

Pelican Way, Letchworth Redevelopment

WHY ARE WE DOING THIS?

The current proposed area comprises a mixture of homes, shops, retirement living, a church and community centre. Surveys of existing buildings have identified investment needed to the homes and buildings on the site. The existing buildings are set within spaces that could be better used and made more attractive. The preferred option is redevelopment of the site.

The aim of redevelopment would be to provide new homes that are healthy, comfortable, and safe places to live, with amalgamation of the retirement living, providing a modern retail offering, a new community centre, a multi-purpose space and a religious building, while improving circulation, street scene and the landscape. This consultation is looking to engage further with residents, key stakeholders, neighbours, and the wider community to inform you of the evolving plans for the site and to encourage ongoing discussions to help shape future plans for this area.

- Key:**
- Proposed Area
 - Land Parcels' Boundary
 - Existing Trees
 - Existing Area Buildings
 - Existing Adjacent Buildings

KEY IDEAS FOR IMPROVEMENT

1 BETTER STREET FRONTAGES



Buildings with no windows and fencing to street frontages leading to security issues, lacking natural surveillance.

2 BETTER USED SPACES



Poorly overlooked and underused spaces promoting anti-social behavior.

3 BETTER FOOTPATH LINKS



Pavements being 'cut-off' by street parking bays and damaged grass verge.

4 BETTER STREET VIEWS



Service zones dominating street elevations creating poor/undesirable views across the area.

5 BETTER CONNECTIVITY

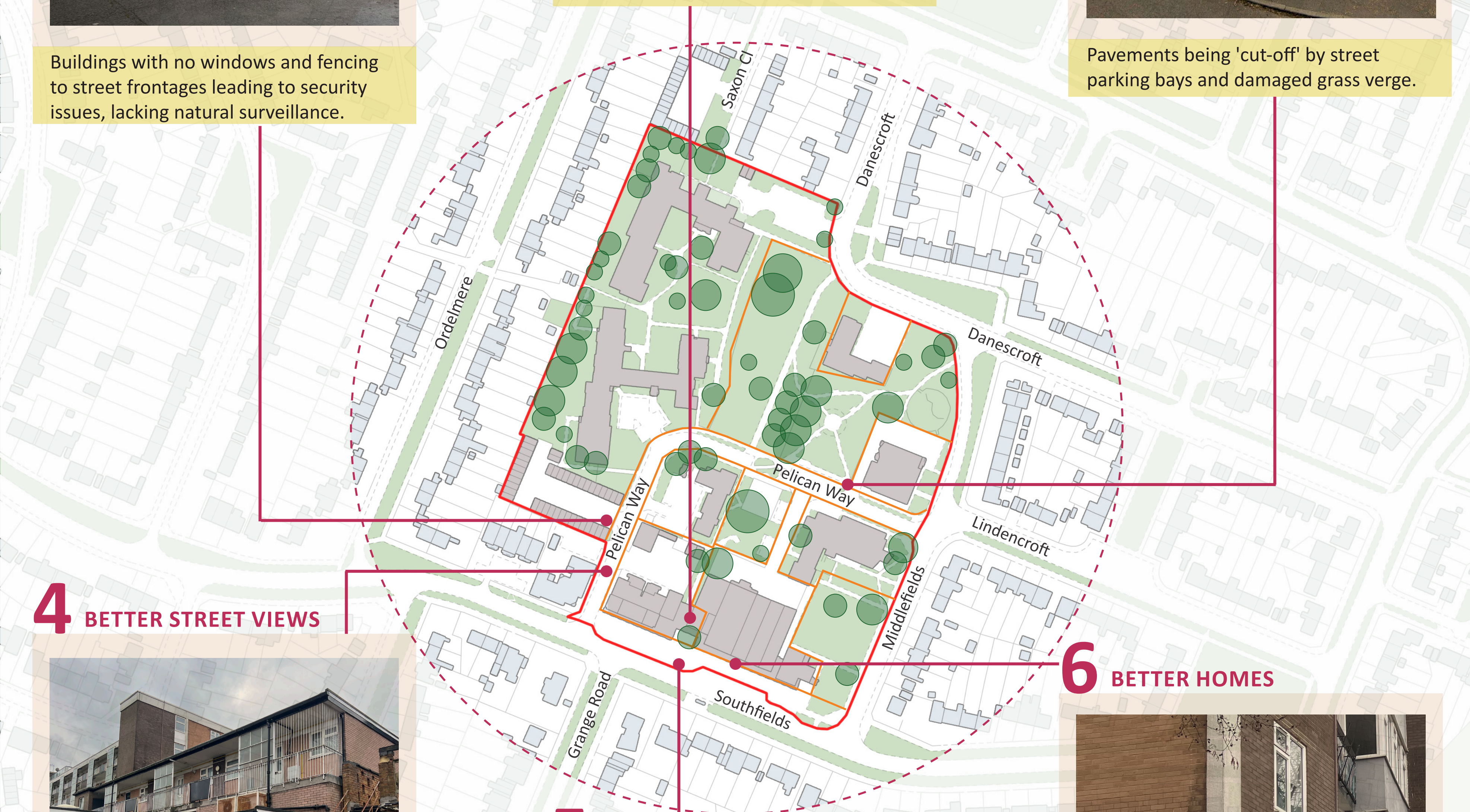


Pedestrian route cutting through service areas, creating dark and unattractive spaces - lack of sense of community.

6 BETTER HOMES



Limited insulation provision resulting in low building quality.

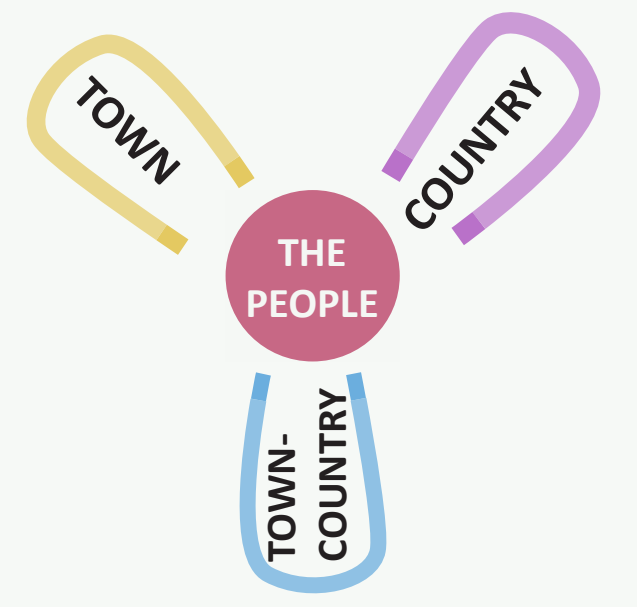


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LETCWORTH GARDEN CITY DESIGN PRINCIPLES

Letchworth is the world's first Garden City. The goal of the principles of garden cities is to combine the appeals of town and country without the drawback of either. The 'keys' for a successful scheme are based on the way buildings are grouped to form a sequence of outdoor spaces related to each other and to the overall setting.

These 'keys' have been identified as : **VISTAS, CLOSURES, ACCENTS AND GROUP DESIGN.**



Below are some examples in Letchworth where these principles were originally applied. A series of diagrams have been produced to help visualize and identify these on the proposed layout.

UNDERSTANDING CONTEXT, HISTORY AND SETTING

01 VISTAS

Broad double tree lines project the main axis of the town.

02 CLOSURES

Breakdown of the street picture by means of closing the view at key points, particularly at road junctions

03 ACCENTS

Articulation within the street picture is created by variations on the building line

04 GROUP DESIGN

Often corners are taken as an opportunity to introduce key aspects to the design of the buildings

