

Existing Site



Existing Site Plan



1. Existing View along Paynes Park



2. Existing View from South on High Street



3. Existing View from North on High Street



4. Existing View Along Side Alley



5. Existing Side Elevation



6. Existing Ramp and Carpark

Pre-Planning Application Design (Sept 2022)



Sketch View of Proposal



Sketch View of High Street Façade

The proposal was put forward to North Hertfordshire District Council (NDC) in September 2022. The proposed scheme included retaining 2 retail units along the high-street and introducing 50 apartments, each with a parking space.

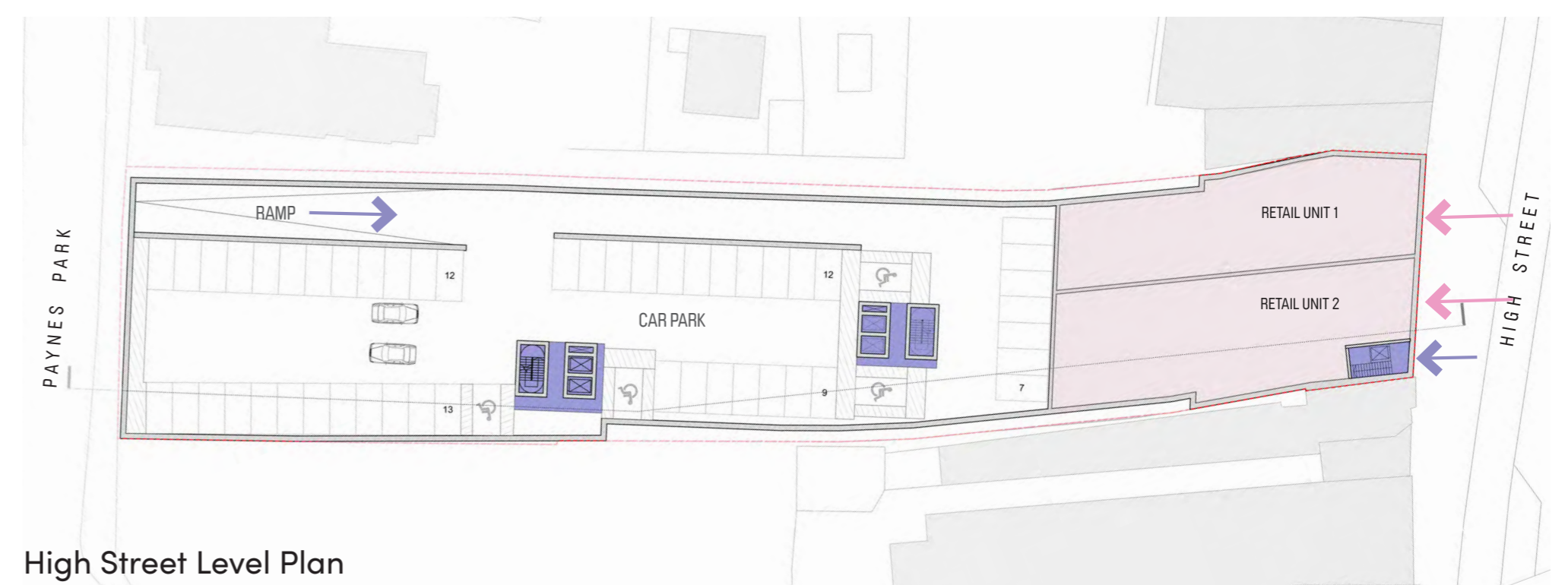
The design aimed to maintain the high street presence and introduce a route through the site for residents. Since this scheme, the design has been developed further to take on-board the comments received.

The following points summarise the responses received from the pre-application consultation (Sept 2022):

- Presumption to retain retail use at ground floor on the High Street
- No objection in principle to residential development in the town centre given the sustainable location
- Concerned about the scale and mass of proposal, which was seen to be contrary to character of conservation area and proximity of listed buildings
- Concerned about the lack of amenity space for new residents
- Seeking to retain walk through the site



