



Broadwater Road West

WELWYN · GARDEN · CITY

Design and Access Statement
Landscape and Public Realm

September 2010

Townshend Landscape Architects

Contents

1.0	Introduction	3
1.1	Vision	5
2.0	Analysis	6
2.1	Existing Site Photographs	6
2.2	Site Analysis	8
3.0	Design Strategy	12
3.1	Towards a Successful Public Realm	12
3.2	Accessibility and Inclusive Design	16
4.0	Landscape Masterplan	18
4.1	Concept Development	18
4.2	Character Areas	20
4.3	Civic Square	22
4.4	Recreation Ground	28
4.5	Office Courtyard	34
4.6	Retail Courtyard	38
4.7	Residential Park	40
4.8	Residential Courtyard	44
4.9	Street Typologies	46
5.0	Play Strategy	50
5.1	Proposed Play	50
5.2	Proposed Play Areas	52
6.0	Materials Palette	54
6.1	Paving Materials	54
6.2	Tree Planting	58
6.3	Planting Palette	60
6.4	Roof Plan	64
6.5	Street Furniture	66



1.0 Introduction

This document has been prepared by Townshend Landscape Architects for Spenhill Regeneration Ltd., the regeneration subsidiary of Tesco, in support of an application for planning permission for the regeneration 8.6 hectares of vacant former industrial land between Broadwater Road and the railway in Welwyn Garden City.

The site is bound to the west by the Pall Mall site and to the south by the Roche Products Factory, now owned by Taylor Wimpey. The proposed development, which is known as the Broadwater Road West site (BRW), provides for:

The planning application is in the outline element and hybrid planning application as follows:

1. Detailed Applications and listed building application for:
The Shredded Wheat Factory site demolitions, new buildings and restoration buildings (C,D,E,F,G)
2. Detailed Applications for
The Leisure Centre (building A)
Civic Square Building (building K)
Bridge new stair and lift access (building I)
All highways proposals within the site boundary and improvements to Broadwater Road
3. Outline Application for
The layout, scale, appearance, access and landscaping for the residential buildings on the site (building blocks L, M, N, O, P, Q)
Care Home and doctors surgery (building J)
YMCA (building B) by PRP Architects
Hotel (building H)

This document refers specifically to the public realm has been developed in conjunction with the Design and Access Statement August 2010 by Allies and Morrison Architects and explains the design principles underlying the public realm and elaborates on the vision for the site. In particular, drawings and illustrations are provided that suggest how the spaces created might be experienced.

The purpose of the Statement is not to dictate a particular design style, but to give an indication of the possibilities associated with the proposed development. The principles outlined confirm the applicant's commitment to high quality design and establish the basis for future design work relating to the site.



Howardsgate

1.1 Vision

To ensure that BRW becomes a vibrant new area it is important to consider the relationship between the buildings and the public realm, which encompasses the streets, squares and open spaces.

The proposals illustrated in the masterplan are based on a number of integrated principles to produce an attractive, distinctive and inclusive place which maintains the area's character and identity by providing a sequence of coherent parks, squares, gardens and streets that are designed to lead people through the development and reconnect to the neighbouring areas.

The intention is to draw upon the original inspiration of the Garden City concept by providing a series green and engaging places at the heart of the development which have been reshaped around the human dimension to create a lively, diverse and safe series of places where people will want to live and visit - 'A town designed for healthy living.'

The key objectives for the public realm are to:

- Establish a clear identity for BRW that draws on the principles of the Garden City concept.
- Improve permeability through the development and strengthen the connectivity across surrounding the main roads and enhance views between the listed buildings.
- To establish strong connections to and from the town centre
- Create open spaces that are unique to Welwyn which encompass both the natural and built environment and provide attractive play spaces for young people of different ages.
- Activate the street level use around the proposed buildings.
- Ensure that the spaces around the buildings are designed to allow access and enjoyment for everyone, safely and without prejudice.
- Contribute, and provide a catalyst, to wider urban regeneration proposals.



View 1: Photograph taken from station bridge towards the existing factory



View 2: Photograph taken from Broadwater Road towards north-west



View 3: Photograph taken from Broadwater Road looking South-west



View 4: Photograph taken from south-east corner of the site looking towards the silos



View 5: Photograph taken from North-east of the site looking existing office building



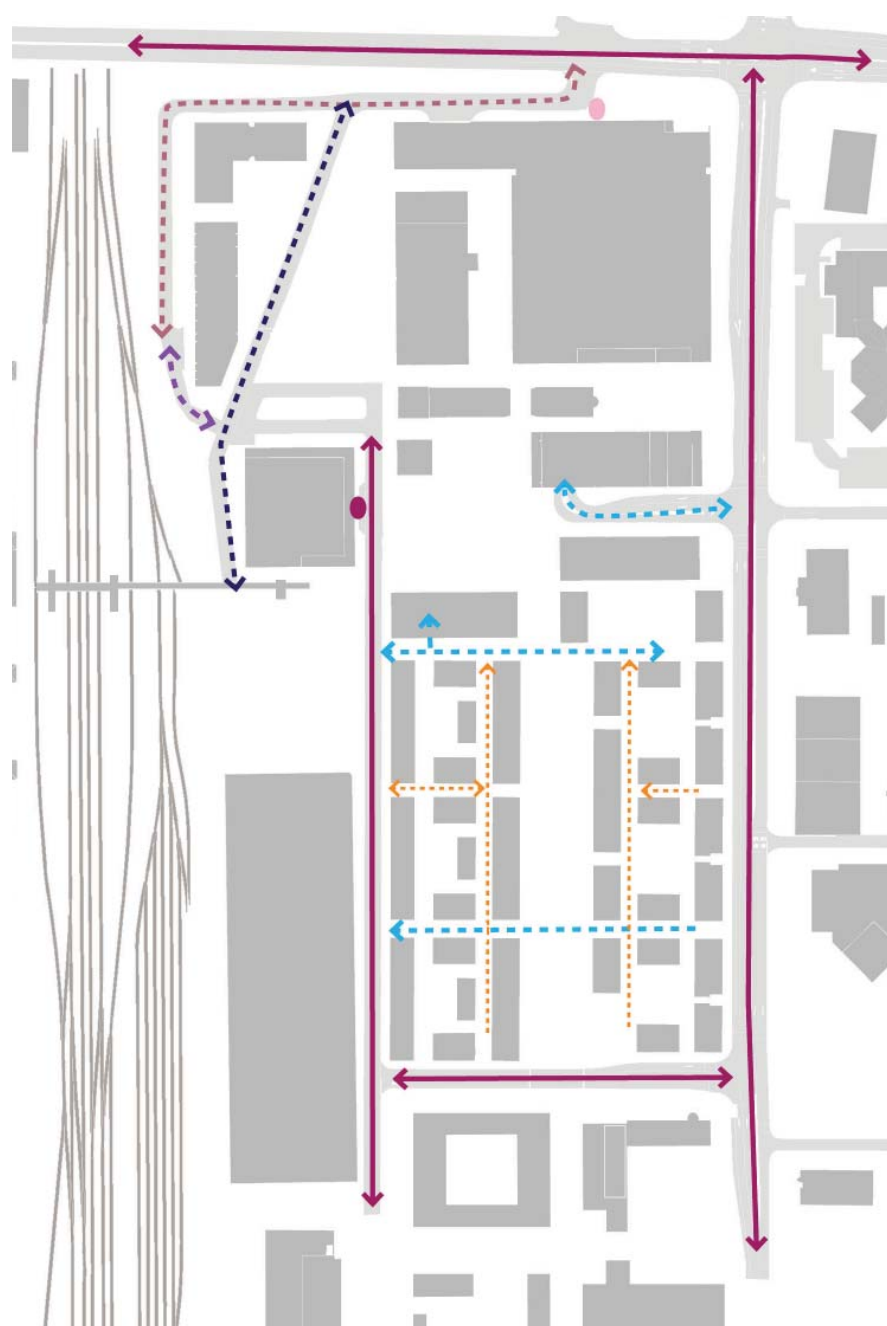
View 6: Photograph taken from Bridge Road into the site

2.0 Analysis

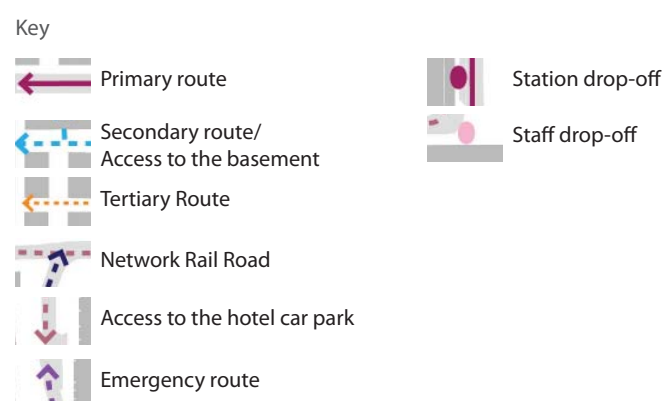
2.1 Existing Site Photographs

The development is defined by Broadwater Road in east and Bridge Road in the north which is a main access route to Welwyn Garden City from the east of the town centre. The Grade II Listed, former Shredded Wheat factory, has been currently unoccupied since 2008 and has approximately 3 hectares of bare ground on the southern side of the site.

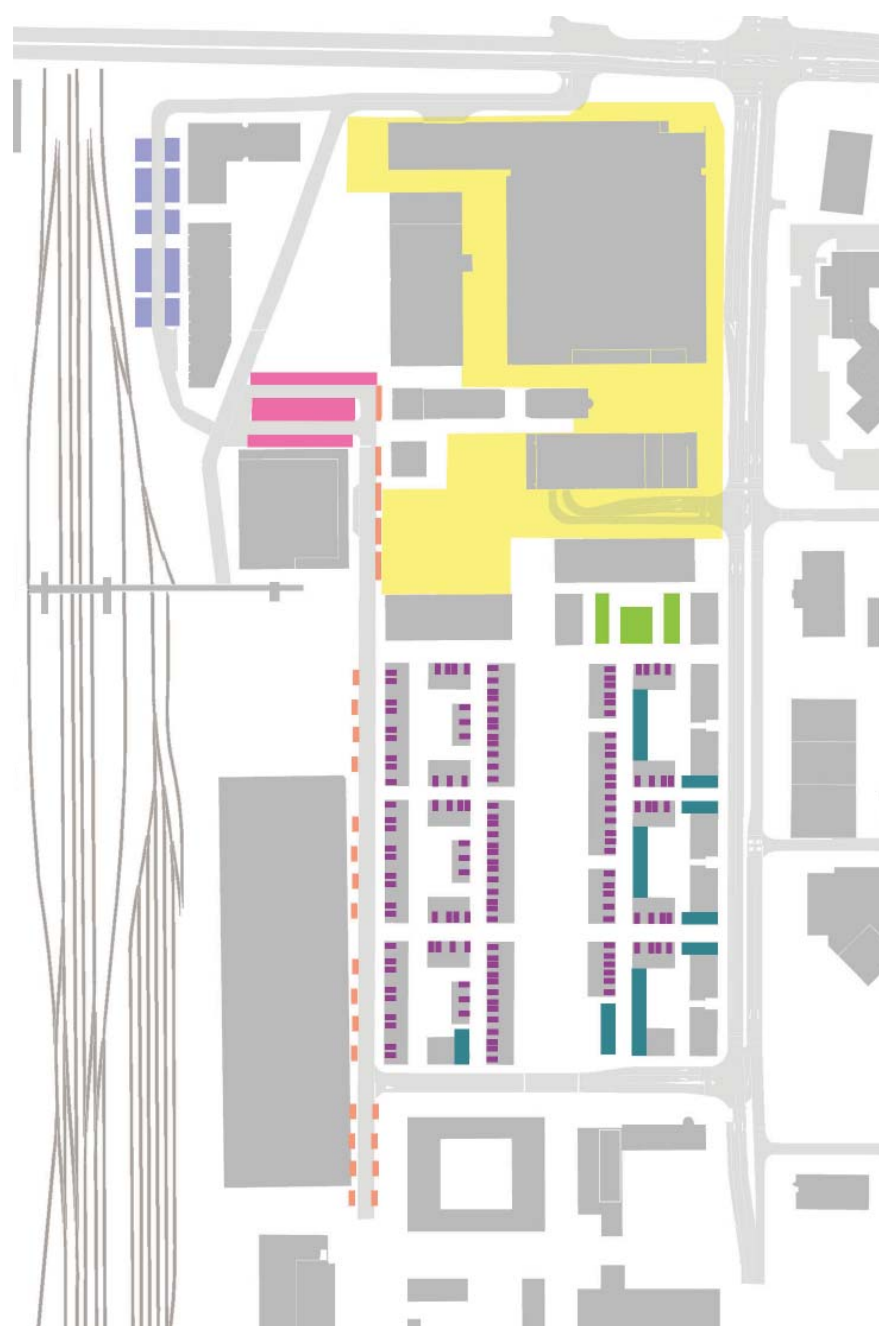
The tall concrete silo that forms part of the factory area is a local landmark and the site has a strong industrial character.



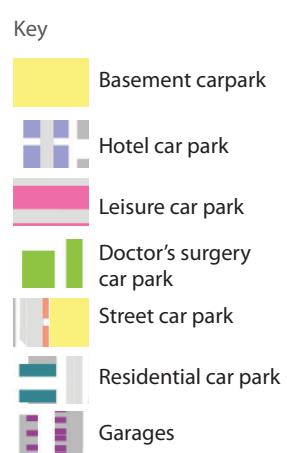
Vehicular Movement



To enhance legibility, there will be a hierarchy of streets and a network of routes through the development as discussed in Broadwater Road West SPD. The primary vehicular routes are Broadwater Road and Spine Road which link north-southwards and also an east-west link at the southern end of the site. Residential roads are designed to be a shared surface for cars, pedestrians and cyclists.

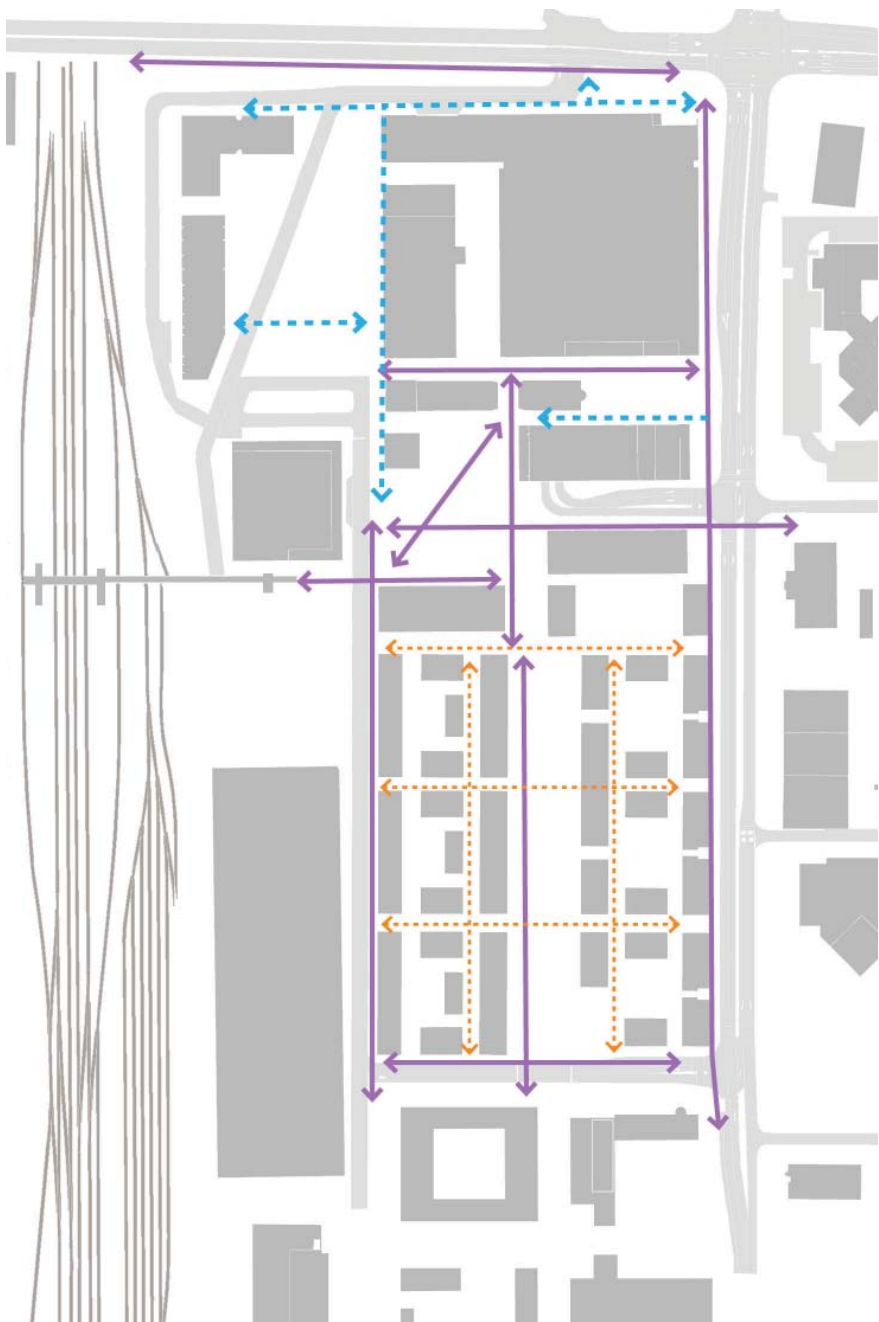


Car Parking Spaces



The provision of parking spaces within the development is in line with the Council's aspiration. Residential car parking spaces are provided by on street parking bays as well as garages in the town houses. The superstore and office use will be served by a basement carpark. Hotel, YMCA, Leisure and Doctor's surgery has dedicated car parking spaces dedicated close to the building plots.

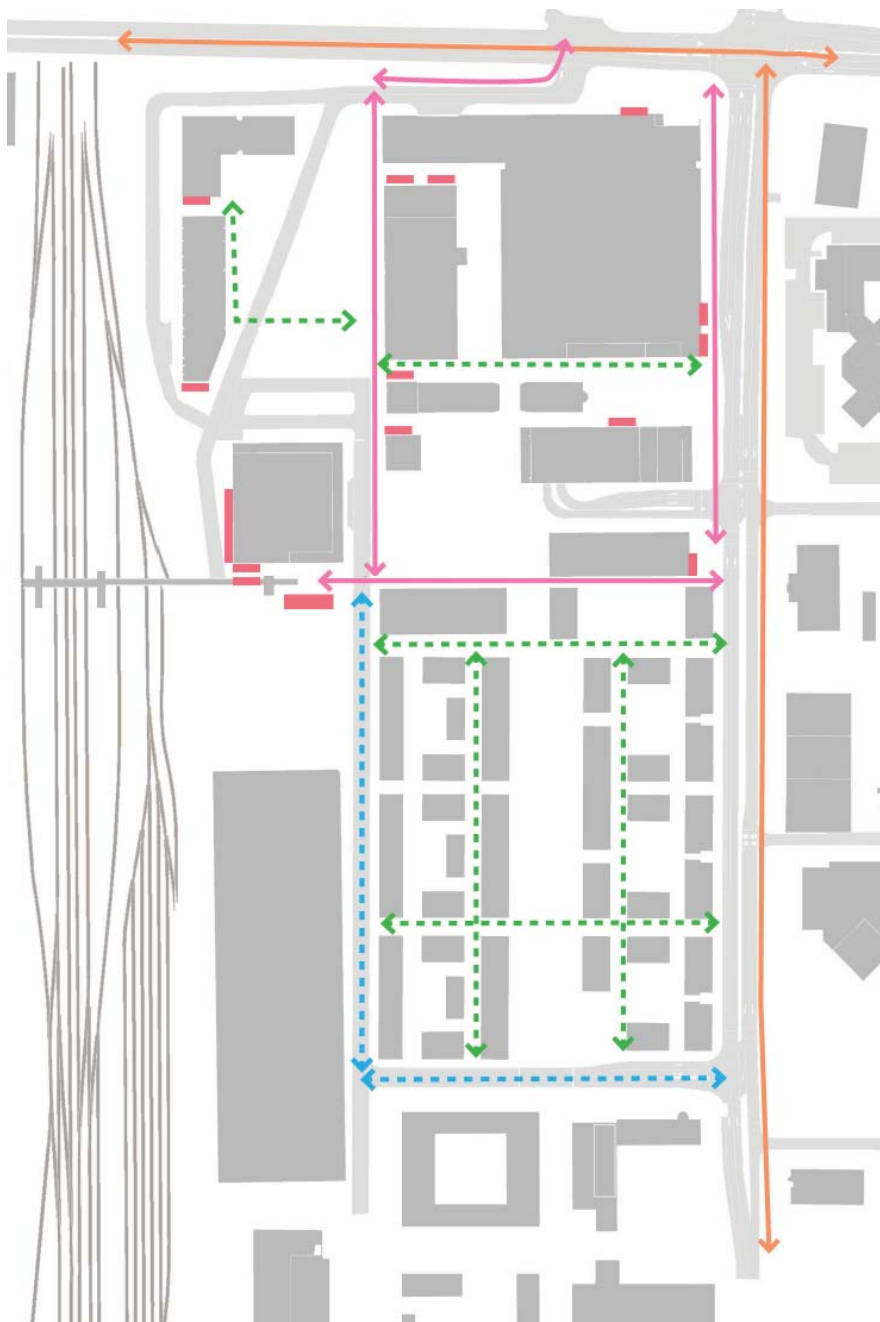
2.2 Site Analysis



Pedestrian Movement

- Key
- Primary pedestrian link
 - Secondary pedestrian link
 - Tertiary Route (shared surface)
 - Pedestrian (and cycle) only route

