

10-12 CHALK HILL, WATFORD



DESIGN

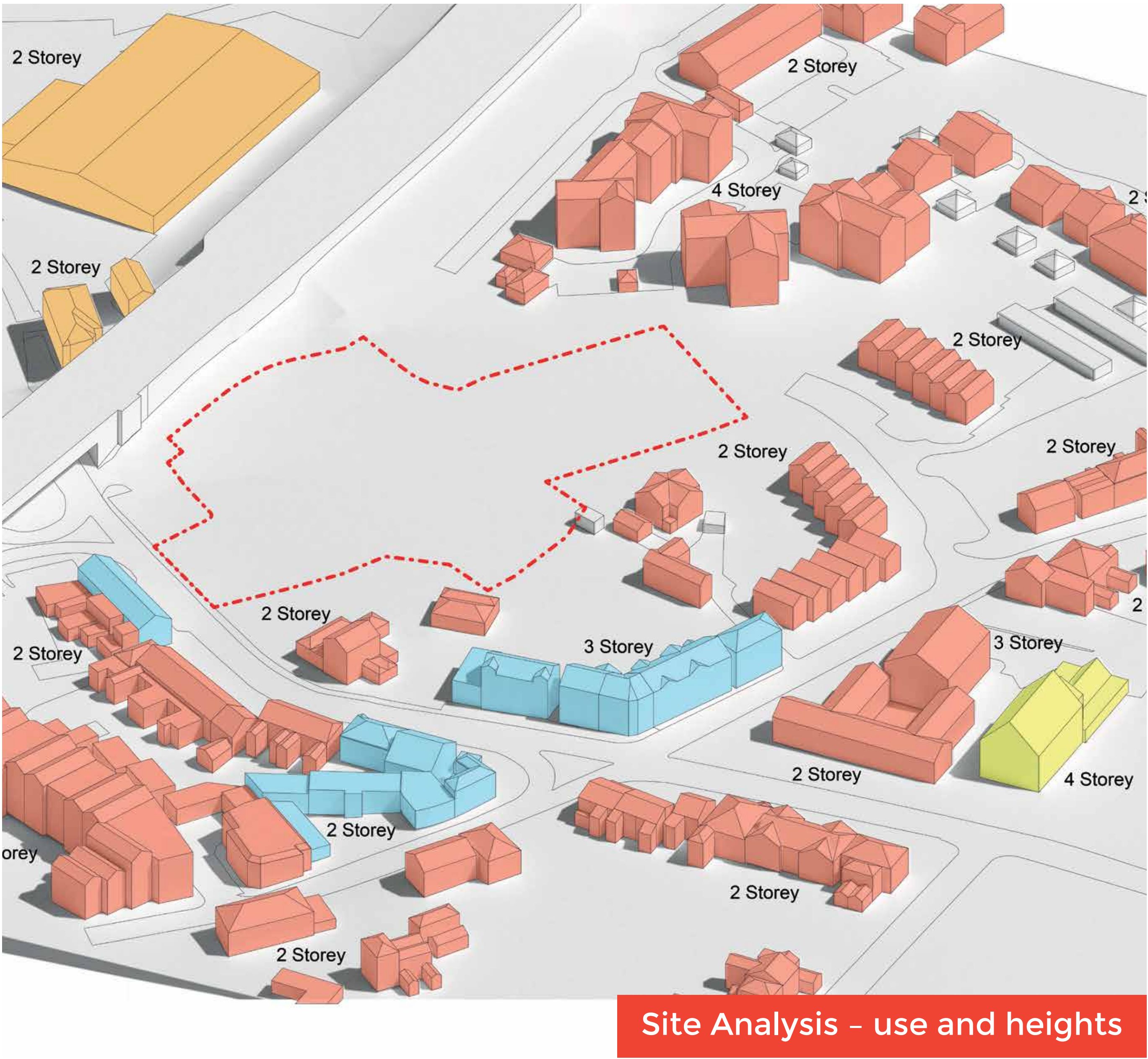
Following the previous consultation on the proposals for 10-12 Chalk Hill, the designs have been adjusted with the assistance of the local council to reflect the views of local residents.