Paynes Park Level Plan



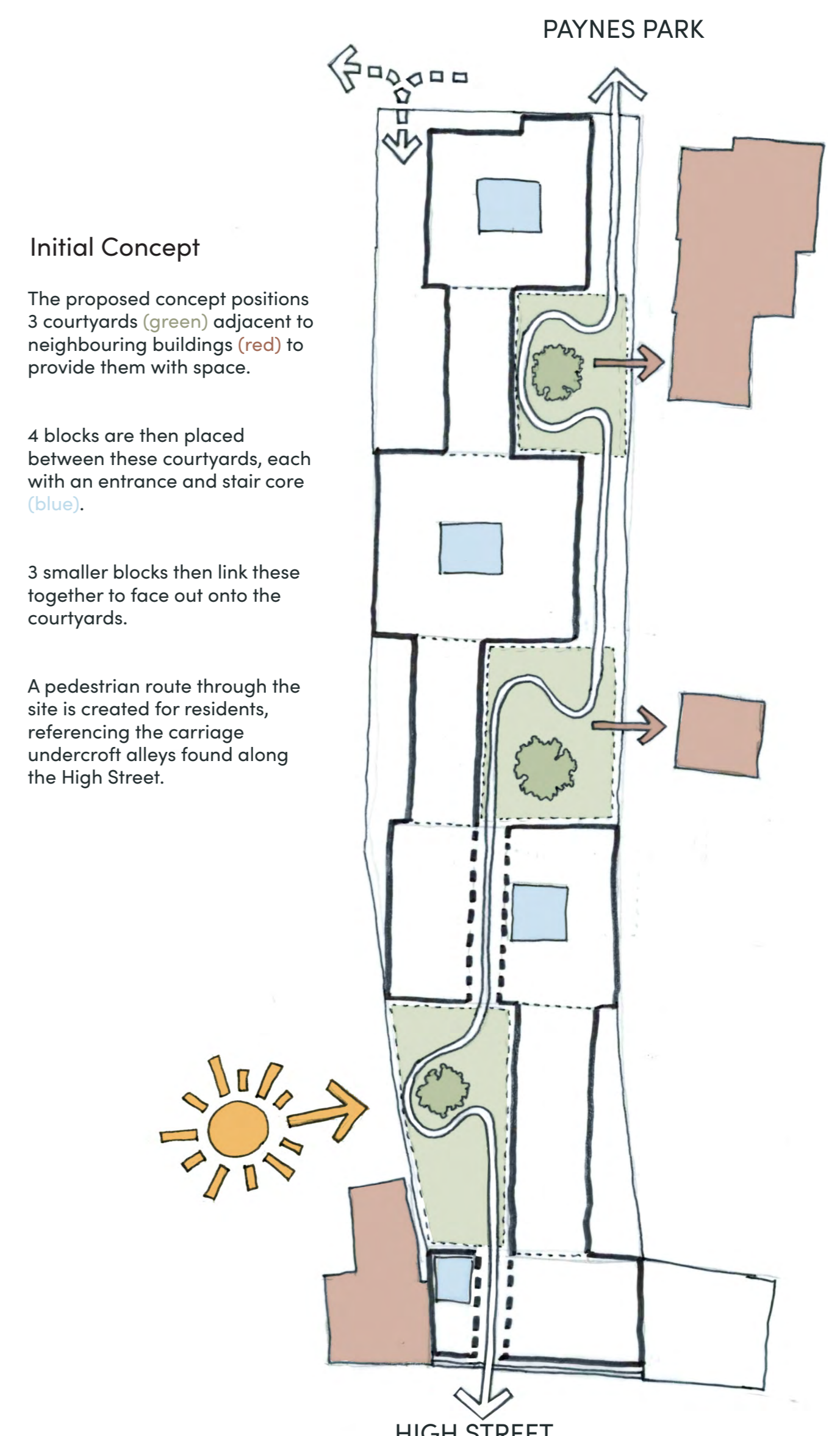
High Street Level Plan

Key			
Light Green	1 BED APARTMENT	Blue	RESIDENTIAL ANCILLARY
Medium Green	2 BED APARTMENT	Pink	RETAIL
Dark Green	3 BED APARTMENT	Blue Arrow	RESIDENTIAL ACCESS
Blue	3 BED TRIPLEX	Pink Arrow	RETAIL ACCESS

Analysis of the Site



Map of Surrounding Area



Initial Concept

The proposed concept positions 3 courtyards (green) adjacent to neighbouring buildings (red) to provide them with space.

4 blocks are then placed between these courtyards, each with an entrance and stair core (blue).

3 smaller blocks then link these together to face out onto the courtyards.

A pedestrian route through the site is created for residents, referencing the carriage undercroft alleys found along the High Street.

Concept Diagram

Current Proposal

This birds-eye image shows the 2 languages of blocks separated by 3 courtyards.