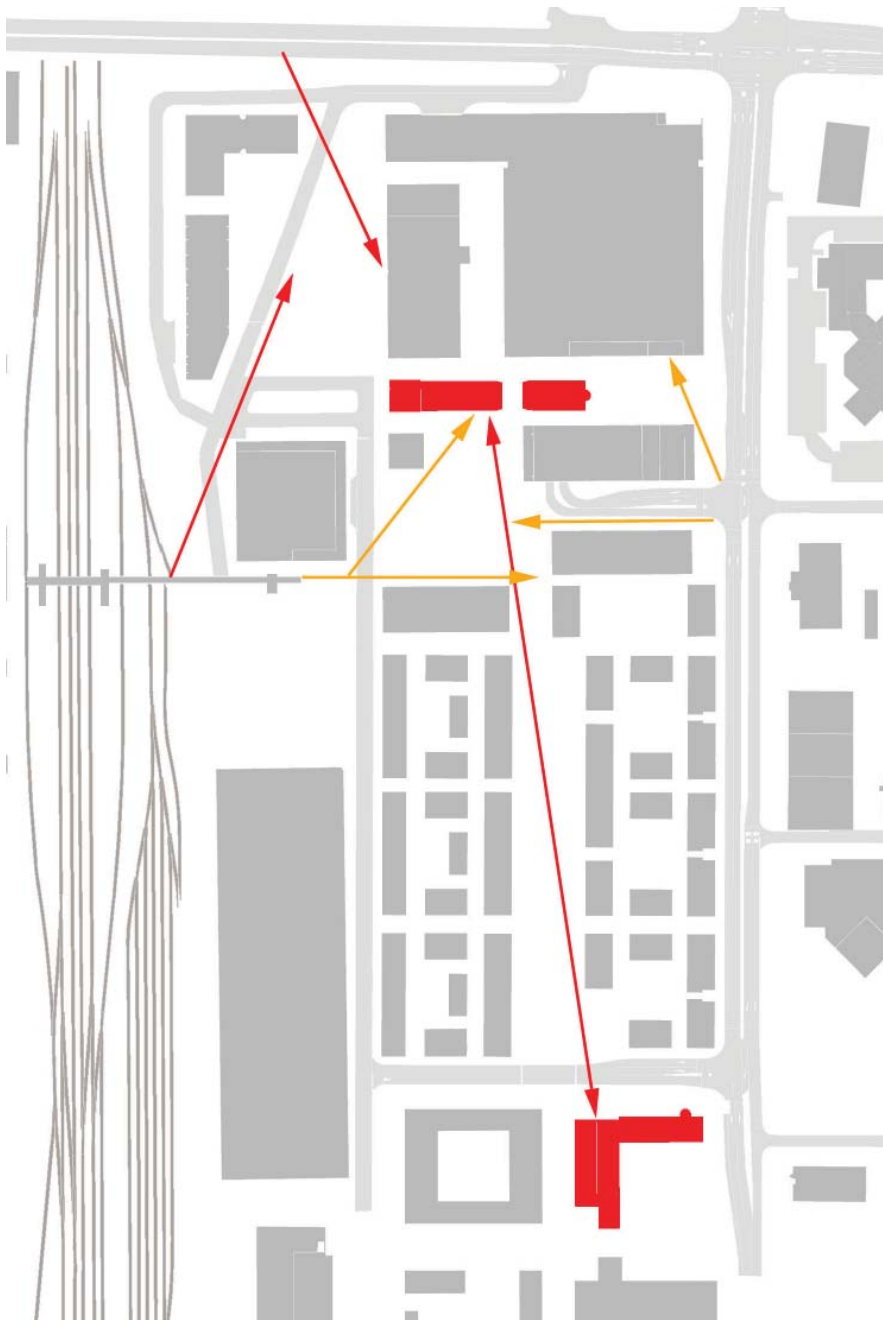
A network of pedestrian links is proposed to and from the town centre. The masterplan grid ensures permeability across the site. Residential roads are designed to be a shared surface for cars, pedestrians and cyclists.






Cycle Route

- Key
- On- Street Local Cycle route (HCC)
 - On-Street cycle route (Spenhill)
 - Off- Street shared pedestrian/ cycle route
 - Other routes accessible to cyclists (unsigned)
 - Cycle parking

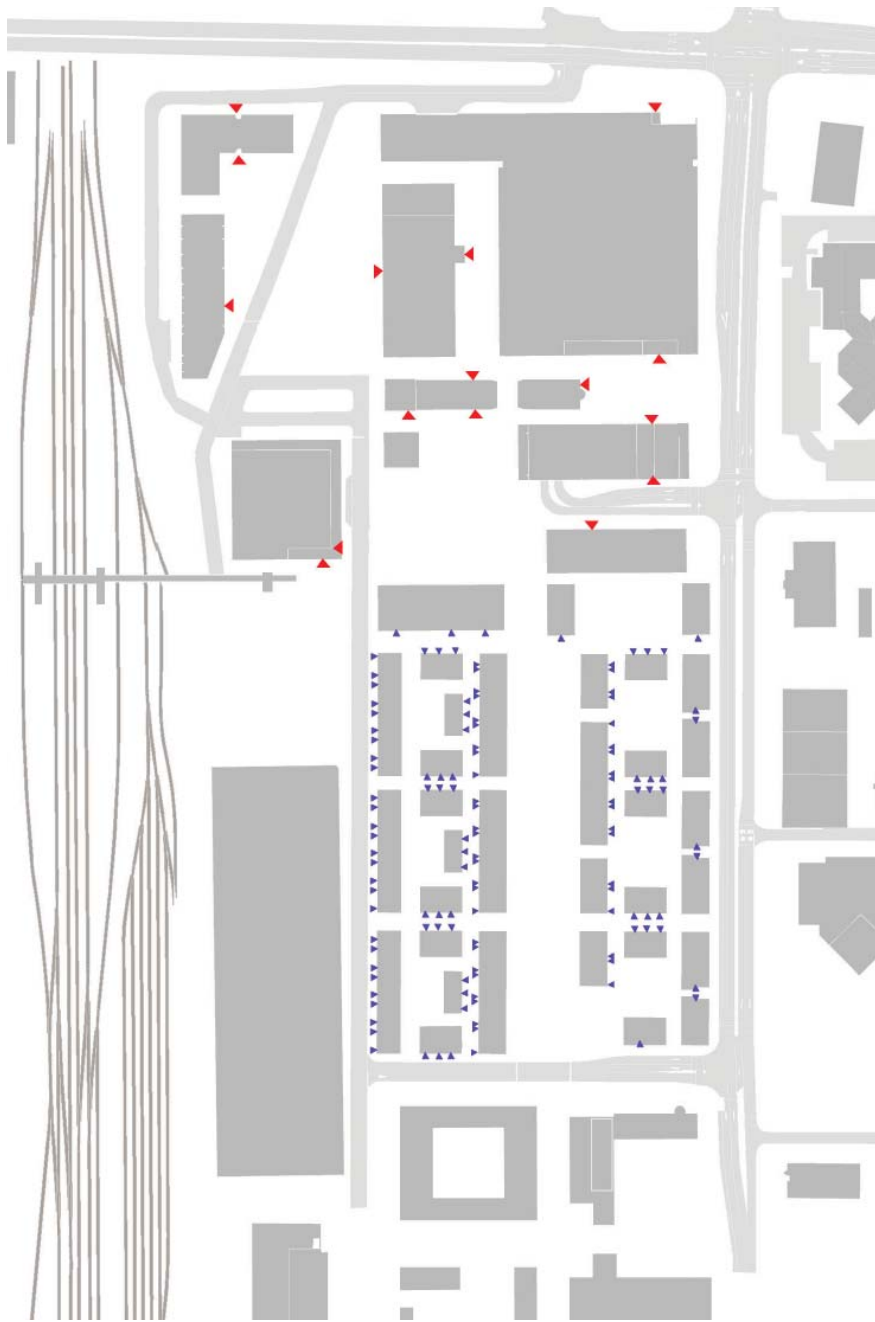
The development has been designed to ensure a friendly environment for pedestrians and cyclists. On street cycle routes and shared pedestrian / cycle routes are proposed along the north-south link on Spine Road. The existing east-west link from Broadwater Road to the railway bridge will be enhanced. Cycle parking spaces are accommodated in identified key spaces.





Key Views

- Key
-  Long views
 -  Views
 -  Landmarks

There is a landmark silo on site and The Grade II Listed Roche building adjacent to the southern boundary of the development. There will be a clear view maintained between these two landmark buildings through the Civic Piazza and Residential Park. The views from the pedestrian bridge to the silo building is also to be kept clear to ensure legible along the east-west link.

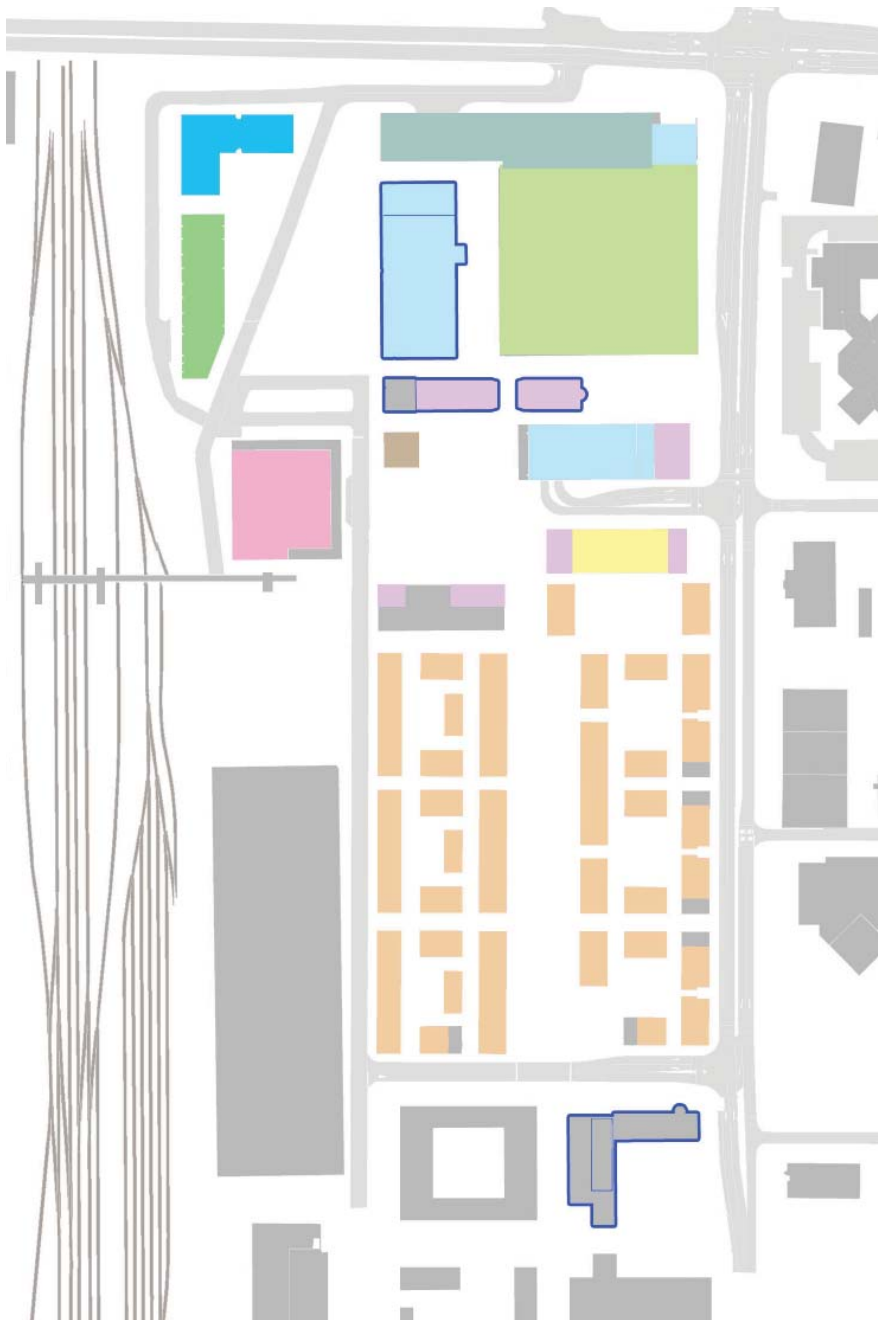


Access to the Building

- Key
-  Entrance to building other than dwellings
 -  Entrance to dwellings

It is important to understand the building entrance locations to study the pedestrian movement across the site.

2.2 Site Analysis

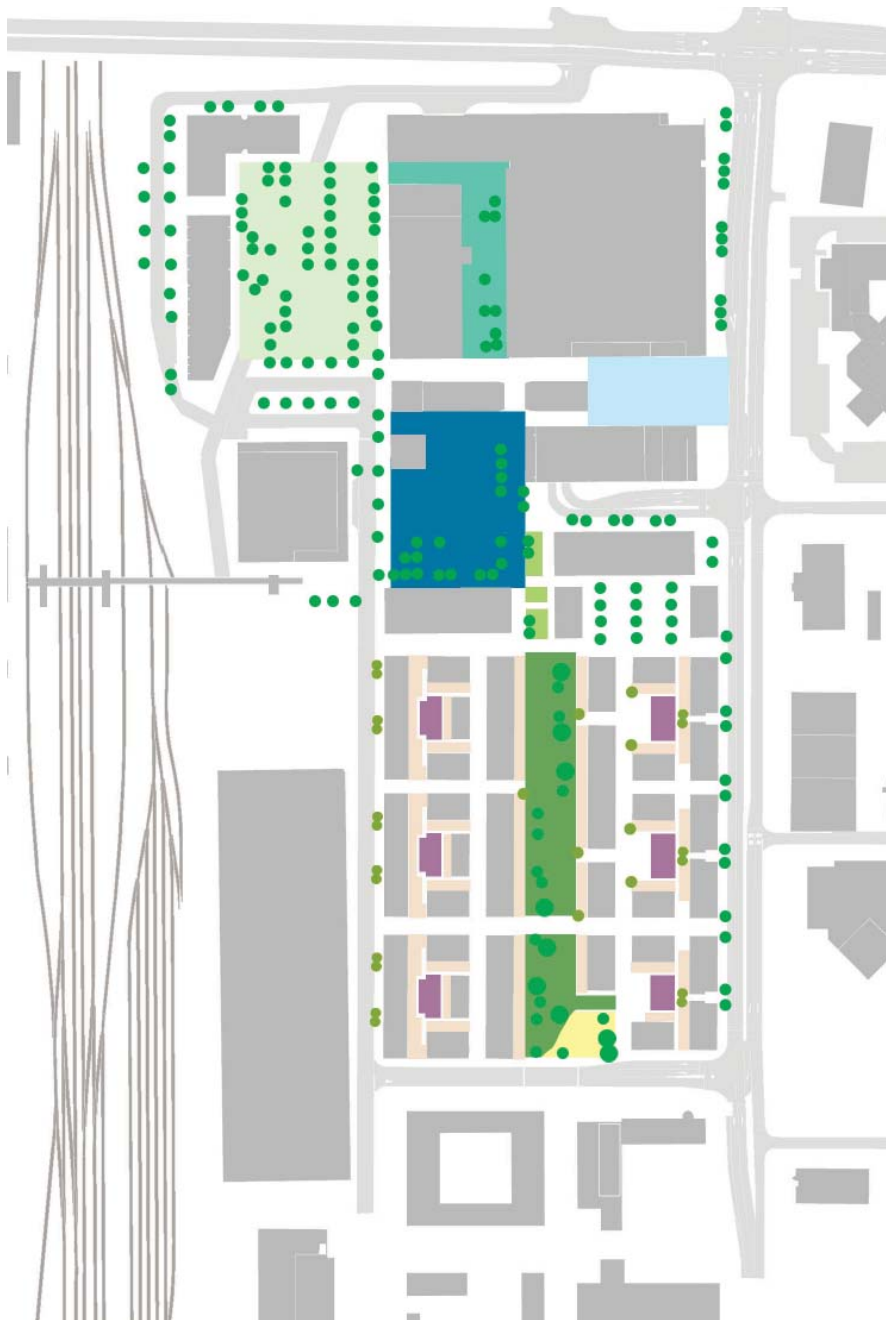


Ground Floor Use

- Key

 - Residential
 - Leisure
 - Retails
 - Doctor surgery
 - CHP
 - Food store
- Hotel
 - YMCA
 - Office
 - Service areas
 - Listed buildings

The retail uses are allocated around the Civic Square to provide active frontages. Residential blocks are located in the south of the development and mixed use blocks in north.



Open Spaces

- Key

 - Civic Square hard and soft landscape space with tree planting and formal planting
 - Community green space for recreation and children's and youth play
 - Private office courtyard
 - Retail Courtyard
 - Private gardens
- Residential Park for relaxation and informal play
 - Local Equipped Area of Play (LEAP)
 - Semi-private community green spaces within residential blocks for relaxation and children's play. Local Area of Play (LAP)

The development has been designed to ensure that the high quality public realm and open spaces are proposed across the site. Each key space will have different characters and allow for varied functions. Introducing garden like green spaces, the design of the landscape responds to the existing.



Providing a mix of uses will generate vibrant spaces which contribute to achieve a successful public realm.



A journey of sequential spaces weaves through the site, each with its own individual character, creating continual interest and diversity.



A Civic Piazza has the potential for diurnal activity which will help draw people to this part of the site.



Residential courtyards can provide activity and areas of play for local residents.



Ground floor frontages overlooking public spaces will be active and transparent to increase security and create activity and interest.



A defensible buffer between streets and buildings will protect the privacy of occupants.

3.0 Design Strategy

3.1 Towards a Successful Public Realm

To ensure that BRW becomes a vibrant new area it is important to consider the relationship between the buildings and the public realm, which encompasses the streets, squares and open spaces.

Essential to this is recognising that people are interested in peripheral participation of activities and tend to go where they feel comfortable or are part of a larger group. In understanding the needs and patterns of people's behaviour, a language can be developed and used to guide a successful piece of public realm for the development.

A well designed public realm can contribute significantly to the quality of the built environment and play a key role in the creation of sustainable, inclusive, and mixed communities.

The public realm has been designed to bring these principles together in a cohesive manner that will contribute to the overall character of the development, integrating it within the context of Welwyn Garden City.

Achieving a Successful Public Realm - Key Principles

A prerequisite to achieving a successful public realm is to create an inclusive environment in which people will feel comfortable and enjoy spending time in, where they will participate in social activities and help to promote a civic sense of pride.

The design approach within this outline masterplan attempts to improve and create a successful public realm by following the principles set out below:

- Defining Spaces, Connections and Permeability
- Activity and Cultural Strategy
- Urban Form
- Designing Streets as Social Places
- Comfort and Safety
- Public Art

Defining Spaces, Connections and Permeability

The design provides for a legible public realm throughout the development, allowing pedestrians to understand their position within it and its relationship with the surrounding neighbourhood and the setting of the listed buildings that are present within and adjacent to the site.

The design draws on the importance of integrating with the existing local urban fabric to create a regenerating effect and provide a clear cohesive link with the surrounding listed buildings.

The public realm follows the concept of creating a 'serial vision', in that

environments are experienced as a dynamic, emerging, unfolding temporal sequence, with delight and interest being stimulated by contrasts. A journey of sequential spaces weaves through the site, each with its own individual character, creating continual interest and diversity.

Trees will be used throughout the public realm to define avenues, frame vistas, and further enhance the character and appearance of the development, central to the 'garden-city' concept.

Activity and Cultural Strategy

Activity can be classified under two main types: activities which are necessary for everyday tasks such as access to buildings, and activities which are optional and include social and active participation.

The Civic Piazza has the potential for 24 hour activity which will help draw people to this part of the site providing natural surveillance to the surrounding streets and public spaces in order to reduce the opportunities for crime. Providing a mix of uses will generate vibrant spaces which is a major factor in achieving a successful public realm.

The use of the public realm changes during the course of a day, week and year. The proposals illustrated within this strategy create a design that is flexible and responds to these fluctuations by providing suitable surfaces and spaces which could be used for a range of programmed activities and performances, as well as outdoor cafés, markets, and art displays.

The Urban Form

The transition between the public/semi-private/private spaces will be carefully considered in order to ensure clarity of definition between them. Ground floor frontages surrounding the public spaces will be active and transparent and streets with residential units can be activated by placing front doors to ground floor units along their length. Windows and balconies facing out onto the streets and open spaces will provide good natural surveillance.

When enhancing these streetscapes within the residential areas it is important to consider a defensible buffer to protect the privacy of occupants and to provide a transitional space between the street and your front door. As the design is developed, this treatment will be looked at in closer detail. Low walls or railings, which one their own, can be used in conjunction with low garden hedges or planting strips.



The proposals will aim to emphasise the spatial quality of the public realm and to avoid the dominance of roads through a careful selection of surface treatments.



Well-designed streets can encourage informal meetings, build and strengthen communities by providing space for all kinds of activity and promote civility.



The variety of spaces and character within the public realm will help to ensure a range of people's comfort needs is accommodated.



The public realm should be wholly inclusive and childfriendly, providing safe access for all children to good quality play and recreation spaces.



Public art can enhance and animate usage of public space.



Innovative and exciting approach to designing high quality public art.

3.1 Towards a Successful Public Realm

Designing Streets as Social Spaces

Streets must be social spaces, not just spaces for moving traffic through. Well-designed streets can encourage informal meetings, build and strengthen communities by providing space for all kinds of activity and promote civility. They are the arena in which everyday life - chatting, playing, and wandering - happens.

A key principle underpinning the streetscape strategy will involve an emphasis on place-making at all intersections and focal points along the lengths of the streets. This approach will aim to emphasize the spatial qualities of the public realm and to avoid the dominance of linear routes and roads.

Comfort and Safety

The length of time people spend in a public space is a key indicator to its comfort. Comfort can be defined by its physical properties, such as providing a range of seating types, shelter from rain and sun etc. Comfort can also be defined by psychological effects such as the perception of safety, a sense of refuge, the character and ambience a place creates. The design for the public realm addresses this by acknowledging that people have different requirements and that by providing diversity within the design a range of people's needs can be accommodated. The variety of spaces and character areas proposed within the masterplan will add to this diversity.

Appropriate public realm management and maintenance is vital to its success, since even the best-designed spaces need to be cared for, and inappropriate behaviour needs an effective response. The designs of the public realm should foster perceptions of safety and a degree of self-regulation of behaviour through encouraging active, positive uses by a diverse mix of users, while offering specific places for young people to meet.

