



05 Spatial Principles and Concept Masterplan

This chapter presents an overview of the key design moves that shape the masterplan and translate the vision into a place. It sets out the guiding design principles that underpin the structure of the proposals, forming the foundation for the masterplan framework, which itself forms the basis of the parameter plans submitted as part of the Outline Application.

From Vision to Place

The Crown Estate is committed to doing things differently at East Hemel—a new community planned with a clear vision of creating a place for the next 100 years, and establishing a wonderful place to live, work and play for existing and new generations.

A series of moves to shape a new place:

- **A place shaped by nature:** With two new major parks—the Country Park and Valley Park—almost half the overall area is devoted to open space. East Hemel is focused on equitable access to nature, and building sustainably.
- **A place that provides a diversity of housing typologies and tenures:** Meeting local needs and bringing new products to market, East Hemel will offer different ways of living as individuals and families; and intentionally builds thriving, diverse communities.
- **A place that will provide thousands of new jobs, contributing not only to the local but to the national economy:** Providing up to 190,600 sqm of diverse and differentiated employment space, East Hemel will provide a key new employment hub, attracting new businesses and investment and supporting economic prosperity in Hemel and wider Hertfordshire.
- **A place that promotes a revolution in how we move:** East Hemel will prioritise walking, cycling and public transport, providing a step change in how the car is accommodated within its neighbourhoods.



Fig 05.1 Birds eye illustrative view of East Hemel looking east into



Design Principles

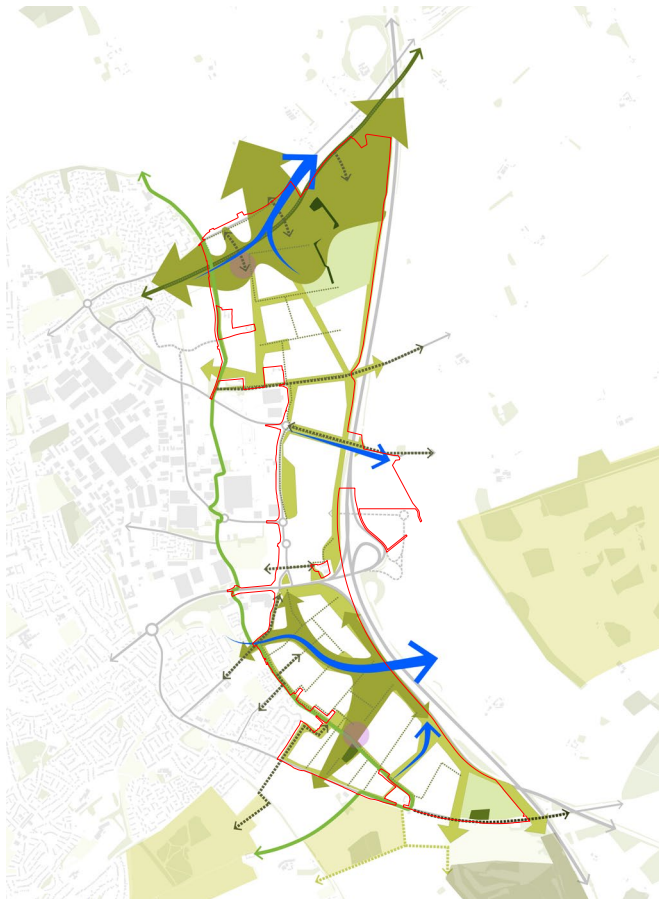
Six design principles have shaped the configuration of the masterplan. They align to the vision, establishing a framework for cohesive neighbourhoods. They illustrate how the vision translates into spatial strategies for the Site that respond to its context and characteristics.



Two big parks

The **Country Park**, at 64 hectares, has been designed to follow existing landscape character and topography, descending towards the Nickey Line. This extends the Country Park westward beyond the Green Belt boundary, creating a green link into existing neighbourhoods, conserving and enhancing the Upper Ver dry valley character and creating a green gateway to Hemel. **Wood End Farm** will become a new destination in the park, bringing local heritage to life and creating a hub for culture, leisure, learning, and play.

