application Exhibition

## Emerging Transport and Accessibility Ideas. Indicative Sketch Layout of Transport Corridor

Please give us your feedback on this sketch layout of the Transport Corridor



Proposed Indicative Transport Corridor



Typical Inter-neighbourhood Hub Arrangement



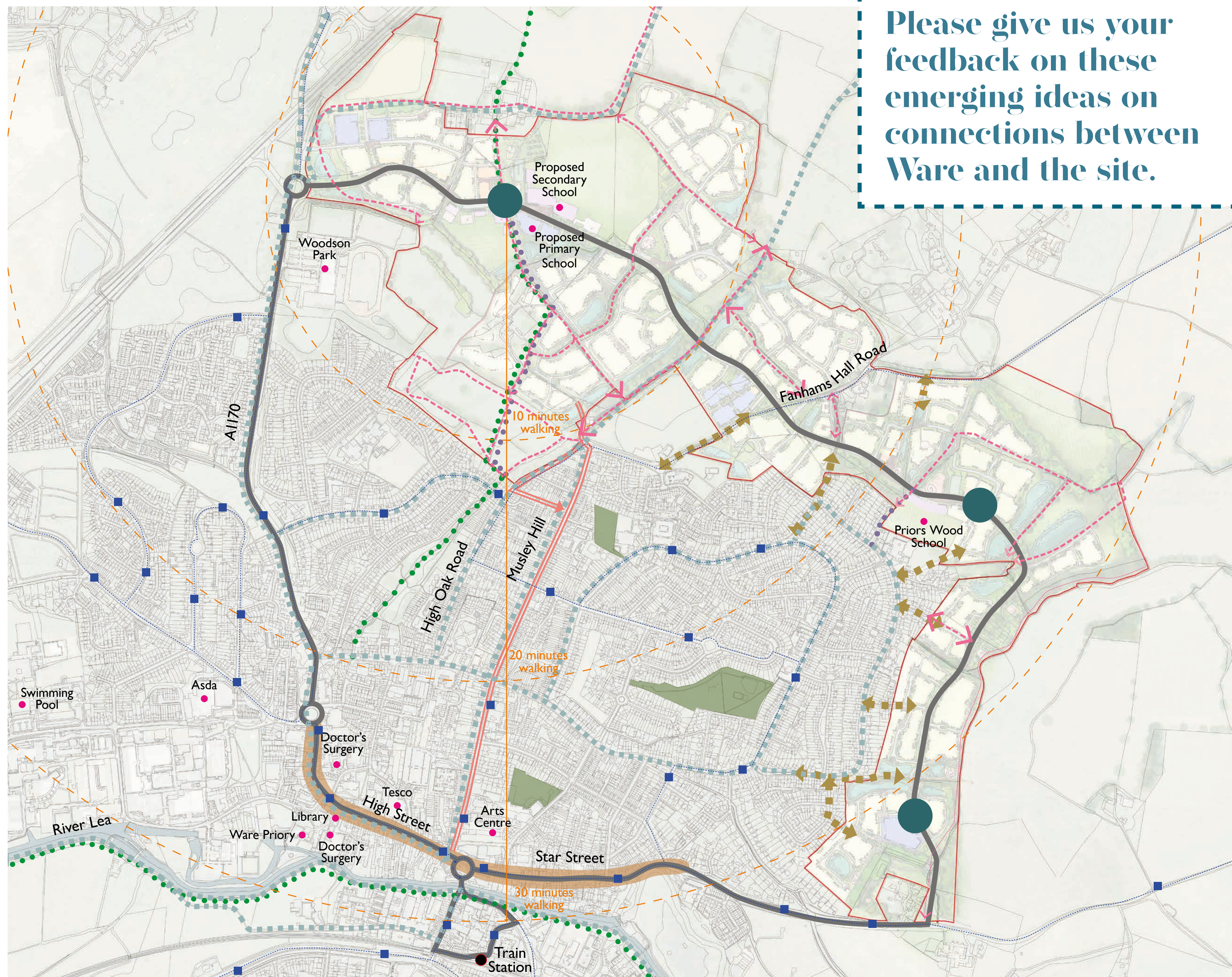
# Land North & East of Ware

## Pre-Application Exhibition

### Connections into Ware – Emerging Ideas

#### Active and Sustainable Travel

Please give us your feedback on these emerging ideas on connections between Ware and the site.