Some of the responses we received focused on the height and design of the previous proposals. As a result, the single structure has been replaced by two structures of 3-9 storeys. This was made possible by significantly reducing the number of homes in the proposals from 229 down to 151.

By reducing the number of dwellings, we have been able to reduce the height of the building and the new design will significantly reduce the impact on the skyline.

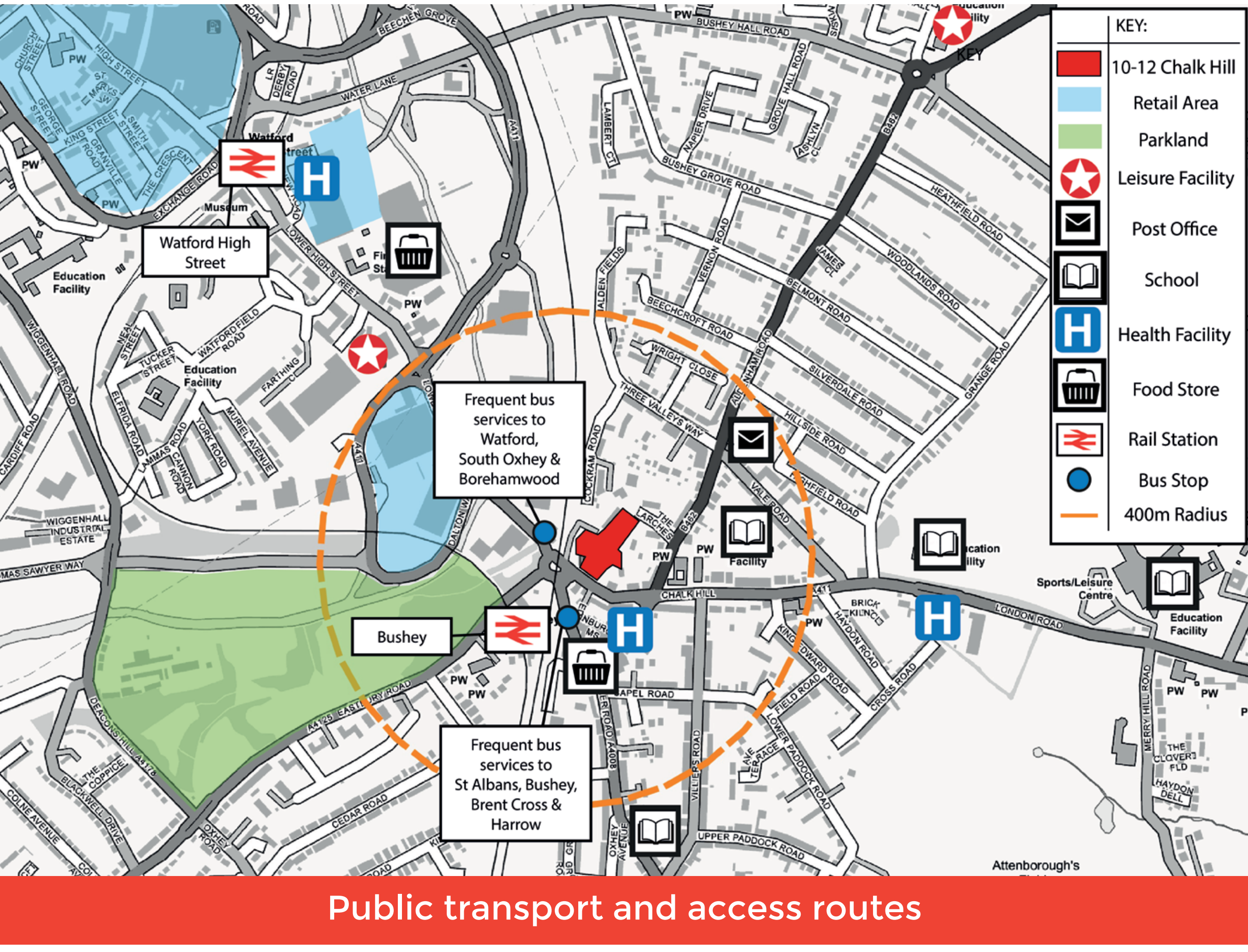
This new design will further the ambitions of the previous designs in terms of preserving local views and heritage, and reduces the size of the proposals to the lowest density that would be considered appropriate for a development in this location.

