

Plot 5000, Hatfield Business Park

Proposed Development of a Warehouse Facility

Statement of Community Involvement

In Support of Proposed Development

March 2017

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1 Extent of Consultations

Introduction

- 1.1 This Statement explains the consultation process that has been undertaken in preparing this full planning application for the erection of a new headquarters warehouse and office facility on Plot 5000 at Hatfield Business Park.
- 1.2 The proposals and their policy context are described in greater detail in the Planning Statement and related supporting documentation.
- 1.3 The proposals have been subject to a consultation process, where a broad range of key stakeholders were invited to view and comment on the emerging proposals at Goodman's Park Management and Marketing Office at Hatfield Business Park. The proposals were available for inspection on Tuesday 21st March 2017 from 3.30pm to 6.30pm.
- 1.4 The applicant offered invitees the opportunity for an individual briefing at an alternative time and venue to suit in the event that the stakeholder was unable to attend during the consultation period.
- 1.5 The aim of the pre-application consultation was to involve a wide range of key stakeholders to influence the emerging proposals for the application. A schedule of invitees is set out below:
 - Hatfield Business Park – email to occupier representatives
 - Local residents of the nearest 100 residential properties to the site – invite leaflet
 - Cllr Lynne Sparks – email invitation
 - Cllr Duncan Bell – email invitation
 - Cllr Howard Morgan – email invitation
 - The Clerk at Hatfield Town Council – email invitation

- 1.6 The leaflet distributed to local residential properties is included as Appendix A. There has been no further response to this leaflet from invitees at the time of submitting the planning application. The material used in the consultation process is included as Appendix B.
- 1.7 In addition, the applicant met with the Headteacher and Facilities Manager of Howe Dell Primary School, given the immediate proximity of the school to the Application Site.
- 1.8 In addition to the pre-application consultation events, a pre-application meeting was held with Officers at Welwyn Hatfield Borough Council on 1 March 2017 as these development proposals emerged. Such discussions have helped to shape the scheme.
- 1.9 In conclusion, the application proposals have been subject to an appropriate pre-application consultation exercise. This consultation exercise has highlighted no fundamental concerns in respect of the proposed use, scale, layout, appearance, and landscaping proposals for the development. In respect of access and highways, although the potential for additional HGV movements and off-site car parking was raised as an issue, this has been addressed and responded to, as set out on the following page. No other access related issues were raised during the consultation.

2 Responses to Consultations and Key Issues Arising

- 2.1 The consultation event was attended by eight stakeholders, including two Councillors from Welwyn Hatfield Borough Council, two local residents, and four representatives from the business and education occupiers at Hatfield Business Park.
- 2.2 The general consensus of the proposals amongst those attending the consultation events and in the course of the pre-application discussions has been positive. Stakeholders acknowledge the proposals for further development at Hatfield Business Park, in the context of the outline planning permission and the Supplementary Planning Guidance, and the associated economic / employment benefits.
- 2.3 The design principles and site layout was explained to each stakeholder, and in particular: how the layout has been designed to minimise the impact on the residential amenity of properties on Dragon Road and the privacy of school children at Howe Dell Primary School. The attendees did not raise any material planning concerns in this respect.
- 2.4 In summary the following key issues were raised:

- Concerns raised about the potential problems of off-site parking for employees if insufficient car parking is provided on site.

Goodman's response: The Hatfield Aerodrome SPG (1999) sets out the following car parking standards, which includes 1 space per 100 sq m of B8 employment floorspace and 1 space per 40 sq m of B1 office floorspace. Applying the standards across the office and warehouse areas of the building equates to a total of 93 car parking spaces.

The proposals include the provision of 100 no. car parking spaces, which Air Business have concluded meets their demands from employees and visitors. Whilst this is above the car parking standards by 7 no. spaces, the provision of 100 spaces will ensure that no off-site parking issues will be created. Air Business will be preparing a Travel Plan, to be approved by the Local Planning Authority prior to occupation of development. The Travel Plan will seek to encourage sustainable forms of transport as part of the proposed development, including car sharing, use of public transport, cycling and walking, to reduce the demand for car parking on site.

- Concerns of additional HGV movements into and out of the Business Park.

Goodman's response: Air Business is a low-intensive distribution business with approximately 12 HGV, 15 van and 15 sub 8 tonne lorry movements anticipated per day, which reflects the size of the service area. In light of the background levels of HGV traffic on the surrounding road network, the impact of the additional movements by Air Business will be de minimis.

APPENDIX A LEAFLET TO LOCAL RESIDENTS

Goodman, owners and developers of Hatfield Business Park, invite you to view and comment on proposals for a new development at Plot 5000.