The **Valley Park**, at 13 hectares, defines the southern neighbourhood, retaining this valley; its character shaped by water, and topography, with floodable meadows, wetlands, and SuDS features working as part of a sustainable water management landscape. **Westwick Farm** will be activated as a local community hub.

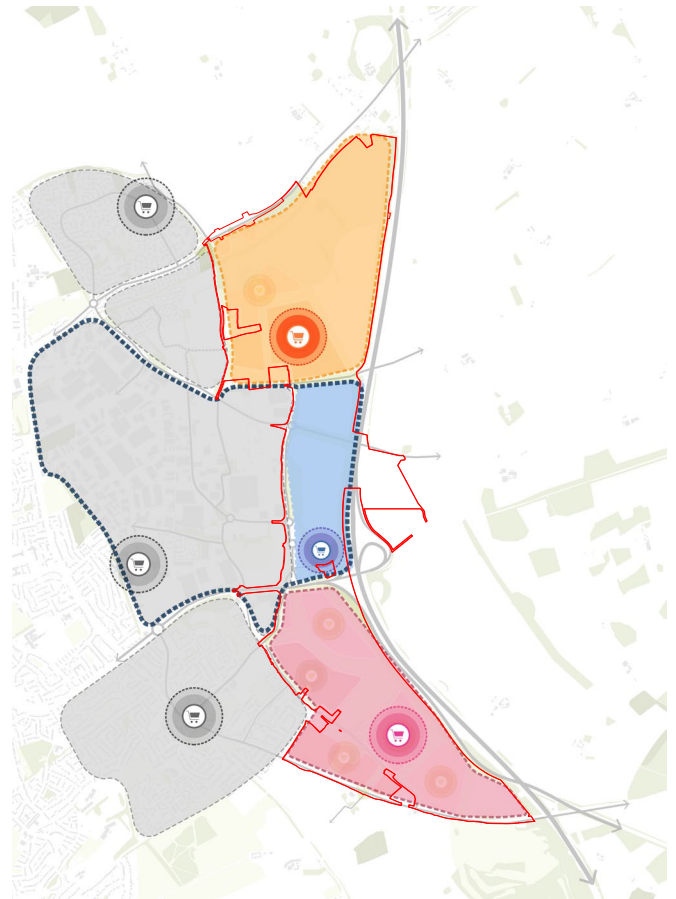


Connected green and blue

Stitching together these major parks into a connected, multi-functional green and blue network both people and wildlife that connects into the wider area, providing over **45% of the Site as open space**, with over a third of the Site west of the M1 as publicly accessible open space.

Working with the Site's features and character—retaining dry **valleys** for green and blue, protecting **hedgerows** and **trees**, and retaining historic **lanes** as quietways and ecological corridors for leisure use—to build a rich and varied network that fosters healthy living, ecological richness and character of place.