The new designs further the ambition to create quality homes and maintain and complement the view and heritage of the area. The green roofs will further reflect the surroundings and improve the ecological footprint of the proposals.



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TRANSPORT

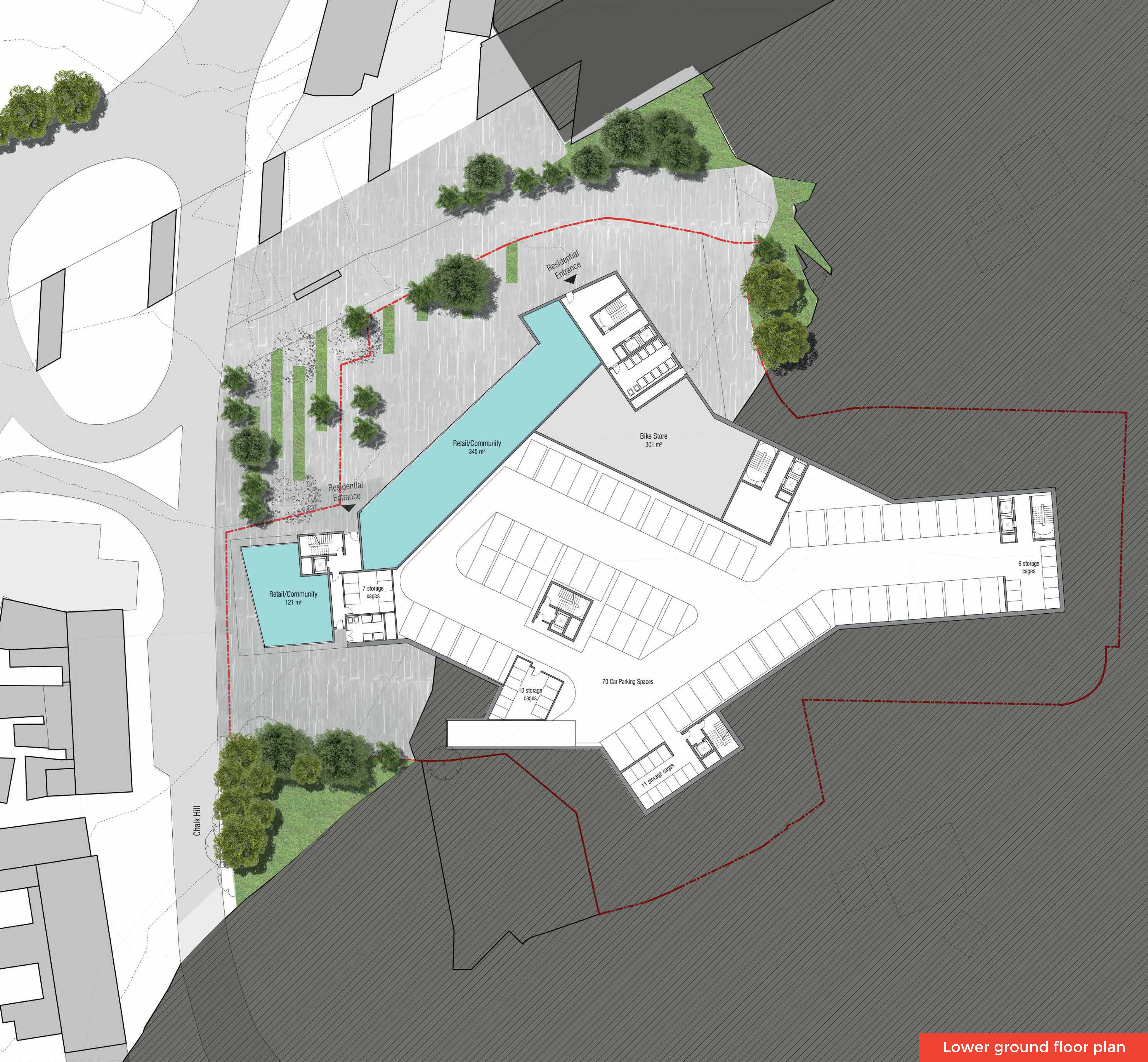


We have listened to concerns expressed as part of the previous consultation and as a result have significantly improved our parking ratios from 0.35 spaces per unit to 0.46, with 70 spaces. Discussions with Watford officers have suggested that they would unlikely support a parking ratio higher than 0.5 spaces per unit as providing additional car parking will lead to greater traffic impact.

The parking provision is appropriate for the accessibility of the site and the accommodation mix, which is dominated by 1 bedroom units. Residents of these unit types demonstrate lower parking ownership levels.

To encourage travel by other modes and therefore reduce reliance on travel by car, we will include high quality storage cages for bicycles and include a Car Club, which will be open to everyone. The developer will pay for a marketing package to promote the car club to residents, which is proven to reduce car ownership and vehicle trips. We will also implement a Travel Plan which will include measures such as a car share database and bus ticketing.

We understand that there is resistance to introducing controlled parking within the area. However, we will agree to a legal restriction at the site that will prevent site residents from applying for parking permits should one be brought in in the future.