ORIGINAL 1900S

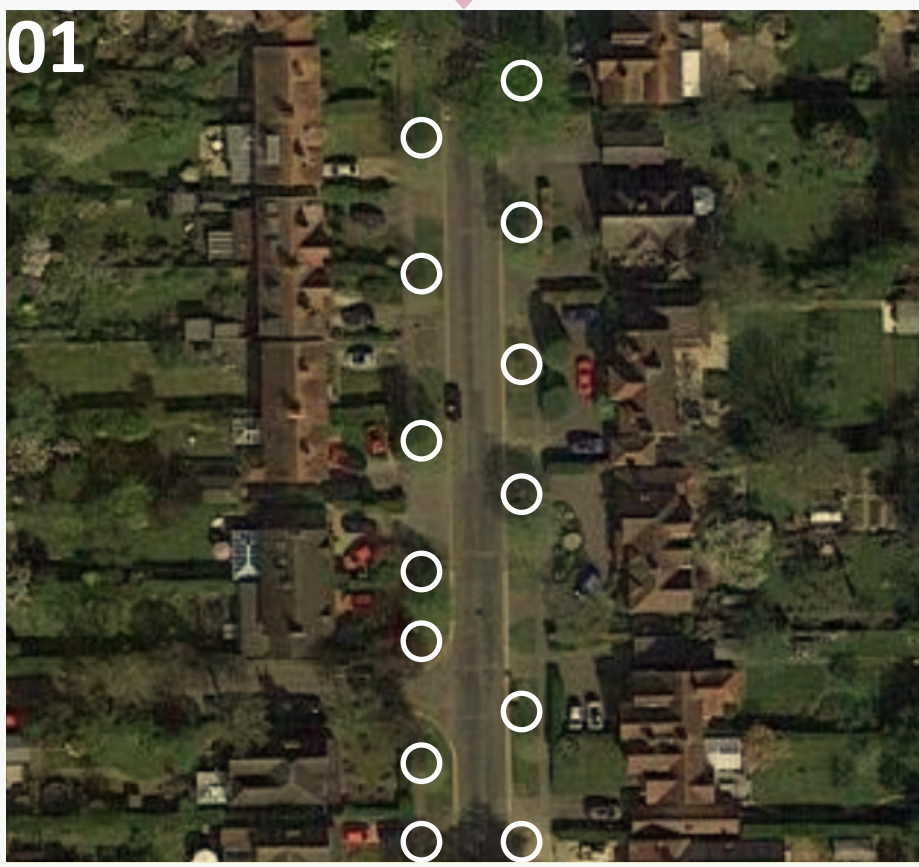


Photo: Norton Way South and Pixmore Way, Letchworth

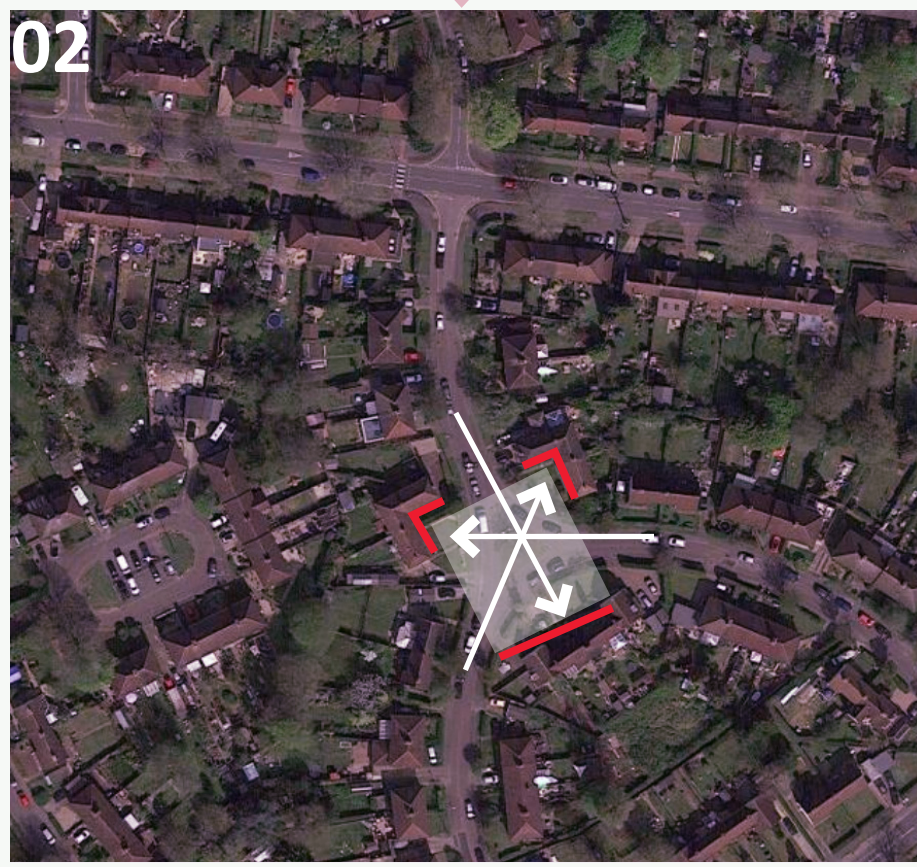


Photo: Jackmans Place, Letchworth



Photo: Lytton Avenue, Letchworth