Public Art

The Public Art Strategy sets out the following principles and recognises that public art should;

- contribute to place-making,
- enhance and animate usage of public space and
- contribute to social cohesion.

The purpose of the Public Art Strategy will be to implement the vision for art and to be used as a base from which to select and commission an artist or artists and generate site-specific ideas, to work with local schools and engage with the local community.

The vision is to find an artist or artists who, by example, can illustrate an innovative and exciting approach to designing high quality work for the public realm as well as a willingness to work in collaborative engagement with the Client and Design Team.

Artists should be invited to:

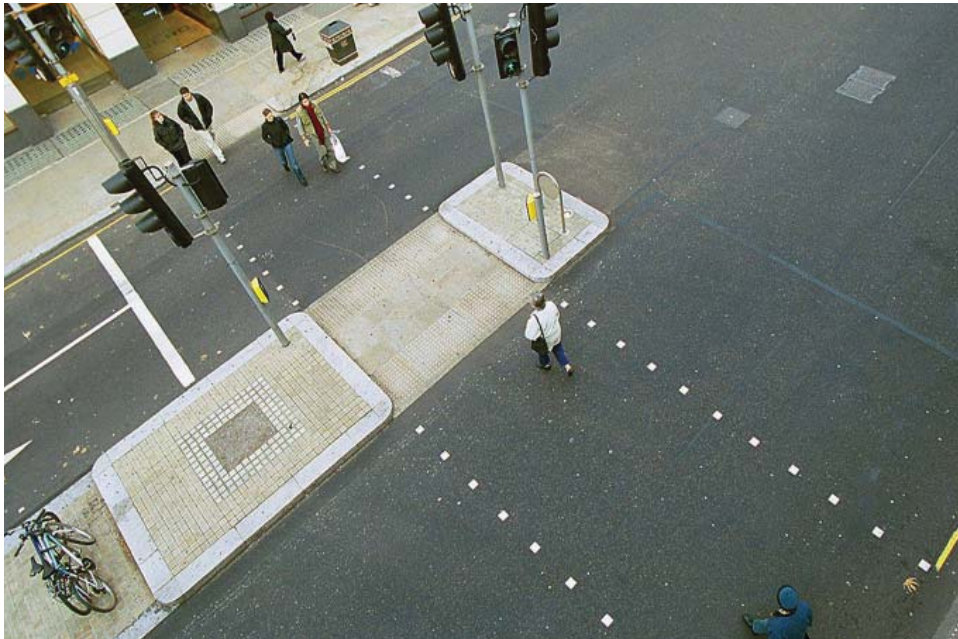
- Stimulate the onlooker's curiosity
- Surprise us all
- Create public art where it is not expected
- Make innovative connections
- Use new technologies
- Create ephemeral as well as permanent art
- Use materials that remind us of nature
- Challenge our concepts of sustainability
- Enhance our understanding of the natural world



Permeability
A hierarchy of legible pedestrian routes and new public spaces which respond to the scale of the existing urban context will improve permeability.



Level Changes
Steps and ramps can be a positive feature of the design.



Vehicular Circulation
Clear and direct crossing points will improve accessibility for all.



Vehicular Circulation
Crossing points will be demarcated with tactile paving to aid blind and partially sighted people.



Cycle Routes
Dedicated cycle routes will be provided along Broadwater Road East, Bridge Road and along Spine Road. Access will be provided to connect these routes through the development.



Street Furniture
Street furniture can contribute greatly to the character of a place, seating will be provided throughout the development and disability requirements will be considered in the selection/design of benches

3.2 Accessibility and Inclusive Design

Accessibility and Inclusive Design

A well designed public realm can contribute significantly to the quality of the built environment and play a key role in the creation of sustainable, inclusive, mixed communities.

The proposals illustrated in this strategy are based on a number of integrated principles which is in accordance with the guidelines set out in The Principles of Inclusive Design (CABE 2006)

Inclusive design which:

- places people at the heart of the design process;
- acknowledges diversity and difference;
- offers choice where a single solution cannot accommodate all users;
- provides for flexibility in use, and;
- provides buildings and environments that are convenient and enjoyable for everyone.

The proposals outlined in this report draw on the most recent findings in urban traffic engineering and safety findings, including those pioneered in recently constructed examples such as Kensington High Street.

Details of accessibility and inclusive design are set out in separate documents supporting the outline planning application but this section deals with specific accessibility and inclusive design matters which have informed the design of the public realm.

The public realm that forms part of The Broadwater Road West development will provide a clear and inclusive environment suitable and safe for everyone, including people with disabilities, the elderly, and children in pushchairs. The legibility of the proposed scheme will help to orientate people without the need for elaborate signage, and the provision of facilities will cater for the needs of all.

Level Change

Gradients will be less than 1:21 and have a landing for every 500mm rise where possible, or follow the existing site topography, and where practicable slopes will be employed in lieu of steps. Where steps are necessary they will be a positive feature of the design and comply with the Approved Document Part M of the Building Regulations.

Vehicle Circulation

Vehicular circulation within the development responds to the recent guidance from the 2007 Department for Transport Manual for Streets (MfS), a replacement to Design Bulletin 32 which puts well-designed streets at the heart of sustainable communities and advises on how street design can help create better places – places with local distinctiveness and identity.

The design is proactive in the approach to recognising that a fundamental culture change is needed in the way streets are designed and used. However the needs of all users, including blind and partially sighted people are considered when areas of shared surfaces are proposed.

Vehicle carriageways internal to the development will be clearly demarcated with kerbs of contrasting colour to the pavement and the road.

Cycle Routes

Dedicated cycle routes will be provided along Broadwater Road East, Bridge Road and along the Spine Road. Access will be provided to connect these routes through the development and the following principles will be incorporated into the design:

- Unless the route follows the most direct route, cyclists are likely to ignore it.
- Cyclists tend to go faster on a cycle lane compared to a place that they're less certain about whether they're allowed (they tend to then be more cautious and hesitant).
- Pedestrians are terrible at keeping out of cycle lanes!

Cycle stand provision will be located at frequent appropriate locations throughout the scheme.

Street Furniture

Street furniture can contribute greatly to the character of a place, and at Broadwater Road West it is proposed that a simple, consistent range of benches, bollards, cycle racks and litter bins will be selected. Benches will be simple, durable, and robust but also comfortable, and located at distances of no more than 50 metres apart. All disability requirements will be considered in the selection/design of benches including the need for arm and back rests. The specification and exact locations of all street furniture will be subject to further detailed design development.



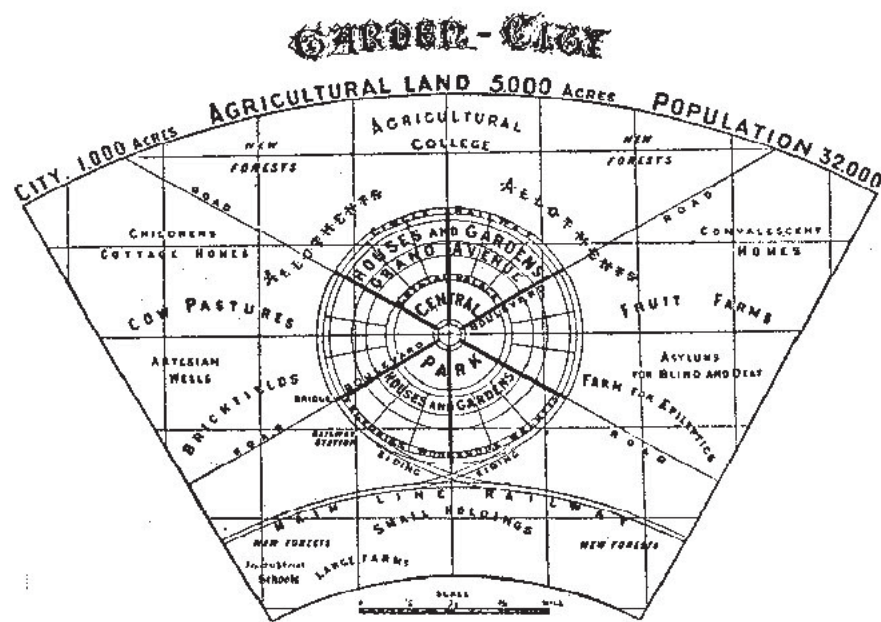
4.0 Landscape Masterplan

4.1 Concept Development

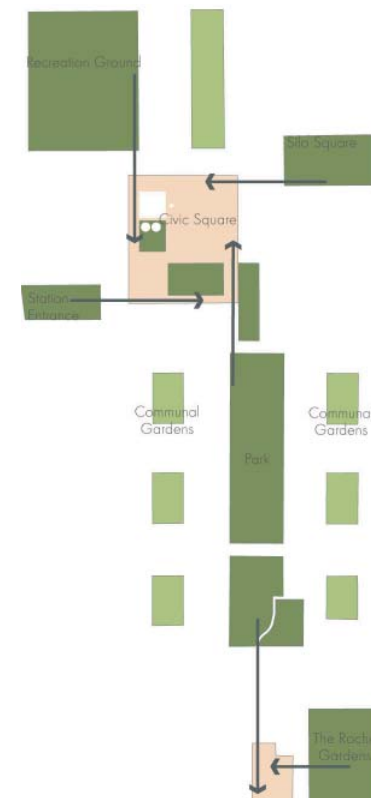
The concept design for the landscape and public realm draws upon the original inspiration of the Garden City concept by creating a series of green and engaging places which reinforce the benefits of living in a town with those of living in the country.

A Civic Square at the heart of the development forms the central hub establishing a strong new link between the Welwyn Town Centre and the development. A network of green parks and gardens radiate out

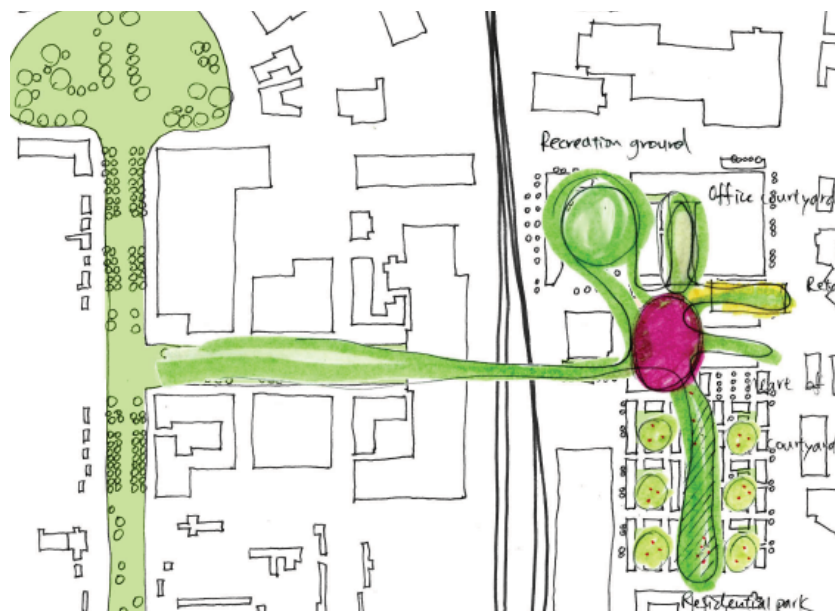
from the Square in contrast to its traditional hard paved areas. The parks, gardens and tree lined streets are designed to lead people through the development and reconnect to the neighbouring areas. The design of these spaces and the inter relationship between the built form ensure active, safe and accessible spaces which help promote a sense of civic pride.



Concept diagram of Garden City



Concept diagram of the development



Park Way, A key historical green corridor of Welwyn Garden City, extends and into the development influencing a series of garden spaces.



Each key space will have different characters and functions throughout the development.



4.2 Character Areas



Civic Square
Located in the centre of the development, it provides a new event/ market space for Welwyn Garden City. The square is surrounded by planting and the tree layout has been carefully coordinated to maintain the views to the listed silos.



Recreation Ground
Approximately 4800m² of recreational space will provide a space for activities and relaxation including space for teenagers and a ball court space.



Office Courtyard
Adjacent to the eastern facade of the listed building, semi-private office courtyard will provide a relaxing and gathering space for office workers.



Residential Park
The park provides a green and attractive setting for the new residential buildings and a valuable amenity for the wider community as a whole.



Residential Courtyard/ Local Area for Play
A series of residential courtyard gardens will provide communal open amenity spaces. These spaces can accommodate a range of activities which include lawn areas, local are for play (LAP) and planted gardens.



Local Equipped Area for Play
A play space is proposed adjacent to the residential park including engaging play features for young children at an early school age, with places for carers to sit and talk.



4.3 Civic Square

At the heart of the scheme, the Civic Square forms an important piece of public space reflecting the principles and spirit of the Garden City by creating a central hub to the development in which people can meet, gather and spend time in.

The design for the Square draws inspiration from Ebenezer Howard's 'Three Magnets' concept of integrating the positive aspects of the Town - Country principles and translating this through the integration of hard and soft elements within the square - and therefore encompassing both the natural environment as well as the built one.

A traditional paved area has been designed to respond to the vertical form of the adjacent Silos and provides adequate flexible space for specialist events such as markets, festivals and community activities.

A series of formal gardens to the periphery of the Square help define and soften the Square providing a variety of colour, texture and scent throughout the year and provide a form of activity and human scale for when the Square is not hosting events. The green areas also form a transitory buffer between the hard central space and network of green parks and gardens which radiate out from the Square.

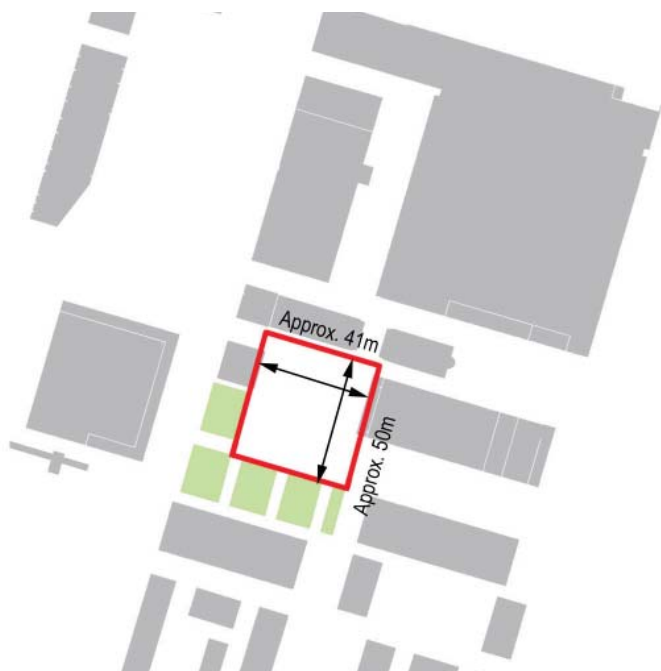
Specific elements include:

- Semi-mature trees will complement and provide a human scale to the plaza. They will provide shade on sunny days, and an array of foliage colour and blossom through out the year.
- Benches will be designed as an integral part of the composition and located to provide seating beneath the trees.
- Shrub planting will provide an evergreen formal planted structure and seasonal flowering plants will reinforce the 'Garden' character of the space.
- Feature lighting will illuminate the plaza to enhance the night time character of the space.
- High quality clay brick paving will be laid as the surface material.

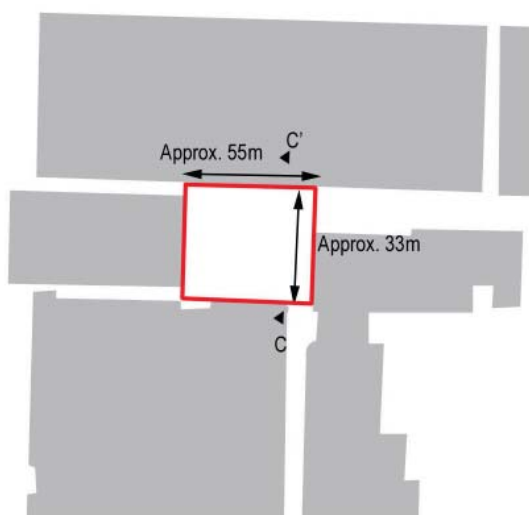
1. Cafe spill out space
2. Hard open space for events and markets.
3. Large tree planting carefully positioned to maintain the vista to the Listed silo building from the Residential Park and the pedestrian bridge.
4. Cafe/ retail space under the building canopy.
5. Access to the underground basement car park.
6. Landscape area with seasonal planting and multi-stemmed trees.
7. Cafe/ retail space under the building canopy.
8. Arrival space with trees which are carefully positioned to maintain views and pedestrians movement from the station bridge into the Civic Square and to the store.

4.3 Civic Square

4.3.1 Spatial Comparisons



Civic Square, Broadwater Road West



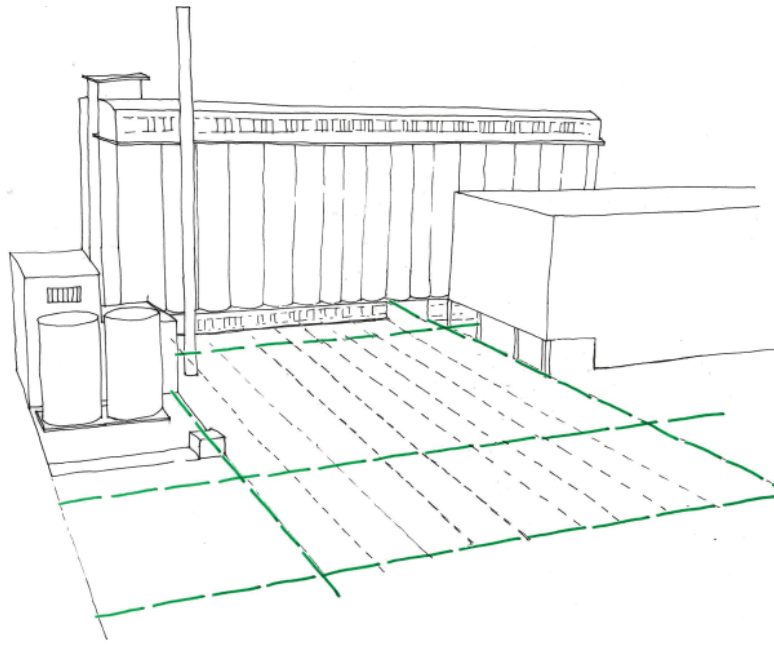
Queens Square, Crawley



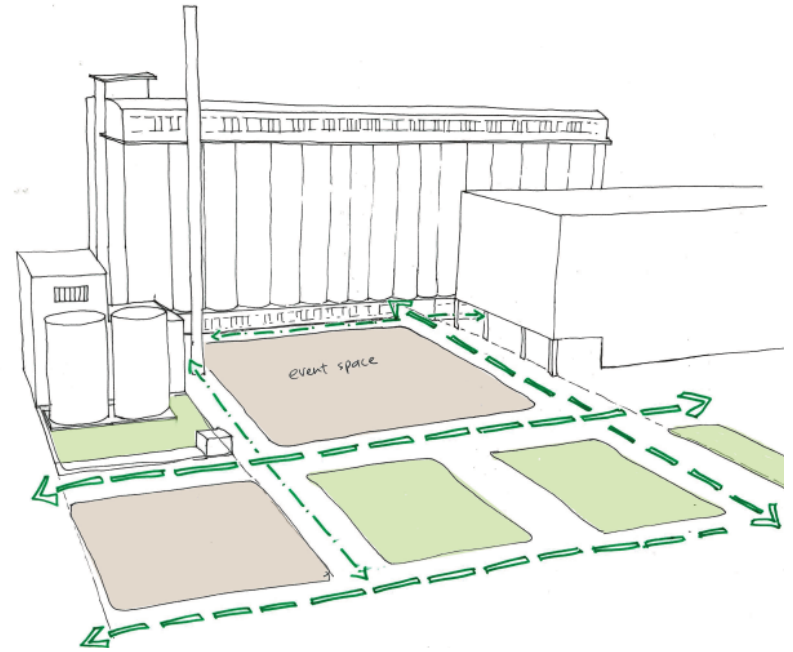
Queens Square is located in the centre of Crawley. It is of a compatible size to the central area of paving proposed in the Civic Square. Queens Square is used for numerous organised events, some of which for example markets, could take place at the Civic Square at Broadwater.

4.3 Civic Square

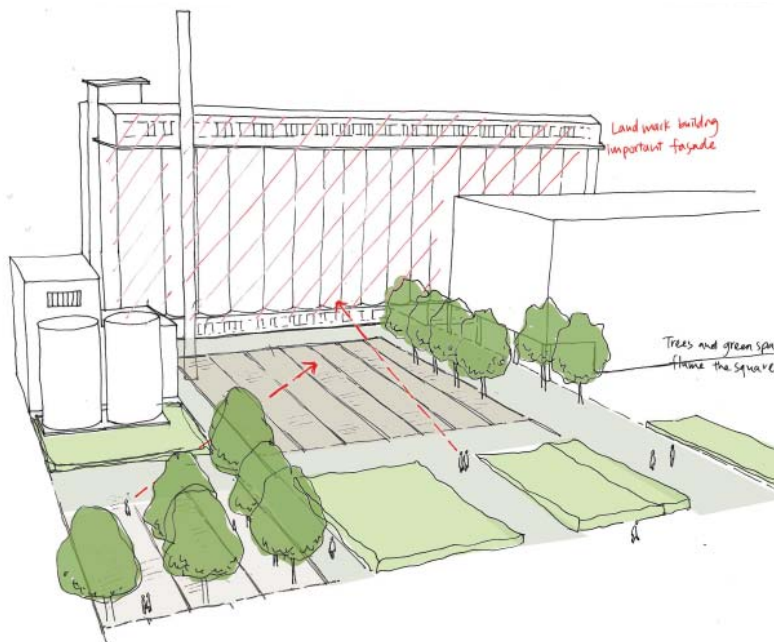
4.3.2 Design Development



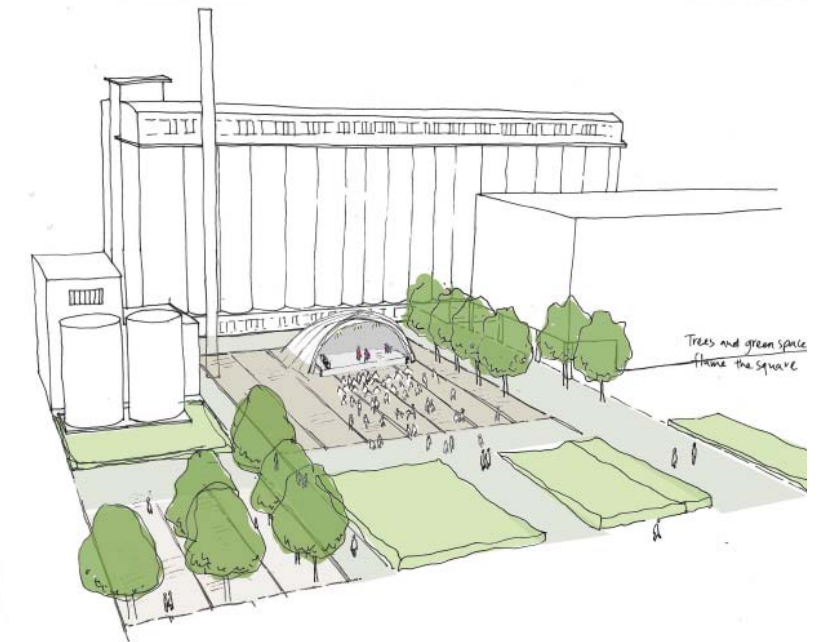
The landmark 'Silo' building has a very unique facade facing the Civic Square. The grid lines of the square have developed from the alignment of the silo and celebrate the listed feature.