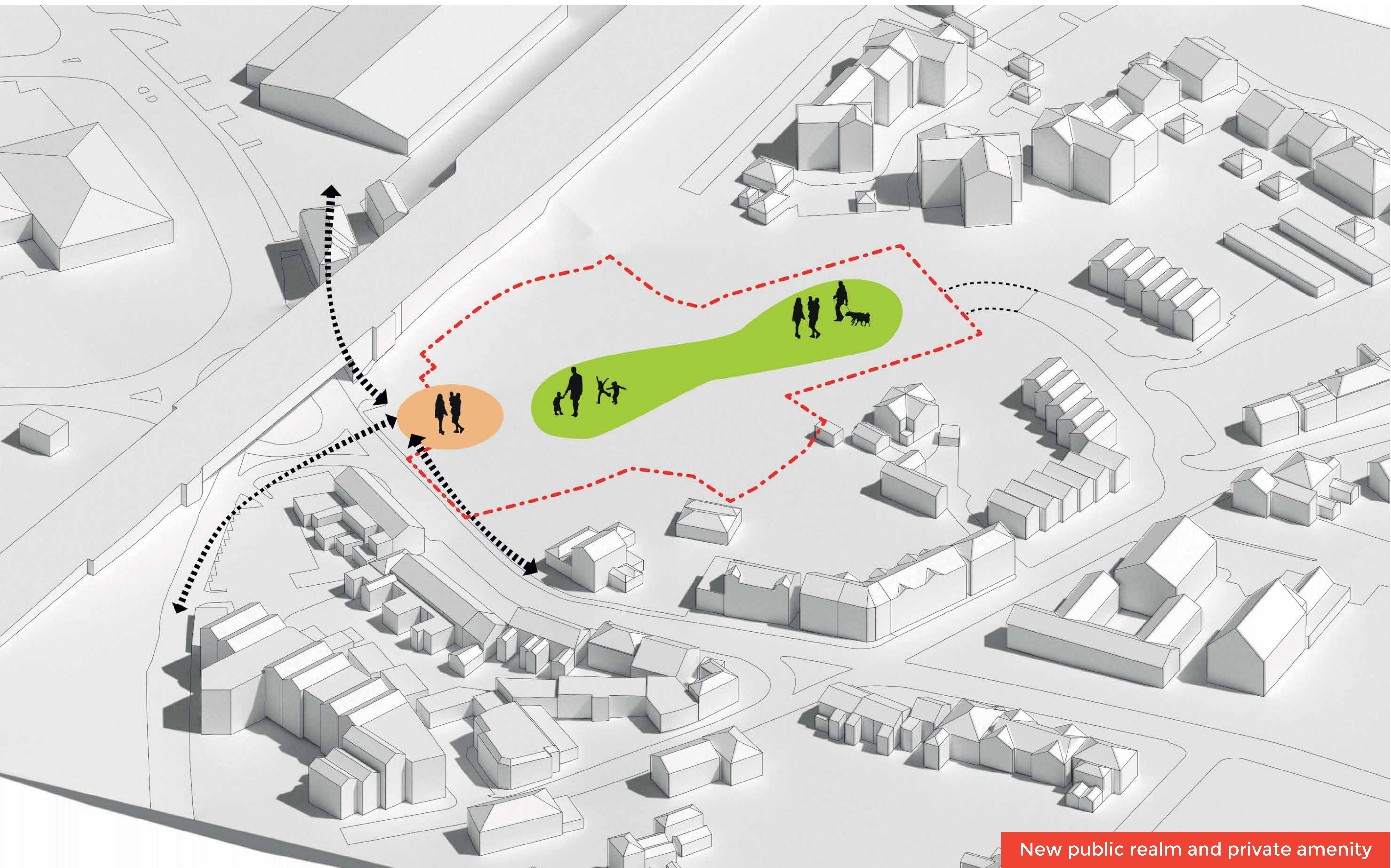