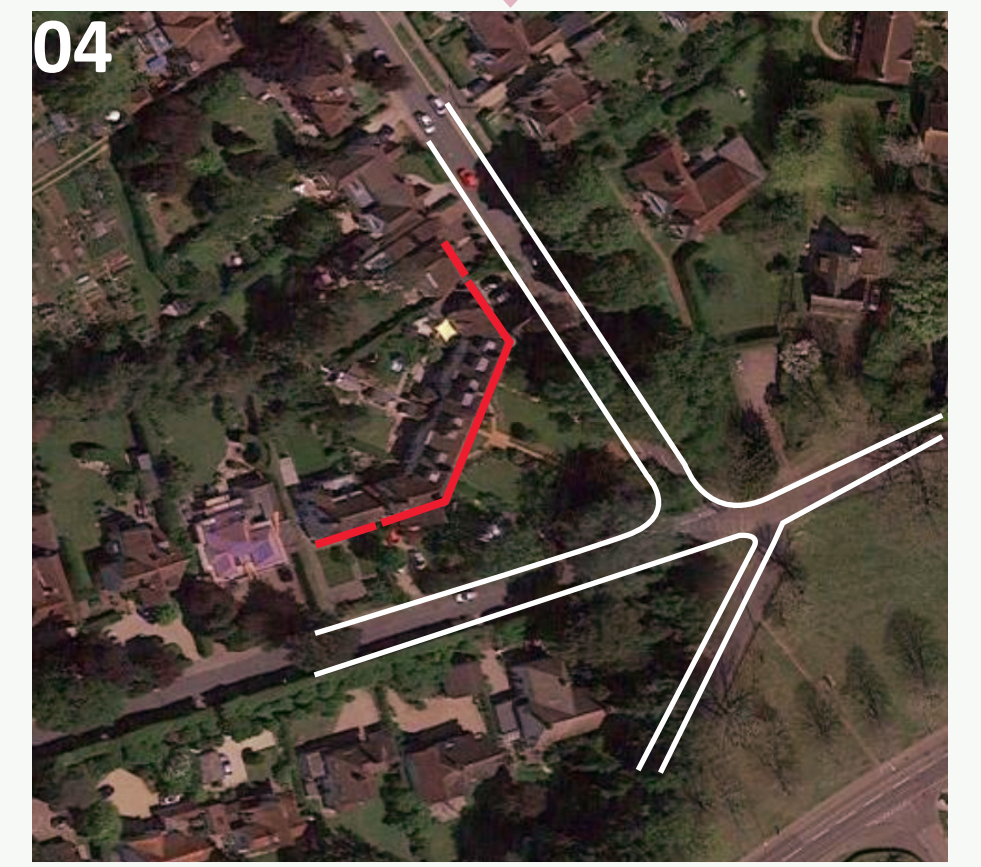
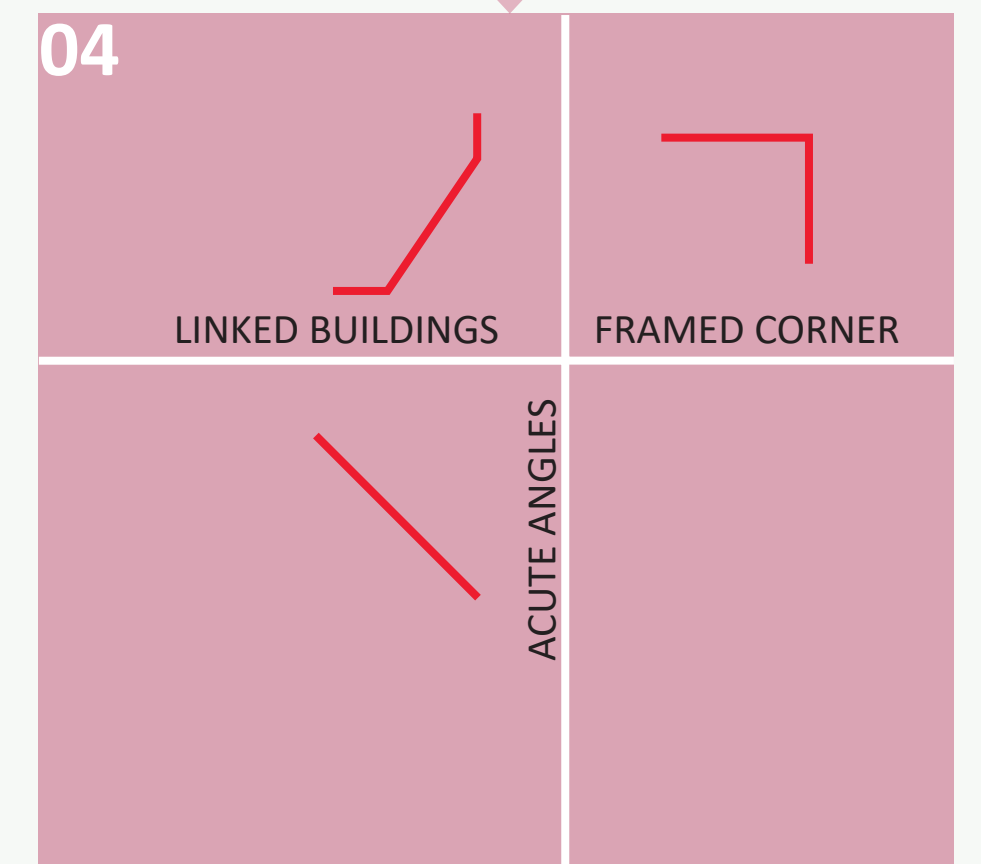
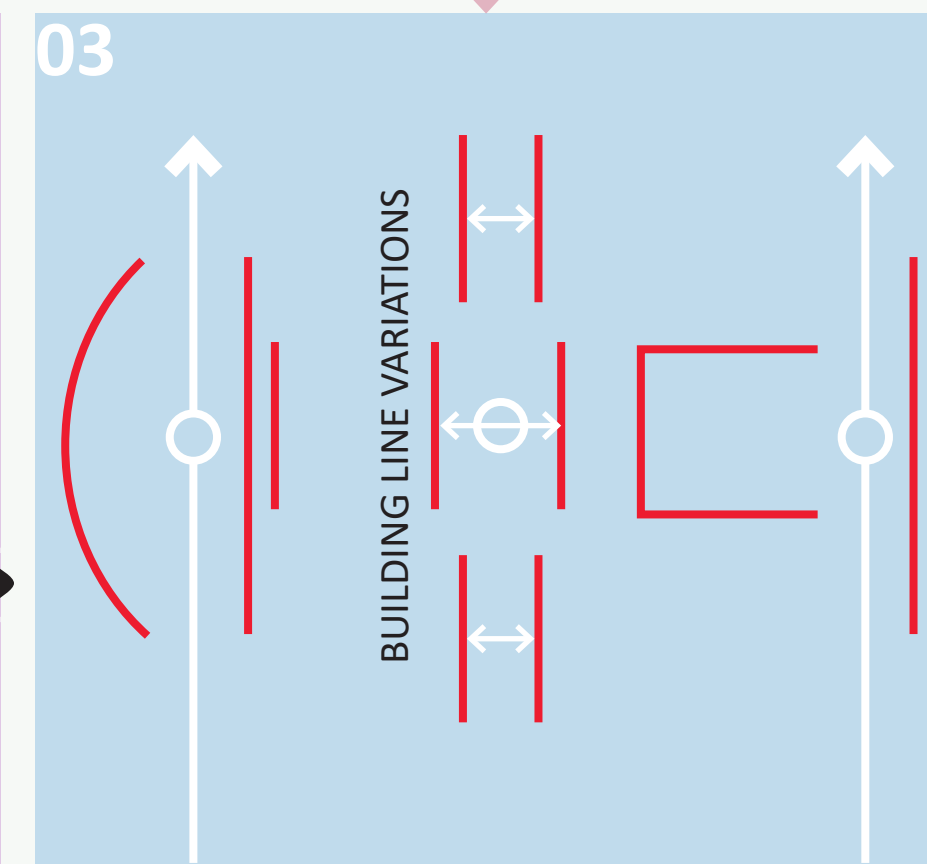
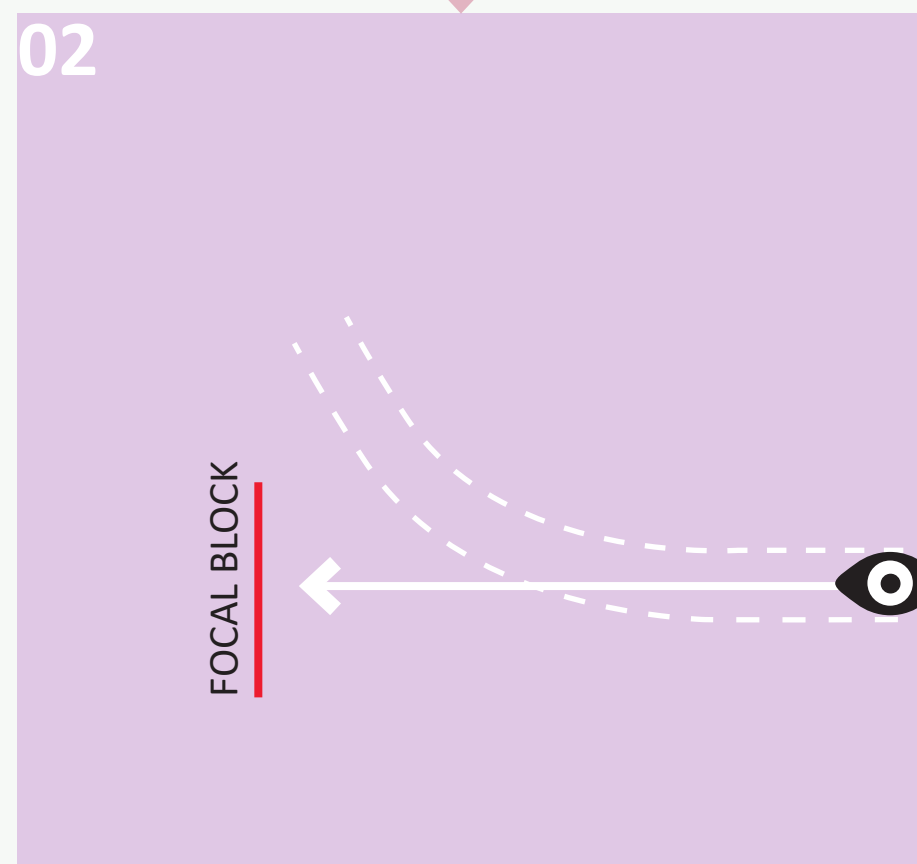
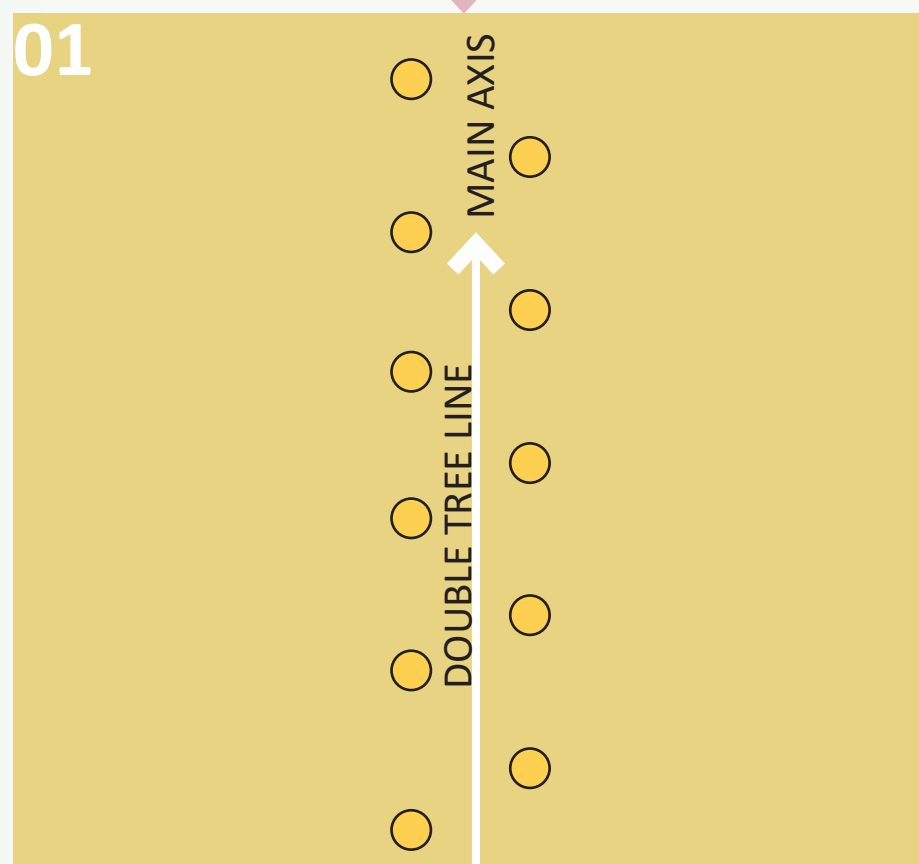