The sub areas are designed to ensure permeability and free pedestrian movement through the space. The planted spaces with seasonal flowering plants and structural ever green hedges will frame the high quality paved square.



Tree planting is carefully positioned to maintain the clear view towards the listed building facade. The trees will provide a human scale to the space.

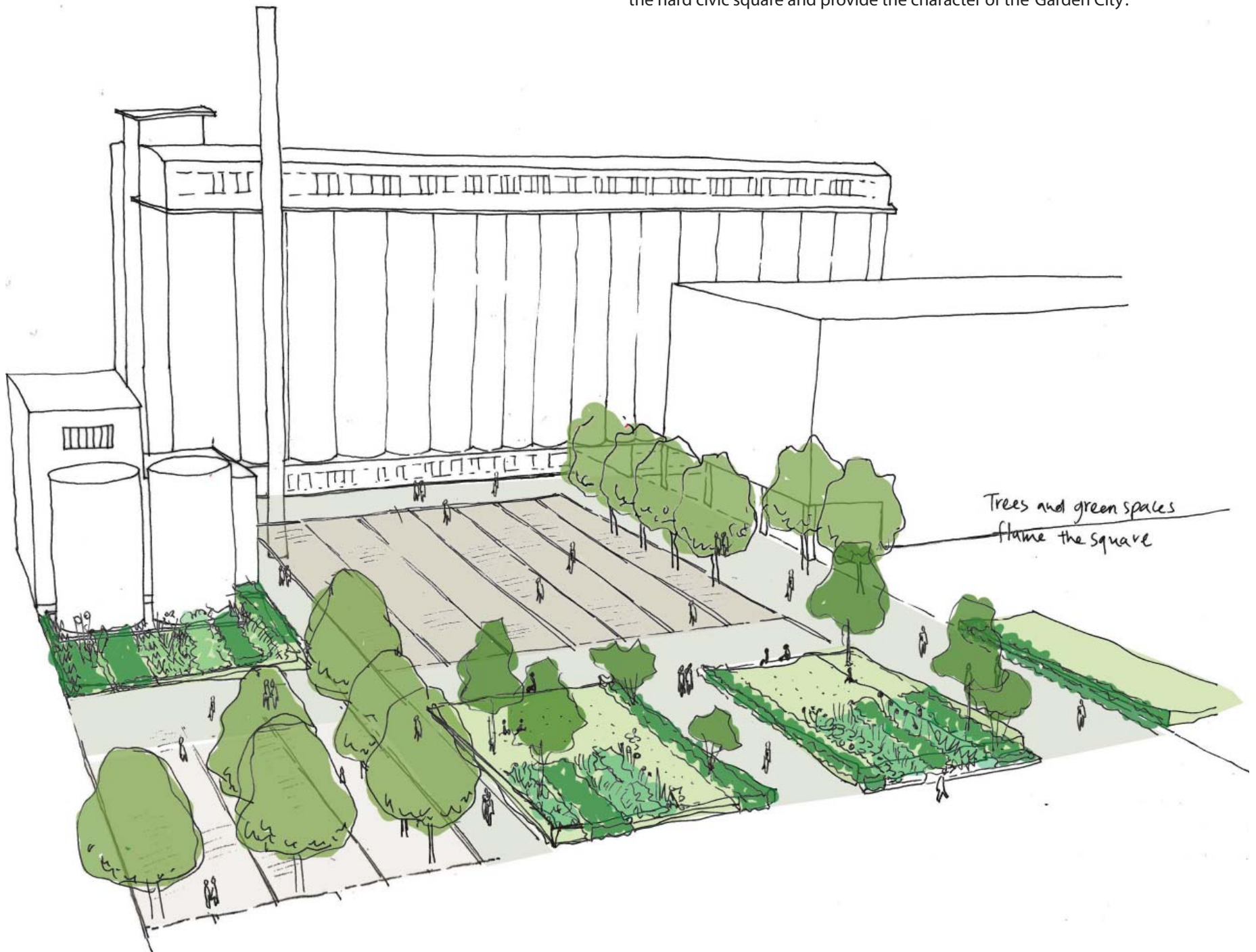


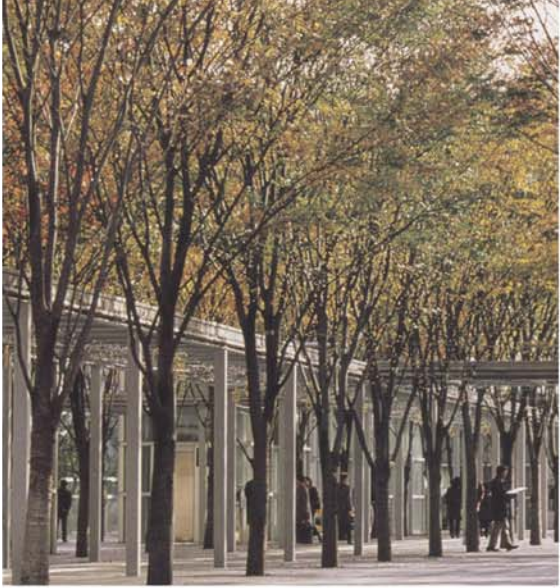
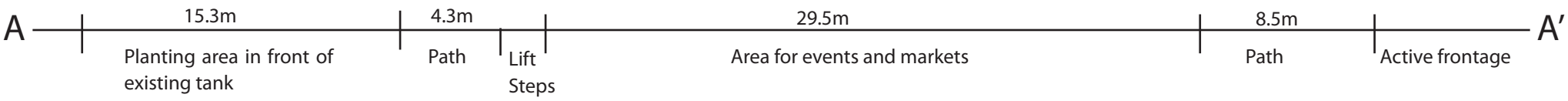
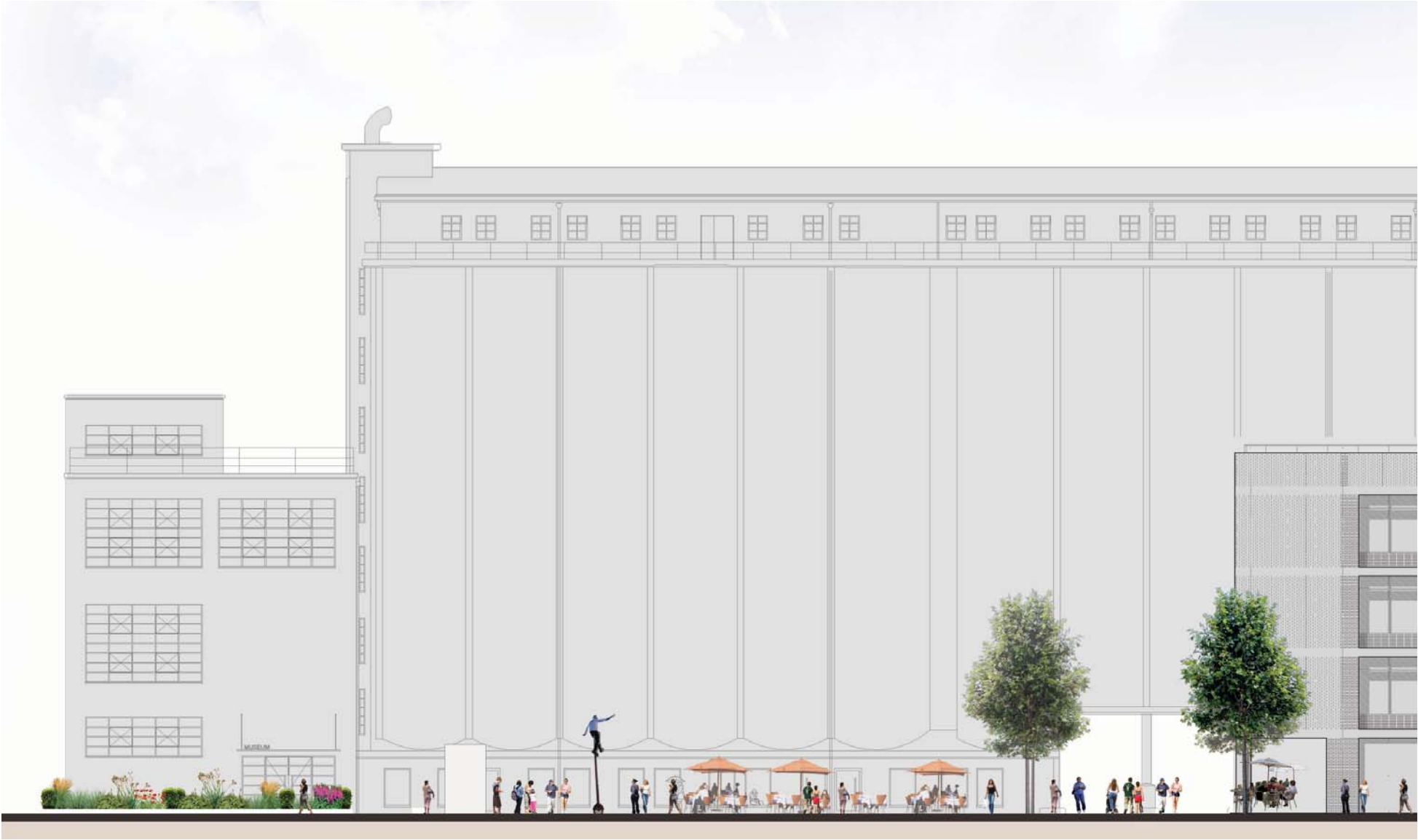
The civic square will have sufficient hard space for events and markets and provide opportunities for locals community events.

4.3 Civic Square

4.3.3 Sketch and Section

Green spaces with seasonal flowering and structural evergreen planting will frame the hard civic square and provide the character of the 'Garden City'.







4.4 Recreation Ground

There is an opportunity to provide a generous amount of green, usable space for people to enjoy, integrating provisions for informal play, general recreation and a half sized ball courtyard for children and teenagers. The recreation ground will have a well defined edge along the eastern and western sides with the redevelopment of the office block and creation of the a new hotel providing natural surveillance and activity which will further reduce the potential for vandalism and other antisocial behaviour to occur.

In response to the garden city concept several trees will be planted to complement and provide a human scale to the space. They will provide shade on sunny days, and an array of foliage colour and blossom through the year.

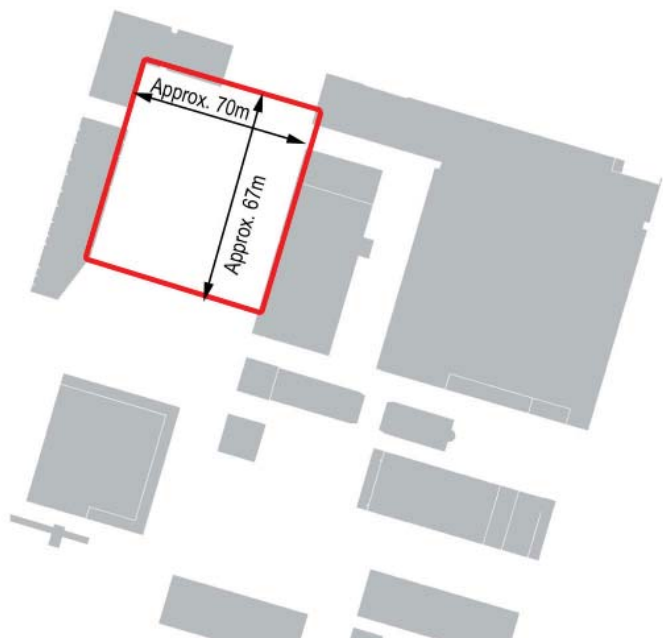
Specific elements include:

- Semi-mature trees
- Open lawn areas to provide spaces suitable for picnics and informal seating and gathering. The lawn areas can additionally be used as informal kick-about play spaces for children to use for a variety of games.
- A ball court will provide a play space for teenagers and older children to play sports and activities. Nearby benches will complement this use and can be used for people to gather and to interact with those using the play space.
- Areas of low planting will soften the space and provide a variety of colour, texture and scent throughout the year.
- Hedges and lawns will ensure that the gardens have visual interest structure in the winter.

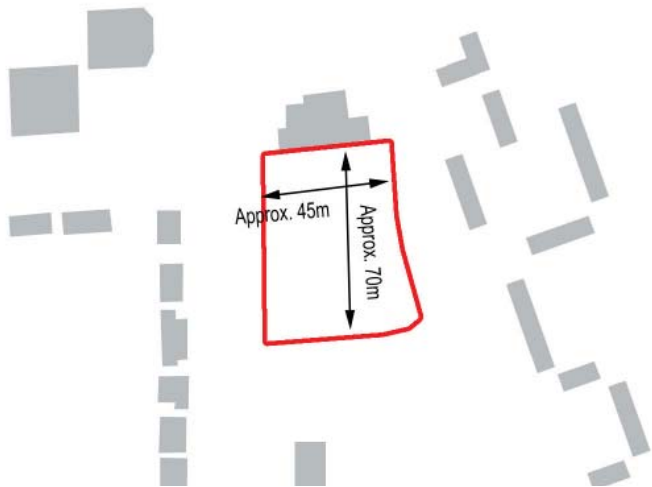
1. Pleached Lime trees to terminate the view
2. Cafe spill out space for the Hotel
3. Minimum 3.0m shared route with pedestrians and cyclists
4. Children's play space with seating
5. Area for creche and YMCA
6. Teenager's 'hang out' space with seating
7. Half sized ball court for active play
8. Main entrance to the office building
9. Ramp access to the office entrance
10. Car parking area for the Leisure building

4.4 Recreation Ground

4.4.1 Spatial Comparisons



Recreation Ground, Broadwater Road West



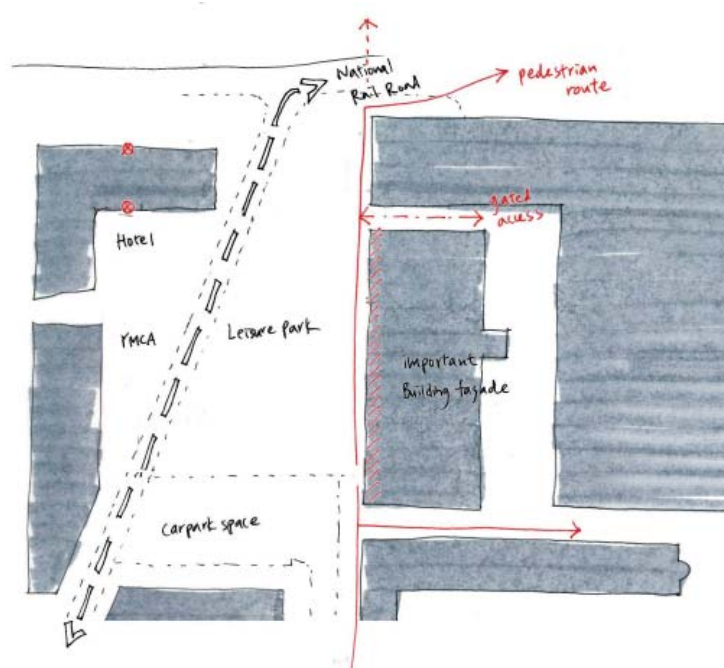
Mrs Howard Memorial Hall, Letchworth

The Recreation Ground at Broadwater will be a generous proportions, and slightly larger than the Mrs Howards Memorial Hall garden illustrated below. The proportion of the space will allow numerous people to use the space including adults and children, visitors to the leisure centre, office workers, residents and visitors.

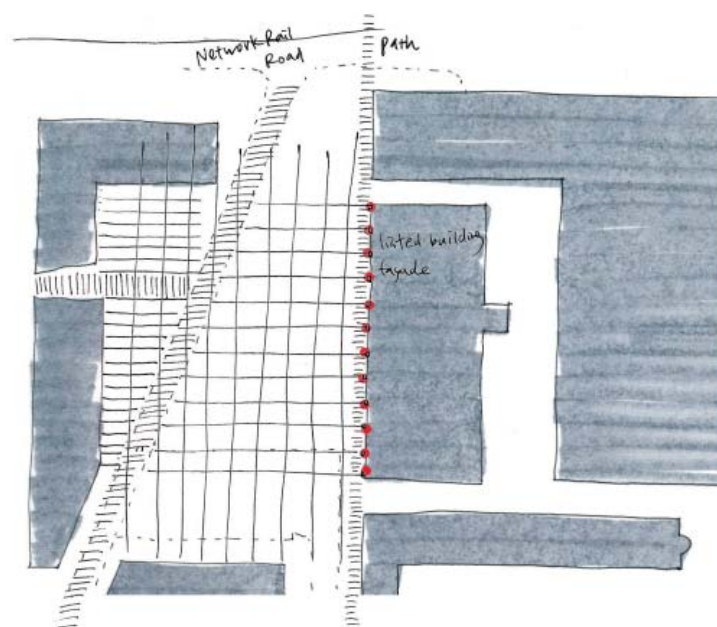


4.4 Recreation Ground

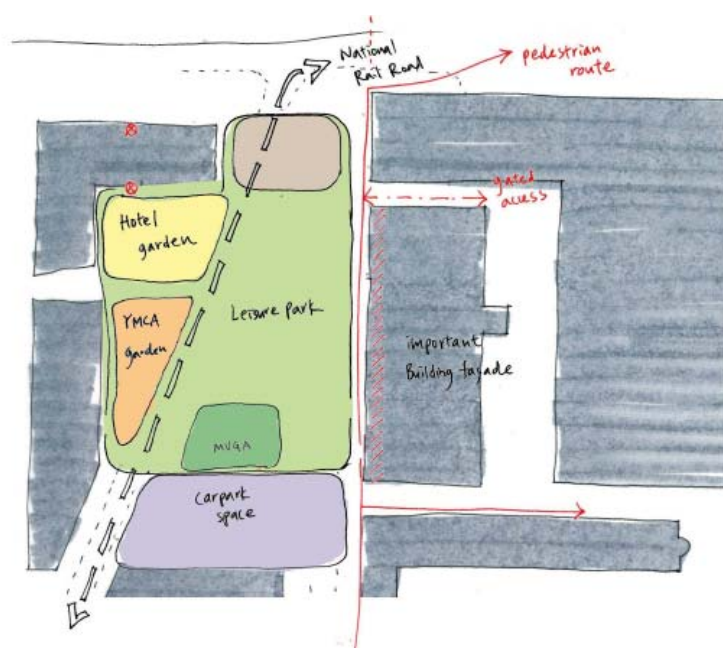
4.4.2 Design Development



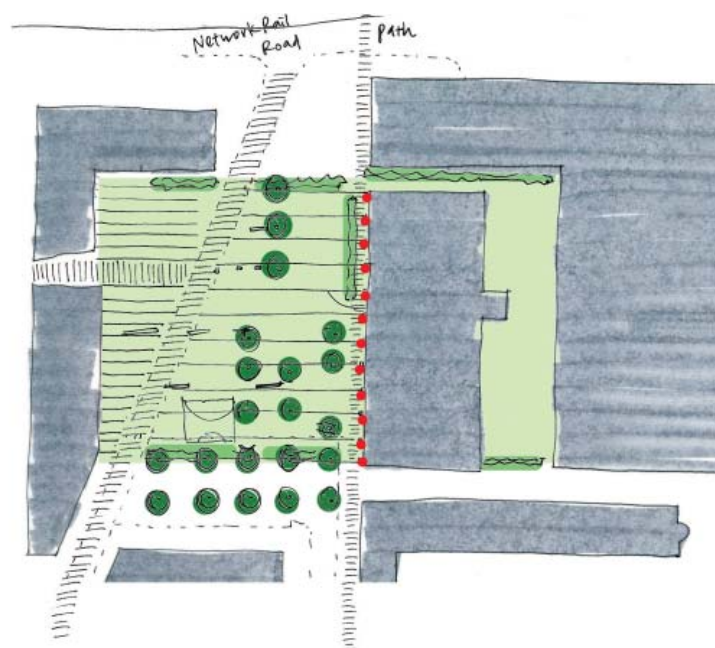
Pedestrian and vehicular movement around the Recreation Ground



Grid lines from the listed building facade



Different character areas within the park

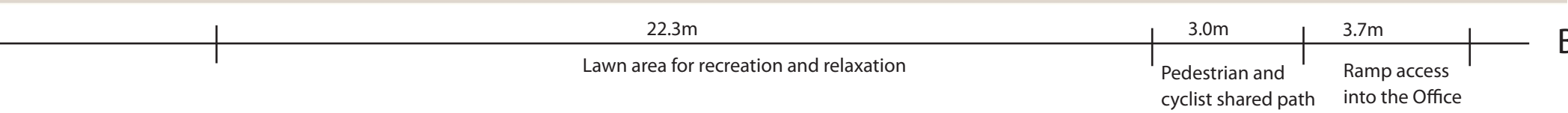


The Recreation Ground provides a green setting for the listed building

4.4 Recreation Ground

4.4.3 Sections







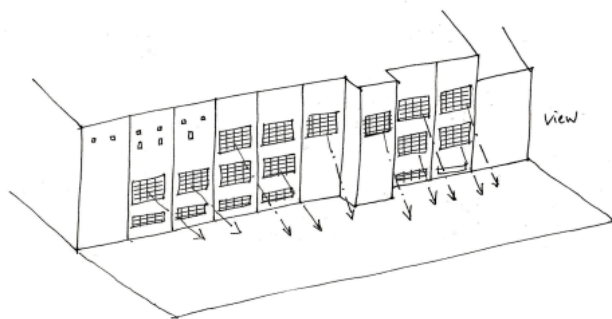
- 1. Cycle stands for office workers
- 2. Emergency access and route from the store
- 3. Stepped entrance to the office building
- 4. Lawn open space
- 5. 2.5m width maintenance path
- 6. Gated access

4.5 Office Courtyard

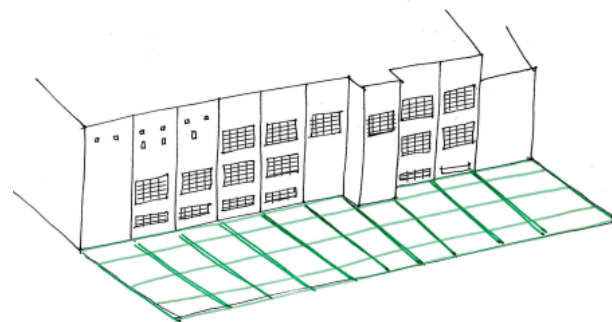
The Office Courtyard provides a quiet garden area for the office for sitting and relaxing which will contain lush areas of trees, formal hedging, lawns and brightly coloured, scented planting. The formal layout responds to the adjacent 1920's Grade II Listed building façade by superimposing a grid which carves out the green and hard areas within the space.