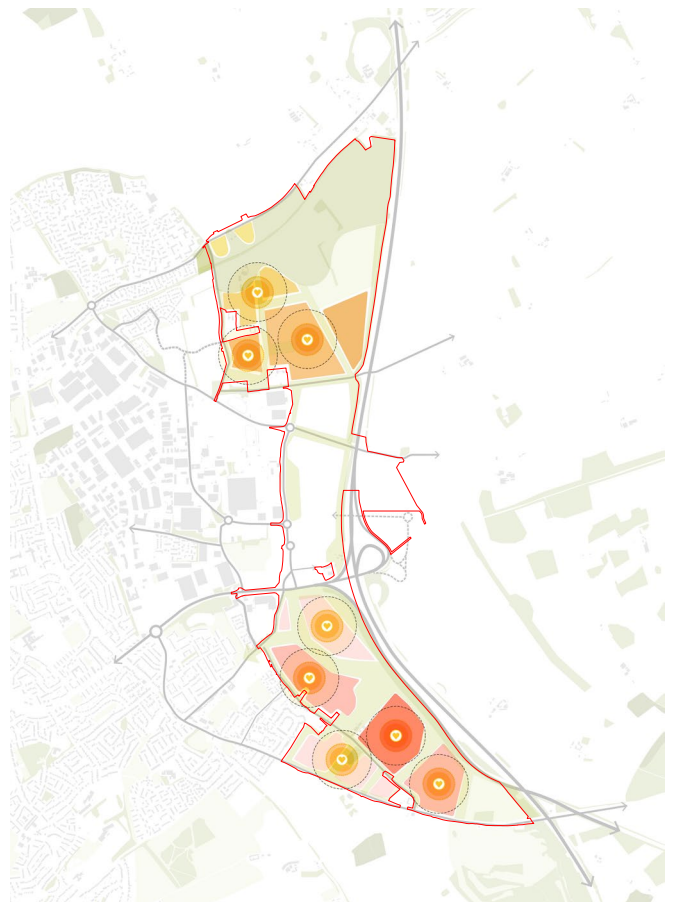
Creating sociable spaces that support community interaction, promote well-being, gathering, and informal recreation within the open space network, and incorporate playable landscapes inclusive to all.



Two new neighbourhoods for Hemel

Building on the New Town structure of neighbourhoods with centres and schools at their heart, East Hemel is delivering **three new connected neighbourhoods**; each with their own identity, character and local centre: east, centre, and south.

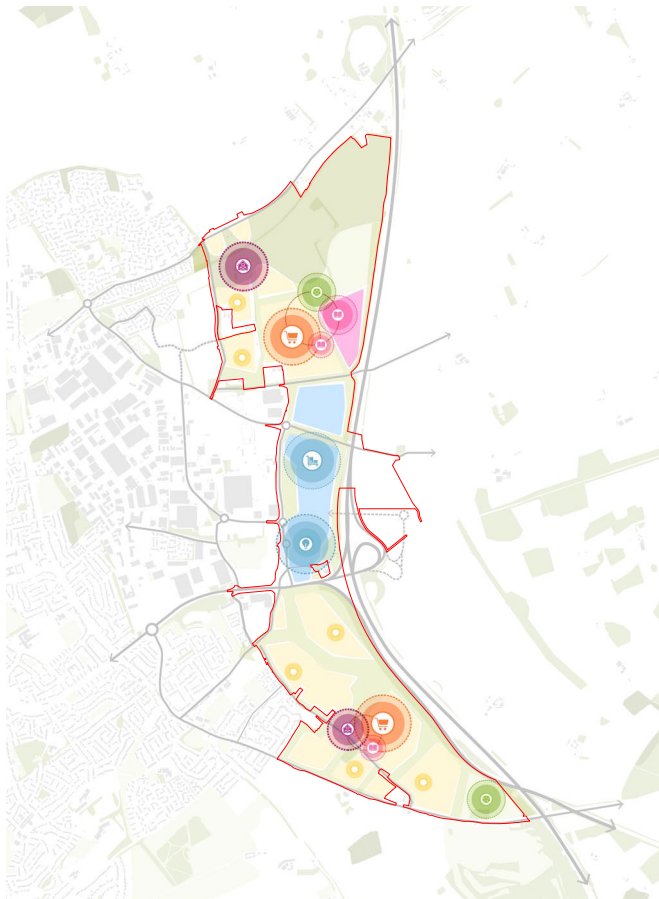
Distinctive and differentiated from existing neighbourhoods, each offers amenities, facilities and spaces to support rich daily lives close to home.



Intergenerational communities

Each residential neighbourhood is comprised of discrete and characterful **5-minute communities** set in landscape, designed with a **variety of typologies**, including later living, to support intergenerational living.