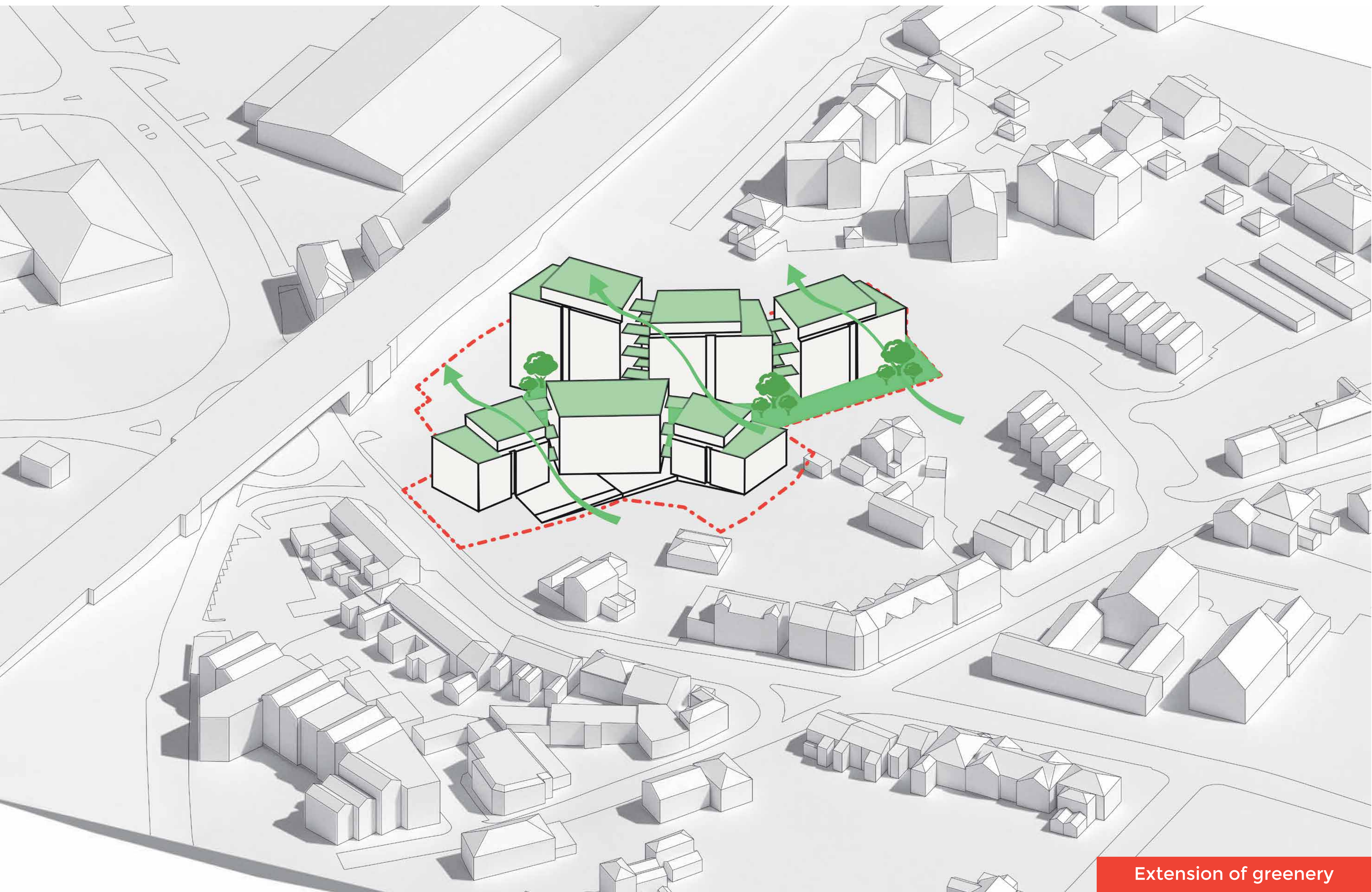