#### Key

- Retained and enhanced walking, cycling & bridleways (including Public Rights of Way)
- ..... Key Pedestrian Routes
- ..... Pedestrian routes to schools
- Cycle Routes (Most travelled routes - data from Strava)
- Priority Cycle Route - improvements to Musley Hill explored
- <--> Potential Links to Site
- ..... Existing Bus Routes
- Existing Bus Stops
- Indicative Proposed Bus stops (Mobility Hubs)
- Proposed Bus Route linking the site to the town (30 minute loop)
- Key Destinations
- Existing Public Open Space
- Physical and Environmental Improvements to Ware High Street



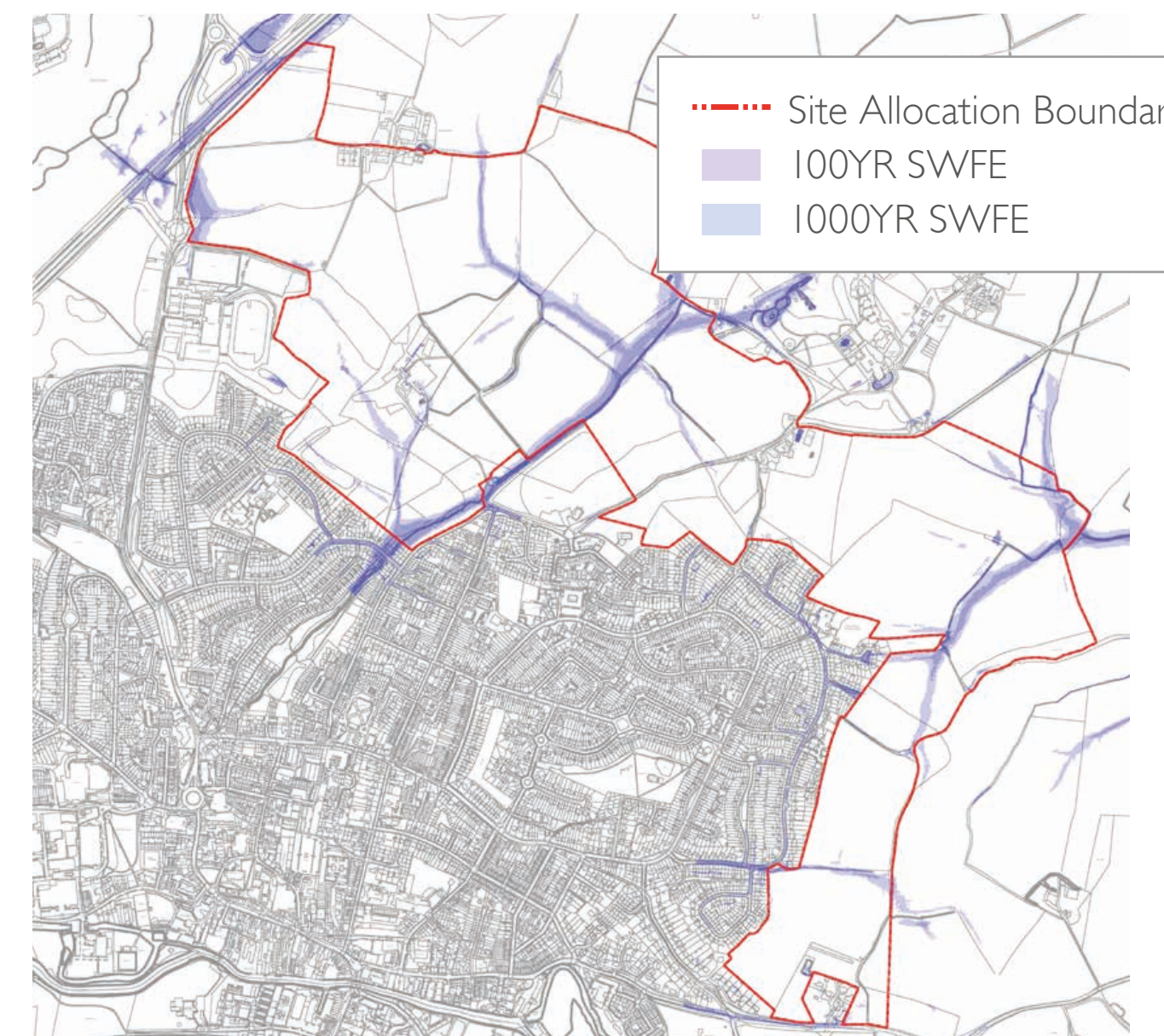
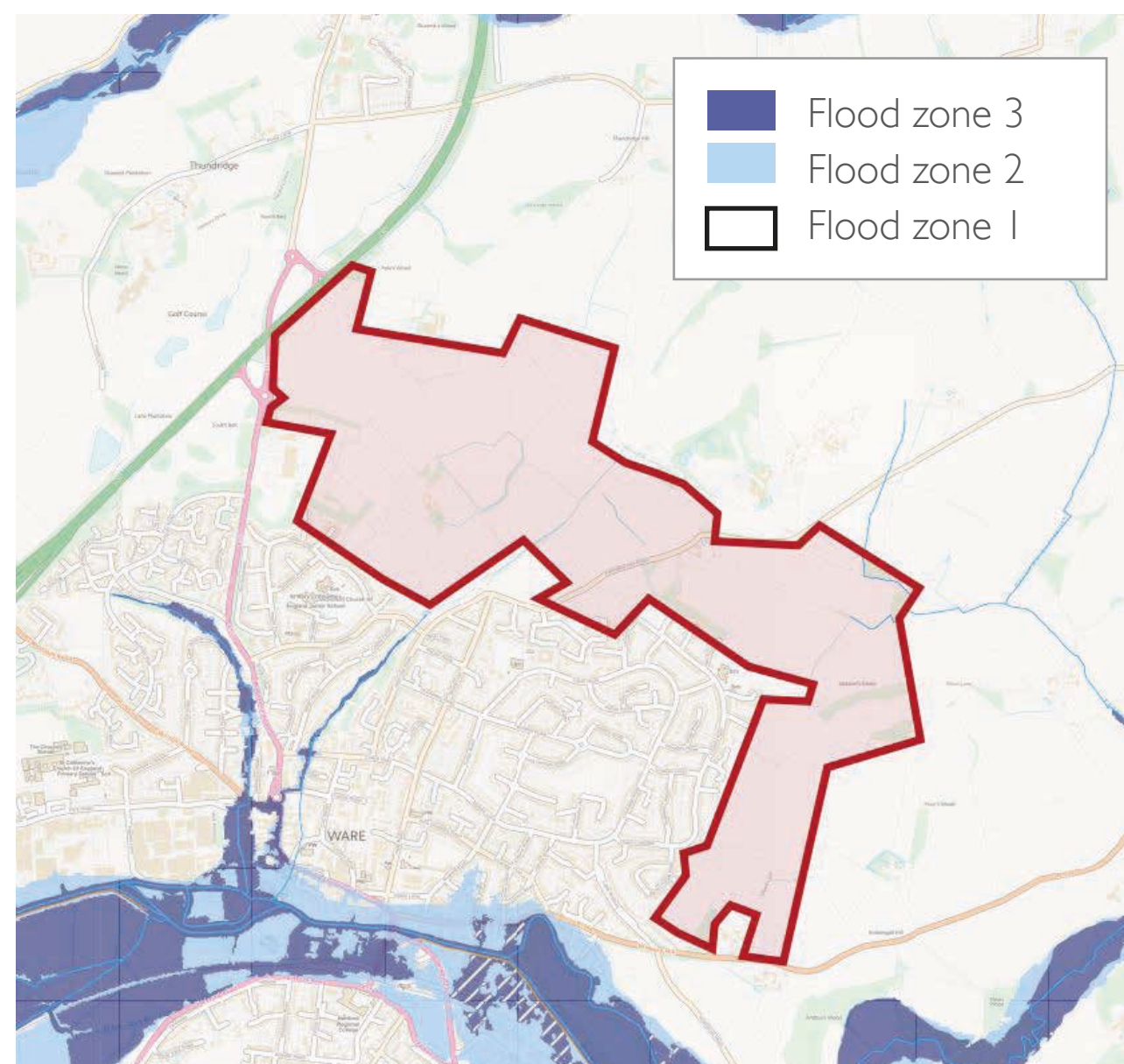
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## Emerging Water Mitigation Strategy for Discussion