The courtyard gardens are strategically placed to offer light and space to nearby listed buildings.

The larger blocks use tiled pitched roofs to lower the eaves line of the towards neighbouring sites.

The smaller rows of gabled house forms linked between provide a residential scale and sense of home.



Birds-eye View of Proposal

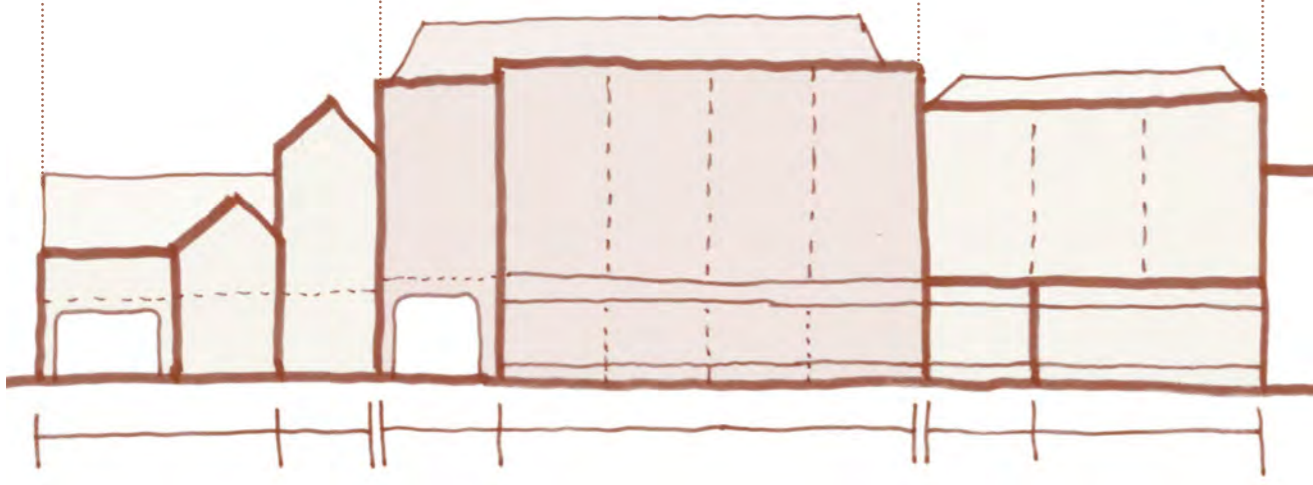


Paynes Park Façade



High Street Façade

Current Proposal

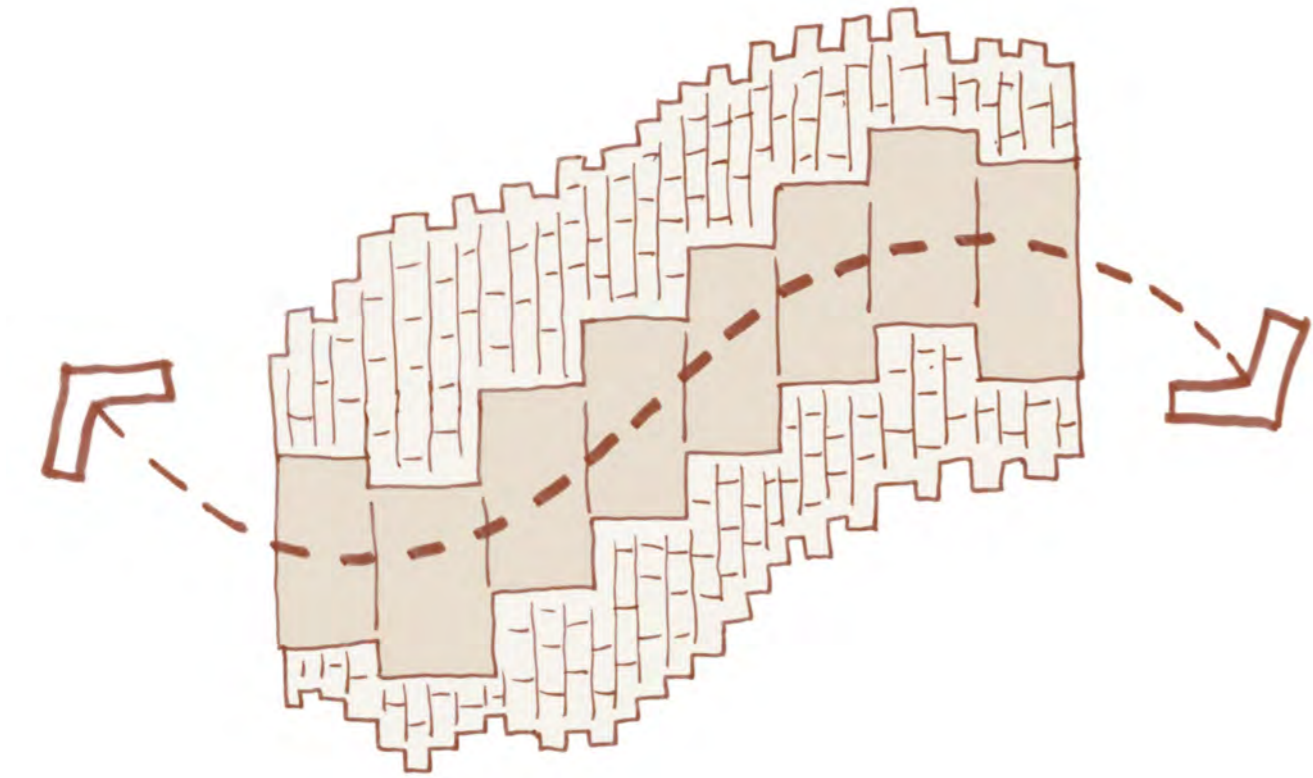


The design aims to maintain the rhythms and proportions of the high street. This is achieved through a number of design moves:

- Aligning strong datums such as the shop-front signage and low level stall risers along the street
- Continuing the rhythm of proportions of window bays and façades
- Clearly differentiating the residential entrance through a change in depth and height