Specific elements include:

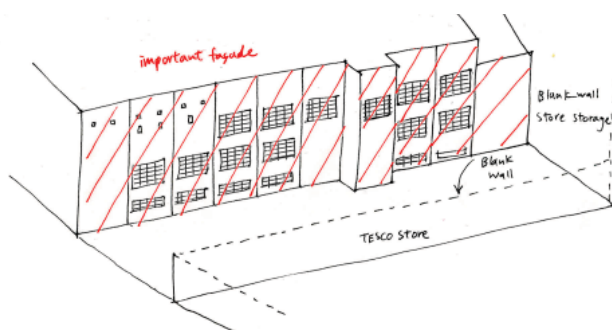
- Trees to complement and provide a human scale to the linear space. They will provide shade on sunny days, and an array of foliage colour and blossom through the year.
- Open lawn areas to provide spaces suitable for workers to relax and socialise.
- Areas of low planting will soften the space and provide a variety of colour, texture and scent throughout the year. It will also provide a buffer to the workspace windows.
- Hedges and lawns will ensure that the gardens have visual interest and structure in the winter.



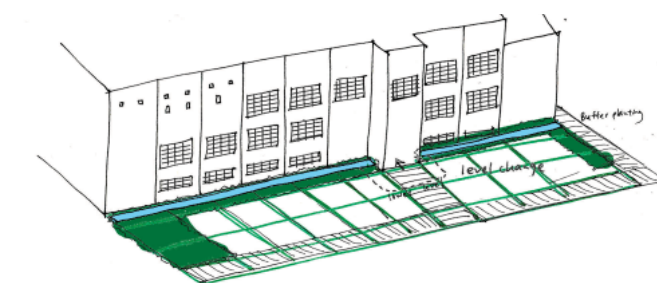
Views
Large windows facing the courtyard



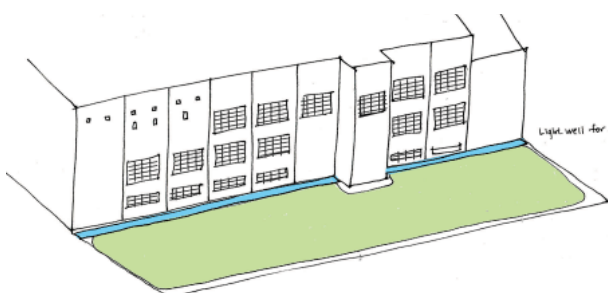
Grid lines enhanced through seating elements, tree and/or structural planting.



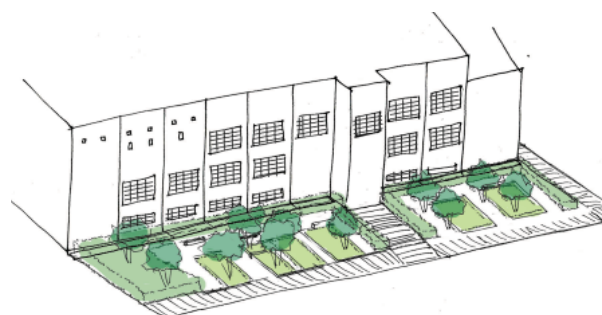
Building facade
Important building facade on 1926 listed building.
The walls to the Tesco store's west and north facade create an opportunity for climbers.



Grid lines
Follow existing 1926 building facade grid lines.



Space
The courtyard is gated and will be used by the office workers. It will provide a space for relaxation and a gathering space for workers to socialise.



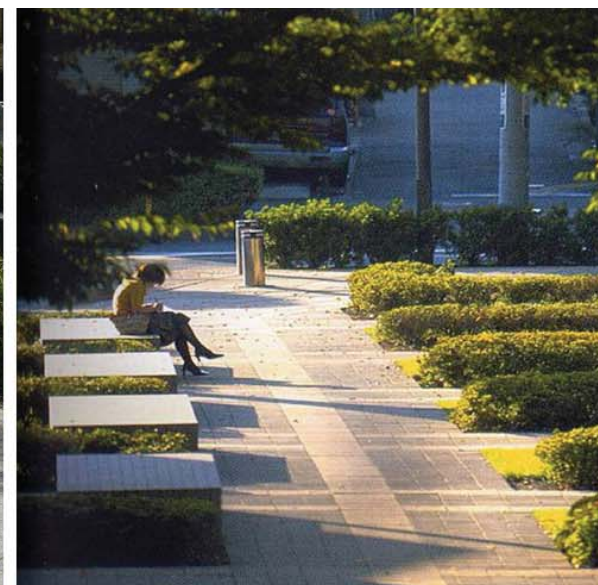
Proposed design
The grid structure of the landscape element will respond to the architecture of the building facade. Seasonal planting and trees define pockets of areas for seating and gathering.

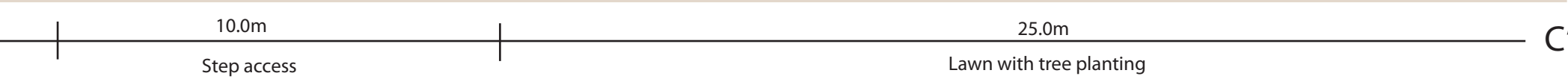
4.5 Office Courtyard

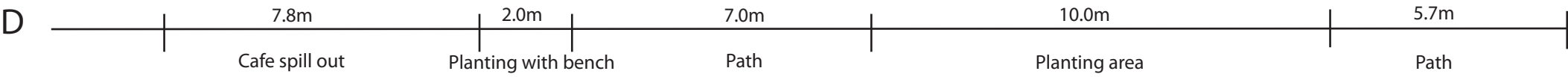
4.5.1 Sections



C 5.3m Buffer planting 35.5m Lawn with tree planting





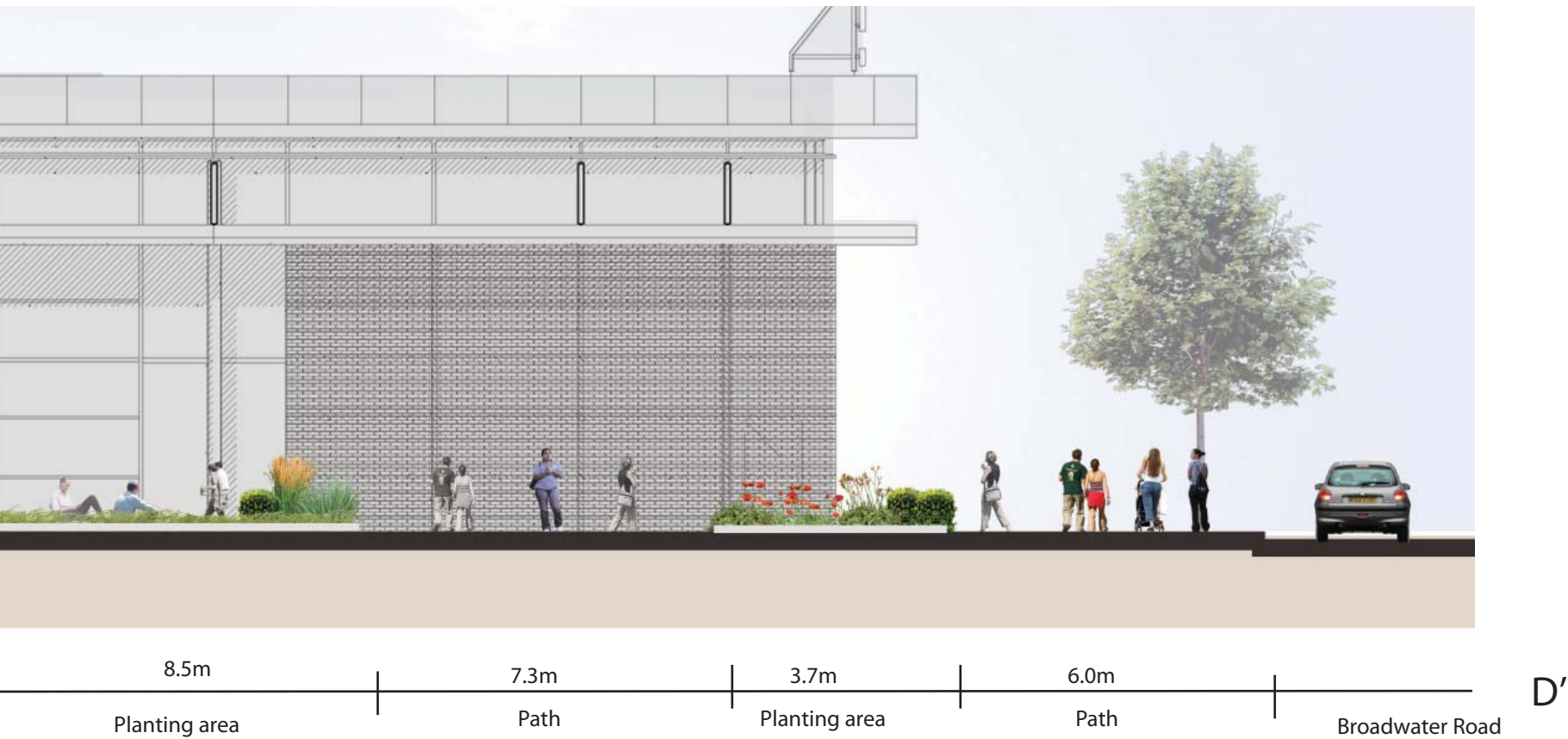


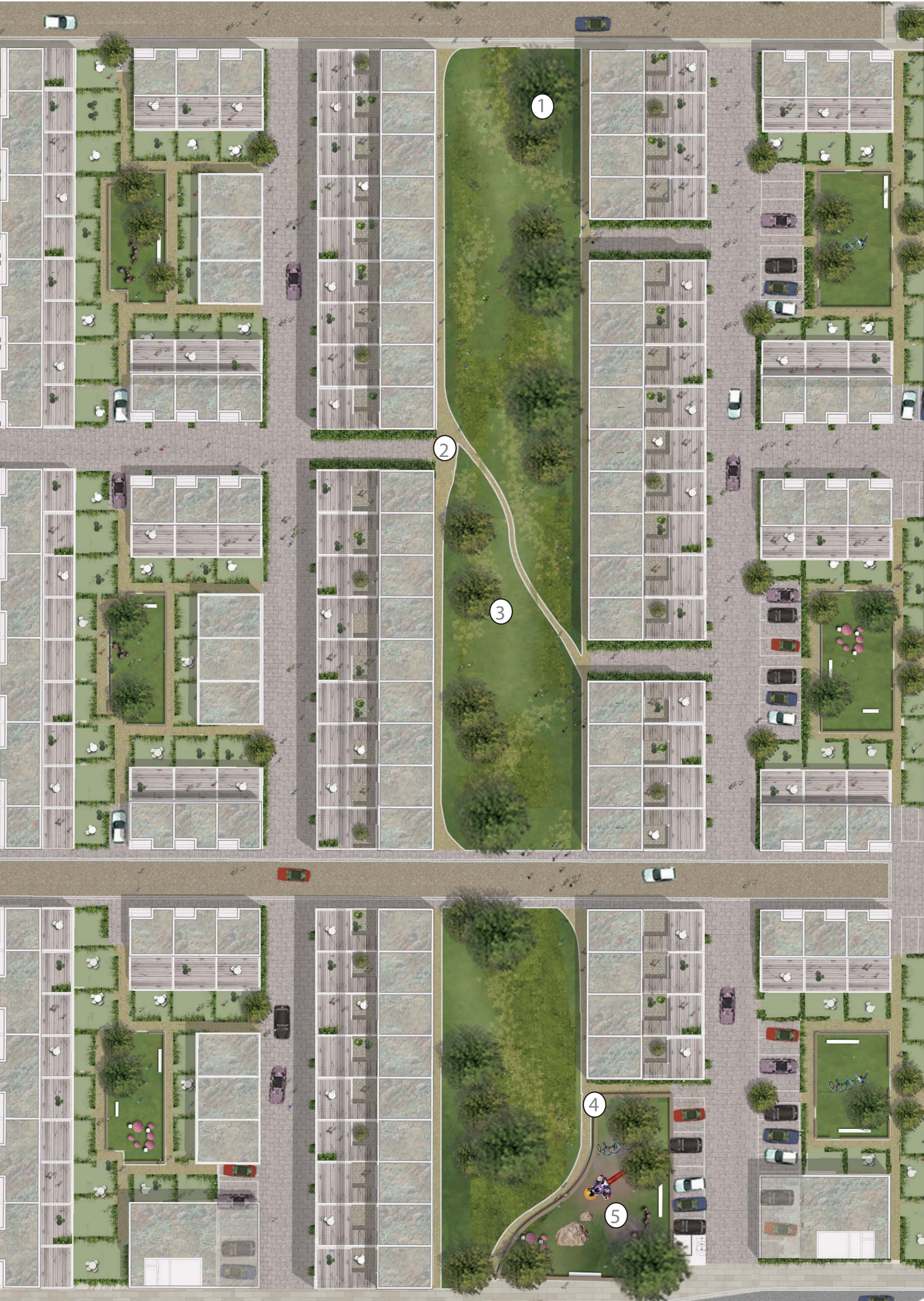
4.6 Retail Courtyard

With the main entrance to the Tesco store and direct pedestrian access onto Broadwater Road and the bus stop, it is expected that the courtyard will be a busy hub of activity. Seating areas with low areas of planting and grass will create a pleasant space for people to pass through and to linger within. Cafes and retail entrances will create further activation and an animation of the edges to the courtyard.

Specific elements include:

- Open lawn areas to provide spaces suitable for locals to socialise and relax.
- Areas of low planting will soften the space and provide a variety of colour, texture and scent throughout the year.
- Hedges and lawns will ensure that the gardens have visual interest and structure in the winter.





4.7 Residential Park

The Residential Park provides a green and attractive setting for the new residential buildings and a valuable amenity for the wider community as a whole.

The aim is to create a park that is genuinely child-friendly and inclusive, with open lawn areas to provide spaces suitable for picnics, informal seating and gathering which can be used by the residential community. The proposals for both active and passive uses include a fenced local equipped area of play (LEAP) to the southern end of the park, whilst an emphasis on natural play can be threaded through a variety of sub-spaces throughout the park, creating an engaging landscape which offers a sense of intrigue to provide an additional resource through learning and integrated play. Undulating grass lawns and low planting will add a lively sculptural quality to the space within the park which will offer opportunities for incorporating seating and a sense of privacy.

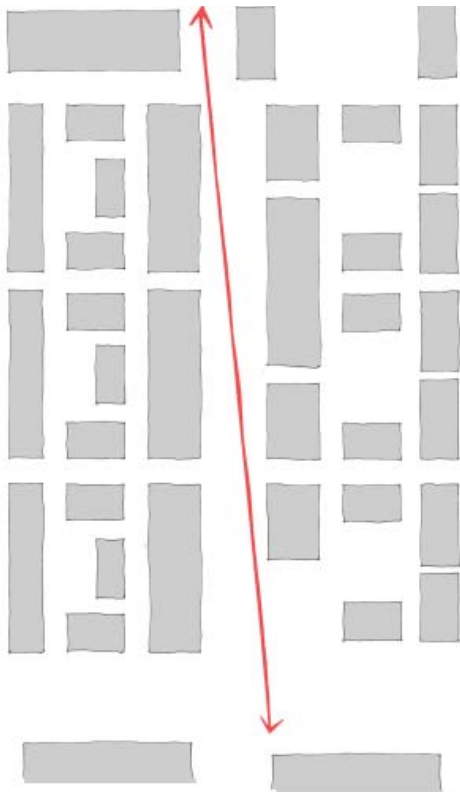
Specific elements include:

- Semi-mature trees provide a human scale to the park. They will provide shade on sunny days, and an array of foliage colour and blossom through the year. The location of the trees are carefully coordinated to maintain the view towards the listed silo building from south.
- Open lawn areas to provide spaces suitable for picnics, informal seating and gathering. The lawn areas can additionally be landformed for children to act as playable features.
- Hedges and lawns will ensure that the gardens have visual interest and structure in the winter.

1. Large trees located in the park
2. Resin bound gravel path
3. Landformed open lawn space for activities and relaxation
4. Fence with gated entrance to the play area
5. Local Equipped Area for Play (LEAP)

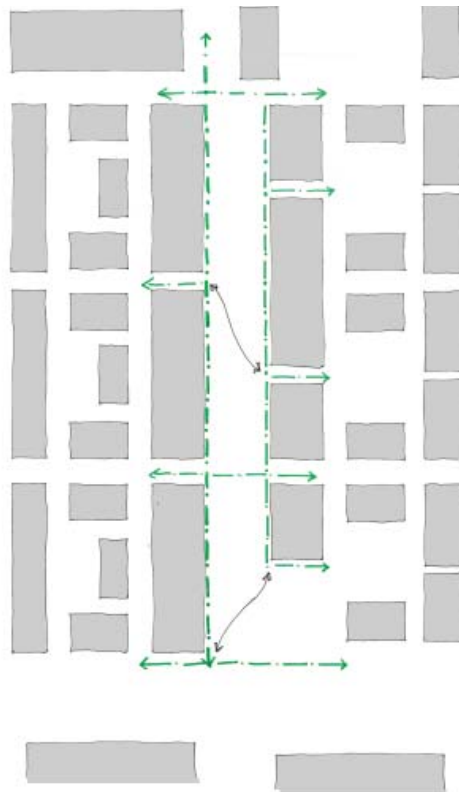
4.7 Residential Park

4.7.1 Design Development



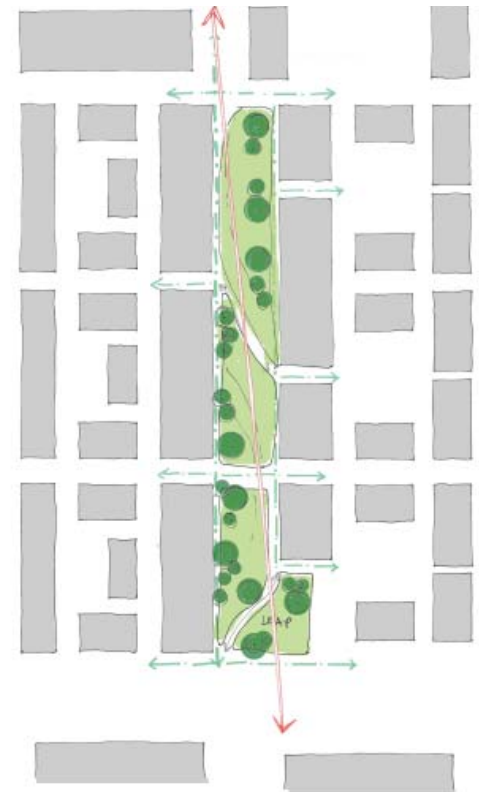
View

The important view between the listed buildings, Silo in the north and Roche building in the south.



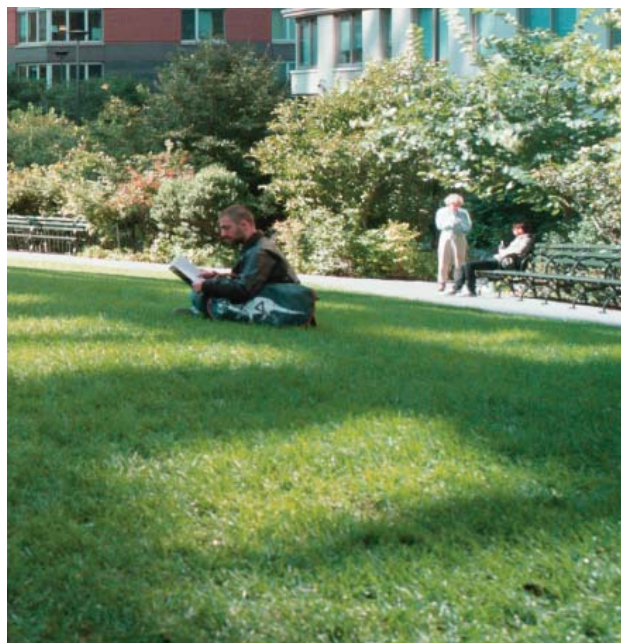
Pedestrian movements

Pedestrian routes are proposed adjacent to the buildings to provide direct access to the building units.



Tree planting

Trees are carefully positioned to maintain the view and also allow the healthy growth to achieve maturity.