Photo: Lytton Avenue, Letchworth

PRINCIPLES



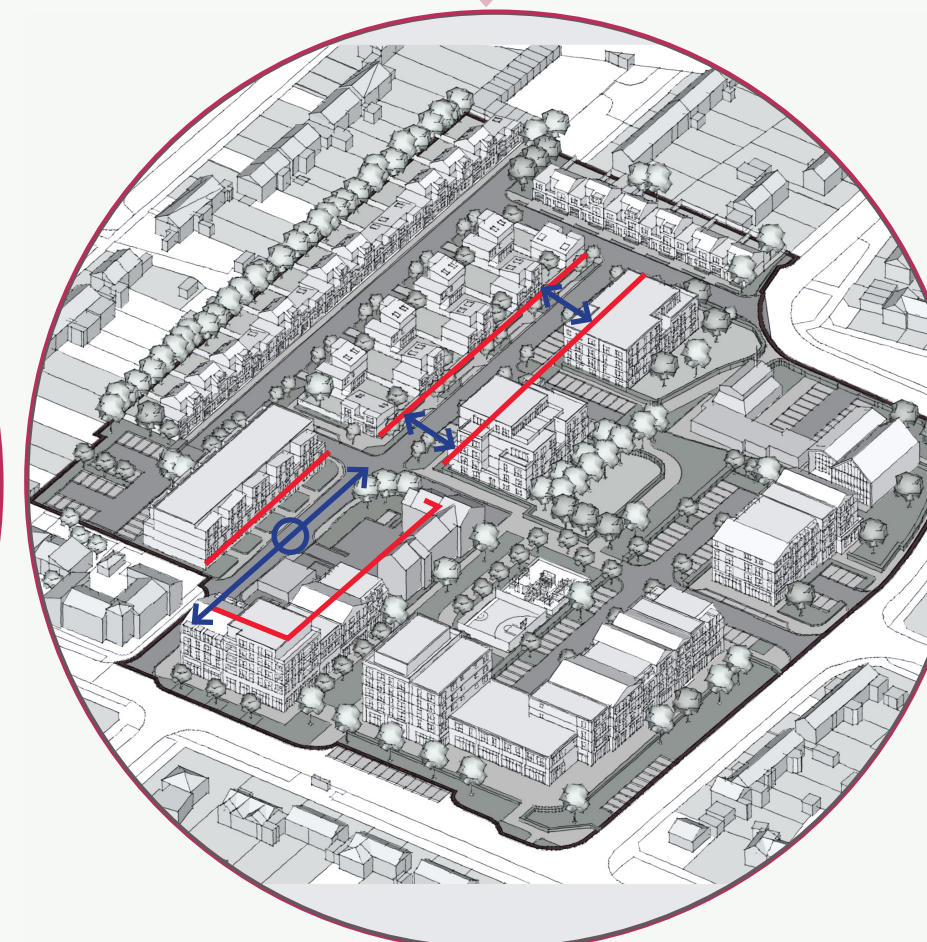
INITIAL IDEAS



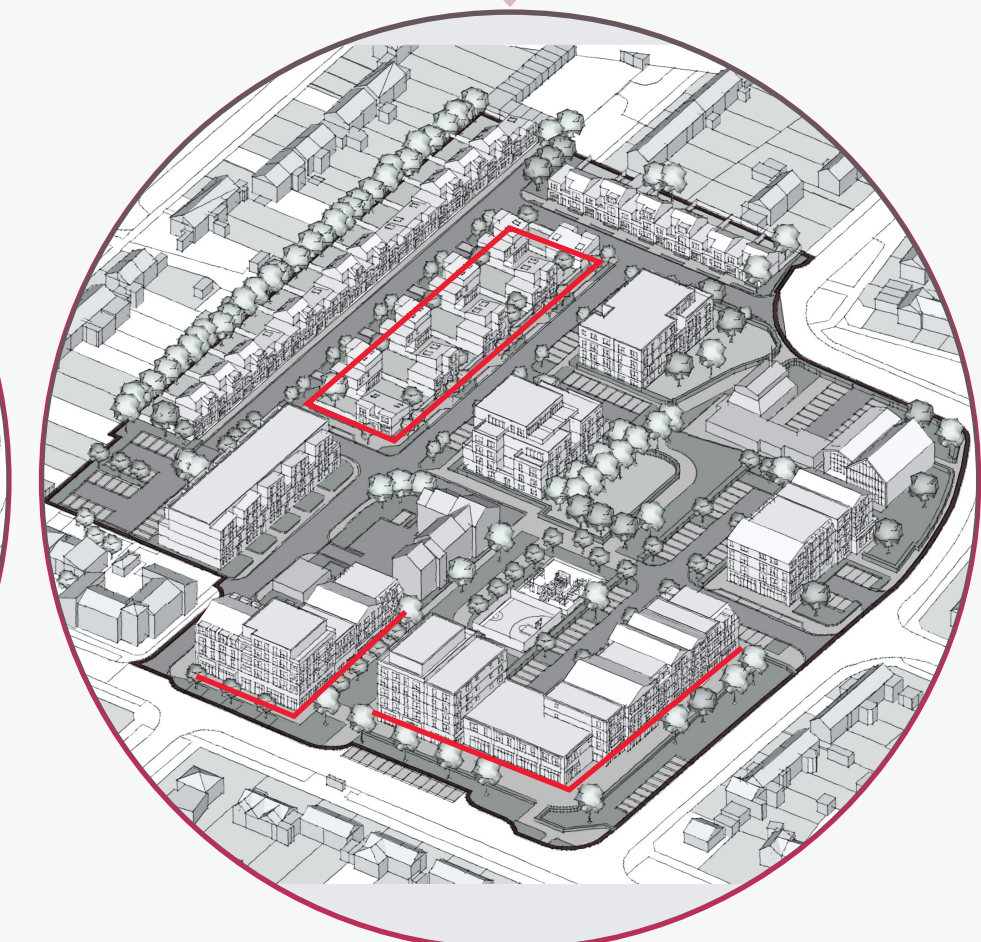
Double tree line on the main streets introducing 'green avenues'



Buildings as 'focal points' at key views creating interesting vistas



Variations of the building line allowing for small green spaces and views



Buildings grouped together enhancing building elevations

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WHAT IS POSSIBLE?

The masterplan will be developed through careful analysis of the proposed area and its surroundings while exploring the Garden City design principles and how these may be applied. By liaising with residents and key stakeholders, the aim is to create a new neighbourhood for the residents and wider community that will bring forward **replacement homes for existing residents and additional homes for local people**, shops; and church and community facilities, within a pedestrian friendly environment that is well landscaped and full of character.

We have identified constraints on the site that can limit what is possible, but also opportunities that can influence and inform the design. Where we have identified left-over spaces, we will aim to create improved landscapes and green spaces with a sense of neighbourliness and community. In places where buildings turn back on spaces or have no street presence, we would look to create improved street

- Key:**
- Proposed Area
 - Access Points
 - Main Green Space
 - Main Axis
 - Focal Buildings
 - Group Design
 - Residential Dwellings
 - Residential Blocks
 - Retail Zones
 - Buildings to be Retained
 - Parking Area
 - New Community Centre

INITIAL IDEAS & OPPORTUNITIES

Vertical park with perimeter retail

1 IMPROVED STREET ELEVATIONS



Building lines and accent encourage natural surveillance and promote a safe and welcoming environment.

2 IMPROVED LANDSCAPE



Good quality public and private open spaces that will enhance the area's **green spaces** benefitting the community and environment

3 CLEAR CIRCULATION



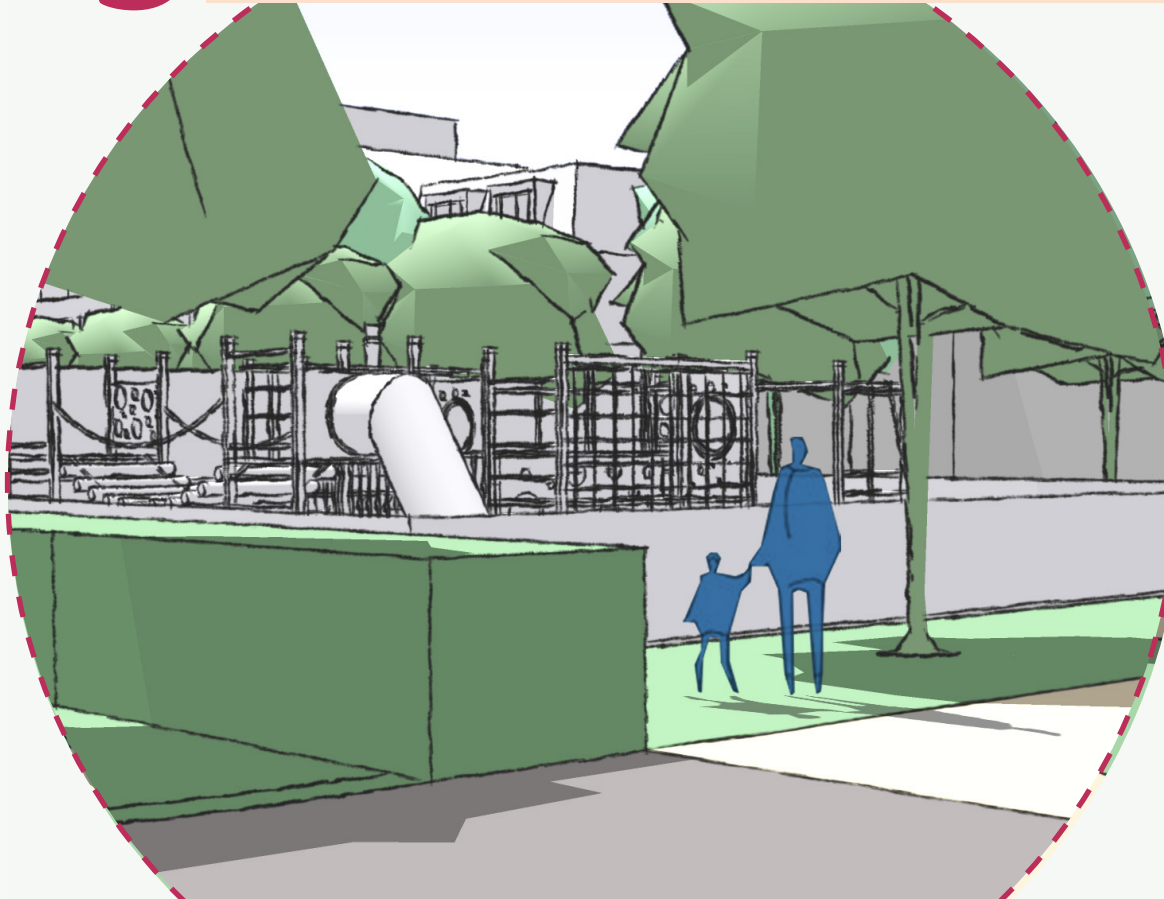
Grouped design and clear circulation with well-connected footpaths

4 IMPROVED FOCAL POINTS



Density and scale enables focal points, **vistas & closures** for orientation and efficient use of land in sustainable locations.