### Flood Risk

The flood risk areas provide an opportunity to incorporate Sustainable urban Drainage Systems (SuDS) through green and blue corridors. The development will reduce the extent of existing surface water flood risk by capturing overland flow at 'source'.

It is acknowledged that groundwater flooding is a concern amongst residents. Groundwater monitoring is being carried out to confirm actual flood risk with solutions being sought to rectify this issue. The Site is deemed to be at low risk of flooding from sewers and highways having consulted Thames Water and Hertfordshire County Council respectively. There are records of highway flood incidents near the Site, however it is understood that the Site has generally not contributed to these incidents.

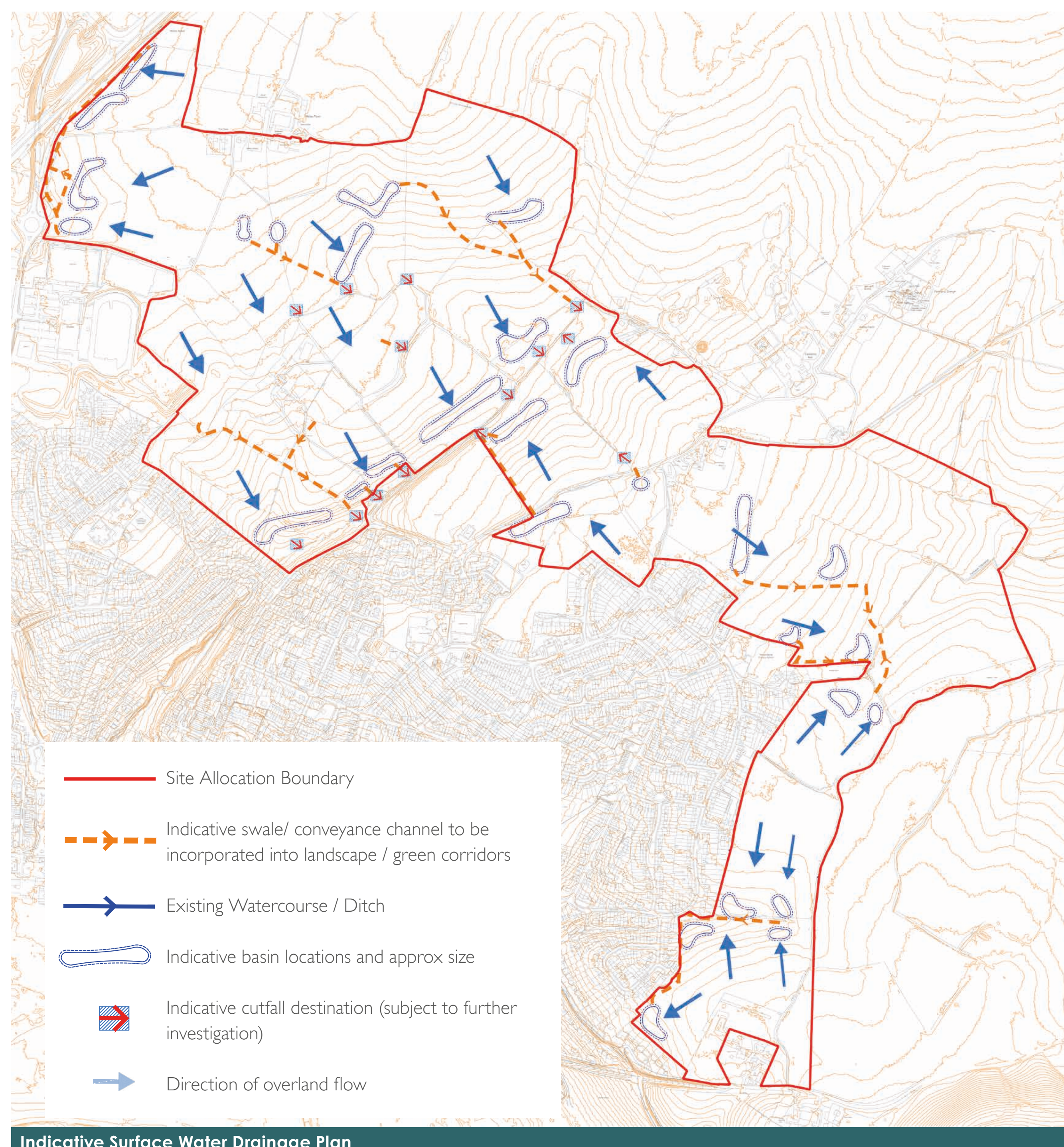


### Surface Water Drainage Strategy

The Site is predominately underlain by Boulder Clay which is characterised by low permeability. This precludes the use of infiltration drainage, however initial ground investigation results suggest infiltration drainage may be possible in the western area of the Site.

Subject to the further geotechnical investigations, the next preferred option is for the development generated surface water runoff to be discharged at a controlled greenfield rate, into the existing ordinary watercourses. Land drains are present at the Site as highlighted in the Indicative Surface Water Drainage Plan below. If this option is not possible a discharge to a local surface water sewer(s) will be sought.