4.7 Residential Park

4.7.2 Sections



Section location

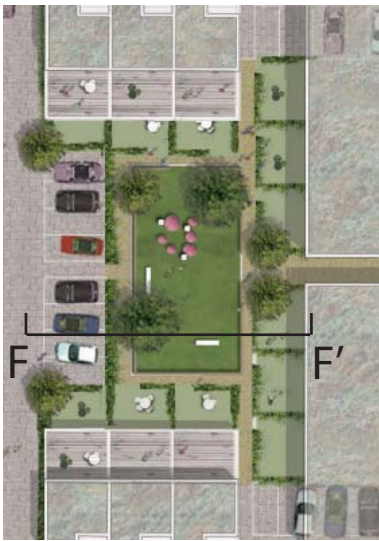




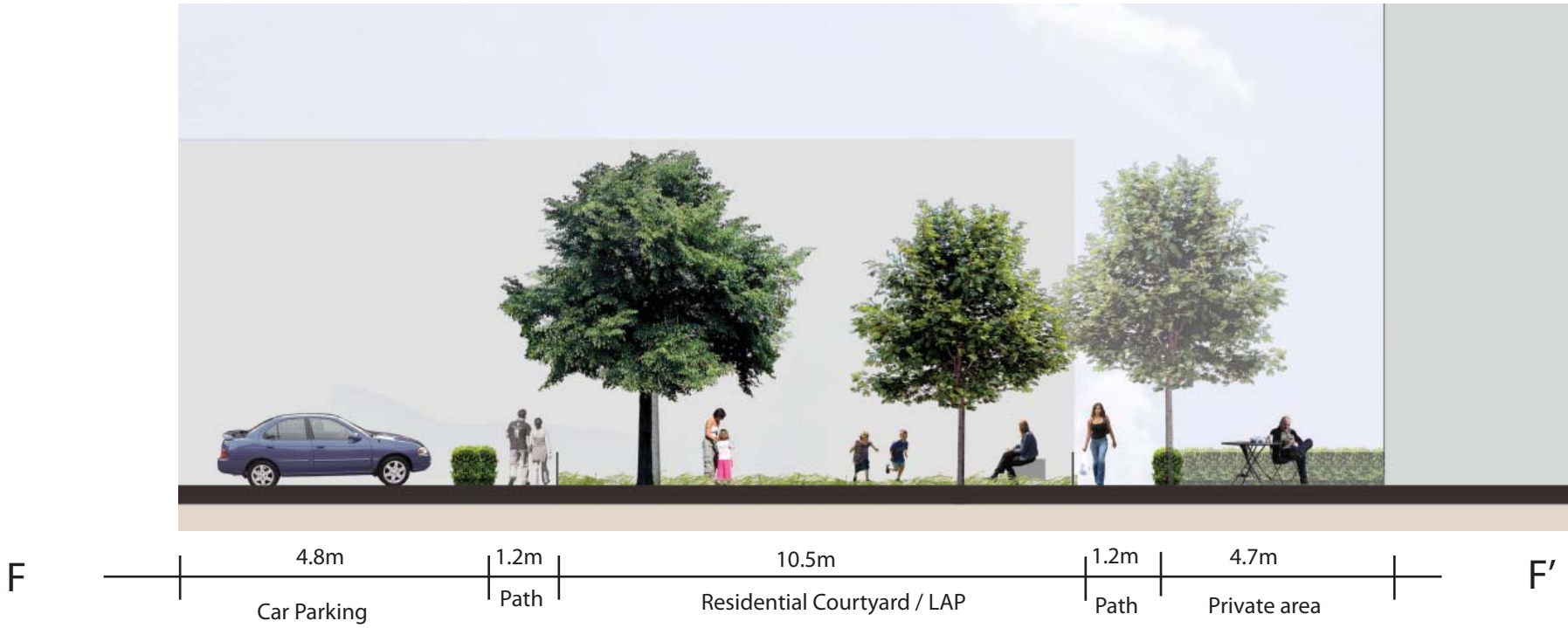
4.8 Residential Courtyard

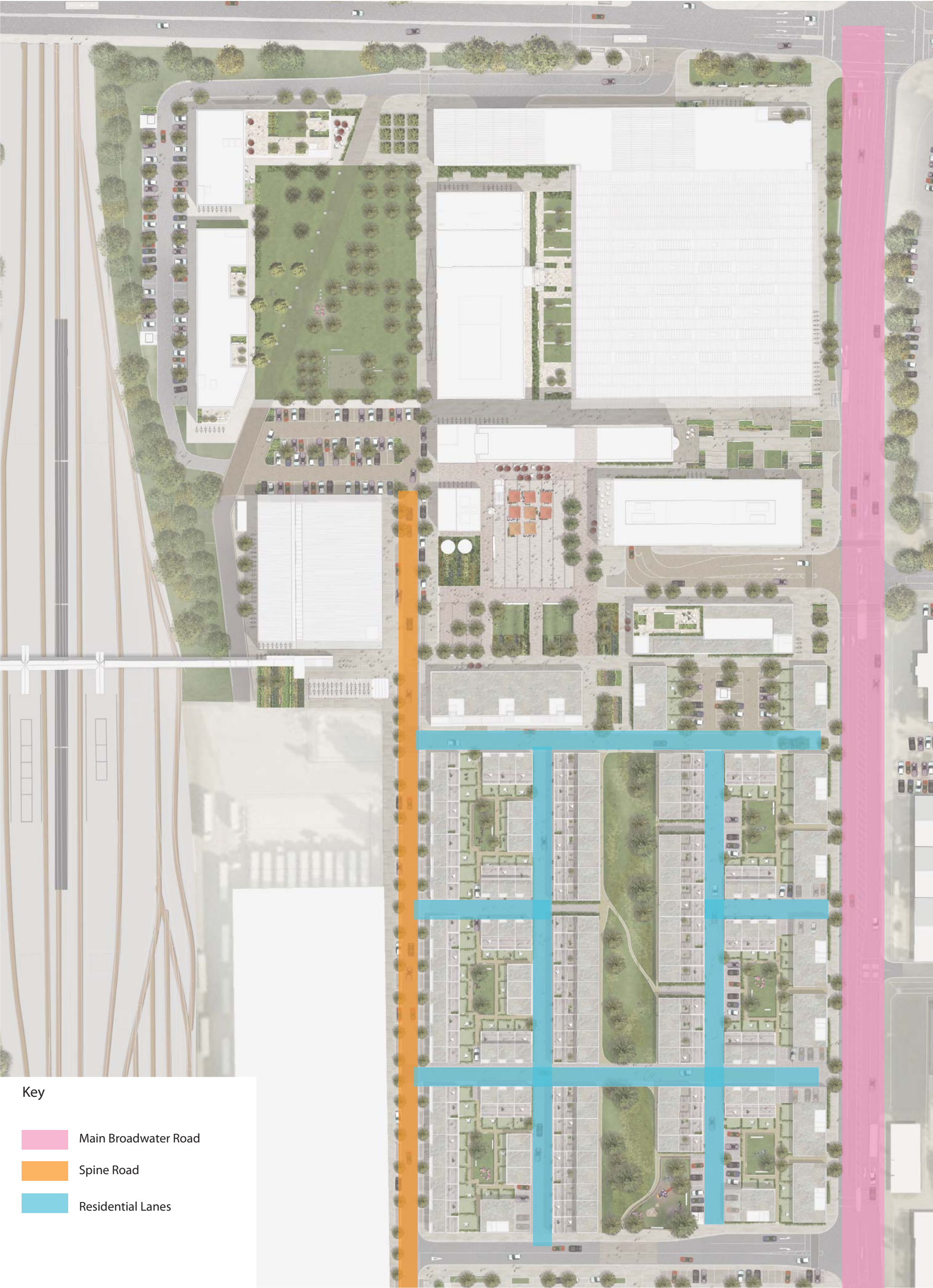
A series of residential internal courtyard gardens have been provided within the masterplan, these areas can be a valuable resource for local residents by providing a communal open amenity space which can accommodate a range of activities which include lawn areas, local area for play (LAP) and planted gardens. Informal play for 0-4 year olds will be encouraged within these spaces by utilising a broad palette of planting as well as natural materials and more open areas of lawn and self binding gravel. Natural play features such as boulders and logs can provide interest for younger children and informal seating for older children. Trees should be planted to form a delicate canopy over the space providing a human scale and sense of intimacy whilst still allowing sunlight to penetrate through.

An area immediately adjacent to the ground floor units will provide a private garden terrace for the residents and activity and a sense of ownership within the space. Screening will be provided between each external private space to give each space a sense of privacy which will help to contain the private spaces, allowing them to be used for young children to play.



Section location





Key

- Main Broadwater Road
- Spine Road
- Residential Lanes

4.9 Streets

The streets at BRW have been designed to consider all users, pedestrians, cyclists and drivers. The intention is for the streets (particularly the residential lanes) to be designed to encourage informal meetings, build and strengthen communities by providing space for all kinds of activity and promote civility. They will be the arena in which everyday life - chatting, playing, and wandering - happens.

Streetscape Strategy

A rational approach to the road layouts has been taken that will balance the needs of vehicle users and pedestrians. This is supported by recent UK guidance from the 2007 Department for Transport Manual for Streets (MfS), which puts well-designed streets at the heart of sustainable communities and advises on how street design can help create better places – places with local distinctiveness and identity.

Low-speed environment

The proposed streets within the development will present a deliberate contrast to the characteristics of the other major roads surrounding the site. The intention is to create an environment that promotes low-speed, uninterrupted traffic flows that can be universally integrated with pedestrian and bicycle movements and other civic activities. These characteristics will be achieved through contextual design and careful attention to layout, dimensions, and details, rather than through extensive regulations and physical controls. Central to the approach will be the creation of an environment that promotes lower speeds through contextual clues and social protocols.

Creating Places

A key principle underpinning the streetscape strategy will involve an emphasis on place-making at all intersections and focal points along the lengths of the streets. This approach will aim to emphasize the spatial qualities of the public realm and to avoid the dominance of linear routes and roads.

Avoiding clutter

The contrast between the highway and the public domain within the development will be further emphasised by the lack of conventional road signs, road markings, traffic signals, barriers, high kerbs and bollards. Such elements, which are essential to the single-purpose environment of the highway, are not necessary or appropriate for the public domain. In their place, the design, paving materials, street furniture, layout and lighting will define the relationship between traffic and other activities.

Street Typologies:

The following streets have been characterised under the following typologies:

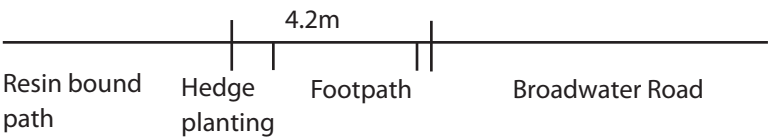
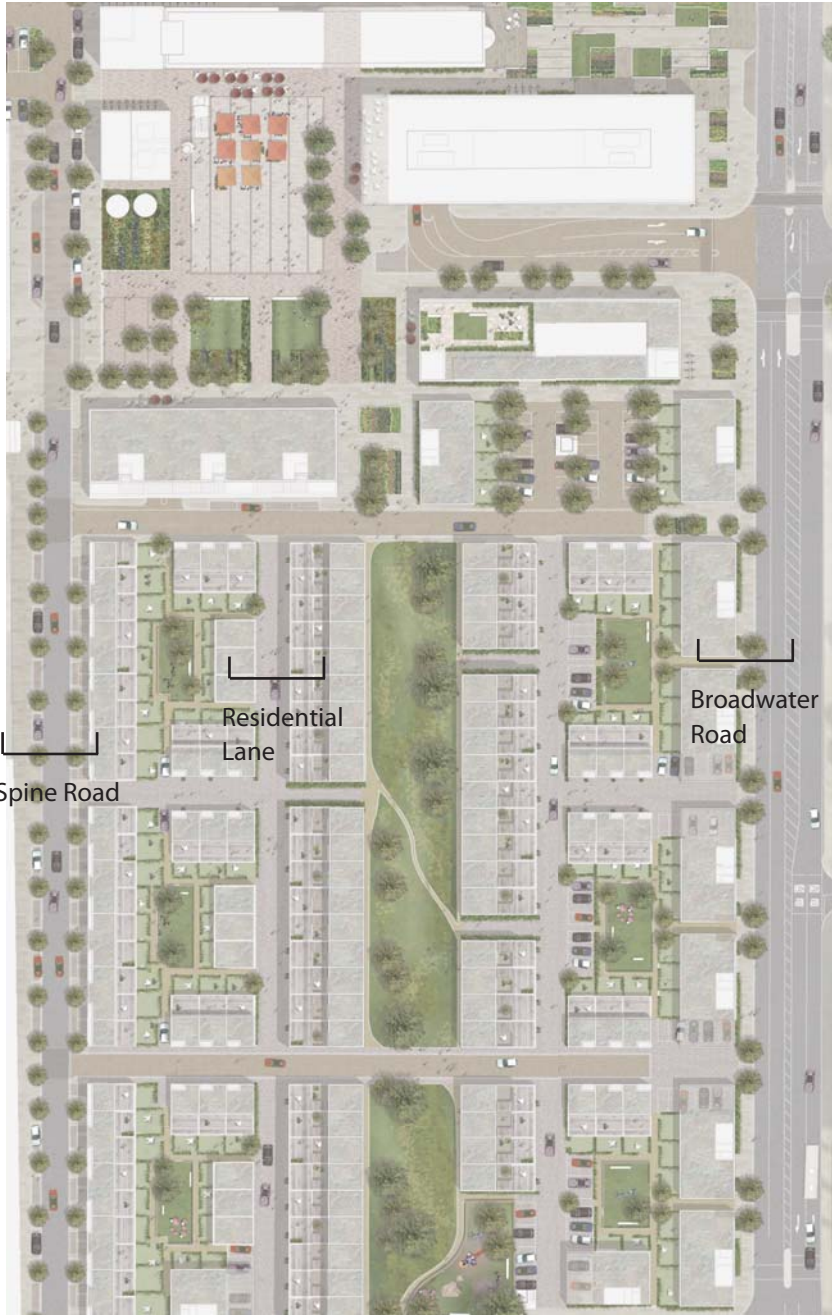
- Main Road
- Spine Road
- Residential Lanes

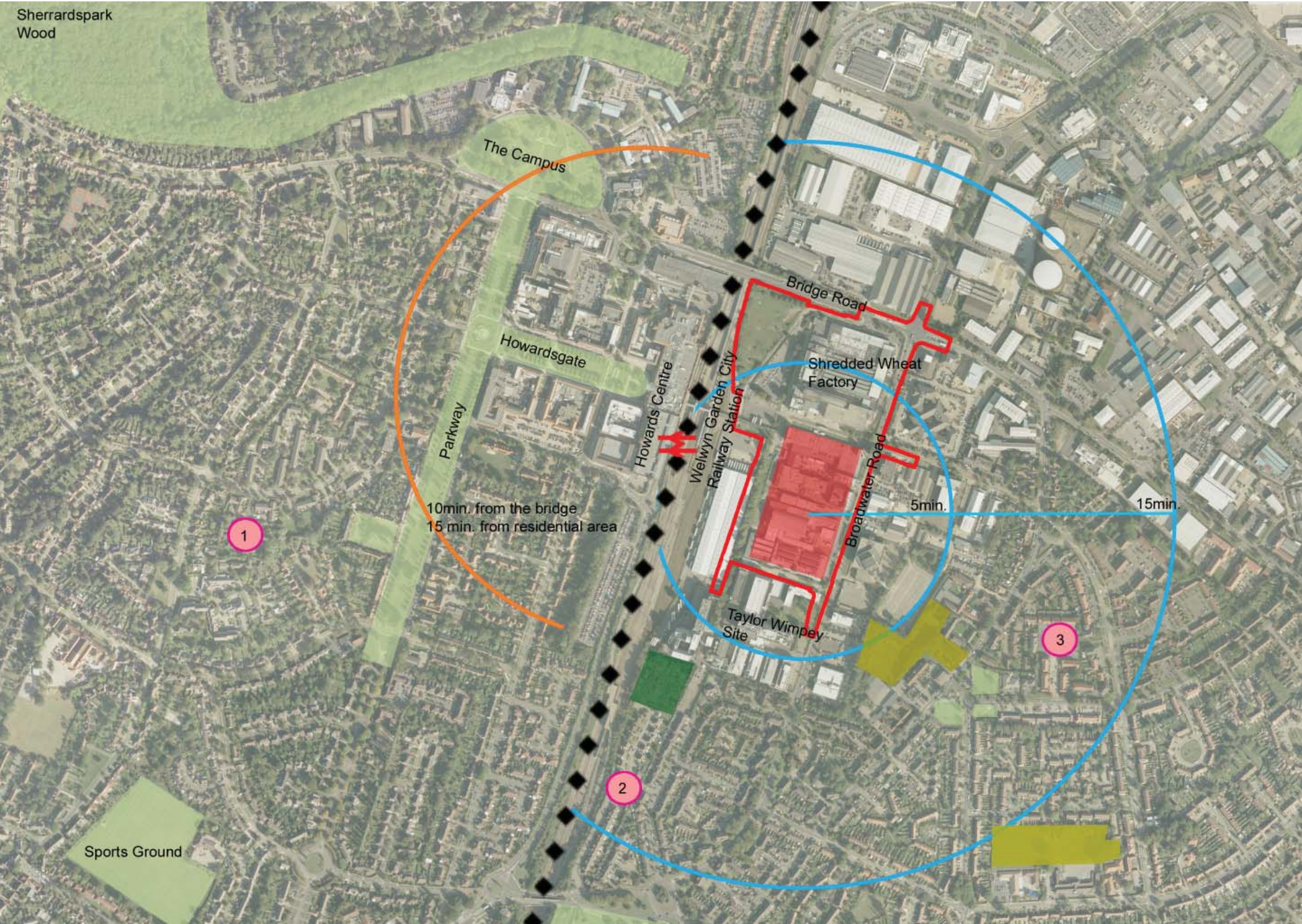
An aerial photograph of a city street scene. The street is paved with light-colored rectangular stones. On the left side of the street, there are several parked cars and a few pedestrians. On the right side, there are more parked cars and pedestrians. In the center of the street, there are two large, leafy green trees. Overlaid on the right side of the image is a 3D architectural rendering of a building facade. The rendering shows a modern building with a glass and metal exterior. It features a series of vertical fins or louvers that run along the side of the building. The building is shown from a perspective that makes it look like it's rising from the street. The rendering is in a light, sketchy style, with some areas highlighted in a darker color to show depth and shadow. The overall image is a composite of a real-world photograph and a digital architectural visualization.



4.9 Street Typologies

Main Broadwater Road





1. Farm Close (LEAP)



2. The Reeds/ Corals Mead (SLAP)



3. Essendon Gardens (LAP)

5.0 Play Strategy

5.1 Proposed Play

This play strategy sets out how the development will give recognition of children and young people’s need and wish for play and recreation. The key principles are multi-functionality, design quality, permeability, and effective, sensitive management and maintenance. The aim is to create a public realm that is genuinely child-friendly and inclusive, in line with the aspirations set out in Welwyn Hatfield Borough Council draft Open Space Strategy.

In addition to the LAP’s and LEAP provided as part of this development, playful offers will be threaded throughout the public realm, including distinctive focus points such as play equipment set in engaging landscaping, open space and facilities for ball games and wheeled activities, and incidental features that encourage children to play. Different age groups will be able to make use of the spaces through varying activities at different times of the day.

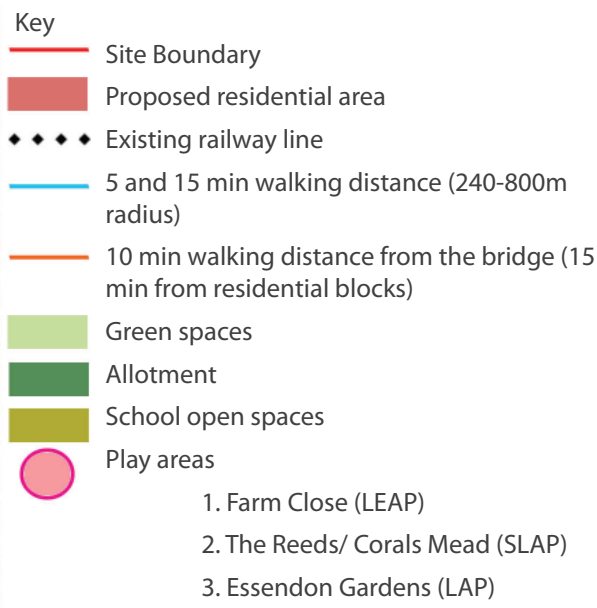
Carefully selected play equipment, facilities and non-prescriptive features such as changes of level, hard and soft landscaping, and other landscape features will create playful offers that merge into the wider open space, encouraging a wide range of play activities while also allowing the space to be enjoyed by adults.