5 ENCOURAGING NEIGHBOURLINESS

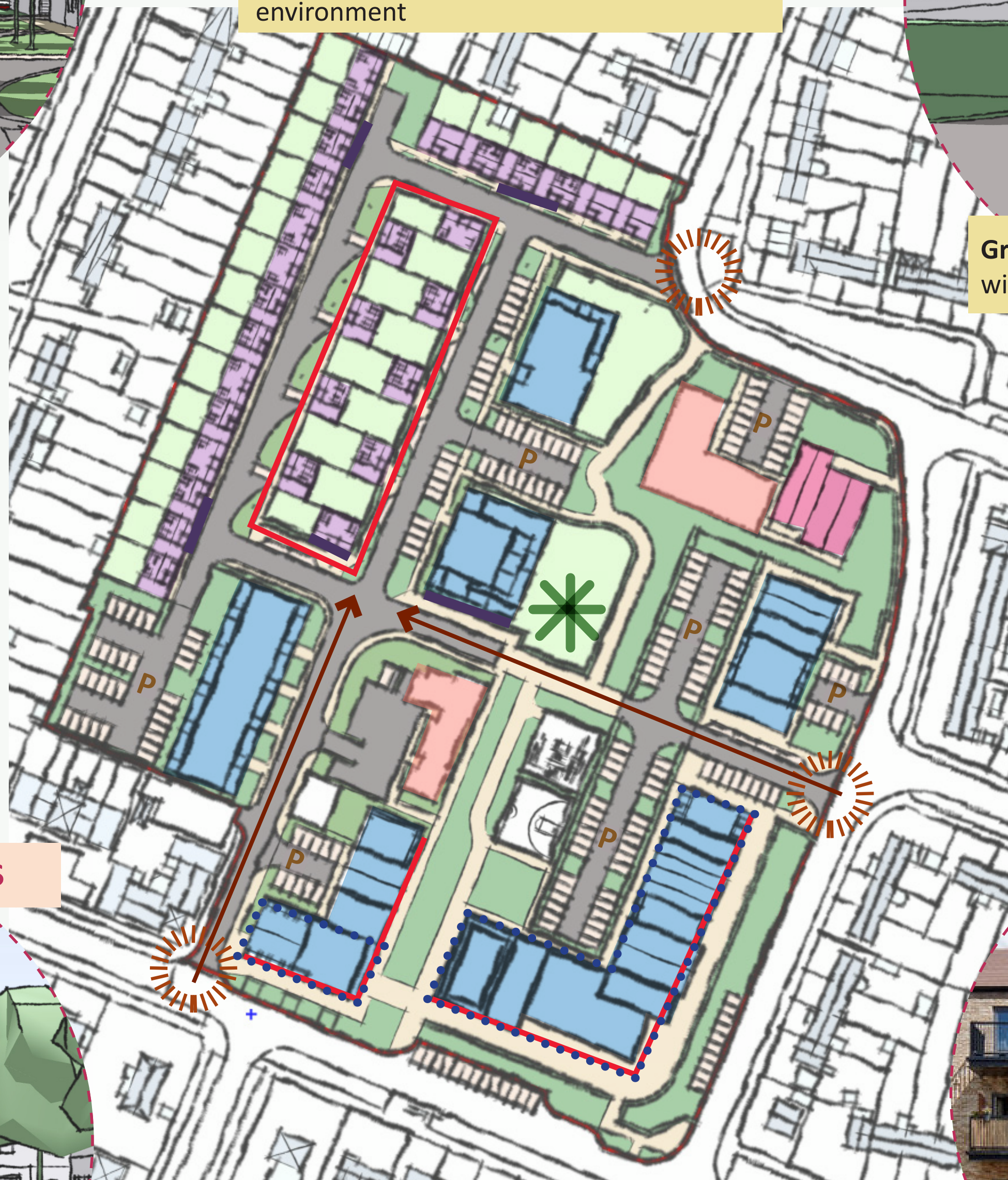


Integrated landscape features and recreational spaces creating a sense of **neighbourliness** while improving mental wellbeing

6 IMPROVED HOMES



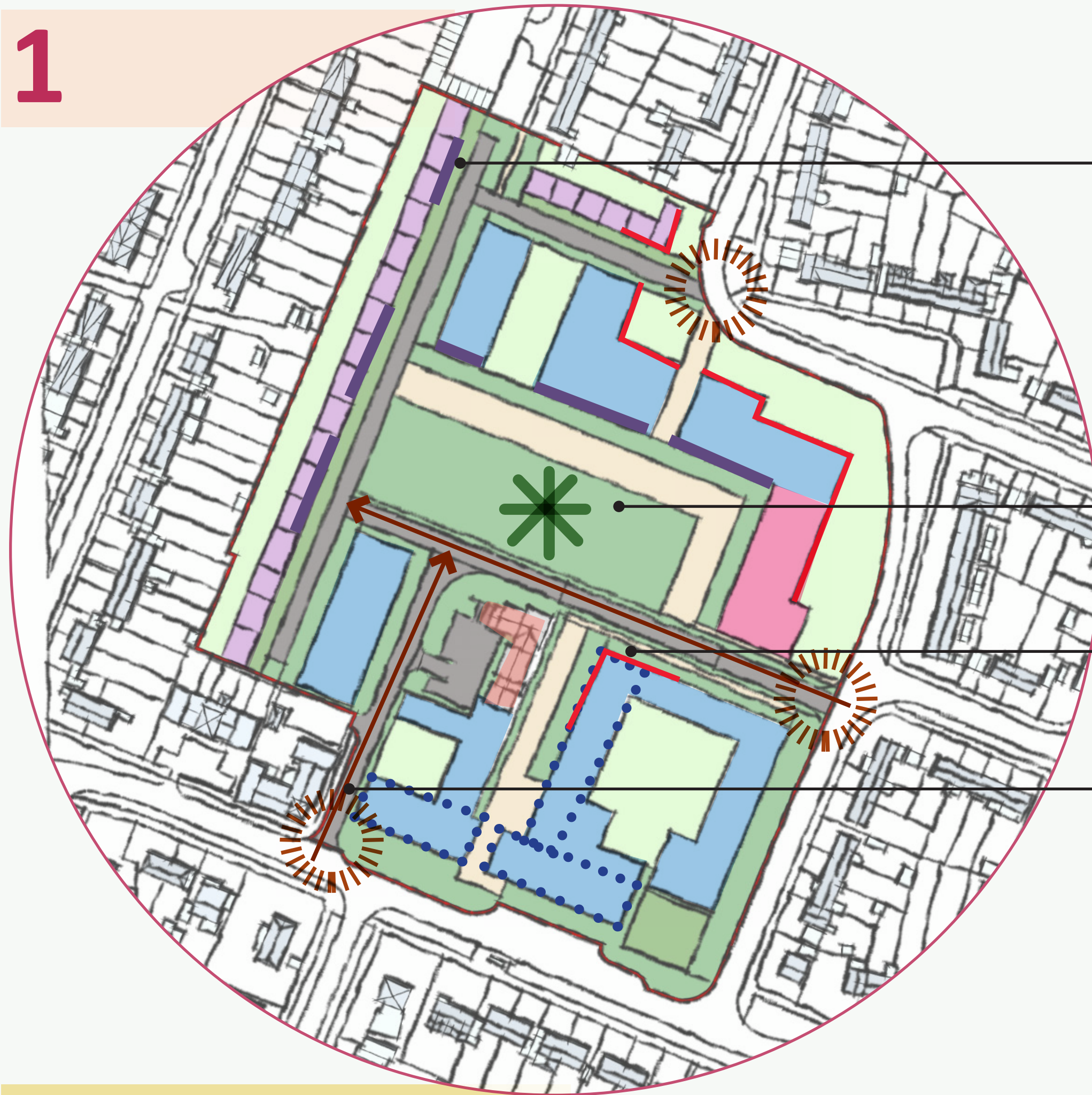
Reflect the character and history of Letchworth while using **sustainable and innovative design approaches** improving living conditions



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DESIGN OPTIONS

1



Buildings acting as focal points improving site orientation and natural surveillance

Horizontal green open space with improved landscape, playscape and encouraging an active zone and sense of community

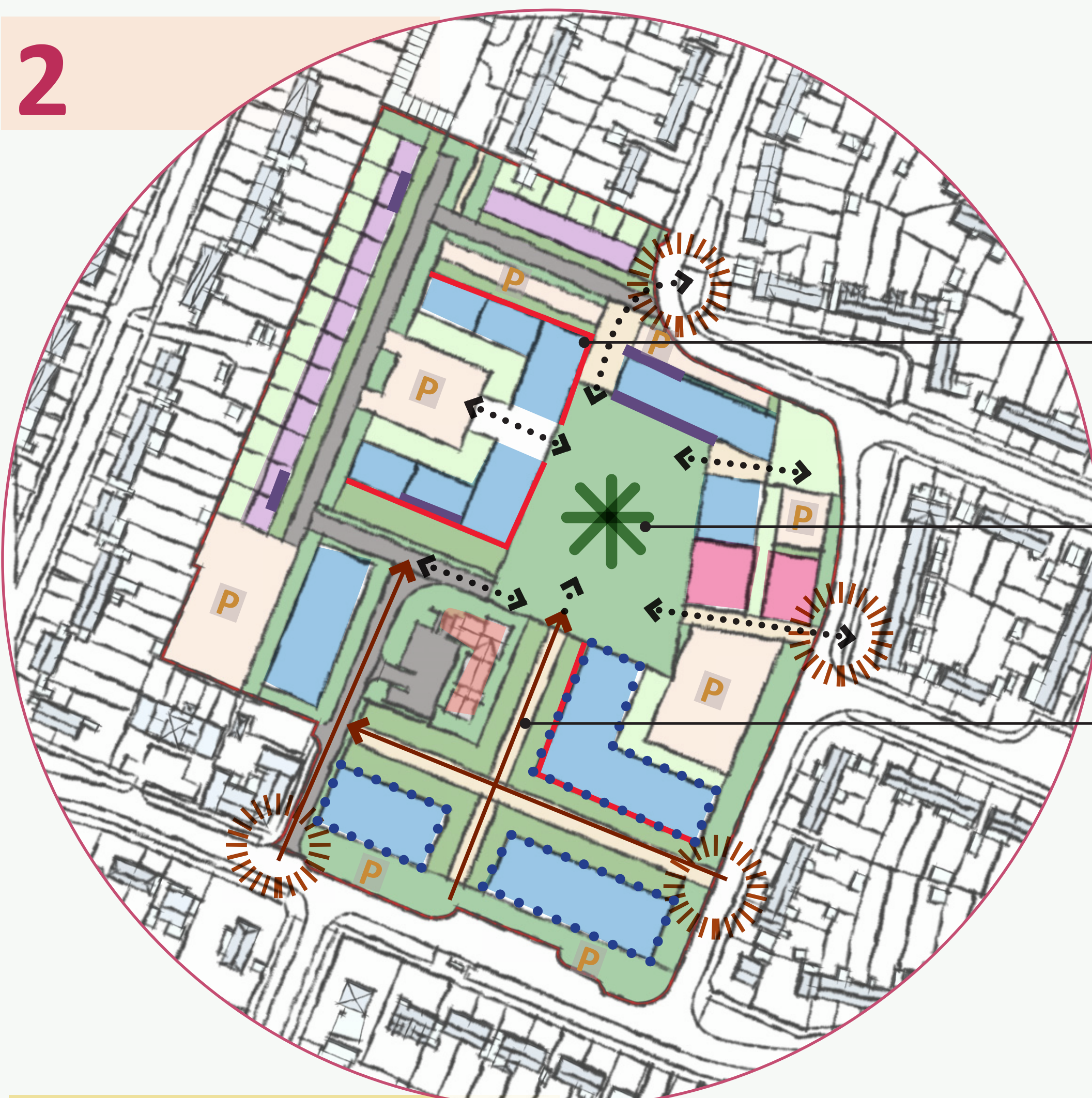
Buildings facing all streets and activities within the site