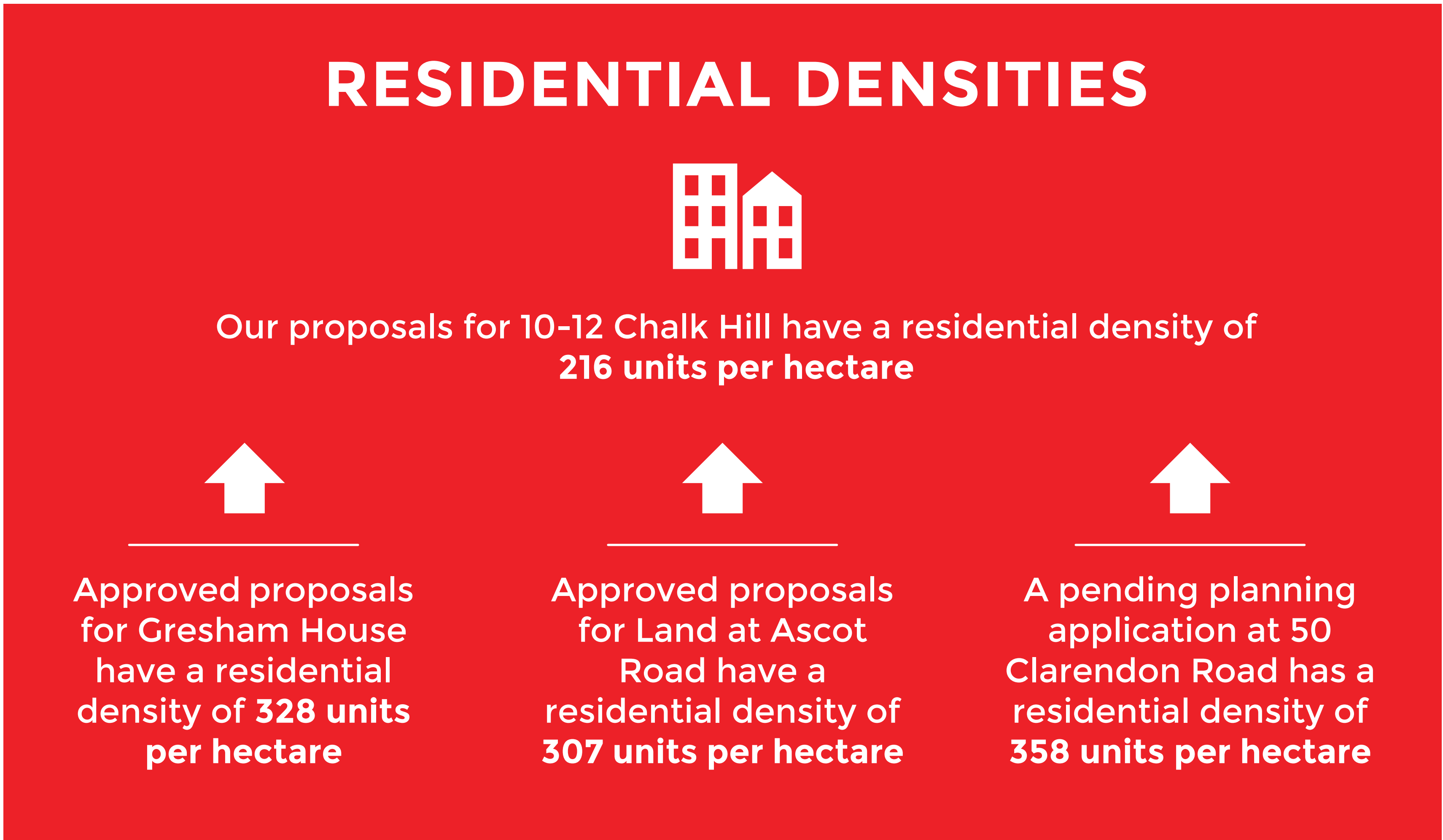