A variety of Sustainable Drainage Systems (SuDS) such as permeable paving, swales (shown as orange dashed lines in the plan adjacent) and bioretention areas (rain gardens) will be considered as part of the proposals. These features provide source control, water quality and biodiversity enhancement. In addition, strategic attenuation basins are proposed within the low parts of the Site to provide further treatment of runoff and provide the required attenuation to mitigate the increase in runoff.





# Land North & East of Ware Pre-Application Exhibition

**Thank you for attending - we'd love to hear your feedback!**

Thank you so much for taking your time to visit this exhibition. These are the following ways you can provide us with feedback:

- Speaking to us in person
- Completing a comment form
- Emailing [community@jtp.co.uk](mailto:community@jtp.co.uk)

This is an opportunity to let us know your thoughts on the emerging proposals, before they are developed into an Outline Planning Application for the Site.

The exhibition panels are available to view and comment online at [jtp.co.uk/projects/ware](http://jtp.co.uk/projects/ware) from **Tuesday 30 November** until **Monday 20 December 2021**.

Please submit comments no later than **Monday 20 December 2021** by physical comment sheets at the exhibition, using the online form or by email to [community@jtp.co.uk](mailto:community@jtp.co.uk).



“ We need to keep the discussion going. Lots of people from here are happy to engage. ”



**[community@jtp.co.uk](mailto:community@jtp.co.uk)**