Clear circulation and access points

- Key:**
- Proposed Area
 - Access Points
 - Main Green Space
 - Main Axis
 - Focal Buildings
 - Group Design
 - Residential Dwellings
 - Residential Blocks
 - Retail Zones
 - Buildings to be Retained
 - Parking Area
 - Community Centre/ Church

Horizontal park with perimeter blocks

2



Buildings framing street elevations and green spaces

Central green open space creating a sense of place, connecting all spaces together

Active retail street zone improving circulation

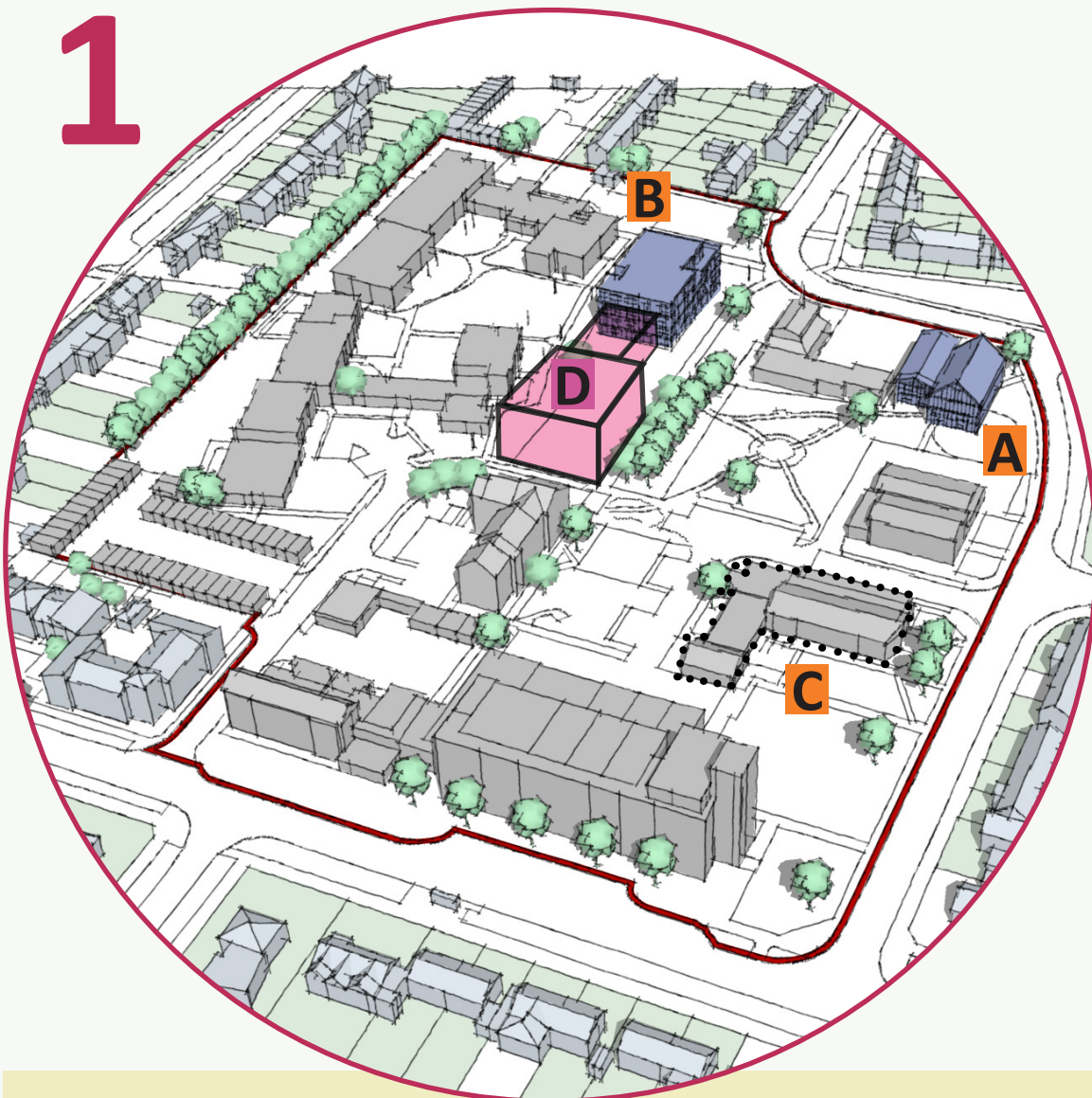
Central park with internal retail street

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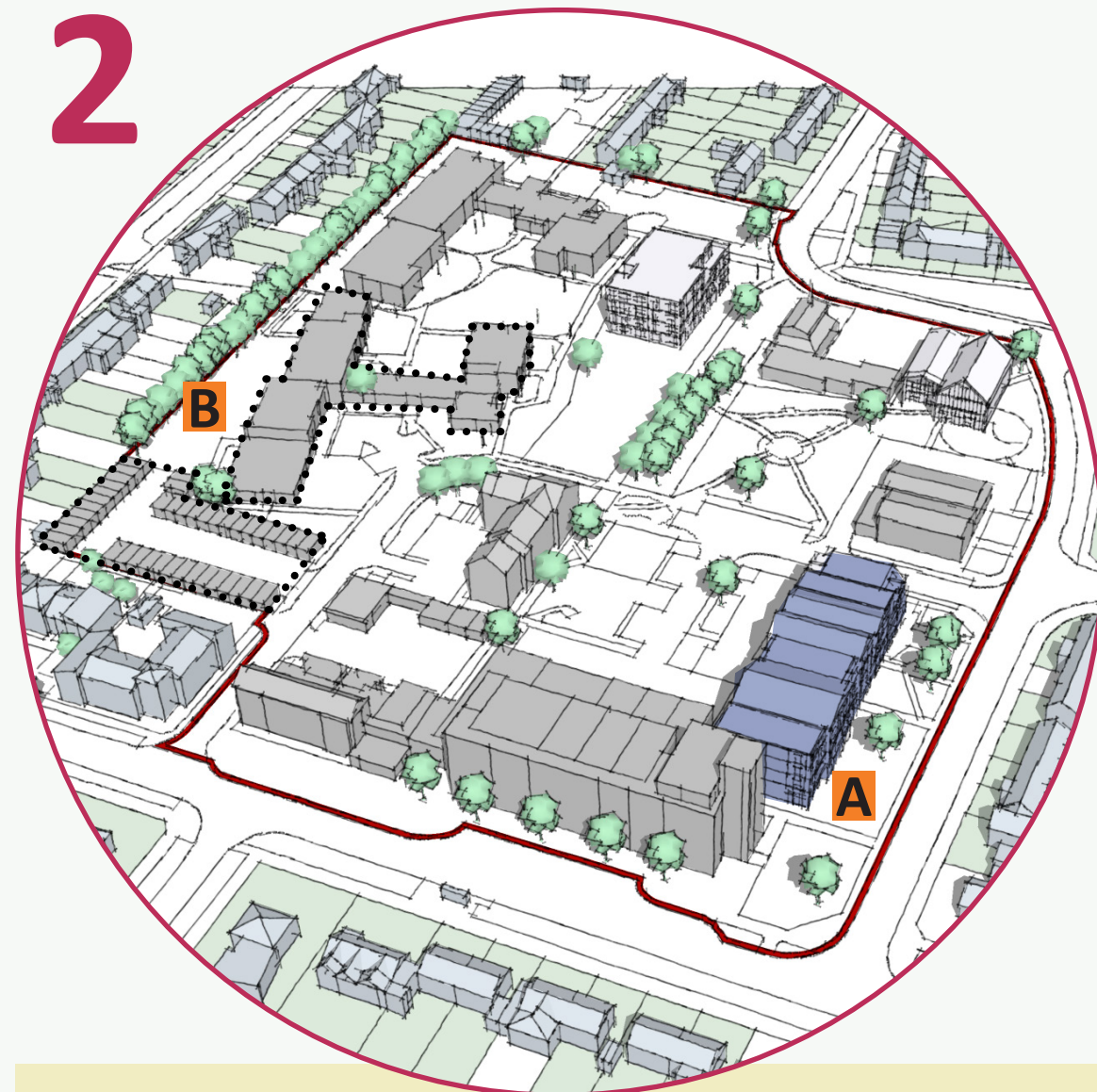
HOW COULD IT BE ACHIEVED

The redevelopment will need to be achieved in several phases over a period of time. The initial period is the design stage leading up to a planning application and includes ongoing community engagement. To implement the development, the masterplan will need to be broken down into manageable components that need to be planned around the potential to deliver infrastructure, relocation of **residents and businesses**, land ownership, as well as planning processes and legislation. The diagrams below indicate how this particular layout could be achieved with phases carried out consecutively.