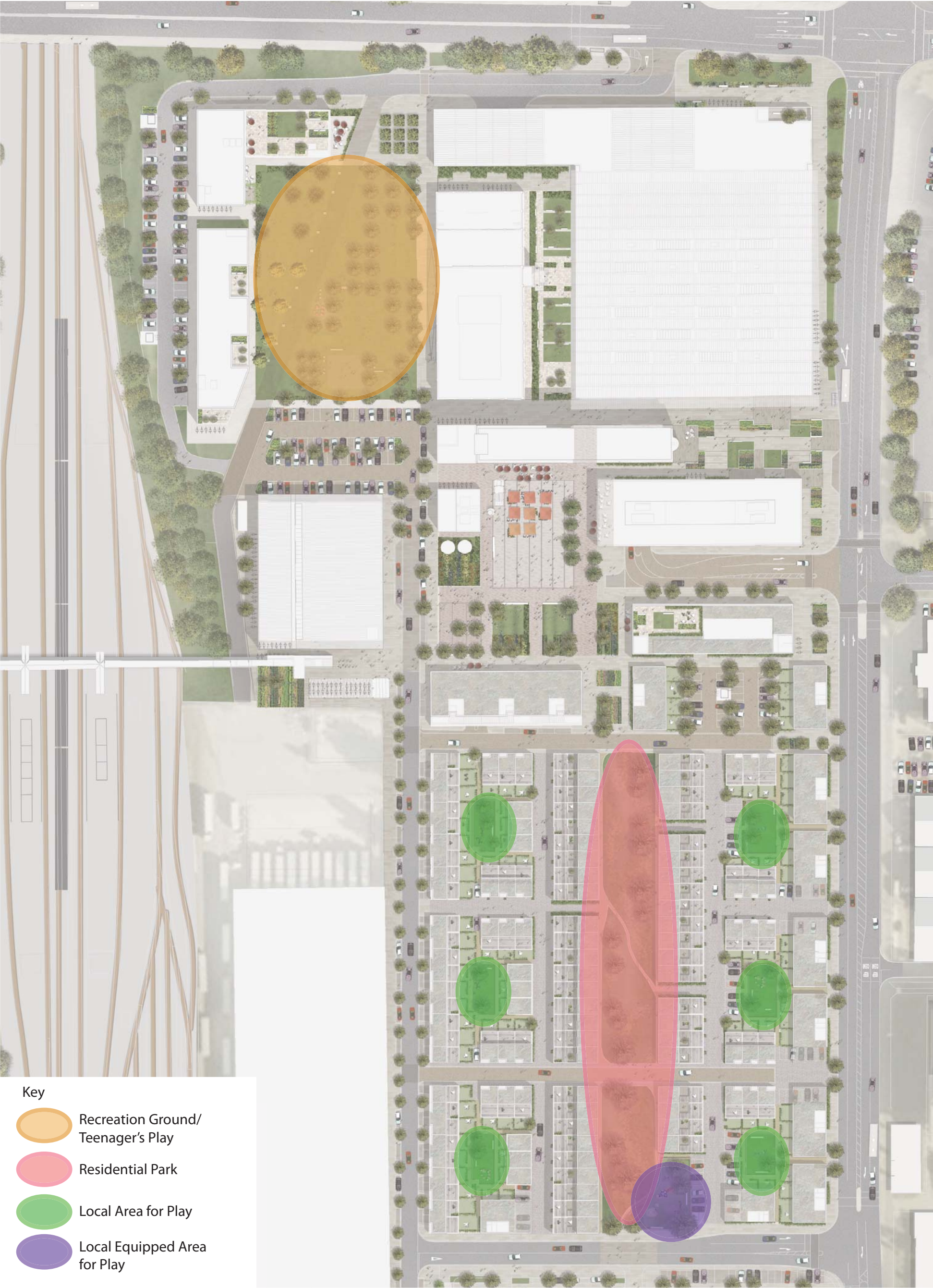
Dedicated youth spaces and facilities in the public realm for young people will be essential so that they have places they can call their own and will thus respect the needs and wishes of other users. The Recreation Ground will be an ideal location for this type of use where a basket ball area and seating have been provided.

Open space area

Required children’s play space area based on the number of residents of 1,171 is 0.94Ha. Broadwater Road SPD states that the provision of children’s play space should meet the National Playing Fields Association (NPFA)’s minimum requirement of 0.8 hectares per 1,000 people.

The proposed public open space is 1.48 hectares and semi-private open space is 0.28 hectares.





- Key
- Recreation Ground/ Teenager's Play
 - Residential Park
 - Local Area for Play
 - Local Equipped Area for Play

5.2 Proposed Play Areas



Local Area of Play

A play space for young children up to 6 years old with places for cares to sit and talk. LAP should be located within 1 minute walking distance, with a minimum area of 100m². These are proposed within each residential courtyard.



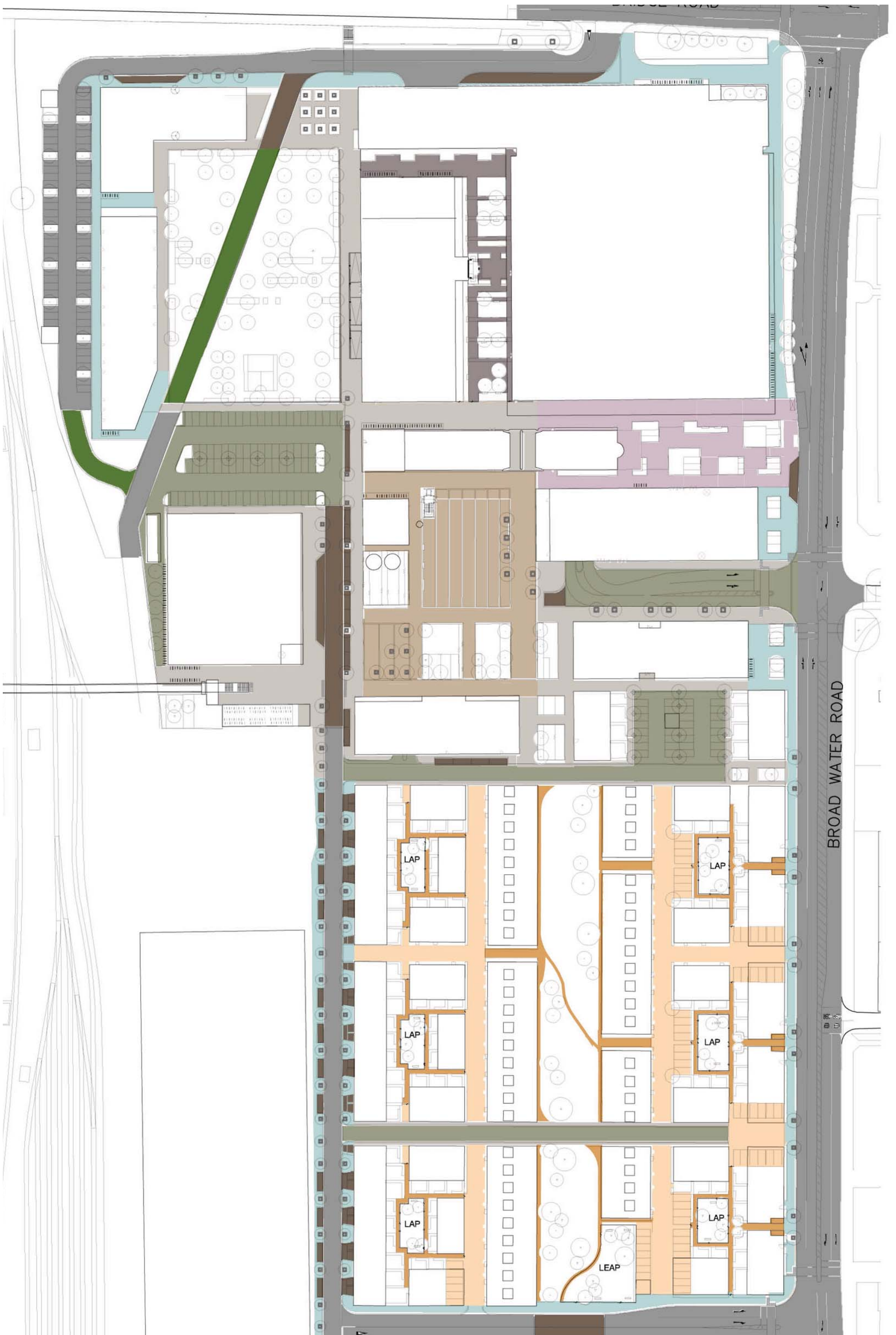
Local Equipped Area of Play

A play space including engaging play features for young children at an early school age, with places for carers to sit and talk. LEAP should be located within 5 minutes walking distance from residence, with a minimum area of 400m². This is proposed to be located at the southern end of the Residential Park.



Teenager's play/ social space

A space for teenagers to meet, hang out and take part in informal sport or physical recreational activities. A ball court area provides opportunities for teenagers to play a number of different type of sports games. This space is provided in additional to the LAPs and LEAP specified in the Broadwater Road West SPD.



6.0 Materials Palette

6.1 Paving materials

The quality of the public realm is derived from its simplicity through the selection of a restrained palette of complimentary materials and simple coordinated details. Irrespective of the material used, a high quality of workmanship is essential for the quality of finish and the longevity of the landscape. The aim is to create a cohesive, coordinated palette of hard landscape materials which are easy to use, maintain, and be controlled.



Clay Pavers - Civic Square



Appalachian Concrete Paving - Footpath



Parliament Concrete Block Paving - Crossings



Yorkstone paving - Retail Courtyard



Vianova Concrete Paving - Office Courtyard



Woburn Concrete Block - Residential Street



Asphalt



Asphalt with stone chipping



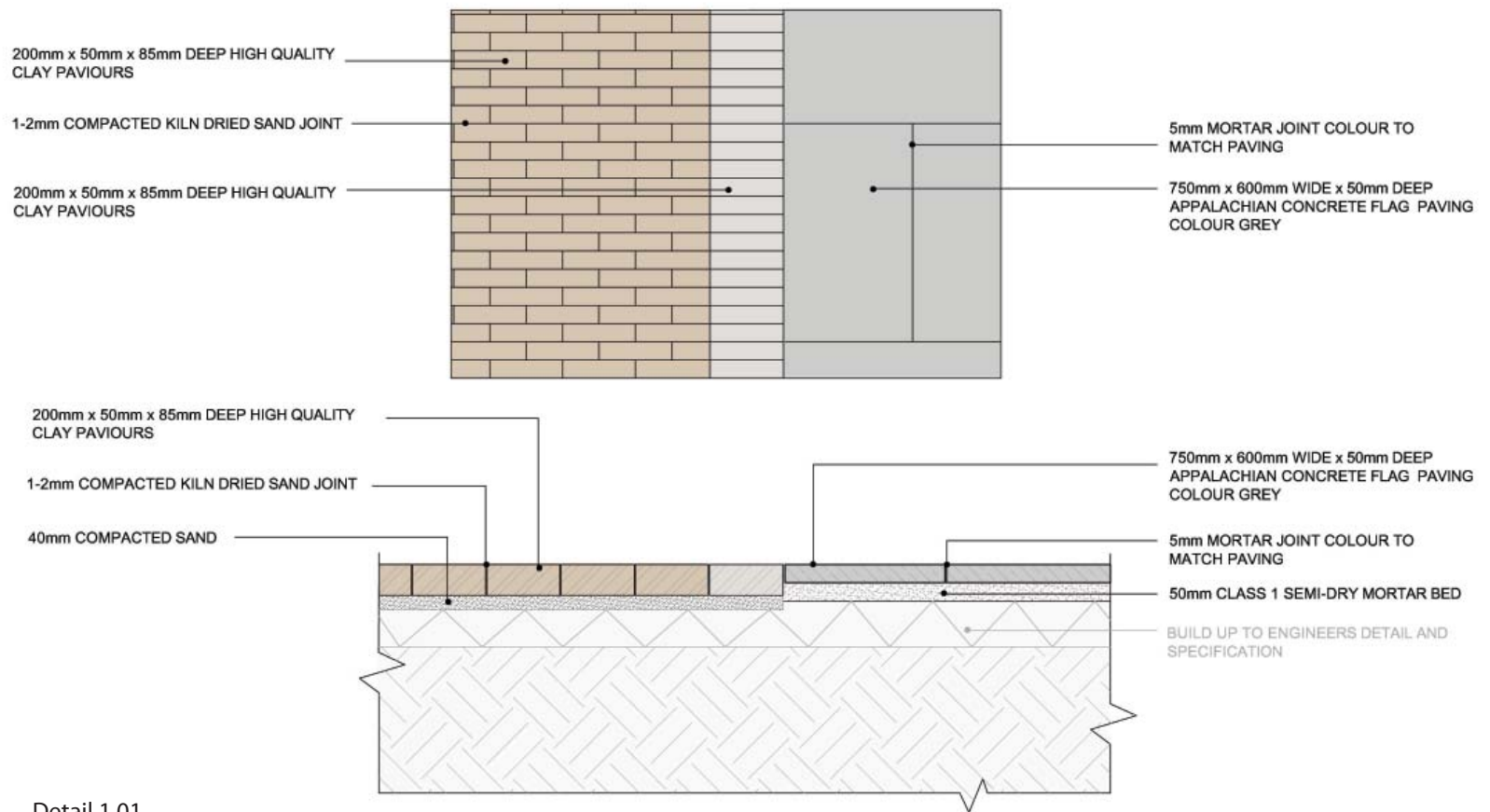
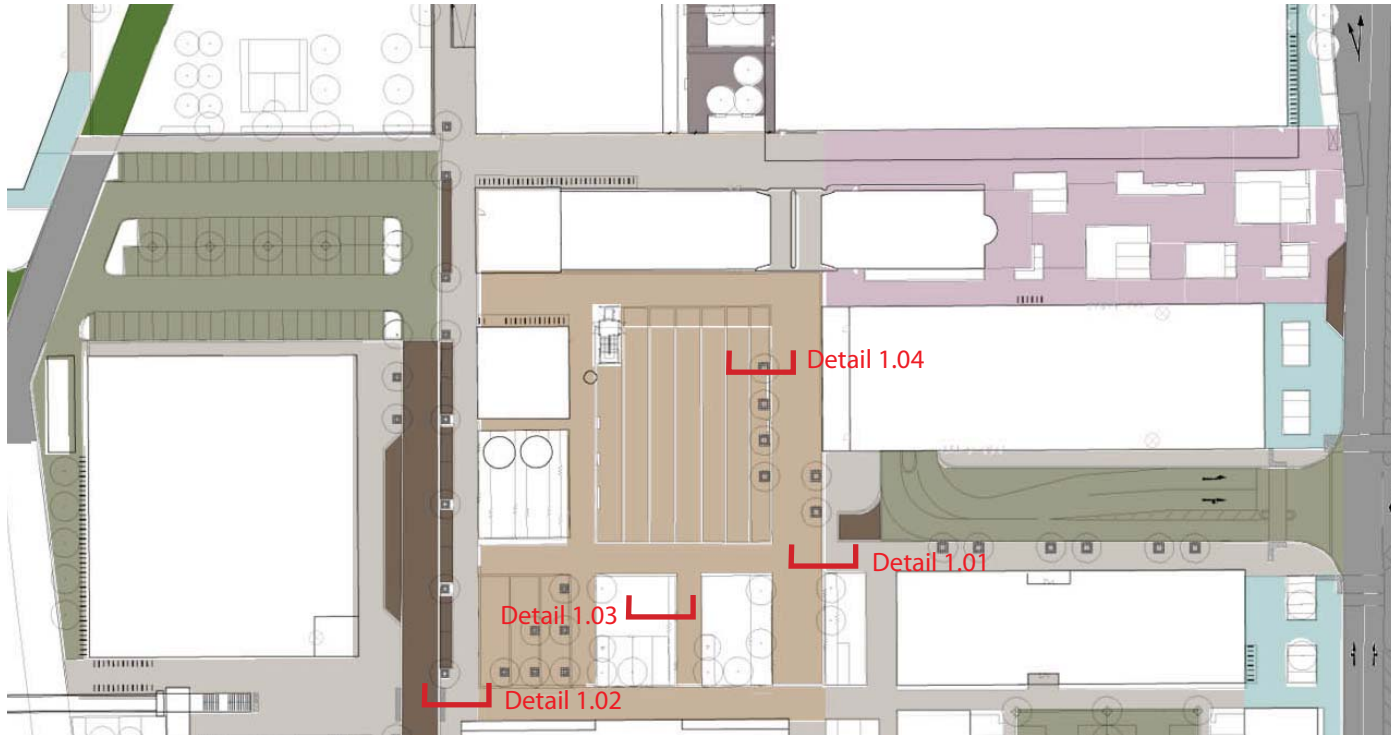
Resin Bound Gravel - Residential Streets



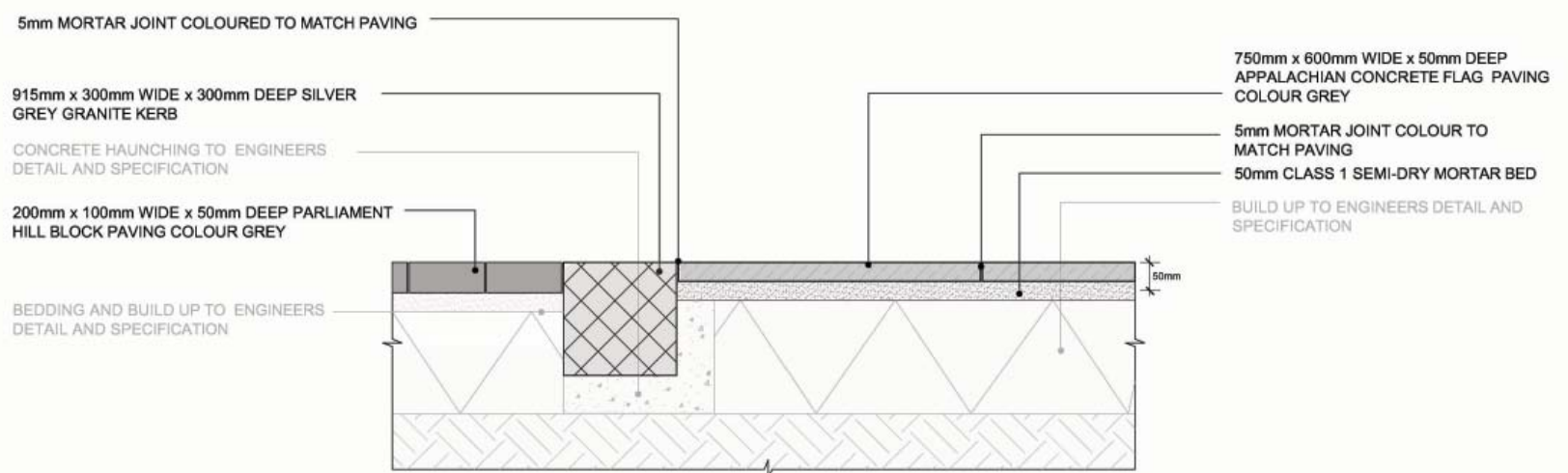
Ultrapave Concrete Flag Paving



Grassgrid Block Paving



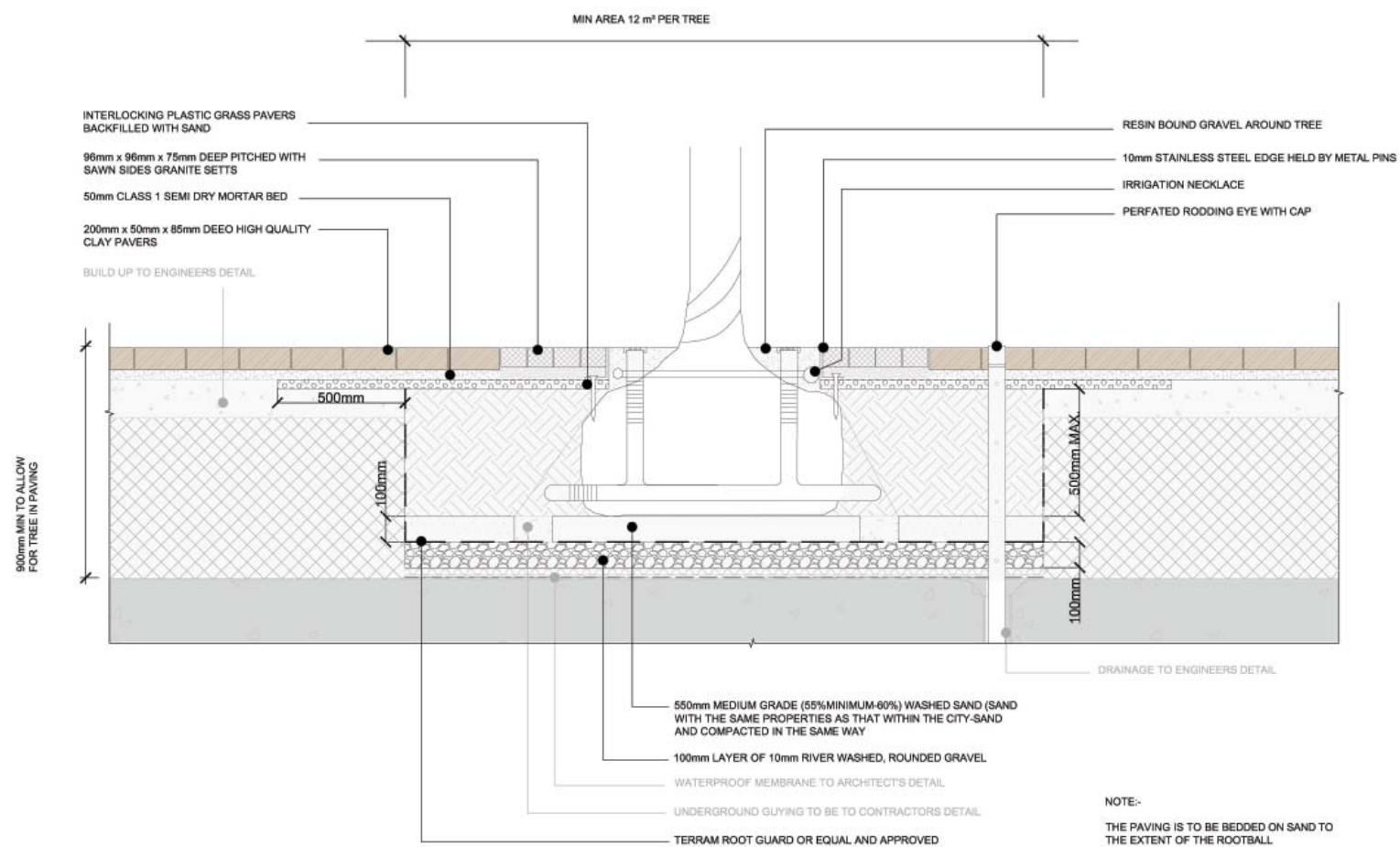
Detail 1.01
Clay pavers interface with Concrete Flag Paving