The site comprises 1.14 hectares (2.81 acres) and is situated in the centre of Hatfield Business Park, adjacent to Mosquito Way. The site has outline planning permission for office and industrial development. The development consists of a detached warehouse building which includes two-storey offices and comprises 70,000 sq ft.

The purpose of the drop-in session is to inform the local community and interested stakeholders of the development proposals and invite your comments prior to submitting a planning application. The drop-in session will take place at the Park Management and Marketing Office on Hatfield Business Park, on Tuesday 21st March from 3.30pm to 6.30pm.



If the above date is inconvenient and you would like to meet a member of the team individually or you have any questions, please email robin.moxon@goodman.com or telephone 0118 932 7487.

APPENDIX B CONSULTATION MATERIAL

WELCOME & INTRODUCTION +



THIS EXHIBITION PRESENTS PROPOSALS FOR A NEW DEVELOPMENT ON PLOT 5000, HATFIELD BUSINESS PARK.



The Development will be for Air Business, a UK-based distribution and subscriptions management company which offers subscriptions management, cross-border shipping, international mail and fulfilment for magazine subscriptions. The building will enable the business to expand its operations and increase its employment base at Hatfield Business Park. The Business will employ 96 office based employees and 83 operational employees.

These proposals will form the basis of a planning application which will be submitted to the Local Planning Authority (Welwyn Hatfield Borough Council) in April 2017.

The purpose of the exhibition is to inform the local community and interested stakeholders of the development proposals and invite your comments prior to submitting the Planning Application.

Your views today are welcome. We would be grateful if you would complete one of the comment cards provided. The exhibition has been prepared by Goodman, the owners and developers of Hatfield Business Park.



PROPOSAL+

The development consists of a detached Headquarters and Warehouse building with associated car parking and landscaping on part of Plot 5000.

The site has an area of approximately 1.14 hectares (2.81 acres) and is considered to be flat. The site consists of an area of rough grassland. It is bounded by Howe Dell Primary School playing fields to the West, the IO Centre (Industrial development) to the North, the remaining undeveloped land of Plot 5000 to the East, and Mosquito Way and an office building occupied by Affinity Water to the South.

A footpath and cycleway runs along the southern boundary as part of the Business Park's existing infrastructure network. Vehicular access to the site will be from the new entrance from Mosquito Way which was installed last year.

USE

The proposed development is intended for a combination of B1 (a) (offices) B1 (c) (production) and B8 (storage and distribution) use. The building will provide flexible, warehouse space with Head Quarters offices at first and second floor level to the front elevation, constructed to present a high quality frontage to Mosquito Way. It has been designed to accommodate a single occupier for the whole building.

It is expected that the building will not be open to the general public and the access arrangements reflect the needs of the staff and visitors.