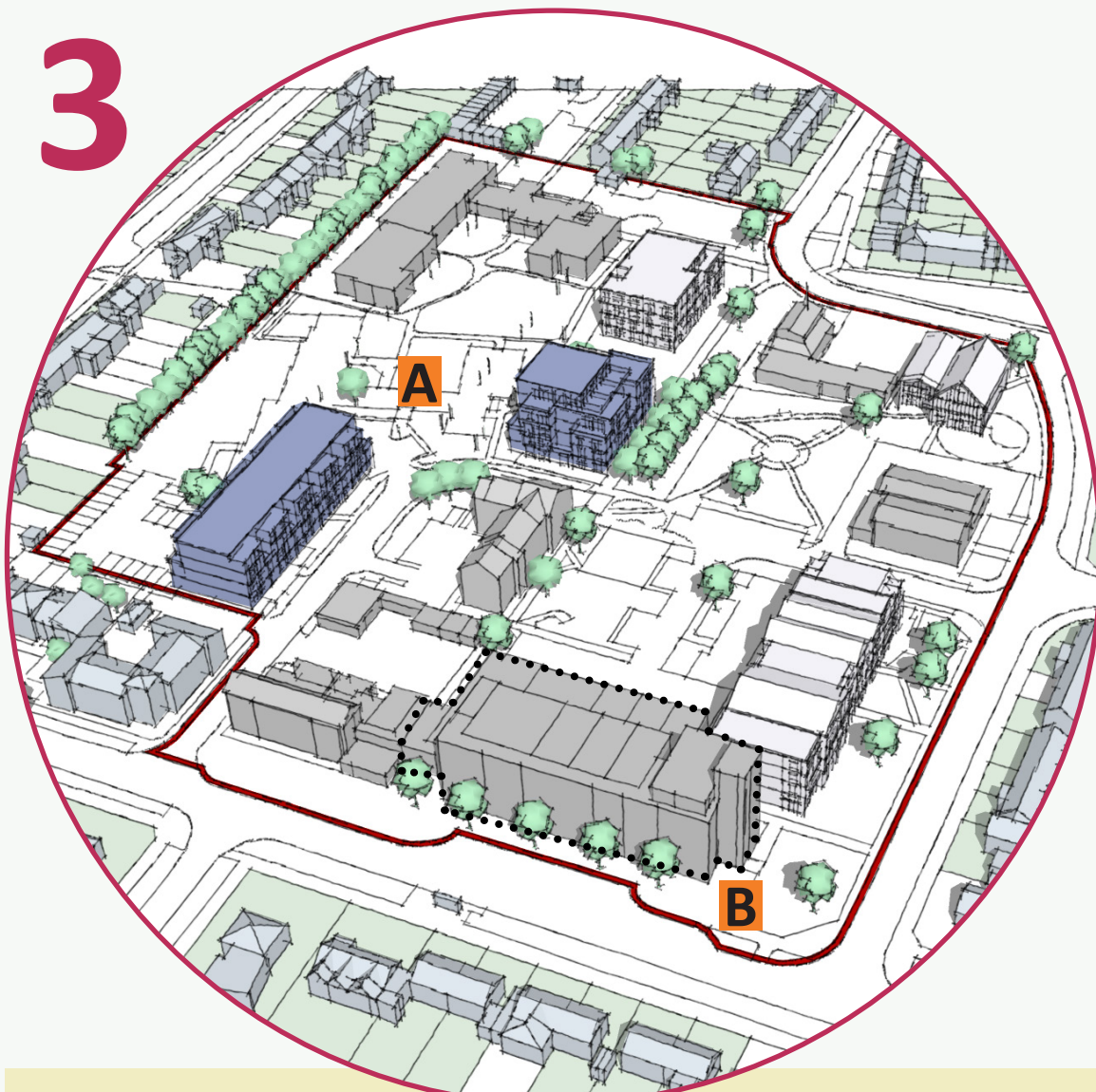
PHASING STRATEGY



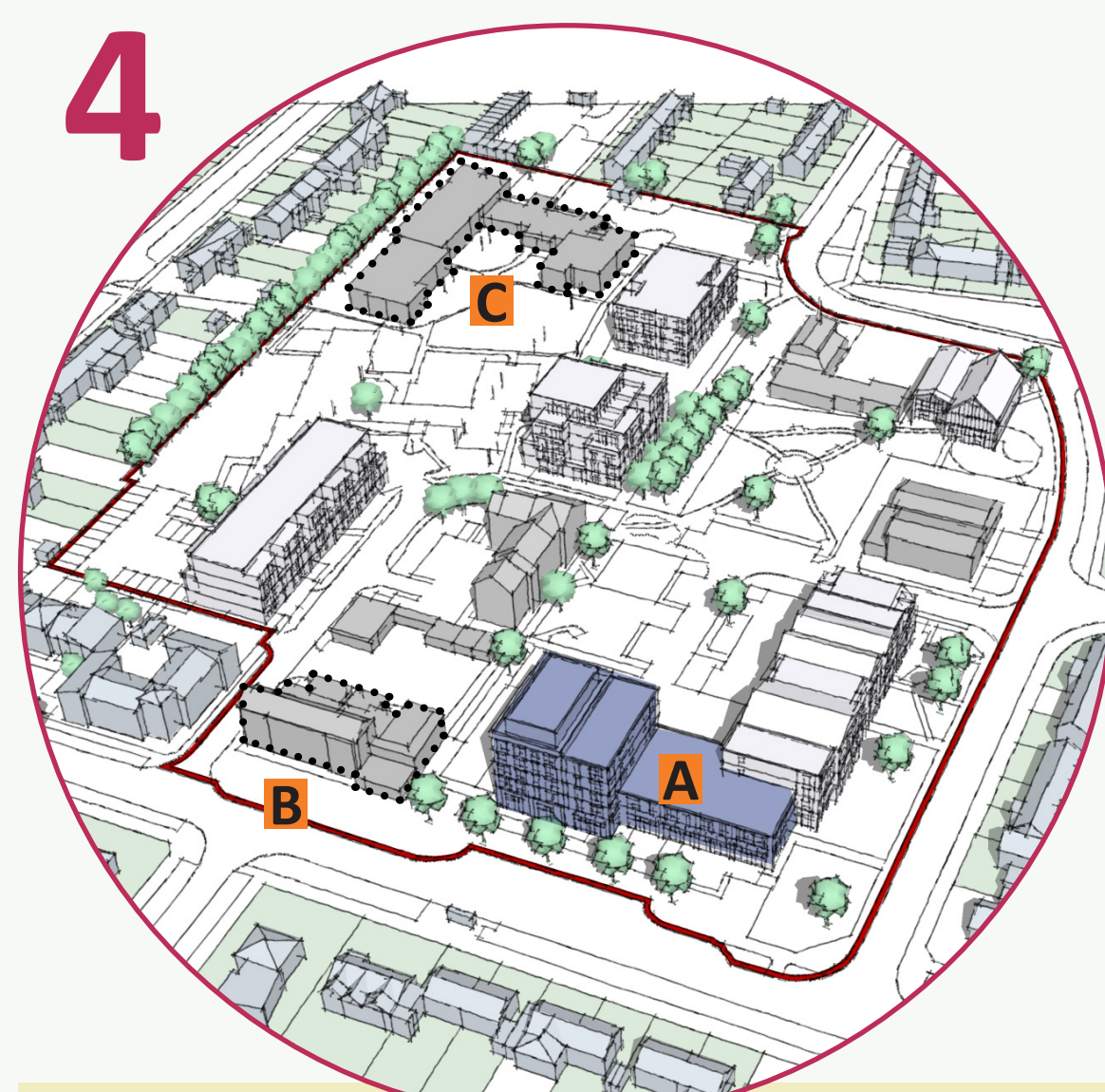
- A** New Community Centre.
- B** New residential block.
- C** Demolish existing Community Centre.
- D** Optional: New Residential Block.