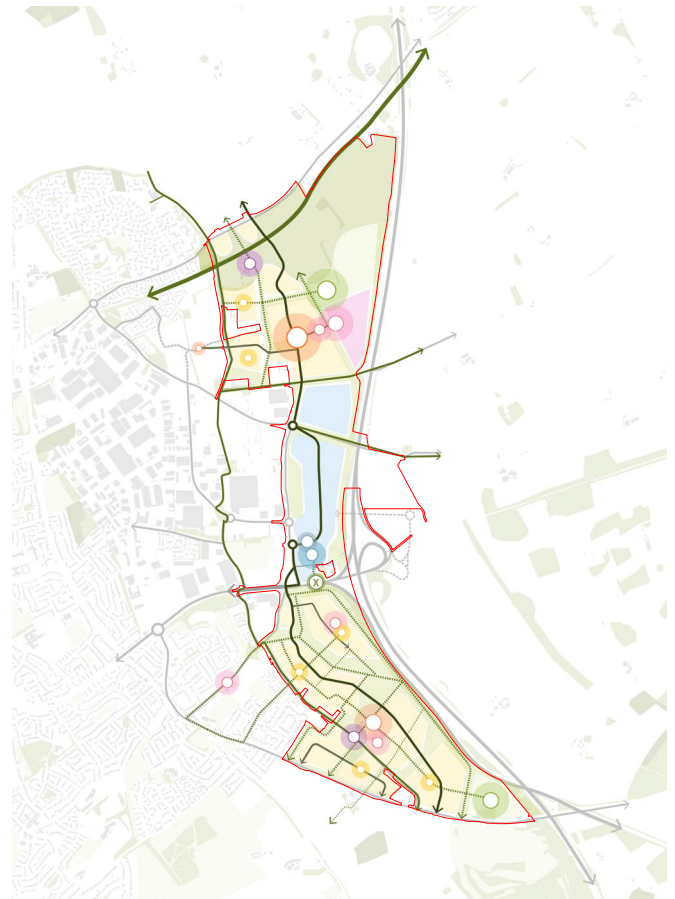
Each cluster features a **central space** that offers local, flexible community spaces—places to gather, connect, and play. These communities foster localism, strengthen community cohesion, encourage stewardship, and celebrate culture.



Active and economically thriving

East Hemel is a **truly mixed use development**, where facilities, jobs and destinations complement residential communities and create an active place.

Wood End Farm will serve as a key Country Park destination, whereas **Westwick Row Farm** will provide a community offer co-located with the southern local centre. **Local centres** will form the heart of daily life, offering a mix of commercial and community uses. **Schools**, including a new secondary school, are co-located within centres. **Sports hubs** promote active, healthy lifestyles and community cohesion. The central **commercial area** will create thousands of new jobs through a range of typologies, attracting a range of emerging industries and co-locating innovation with enterprise with an **innovation hub** forming a new gateway into Hemel.



An integrated part of Hemel

The **Sustainable Transport Corridor** forms the spine which links East Hemel along its length, connecting neighbourhoods and destinations. This corridor offers safe and attractive walking and cycling along its length public transport priority, and vehicular movement, connecting a network of **multi-modal transport interchanges** which make it easy to travel by active and sustainable modes.

Key strategic routes, including the **Nickey Line** and the **HGC Green Loop** are complemented by **quiet lanes** offering a network of leisure routes and connections into the countryside, alongside a **primary pedestrian-cycle network** on site connecting centres, key destinations and surrounding communities through both on- and off-road routes. A new **landmark bridge across the A414** will facilitate sustainable movement between neighbourhoods.

05.3

Concept Masterplan

The Concept Masterplan is the culmination of the above design principles, creating a cohesive neighbourhood that integrates green spaces, a permeable pedestrian and cycle network, accessible mixed-use centres, diverse housing typologies and a thriving commercial area - all contributing to a vibrant and sustainable community.

The concept for East Hemel revolves around creating a dynamic and integrated collection of communities set in a rich and varied landscape and home to emerging industries.

The Concept Masterplan shows how the three policy areas come together as an integrated new community that stitches into its wider context, continuing the Hemel Hempstead New Town legacy of distinct neighbourhoods segregated by open spaces and served by local centres and community infrastructure.