LOCAL CONTEXT

Following the previous consultation event, the number of homes that will be provided at 10-12 Chalk Hill has been carefully considered. Having consulted with local residents and councillors, the new proposals will provide 151 homes.

The number of units is significantly lower than is considered appropriate for this site, and the residential density is lower than similar applications in the area.

Every effort has been made to ensure that the number of homes provided is appropriate for the area. As can be seen when comparing the residential density of 10-12 Chalk Hill with other schemes in the area, these proposals will create a development which can be easily accommodated by the site.



TYPES OF HOMES



Upper ground floor plan

The new proposals for the development at 10-12 Chalk Hill will provide 151 homes of varying sizes and are intended to appeal to those planning to get their foot on the housing ladders, young commuters and those looking to downsize. The new plans will provide 86 one bed, 61 two bed and 4 three bed apartments.

Of the 151 homes, the revised proposals plan to allocate 35% for affordable housing which will be available for social rent, affordable rent, and shared ownership.

New homes will create a new opportunity for local residents to remain in the area they wish to stay in and offer new residents the chance to live in a well connected and pleasant community.



151
NEW HOMES



REVISED
PARKING RATIO



REDUCED
SCALE



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NEXT STEPS

Thank you for attending the consultation event today. These proposals will form the basis of a full planning application, which will be submitted to Watford Borough Council.

Please let us know what you think of these proposals:

- **Fill out a feedback form** and leave it with us
- Call our Freephone information line **0800 148 891**
- Write to us – **FREEPOST MPC Consultation** (no stamp required)

NEXT STEPS

We will review all of the feedback we receive and use this to inform our plans for the planning application. We plan to submit this application to Watford Borough Council in the coming weeks.

PROPOSED TIMELINE



JLL and Meeting Place Communications are committed to community consultation and will aim to keep the local community informed as the proposals progress.



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