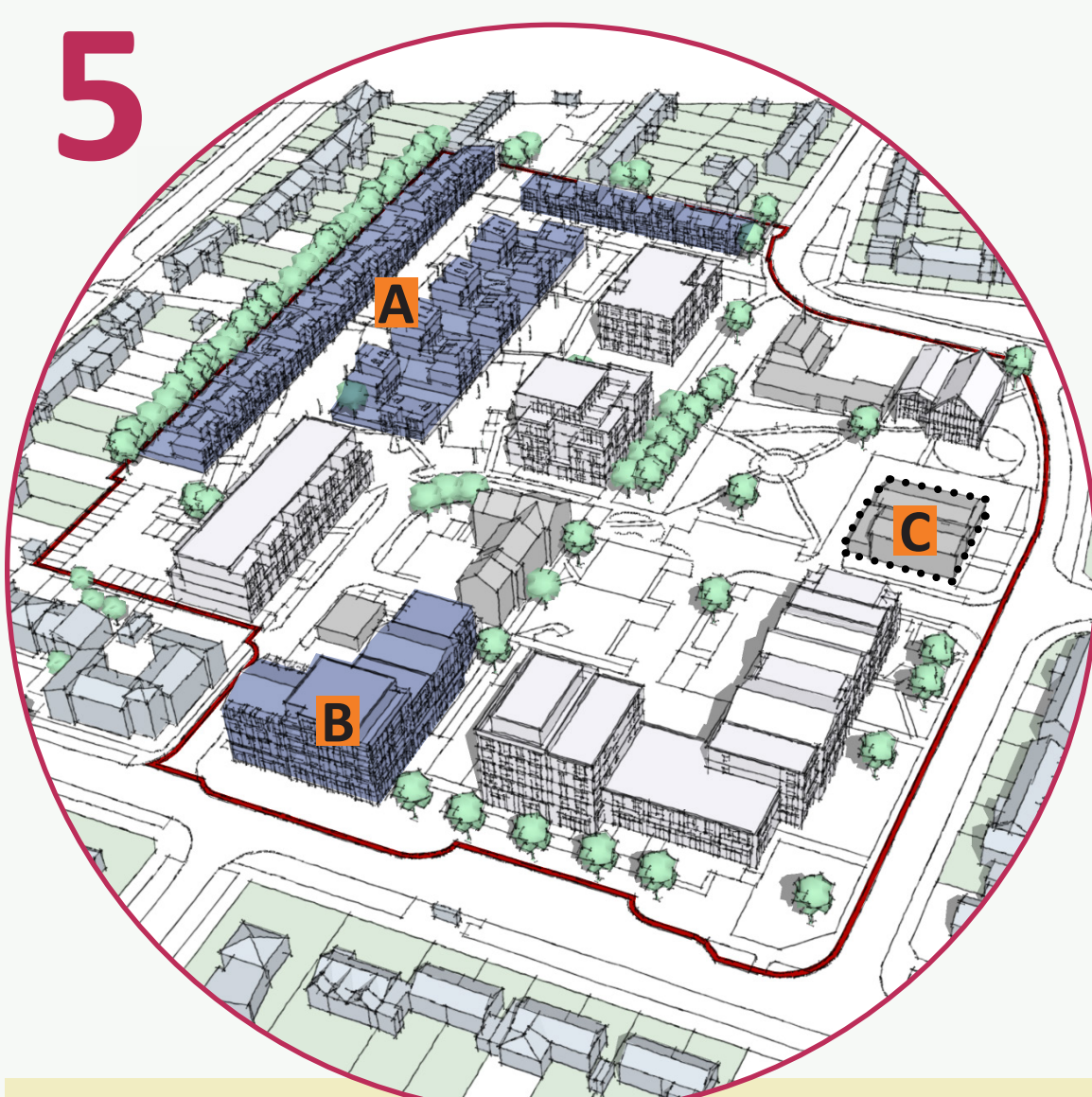
- A** New Mixed Use Retail and Residential Block.
- B** Demolish Reynolds Block & adjacent garages.



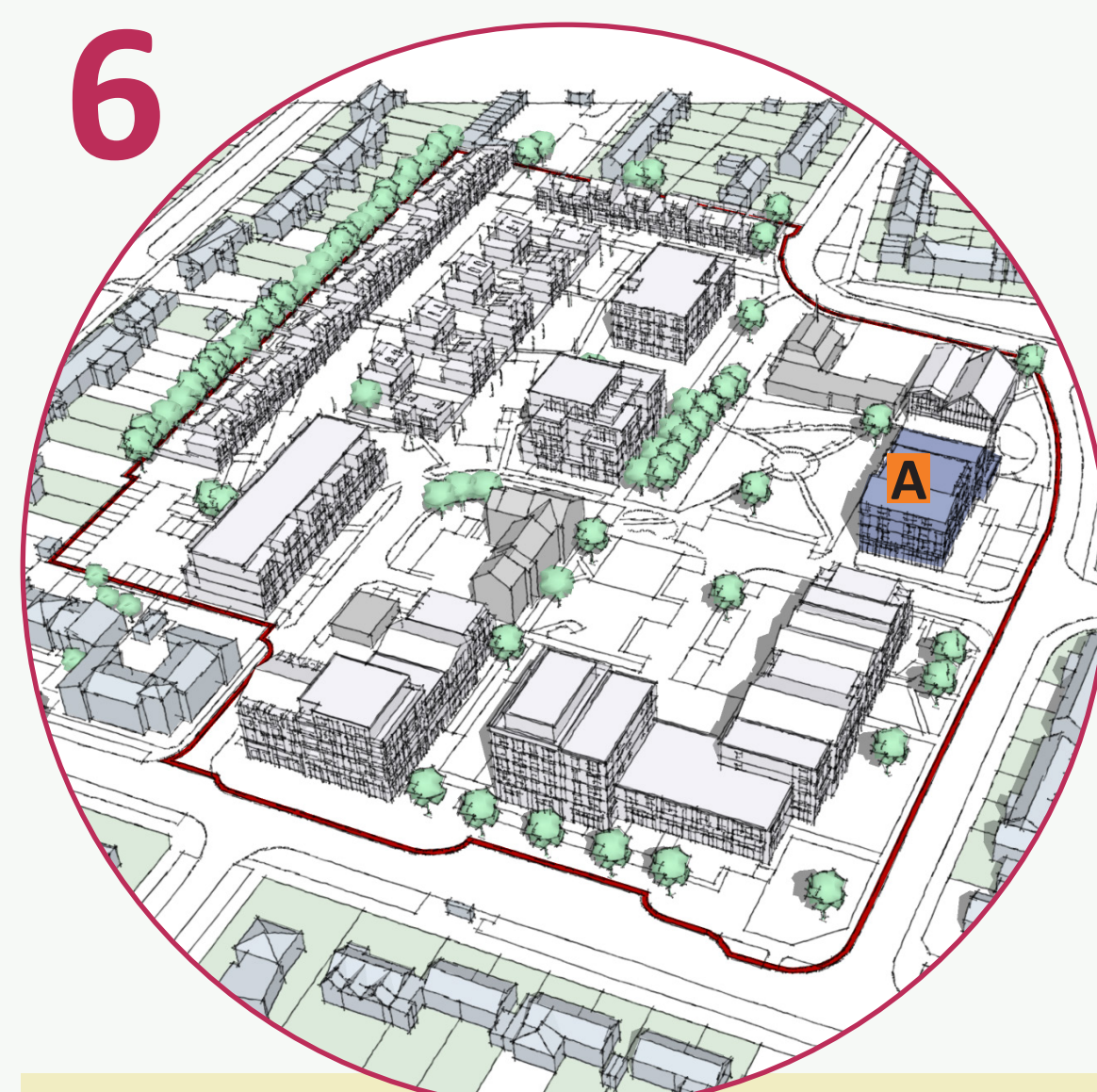
- A** New Residential Blocks.
- B** Demolish east part of Parade Block.



- A** New Mixed Use Residential and Retail Block.
- B** Demolish remaining part of Parade Block.
- C** Demolish Langleigh Block.



- A** Build new houses.
- B** Build new mixed-use residential and retail block.
- C** Demolish existing Tescos.

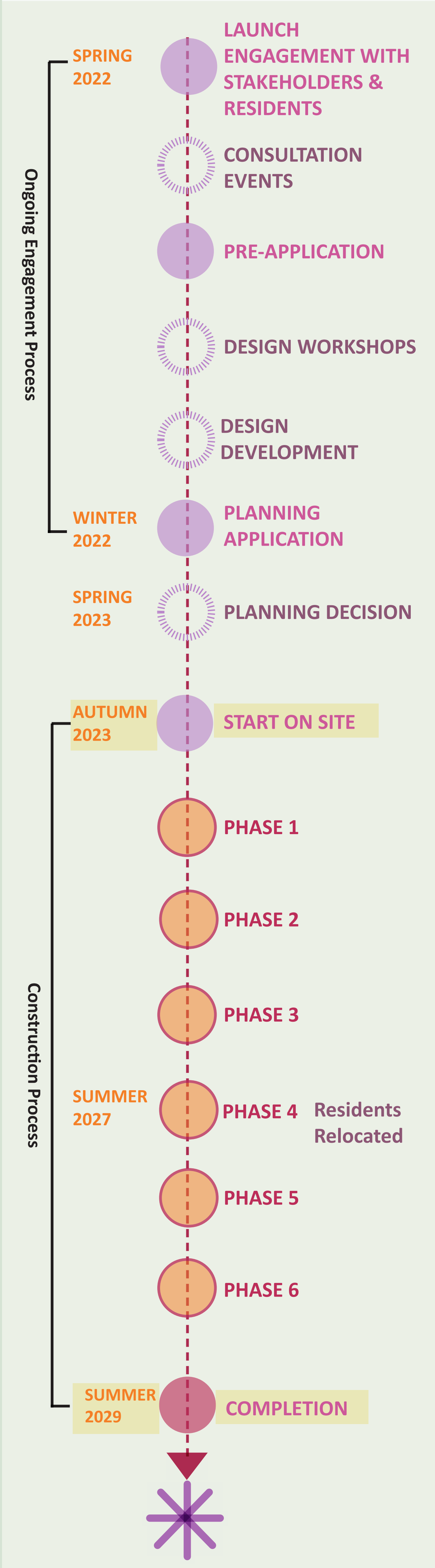


- A** Build new mixed-use residential and retail block.

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TIMELINE

ENGAGEMENT QUESTIONS



What are your overall thoughts on the initial ideas?

What are your thoughts on the new open space provision?

How do you think it follows the Garden City design principles?

What do you like about the initial ideas?

What do you dislike about the initial ideas?

Is there anything you would like the design team to consider as part of the proposed redevelopment?

What do you think of the mass and scale of the initial proposal?

NEXT STEPS

- Liaising with the Local Planning Authority
- Further Design Iterations
- Further Consultations

Contact Details:

Pelicanway@settlegroup.org.uk