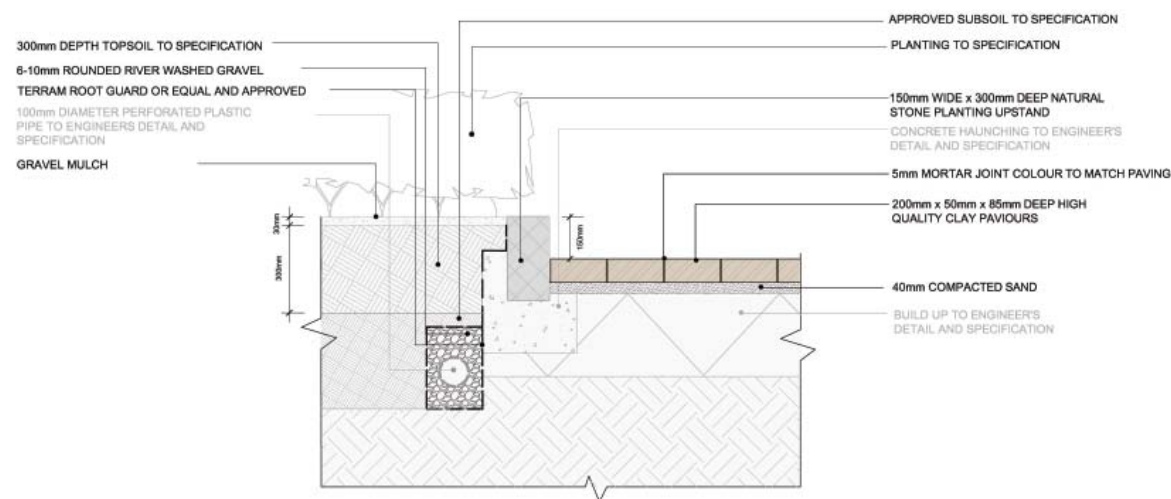
Detail 1.02
Concrete Flag Paving interface with Road Kerb

6.1 Paving Materials

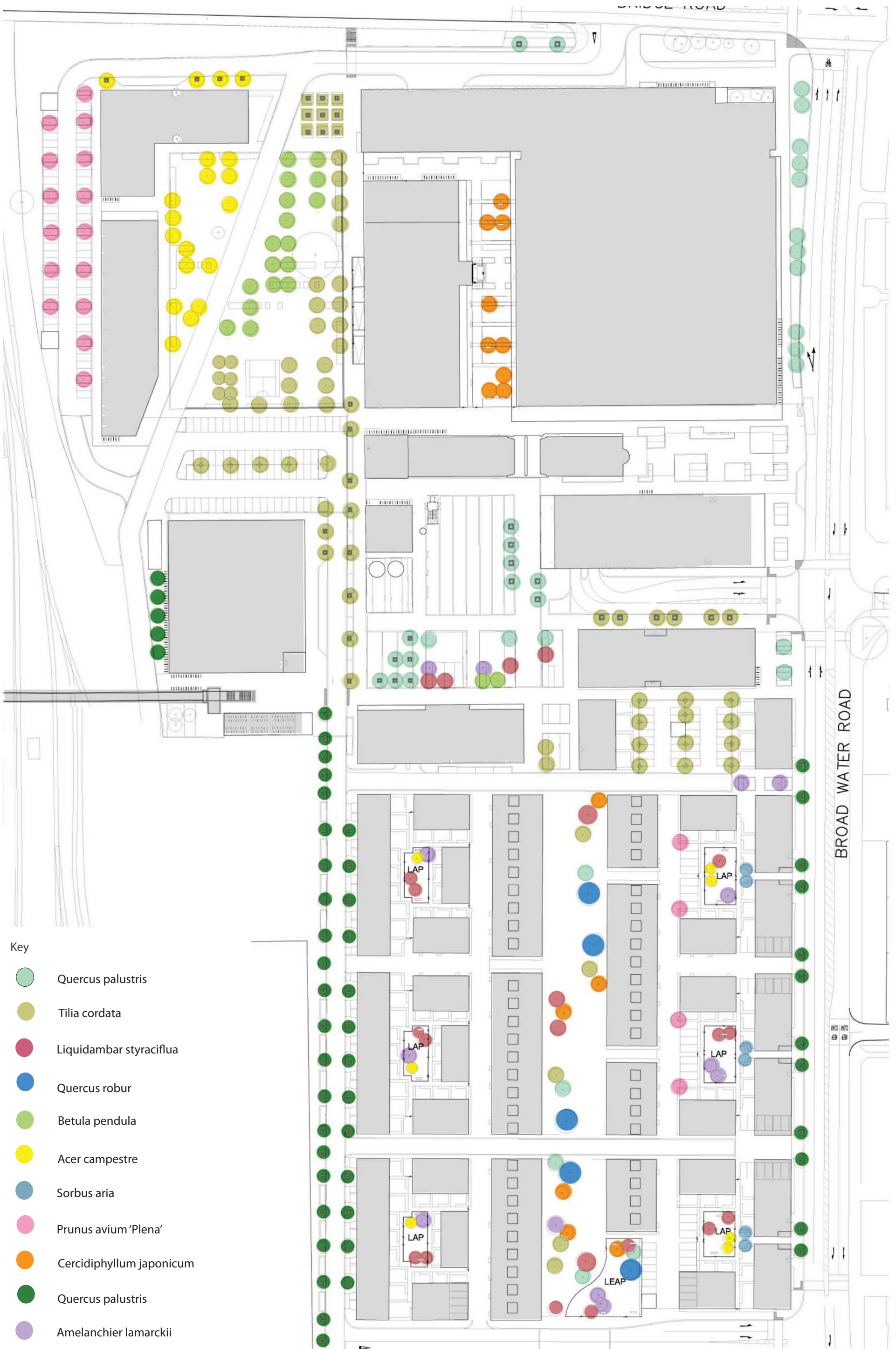
6.1.1 Typical Details



Detail 1.03
Tree pit on slab



Detail 1.04
Planting upstand interface with Clay pavers



6.2 Tree Planting

Tree planting within an urban context can be used to unify spaces and routes, frame views and highlight desire lines and focal points. Trees can provide shelter from wind and rain, buffer noise and pollution and create shade.

* British native species



Quercus palustris



Tilia cordata



Liquidambar styraciflua



Quercus robur *



Betula pendula *



Acer campestre *



Sorbus aria *



Prunus avium 'Plena'



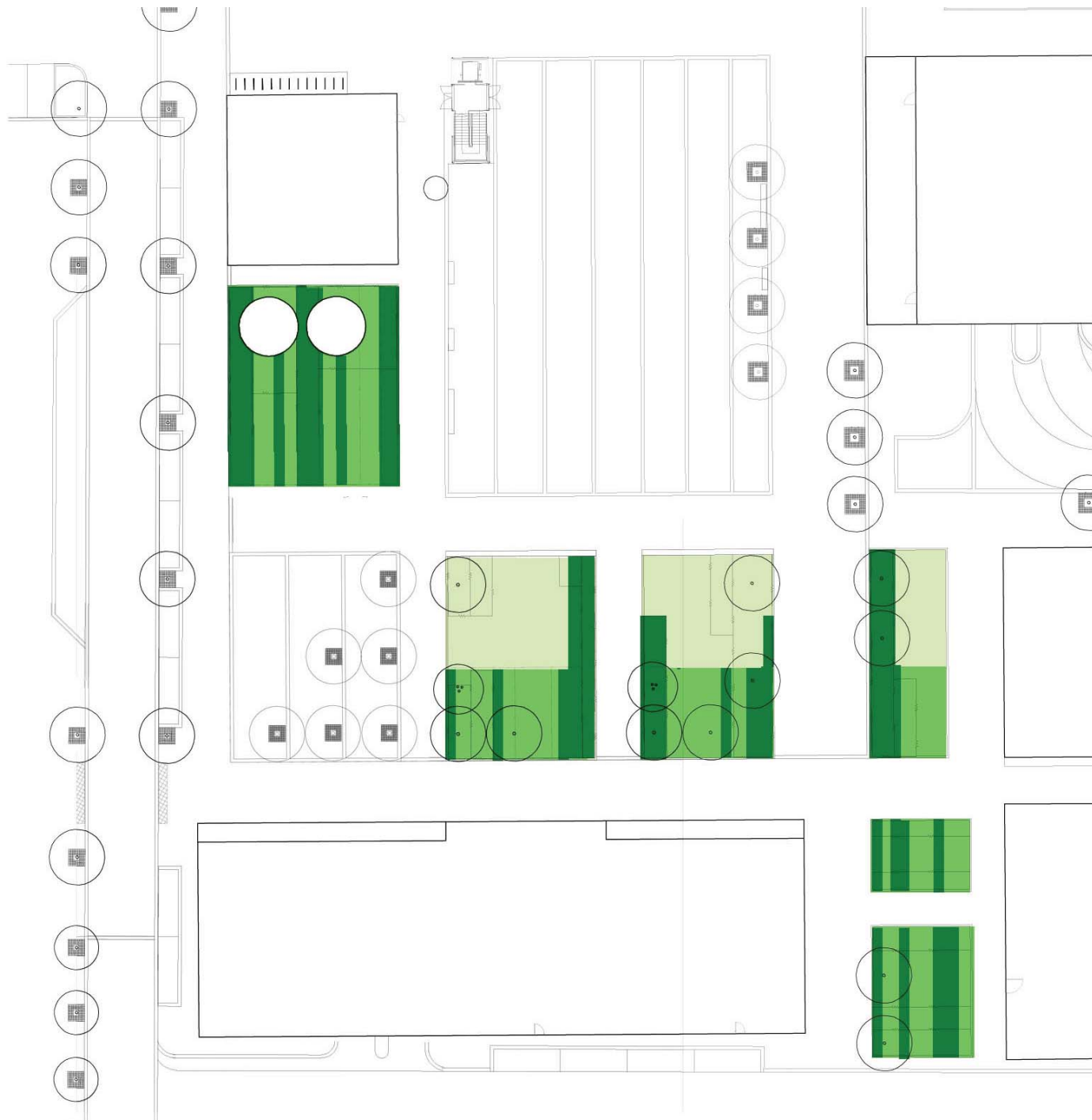
Cercidiphyllum japonicum



Pyrus chanticleer



Amelanchier lamarckii



Civic Square - Plan



6.3 Planting palette

6.3.1 Civic Square

Planting will be used to create visually interesting areas throughout the year. Evergreen planting will create a year round carpet of green whilst a range of herbaceous planting will make reference to the planting elsewhere in Welwyn and will provide injections of colour throughout the seasons. Varied planting will allow a prolonged flowering season and planting fruit and nectar rich species will provide food for birds and insects (and in turn food for bats). The form and structure of the planting will also create sheltered nesting opportunities for birds.



Buxus sempervirens



Taxus baccata



Turf



Geranium 'Johnson's Blue'



Echinacea purpurea 'White Swan'



Gaura lindheimeri



Nepeta x faassenii



Echinops bannaticus 'Taplow Blue'



Acanthus mollis



Astrantia major 'Ruby Wedding'



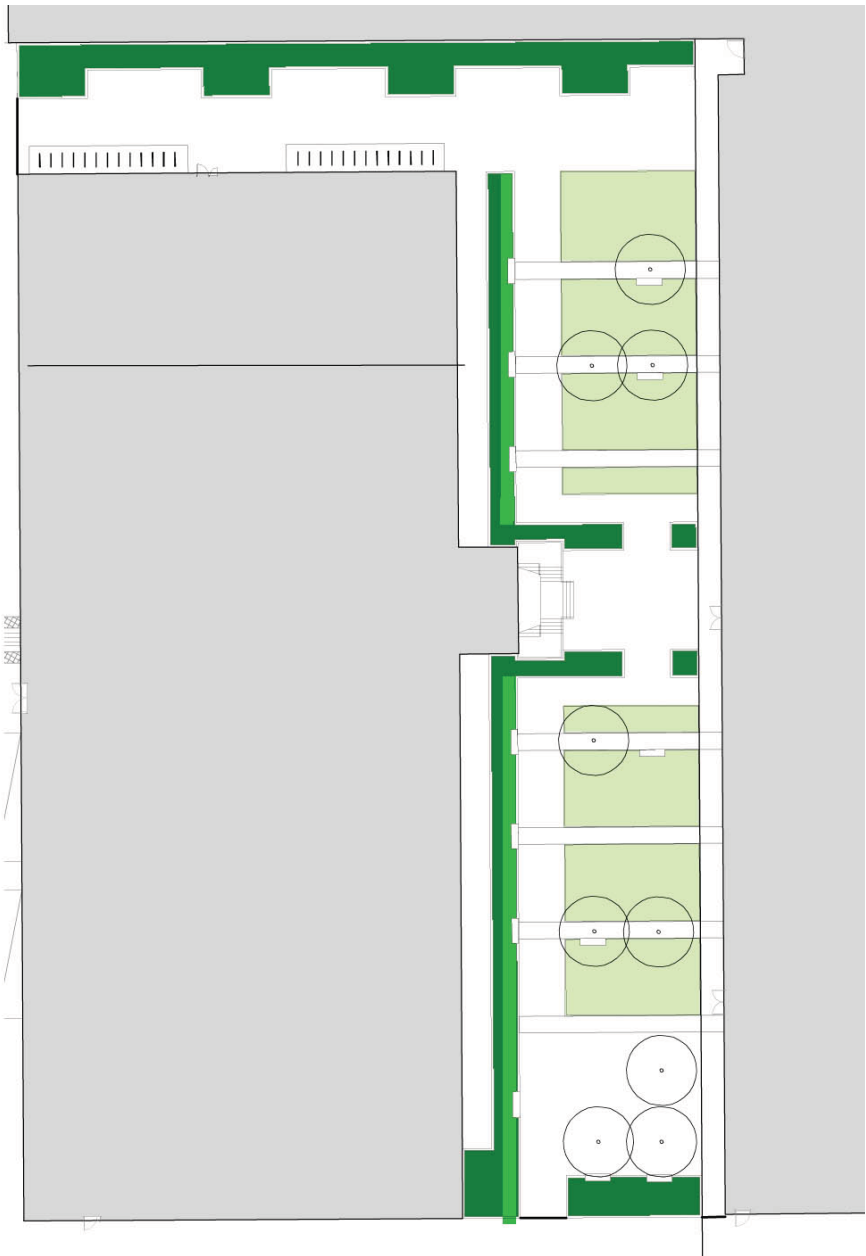
Anemone x hybrida 'September Charm'



Lavandula angustifolia 'Hidcote'

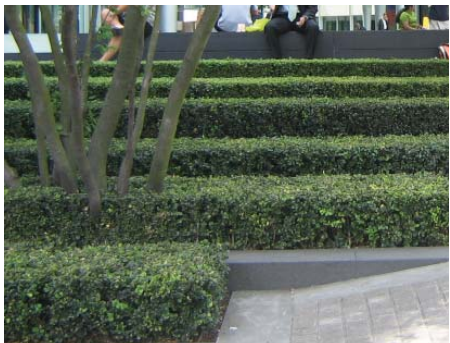


Retail Courtyard - Plan



Office Courtyard - Plan

6.3.2 Retail Courtyard



Buxus sempervirens



Sarcococca humilis



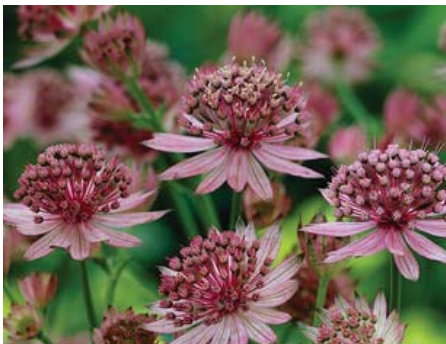
Turf



Cirsium rivulare 'Atropurpureum'



Tiarella cordifolia



Astrantia major Roma



Achillea 'Paprika'

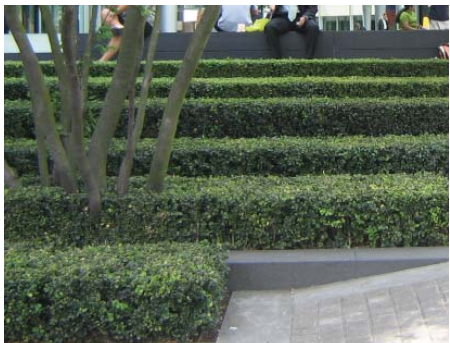


Anemone x hybrida 'Honorine Jobert'



Penstemon 'Raven'

6.3.1 Office Courtyard



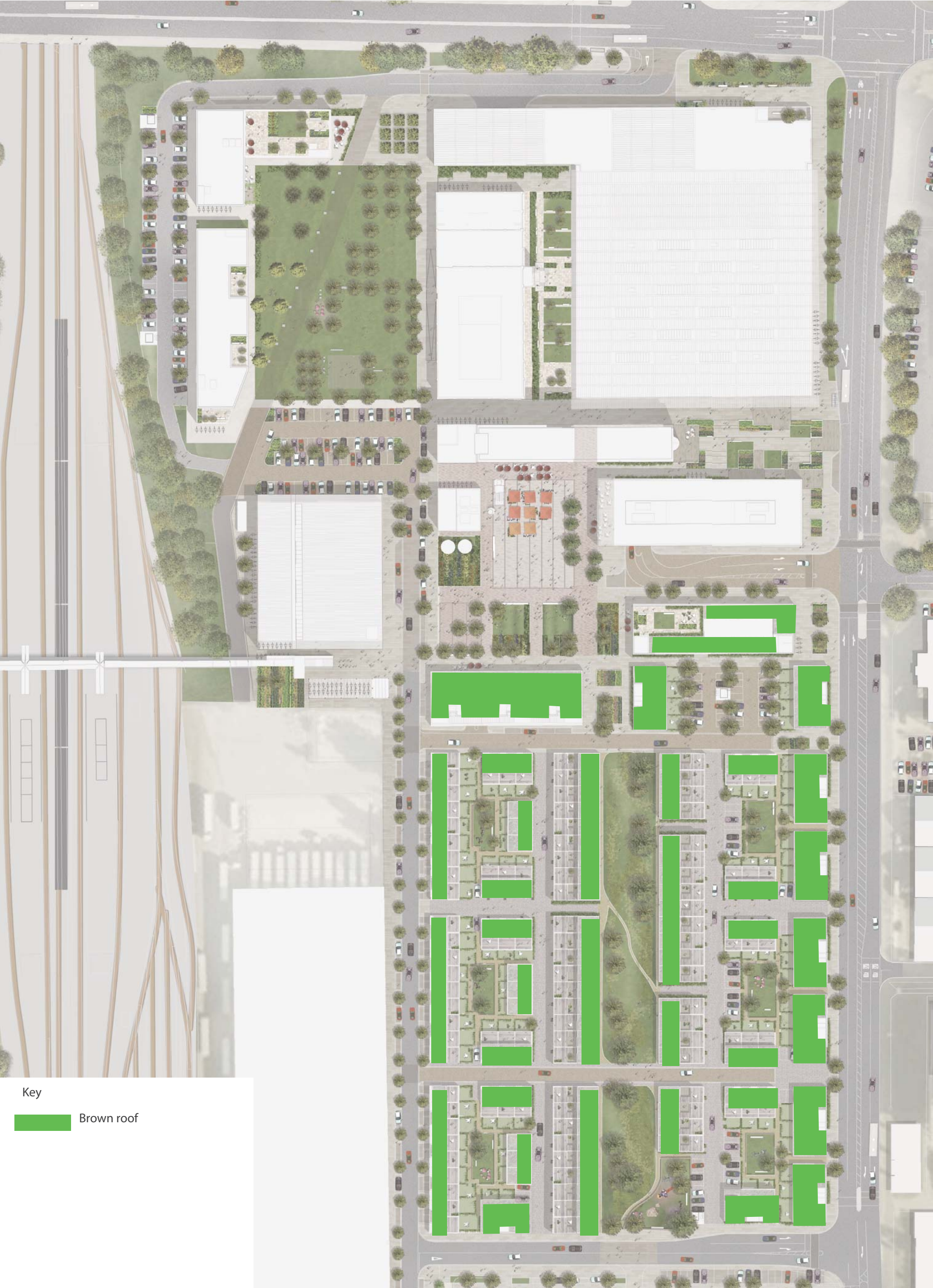
Buxus sempervirens



Nepeta 'Six Hills Giant'



Turf



Key



Brown roof

6.4 Biodiverse Roofs

A variety of biodiverse roofs will be introduced in the residential area. An effort will be made to vary the depth of the substrate layer to support a greater variety of species. Designing green roofs so that they have varying substrate depths and drainage regimes creates a mosaic of microhabitats on and below the soil surface and can facilitate colonisation by a more diverse flora and fauna. The amount of biodiverse roofs proposed on this scheme will effectively help reduce the requirements of other SUDS techniques, such as below ground storage attenuation and permeable paving.





BROADWATER ROAD WEST, WELWYN GARDEN CITY | 09 SEPTEMBER 2010

6.5 Street Furniture

Street furniture is an important element in creating a sense of place and a legible public realm and includes: benches, bollards, litter bins, street lighting, traffic lights, traffic signs and bus stops. The selection of street furniture should be considered in a comprehensive manner to ensure a common language of elements is maintained across the public realm.



Timber bench



Timber bench with backrest



Concrete bench



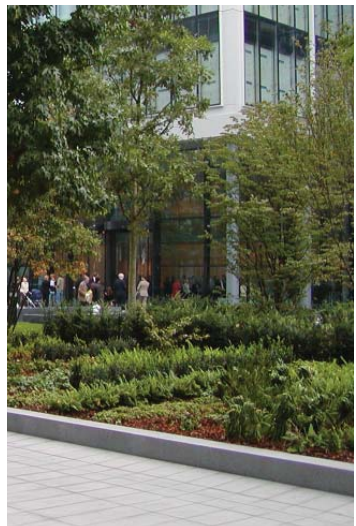
Individual timber seating



Stainless steel cycle stands



Litter bin



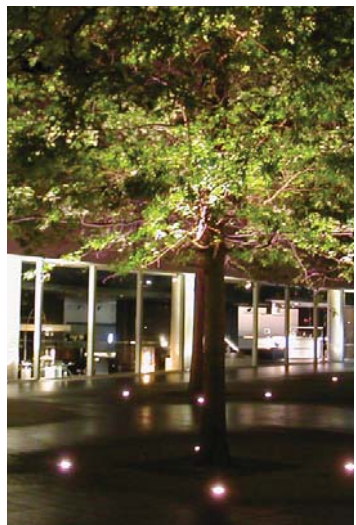
Planting upstand



Lighting columns



Lighting columns



Tree uplights