- Stepping back the roof to lower its appearance in line with the surrounding buildings
- Incorporating details from strong local themes such as the carriage entrances to emphasise the residential entrance



View from High Street



The design for the landscape combines areas of greenery and planting with a practical passageway that runs through the proposal. Integrating references to the market landscaping such as the subtle stone pathways allow the proposal to feel like an extension to the surrounding area.



View along Resident's Entrance



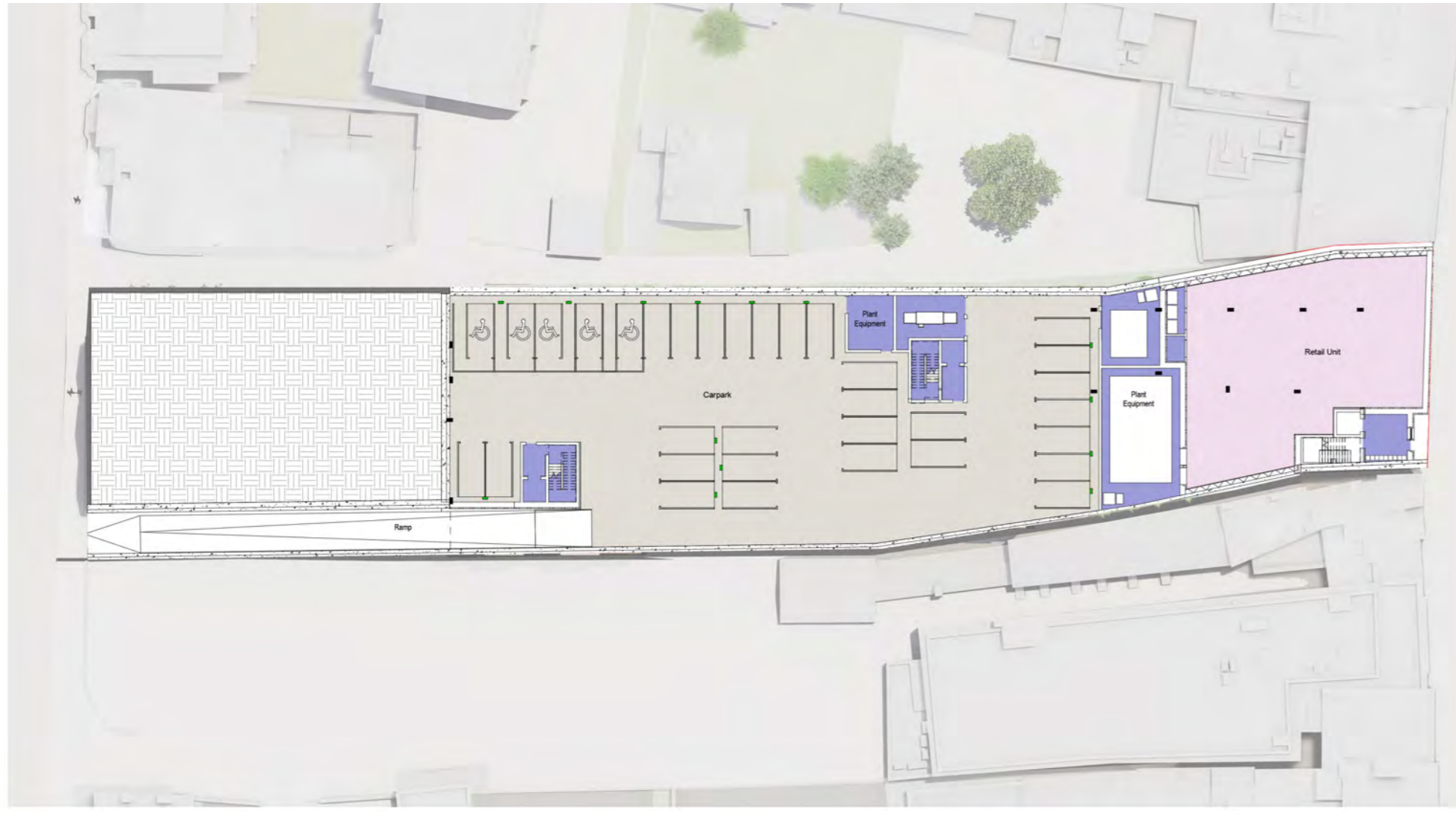
The proposal takes reference of the local vernacular of pitched roof, gabled façades, dormer windows and carriage undercrofts. These are brought together in a contemporary scheme that allows spacious, modern, and light-filled homes which maintain the scale and residential character of the town.