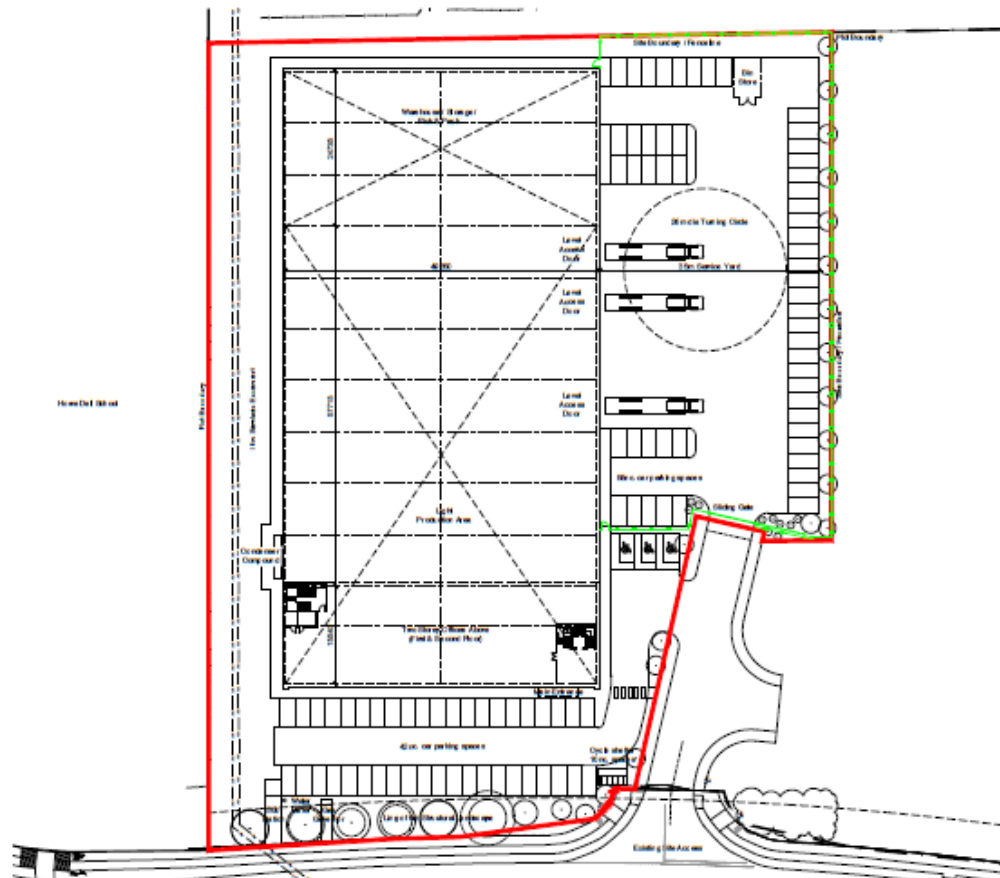
LAYOUT

The layout is driven by the site constraints and the desire by the occupier to have a prominent front entrance on to the Business Park whilst ensuring that the servicing area is located away from the nearby residential properties and Howe Dell primary school. With this in mind, the layout ensures that the majority of the western boundary is protected from any noise and overlooking.

HGV and servicing access is provided by a single access to the southern boundary from Mosquito Way to a suitably-sized service area. Air Business is a low-intensive distribution business with approximately 12 HGV, 15 van and 15 sub 8 tonne lorry movements anticipated per day, which reflects the size of the service area.

The layout allows a prominent building entrance and entrance clearly visible from Mosquito Way. In addition, we have soft landscaping at the plot entrance and along the site boundaries.

SITE LAYOUT PLAN



PROPOSAL+



AMOUNT

The proposal is for a detached building with a total gross internal area of 69,199 sq ft, which includes Headquarter offices of 16,685 sq ft.

The density of the development is in line with neighbouring developments on the Park and comparable business park developments nationally. The layout allows for significant soft landscaping.

SCALE

The surrounding sites all contain a mixture of modern warehouse and office developments, at relatively similar development densities although with varying footprints. The current proposal follows this overall density pattern to other developments on Hatfield Business Park.

The proposed building is 12 metres high to the underside of the haunch, with an overall height of 15 metres at the highest point of the roof. This compares to Affinity Water opposite which extends to 20 metres high.

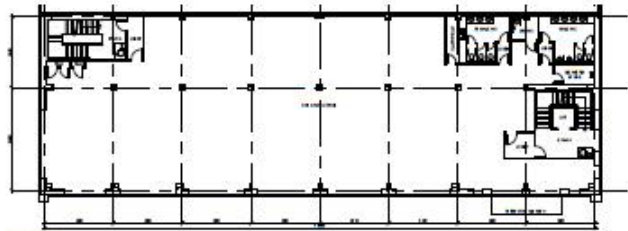
The building form is carefully detailed and articulated, so as to provide interesting and attractive views from both the immediate and more distant surroundings. Working alongside this approach, high quality soft landscaping areas are being provided to soften these views and assist in harmonising the new proposals with their immediate context.



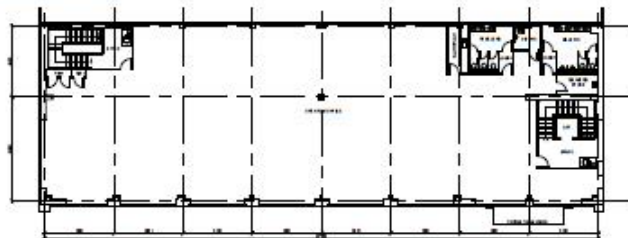
GROUND FLOOR PLAN



FIRST FLOOR PLAN



SECOND FLOOR PLAN





PROPOSAL+

APPEARANCE

The proposals provide a high quality building, in keeping with the character of the area.

The external wall treatment comprises a carefully selected palette of materials, including horizontally spanning composite cladding and vertically and horizontally spanning built up cladding. These have been composed to create a clearly articulated rhythm of subtly varying textures and neutral colours, with the dark grey of the eaves to the front elevation, glazing frames and service doors used to provide an accent.

The different cladding types have also been used to subtly distinguish between the different internal functions within the building. The main office frontage is clad with horizontal profile composite cladding, whereas the production area is treated with trapezoidal profile vertically spanning built up cladding.