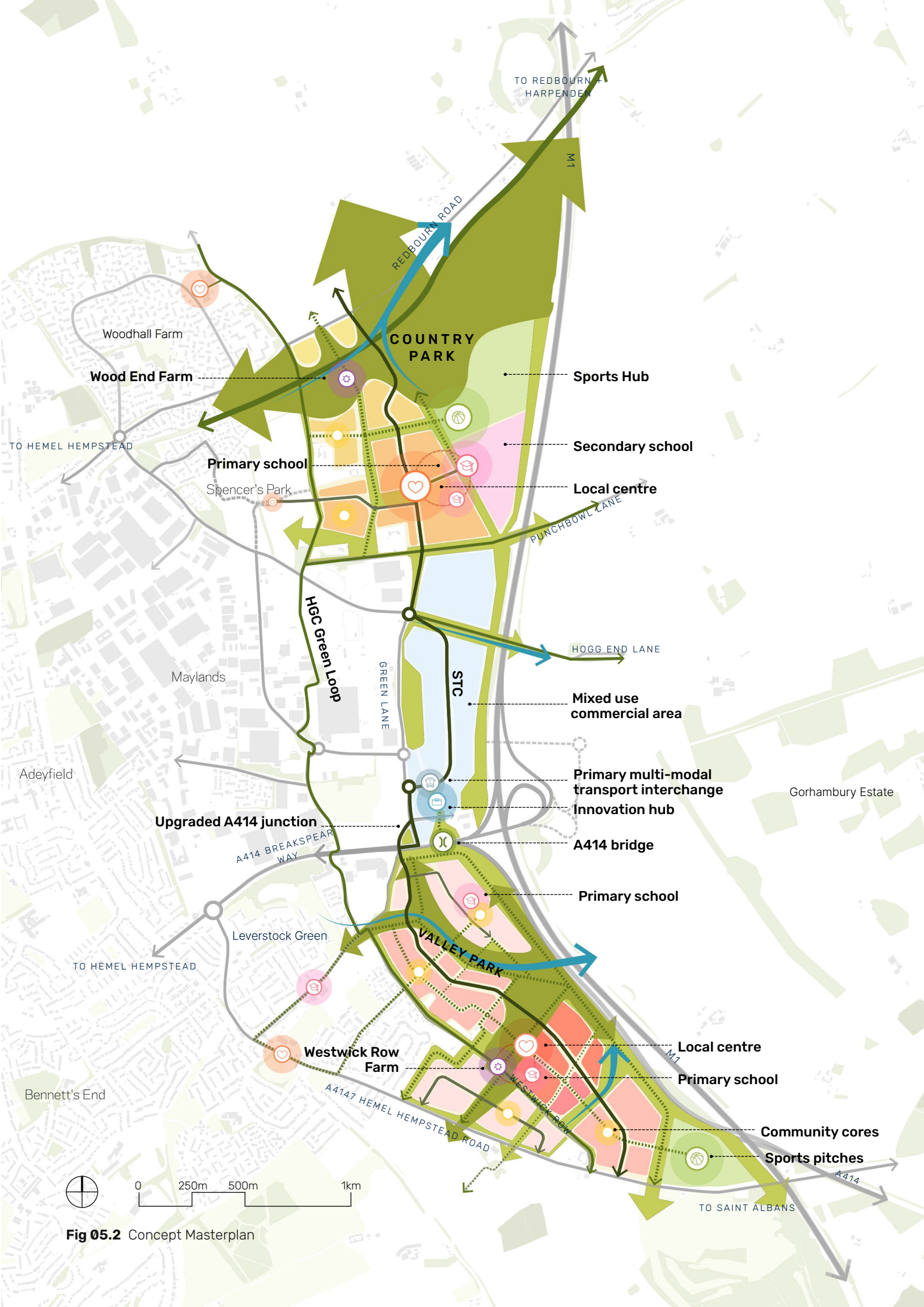


Fig 05.2 Concept Masterplan