The pitched roofs allow the height of the scheme to be brought down where it meets the neighbouring buildings, while the undercrofts allow clearly defined and secure entrances that continue the strong character of hidden arcades and gardens off the high-street.



View from Resident's Courtyard

Current Proposal



Proposed High Street Level

1:250



Proposed Paynes Park Level

1:250



Proposed First-Second Floor Level

1:250



Proposed Third Floor Level

1:250



About the Project

The proposal is to maintain the retail use at high-street level, and introduce a residential scheme of 46 1&2 bedroom apartments with parking provision at lower level.

The project aims to provide high quality designed apartments in the town centre. Combining the advantages of modern living with the traditional character of the town. Breaking the large site down into a series of courtyards and gabled house forms allows the site to achieve an efficient scheme of 46 apartments while maintaining the small residential scale of the local area.

Due to the change in level across the site, the high street retail unit can be maintained, while introducing parking for the residents at low level out of sight to maximise the green space the site can provide.

Referencing the local style of pitched roofs and gables brings down the scale of the building. The eaves are lowered towards the neighbouring sites and a number of dormer windows break up the roofscape into smaller, residential scales.

The proposal introduces 2 separate languages that work together to break down the scale and mass of the building.

One is of a larger, efficient block that contain the larger necessities such as stairs, lifts and mechanical equipment. The other is of smaller rows of gabled house façades.

This strategy allows the larger masses to be minimised to only where necessary in the centre of the site. While the lower eaves and rows of houses are positioned adjacent to neighbours and make up the focus of views of the building.

The proposal focuses on courtyard gardens strategically placed to offer light and space to nearby listed buildings. Balconies and main windows of apartments face inward towards these green spaces to ensure privacy.

The design prioritises these green spaces. Giving residents external space to enjoy, look out onto and provide habitat for local biodiversity.

Each courtyard has been designed differently to give a variety of spaces and potential activities for residents us use. The proposal provides space for micro-allotments and planters, paved spaces for communal activity, and softer green space for play.

These spaces make up the communal social spaces for residents, complimented by the apartment's balcony spaces, recessed into the building for a sense of privacy.

We are here today to hear your feedback on the proposal. Feedback forms are available to fill out in person, or feedback can be provided online by following the link provided.

Thank you for taking the time to look at our exhibition. We hope that you now have a better idea about our proposals. Please take this opportunity to talk with the members of the project team, who will be happy to discuss any aspect of the proposals.

The aim of the exhibition is to allow us to find out your views on the proposals. We would be grateful if you could spare a few minutes to complete this questionnaire with any comments you may have. Your responses will remain anonymous at all times and all comments on any aspect of the proposals are welcome. The information and imagery shown on these boards will also be available online on the website address on the right.



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