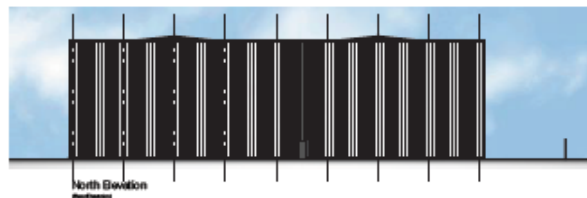
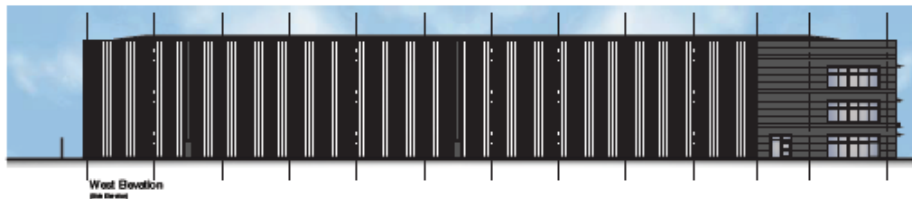
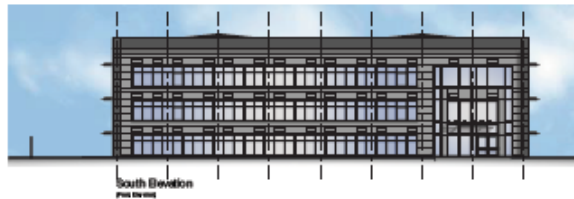
The general colour palette has been selected to create a cohesive and refined appearance, which will sit comfortably within its surroundings and provide a sensitive backdrop to the perimeter landscaping. The dark grey eaves to the offices will frame these facades against the sky.

The approach to the design of the main office elevation is to create a high quality business park environment. This is achieved through the use of a full height glazed bay clearly emphasising the prominent entrance area, reinforced by the entrance canopy and contrasting cladding colour framing the glazing. This arrangement will provide a focal point clearly visible from the approach to the building.

Generous areas of glazing are provided to the office areas within, maximising the amount of natural daylight and offering a good internal environment. These are arranged as a regular series of openings, providing clean, simple articulation to this facade.

Due to their aspect, all of the windows are provided with horizontal brise-soleil to shade the glazing and reduce solar gain, and in doing so, provide further articulation to these facades.

ELEVATIONS



PROPOSAL+



LANDSCAPE STRATEGY

The landscape design of the proposed development aims to draw on the wider landscape setting of the business park, and provide a number of character zones within the proposed scheme.

A focus of landscape treatment at the plot entrance aims to create a clear sense of arrival to the development, with a defined landscape character.

The existing parkland character of the road-side landscape will be extended to form a six metre wide planted border on gently rolling mounds, along the southern plot frontage of Mosquito Way.

Within the development, a high quality, paved plaza will mark the office visitors' entrance. A pedestrian footpath will connect to Mosquito Way providing access for pedestrians and for cyclists connecting to the cycle shelters fronting the main entrance.



ACCESS

Access to the plot for employees and visitors will generally be from the proposed new access off Mosquito Way.

In keeping with the other developments on the Business Park, the car park is a shared vehicle and pedestrian surface with pedestrian priority and clear links to the main entrance of the building. 100 car parking spaces will be provided within the development.

10 covered, secure, staff and visitor cycle parking spaces will be provided for the development. These are located in a dedicated cycle parking area adjacent to the main entrance to the building. The building will be provided with a shower within one of the accessible WCs located on the ground floor. This will be accessible from the central circulation area.

The site is considered flat for the purpose of inclusive access and it is intended that level access will be provided to all ground floor entrances. 3 dedicated, accessible parking bays are provided close to the main entrance of the building. External surfaces will be chosen and lit to facilitate easy and safe access. The building will be designed and constructed in accordance with Building Regulations Approved Document M and BS8300 as appropriate.



WHAT HAPPENS NEXT +



These proposals will be the subject of a formal planning application which will be submitted for consideration by Welwyn Hatfield Borough Council in April 2017.

The application will include a set of documents to consider the potential merits and potential impacts of the development;

- + Design & Access Statement
- + Landscape Statement
- + Ecological Assessment
- + Flood Risk Assessment and Drainage Strategy
- + Archaeological Written Scheme of Investigation
- + External Lighting Scheme
- + Land Contamination Assessment
- + Planning Statement
- + Statement of Community Involvement
- + Construction Management Plan

We value any comments you may have and they will be considered in advance of the application submission. The application will include a response to all comments raised.

Please complete one of the cards provided or email robin.moxon@goodman.com

Once the planning application has been submitted, all material including the drawings and documents listed above will be available for viewing at the Council's Planning Department as well as its website.

Thank you

